



Personal, Powerful, & Profitable Content Marketing

101 Tips, Strategies, and Ideas to Help You Grow Your Business with Content

We're so glad you decided to download this guide. As you probably know, content marketing continues to be the **single most powerful tool** business owners have.

It is the **driving force** that's used to reach and connect with your audience, without a lot of expense or technical know-how required.

Over the past few years, we've helped our clients use the power of content to:

- Attract search engines
- Establish themselves as a credible source of information
- Enhance their reputation as an authority
- Motivate people to like them...and buy their products
- Inspire clicks, purchases, and shares
- Educates and inform
- Entertain
- Prompt people to link to their content – thus broadening awareness and exposure.



As Copyblogger so succinctly put it,

“Content Marketing means creating and sharing valuable free content to attract and convert prospects into customers, and customers into repeat buyers. The type of content you share is closely related to what you sell; in other words, you're educating people so that they know, like, and trust you enough to do business with you.”

Over the next 11 pages, we've got 101 tips, strategies and ideas to help you create a **personal, powerful, and profitable** content marketing strategy.

- **Personal** because content is about connecting with your audience.
- **Powerful** because content can change lives, build brands, and educate.
- **Profitable** because you're building a business and profits are a driving force.

We invite you to read through these tips, highlight your favorites and put as many as you can into practice. If you need a hand creating your content, we'd love to help. You can check out our [monthly content savings program here](#). Space is limited, but we'd be delighted to have you on board.

It All Starts With a Plan

"Would you tell me which way I ought to go from here?" asked Alice.

"That depends a good deal on where you want to get," said the Cat.

"I really don't care where" replied Alice.

"Then it doesn't much matter which way you go," said the Cat.

- Lewis Carroll, Alice's Adventures in Wonderland (1865)

If you don't care where you go then your content marketing plan doesn't matter. However, if you have goals for your business then by all means start with a solid content marketing plan.



1. Make sure each piece of content you create has a purpose. What do you want it to achieve? Let your goals guide your content creation and how you approach your overall content plan.
2. Plan your content when you feel inspired and motivated. A clear head and a positive attitude can help you create a powerful content plan.
3. Make sure your content plan integrates your other tactics. For example, share a link to your new blog post on social networking sites.

4. Plan your content around your product or service launches and promotions.
5. Don't forget to plan content when you're on vacation. You can hire a ghostwriter to fill in the gaps, find a guest blogger, repurpose PLR, or schedule content in advance.
6. When planning content topics, remember to answer this question for your reader; "What's in it for me."
7. Keep your content plan somewhere handy so you can refer to it often.
8. Plan your content with room for change – you may be inspired by a trending topic and flexibility will help you capitalize and seize the moment.
9. Plan your content topics ahead of time – it's much easier to create when you know what you want to write or talk about.
10. Embrace a mixture of content types in your plan. Your audience may respond favorably to audio and video content as well as print.
11. Think outside the box – how-to articles and editorials are great, but what about checklists, resource lists, worksheets, templates and other sources of valuable information?
12. Revisit your content plan on a regular basis. Make changes based on analytics. Use your plan to stay on track to reach your content goals.
13. FAQs, reviews, interviews and case studies help sell products and services. Include them in your content plan when you're releasing a product, striving to boost your affiliate income, or launching a promotion.
14. Keep a notebook or recorder handy to document content ideas as they come to you. You never know when inspiration will strike!
15. Embrace seasons and holidays into your content. Timely information is often well received.
16. Plan how you'll integrate your content marketing efforts with your social media efforts. For example, will you tweet a link to each new blog post or article? Will you include a "share" button on each blog post?
17. Add information products to your content plan. They can be super easy to pull together and provide value to your prospects and customers.
18. Plan how you can repurpose each piece of content you create or have created for you. Maximize your content and improve your ROI (return on investment). For

example, an interview can be transcribed and printed on your blog, and snippets from the interview can be used as Twitter posts.

19. What goals do you want to achieve with your content? There are many to consider and you don't have to choose just one. However, when creating content and choosing topics, make sure each piece is designed to help you achieve one or more of your goals.
20. Use time pockets to brainstorm content ideas. When you're sitting at the doctor's office, waiting to pick up kids, or sitting in traffic. These small segments of time can be extremely productive.

