



Marketing Essentials

7 Habits of Successful Content Marketers **CHECK LIST**





How to develop your Content Marketing skills





7 Habits of Successful Content Marketers

1. Tell the what they want to know – often
2. Be efficient – reduce, re-use, recycle
3. Follow the plan and pick the right tools
4. Find your niche... the smaller, the better
5. Master social media, especially TWITTER
6. The 80:20 rule: 80% theirs: 20% yours
7. Earn Active Passive Income with RITE content





So What Is Content Marketing?

It is a series of small, regular ‘provocations’ to engage the customers interest, build trust and generate leads

‘Content’ is different to traditional marketing materials

It is **user-focussed**, non-selling, informative and engaging

It’s the stuff everyone wants to know...

and **YOU** can share it with words, pictures, sound or video





Content is King

That it is:

Relevant
Interesting
Timely
Entertaining





Content for Passive Income

- E-books
- Podcasts – free and subscription
- Online courses
- Virtual coaching
- Webinars
- Online subscriptions – access gated content
- E-commerce – your products sold online





Results of **Successful** Content Marketing

- Facebook Likes
- Twitter Followers / @mentions
- Google+
- Back Links
- Increased Comments
- **Increased traffic to your website**
- Time spent on website/ pages
- Increased number of page views per visitor
- **Increased 'checkouts' \$ £**





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