

Your 7 Steps to Successful Content Marketing

Define Your Goals

Before you begin working on a specific piece of content, it is important to define and communicate your goals. You can then build your content with specific goals in mind.



Record Metrics

Once you have decided on your goals, you need to work out how you are going to record these metrics. Google Analytics is great for recording goal completions, letting you analyse the success of each piece of content.



Gather Your Data

You may gather this data from scratch or choose data gathered by others, but this process will dictate the success of your entire campaign.



Decide on Your Content Type

Once you have your data, you are free to create your content in any way you like. Keep your goals in mind when deciding on the content types that you will use, or ensure that you have individual goals for each set of content you create.



Creation

Make sure you dedicate the right amount of time and resource in making the content as good as it can be. For the purposes of designing your strategy, you should ensure that every piece of content is professionally created.



Distribution

Distribution is everything, so you need to make sure that you have a path to those that you want to engage with your content. Make sure that you spend the same amount of time and effort that you did in creating the content when you go about marketing it.



Follow-up for SEO

If you have been successful in promoting your content and it is being talked about on other websites, make sure you are getting the credit for all of your hard work. If people are using your infographic or discussing your data, make sure they are linking to your website in some way.