Research Your Way to Great Content

"I notice increasing reluctance on the part of marketing executives to use judgment; they are coming to rely too much on research, and they use it as a drunkard uses a lamp post for support, rather than for illumination."

-David Ogilvy



Content research is about determining what your readers want and then giving it to them. It's using your available research resources, including analytics, experience, and the Internet to create new and interesting ways of presenting your specialized information. It's easy to go overboard with research. Use it to enhance and refine your content, not to dictate it or take it over completely. You know your audience better than anyone.

21. Social media sites are excellent content research tools. Pay attention to questions your audience asks and trending topics.
22. Use Google Alerts to identify trending topics. It also provides you with great sources of content to comment on, link to, and source in your own content.
23. When inspired by someone else's content, always link to that content and give them credit. It boosts your credibility and can also lead to more exposure for your blog or website.
24. Use statistics, facts, and data to help make a point. It boosts your credibility and authority.

25. Whenever you use facts, make sure they're accurate. Try to find at least three sources that back up your information.
26. Research potential topics and content ideas by asking your audience what they want to know. Publish a survey or questionnaire. Pose a question on Facebook or Twitter or ask readers to leave comments on your blog.
27. Use comments on your blog and social media sites as fuel for content ideas.
28. Scan headlines in industry newsletters, magazines, and websites for inspiration.
29. Including a YouTube video as part of your blog post can be a great way to get visitors involved.
30. Revisit your most popular articles, blog posts, and social media content and expand on it.
31. Let your competitors inspire you. Discover their keywords with tools like spyfu.com or keywordsfy.com.

Creating The Best Content – It's About Confidence

"I'm writing a book. I've got the page numbers done."
-Steven Wright, Comedian

Many people are completely overwhelmed by the thought of creating content.

"I'm not a writer," is something we hear all the time at [All Custom Content](#).

While written content is definitely part of most content marketing plans it's important to know that audio and video content are both powerful mediums. And the truth is that in most cases if you can talk about your topic then you can write about it. Most personal, powerful and profitable content is written conversationally – that is, it is written like you speak.

Don't let the concept of writing content overwhelm or intimidate you.



32. Controversy and humor are easy content starters. Use them to create conversations on social media sites. Use them to start conversations on your

blog too. Cite a headline or quote and discuss, share your thoughts and write confidently.

33. Keywords are great in content but don't go overboard – write your content for your readers, not for the search engine spiders.
34. Tell stories – share your experiences with your readers. It's a fantastic and powerful way to evoke emotion and forge connections.
35. Start your content with a funny or inspirational quote – reel your readers in and engage them from the very beginning.
36. Write as much as you need to make your point – there are no rules about content length anymore. Your article or blog post can be as short or long as it needs to be.
37. Write from your experience rather than using other blog posts and articles as the foundation for your content.
38. Not comfortable writing? Record your content and have someone transcribe it.
39. Change your headline and subheadings into questions and then answer the questions. It's a fast and easy way to create compelling and informative content.
40. Write first, edit later. Don't let editing interrupt your creative flow.
41. Write when you feel inspired and productive.
42. Capitalize on good writing and content creation days. Stock up on content and use it when you're feeling uninspired.
43. Add visuals to your content to make it more reader friendly and engaging.
44. Have fun with your content. It'll be more fun for your readers too.
45. People love lists – if you're in need of some fast, and valuable, content, create a resource, tips, or ideas list.
46. Not sure what to write about? Interview someone!
47. Be unbiased when writing product reviews. Your readers can sniff out a blatant affiliate promotion from a mile away.
48. Make your content easy to read. Use short sentences, short paragraphs, and break up your content with bullets, numbers, or subheadings.
49. Edit or have someone proofread your content. Spelling and grammar mistakes can hurt your credibility.

50. Include a call to action in each and every piece of content you publish. Tell your readers, listeners, or viewers what to do next.
51. Embrace copywriting tactics when writing your headlines. Pique interest, promise a benefit, or elicit an emotion.
52. Use subheadings in your content to make it easier to read. It's also a great place to use keywords and to call attention to your content's main benefits and points.
53. Don't wait for perfection. It doesn't exist. Publish your content and keep publishing.
54. Use "I" and "You" when creating content. It helps your readers connect with you and it feels more conversational.
55. Use contractions in your content. It's less formal and easier to read.
56. Skip jargon and technical language. You can lose readers quickly if you use words they don't understand. It can also make your content feel stiff and formal. If you do need to use a technical term, then be sure to define it. There's nothing more frustrating than having to pull out a dictionary when you're reading an article or blog post.

