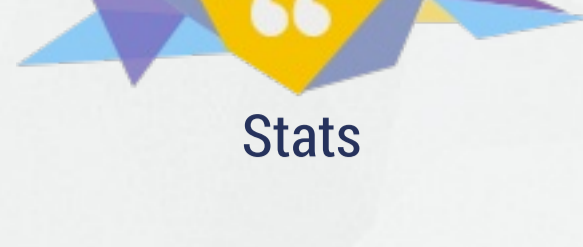
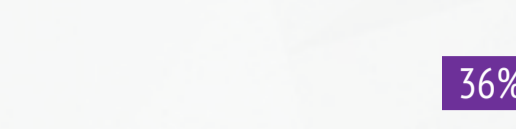


Quality Content & Content Marketing 101

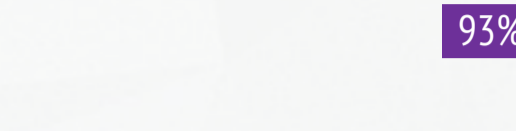


Stats



Content Marketing is the top priority for 36% of marketers in 2014

36%



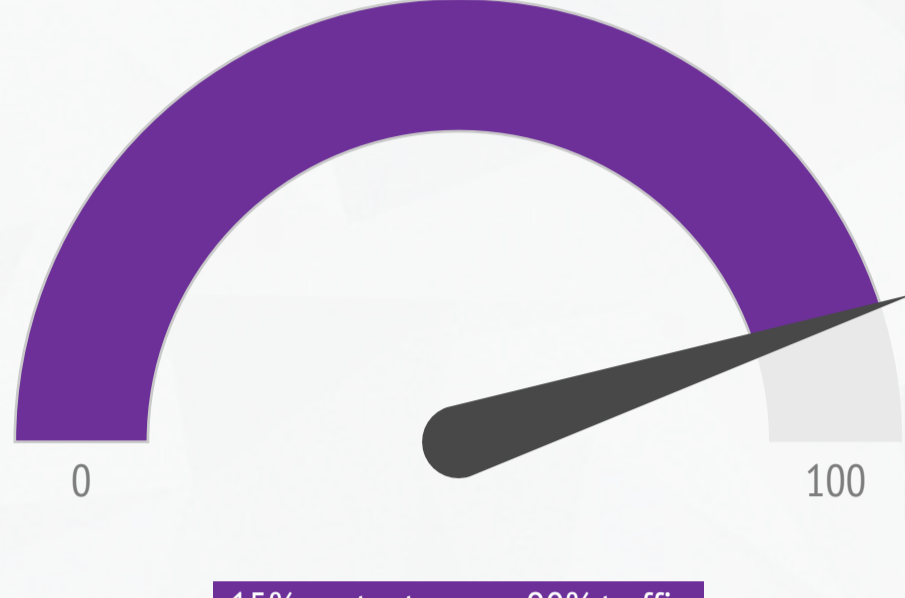
B2B marketers using content marketing

93%



Quality content creation is the most effective SEO tactic for 57% of marketers

57%



15% content serves 90% traffic



0.5% content serves 50% traffic



B2B content never used is 65%

Tips



Write for the audience



Write something unique



Well researched and detailed



Well written and presented



Use Multimedia

E.g. - Images, Video etc



Must be a good read

Unlike an encyclopedia



Creative

Have fun and be creative



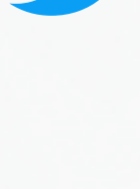
Call to action

Finish with a call to action. Ask for comments or join mailing list



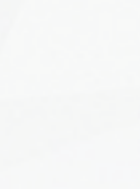
Checklist

Create a checklist and follow through



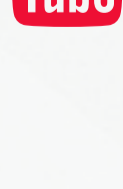
Market your content

Use social media



Comments

Leave quality comments on authority sites



Alternate media

Create at least one alternate media for your content . This could be PDF, PowerPoint Slides, Video, Infographic etc

References:

<http://www.inboundwriter.com/>

<http://www.emarketer.com/>

<http://www.quicksprout.com/>

<http://kaiserthesage.com/>

Note: Average of the stats have been used in some instances to better illustrate the stat.

<http://yourescapefrom9to5.com/>