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## 5 Steps to Content Marketing Success

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The whole idea behind content marketing is to attract, acquire, engage and retain customers by creating and distributing content they will find relevant and valuable – with the objective of driving profitable customer action.

The key distinction to make between content marketing and other, more traditional methods of marketing communications is that you are not selling – instead you are aiming to create a valuable experience. In essence, traditional marketing involves telling the world how good you are – with content marketing you show them.

The basic principle is that by regularly providing valuable information to customers and prospects, you increase the chances of them rewarding you with their business.

## Step 1: Create/Curate

Content marketing is impossible without content. Whether you create it from scratch or you use content that has already been written, you need a strategy that consistently produces material that your audience will find valuable. Often it is a good idea to set up a content schedule so you can plan how often you are going to produce and publish content. Also, as you start creating and distributing your various articles it will make it easier to see what topics you have already covered and where you should focus your attention for future pieces.

Once you have your content idea you should look to flesh this out as an article/blog post or as a press release using rich-text with images, highlights and meta information including relevant keywords.

## Step 2: Re-format

Ok, so you've created your article/blog post, but don't stop there! Next, take each piece of content and re-format it as a video, a podcast, a powerpoint presentation, a how-to guide, an infographic, a white paper, an ebook or even a newsletter.

There are so many ways to leverage one piece of content, giving you the opportunity to publish it to multiple online locations (YouTube, Slideshare, Flickr, Pinterest etc.), creating far more exposure for your business than just one blog article and subsequently maximising the potential to generate more traffic to your website.

## Step 3: Distribute

Armed with your multiple forms of content, next you need to distribute it far and wide.

In addition to the online press there are many other websites that accept content in many different formats. Each site has huge followings who prefer to consume their information in different ways. Your job is to simply provide your content in a way that suits that particular site.



### Step 4: Social Networks

Social networks are fast becoming the main source of news and information on the web. By publishing your content to those too you will ensure maximum exposure.

### Step 5: Social Bookmarking

Finally, create even more coverage for your content by socially bookmarking the various articles, videos, PDFs etc. Bookmarking is a way of leaving 'way-markers' to interesting content that other people will find and follow.





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