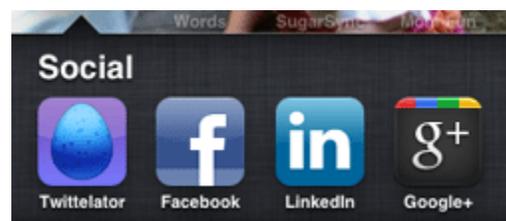
Social Media's Role in Your Content Marketing Strategy

"Don't say anything online that you wouldn't want plastered on a billboard with your face on it."

Erin Bury, erinbury.com

Social media has dramatically changed the way we interact.

We receive news from around the globe instantly. Media outlets turn to social media to find facts and news to report on. And consumers use social media to share, inform, and discuss.



As a marketer you see the vast opportunity to build your audience, to connect, and to strengthen your brand. Social media provides you with the opportunity to learn, connect, share, and grow. However, it can also be overwhelming. That's why it's important to create a content marketing plan complete with goals and tactics to achieve those goals.

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Each piece of content that you publish has the potential to become part of the social media. We've already shared how to use it to research your content. The following tips will help you create content for social media and to use it as part of your content marketing strategy.

57. Separate personal from professional social media profiles. Your customers may not want to know what you had for breakfast.
58. When posting on social media sites don't shorten your words or use numbers. Maintain professionalism.
59. Share and comment on relevant industry information. Engage!
60. Provide your Facebook page fans and followers with unique information that no one else has access to. (Do the same for your subscribers in your email marketing content.) Make your audience feel special and appreciated. Give them access to a video, report, or interview you've created just for them.
61. Motivate people to connect with you on social media sites by providing unique value. Again, consider the free information product approach or consider giving them a coupon or discount for connecting with you on Facebook, Twitter, LinkedIn or Google+.
62. Make your content easy to share by including social media buttons on your blog.
63. Include social media links in your email signature so your subscribers can find you and connect online.
64. Use social media posts and comments as material for blog posts and articles. If you're quoting a follower, be sure to ask permission.
65. Use technology to make your content marketing life easier. Connect your social sites with tools like Hootsuite. You can schedule and post on multiple sites at once.
66. Active on social media? Share your activities on your blog or website by using plug-ins.
67. Create special content for your social media pages. You can repurpose your blog posts but don't copy them word for word. Providing unique content on your social media sites encourages prospects to subscribe to your blog, newsletter and follow you on social media sites. Multiple exposures produce results!
68. Use social media to listen to your audience. It's one of the single most powerful tools to learn more about your prospects and customers.

Bountiful Blogging

"Readers subscribe to blogs when they provide an informational or entertainment value so great that it would be a loss to not subscribe to it."

-Maki, aka Doshdosh.com



Let's start off by saying that blogging is considered social networking. A blog is a social tool that provides information, initiates conversation, and embraces the concept of sharing.

However, you and I both know that a blog is so much more than social networking. You can have a very successful blog and never participate on social media. Many business owners have built personal, powerful, and profitable businesses building their blog and blogging platform. Use these content marketing tips and ideas to grow your blog and your business.

69. Use humor or controversy to drive traffic and attention to your blog.
70. Make predictions about your niche and gain attention.
71. Bust myths on your blog and use strong arguments to prove your point.
72. Hold a sweepstakes or contest on your blog to drive traffic and generate awareness.
73. Embed videos and audio files on your blog to provide different forms of content. Test and track which formats generate the most interest and traffic.
74. Place social media buttons and plug-ins on your blog to promote sharing and following.
75. Email your subscribers links and teasers to your top blog posts.
76. Ask your readers questions and use the questions as fuel for blog posts. It gets them involved in your blog and helps build a community.
77. Expand on popular blog posts by creating a series or a "Part 2."
78. Blog posts don't have to be lengthy. Share a picture, a quote, or a relevant statistic.

