

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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