

## Create

purpose-driven content that motivates, captivates and inspires action.



Consider these factors when creating content:

- Relevant- Should be published in the right place for your audience.
- EEI- Your content should educate, entertain or inspire. Or a combination of the three. If it's not, people won't engage with it or share it.
- Efficient - Focus on creating long-form content first - a podcast, video series, blog, etc.. You'll be able to generate more content from this long-form content.
- Actionable - Inspire your customer to take action. A call to action, a place to comment, an invitation to share, etc.

## Distribute

content to the right people, at the right time, and in the right places to drive real results



When thinking about content distribution, consider these factors:

- Evaluate- Don't put the same content everywhere, consider where your audience is searching or where they're spending their time online. Focus on those mediums, adapting content to be platform specific.
- SEO- You should always be following best SEO practices and making sure you're researching the right keywords to boost your content's visibility.
- Timing- Is your content evergreen or time-sensitive? A Christmas blog post isn't too appealing on January 4th, make sure you're pushing out time-sensitive content quickly.

## Amplification

Amplify media to reach targeted audiences at scale and deliver accelerated outcomes



When you've got content that people are responding to, it's time to amplify it. Consider these factors:

- Social Media - posts that are doing well on a social network can benefit from a paid boost.
- PPC - Pay-per-click if you have written content that can lead to a landing page and a sale, this is a good option.
- Best of the best- Only amplify your best content, if it's not performing well you're wasting money by amplifying it.



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