79. Infographics are hot right now. They're easily shared on social sites too. Create infographics occasionally and post them on your blog.
80. Guest post on relevant industry blogs and link to a special report or offer on your blog. Capitalize on the increased exposure and new prospects.
81. Share stories from readers on your blog. It gets them involved in your content and helps build a community.
82. Find guest blogging opportunities and provide their readers with high quality, niche specific content.
83. Don't be afraid to refer to, or even quote and link to, popular bloggers in your niche. However, do make sure you refer to them in a positive and constructive manner.
84. Blog to provide information and value – not to make a sale. Your readers are smart and demand more than a sales page.
85. Embrace linking – link to other relevant posts on your blog to keep readers on your site longer. It also helps provide them with an abundance of valuable information.
86. Make sure your blog posts are consistent with the purpose and goal of your blog. It's easy to become sidetracked, but your readers will appreciate a consistent voice, theme, and vision.
87. Use technology to schedule blog posts when you're away on vacation.

Maximizing Your Content Marketing Efforts

"I don't look to jump over 7-foot bars:
I look for 1-foot bars that I can step over."

-Warren Buffet

There are only so many hours in the day and your time is valuable. So is your money. Embrace savvy content strategies to make the most of both.

Don't make life, business, and content marketing more difficult than it needs to be.



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Embrace tools, technology, resources and services to help you maximize your content marketing efforts.

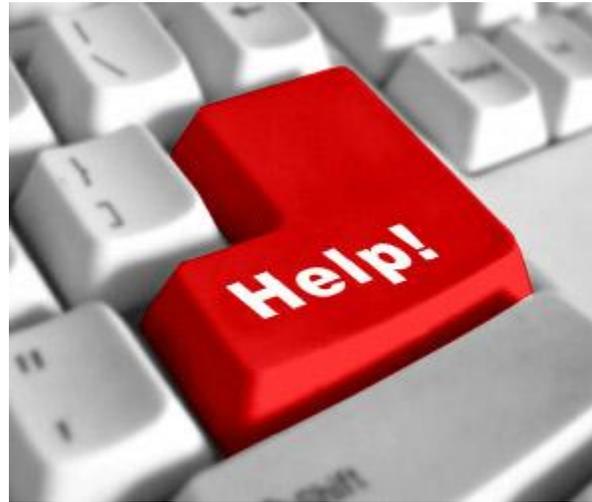
88. Don't like writing? Feel uninspired? Hire a ghostwriter to write your content for you. Hint: [We can help you](#).
89. Not sure what to write about? Hire a ghostwriter or virtual assistant to research topics for you. Hint: [We can help you](#).
90. Use PLR to fill in content gaps. Modify it quickly by adding a few personal stories or examples.
91. Repurpose your existing content. Pull snippets from articles or blog posts and use them as tweets. Pull together a series of blog posts and create a free report. Rewrite, or have a ghostwriter rewrite, existing content to create original content for article directories.
92. Interview customers and create content from the material.
93. Transcribe audio and video to create written content. Record written content to create audio and video content.
94. Repurpose audio and video transcriptions into workbooks, checklists and more.
95. Use PLR to fill in the gaps in an information product.
96. Update older blog posts and articles to make them current.
97. Use lengthy social media comments as the foundation for an article or blog post.
98. Include a call to action in every piece of content and test and track the results.
99. Test and track headlines and content formats too. Learn what your prospects respond to.
100. Use scheduling tools to manage long term content planning. You can schedule blog posts in advance and schedule the associated social media promotional messages too.
101. Use your existing content to create information products like reports, ebooks, and workbooks. Provide your audience with a vast amount of top quality information. And remember that you don't have to do it yourself. You can hire a ghostwriter to get the job done.

What's Next?

There you have 101 ideas, tips and strategies to help you take your content marketing to the next level. Where you go from here is up to you.

Content marketing is more than just creating content. It involves planning, careful monetization and distribution...and that is a full time job in itself. If you'd like us to take care of the content creation, while you focus on building your business, we'd like to help.

Whether you need articles, blog posts, reports or email messages, we've got you covered. Come on by and [check out our monthly savings program](#), so you can stay on top of your content marketing all year round.



Spaces are limited, so come on and grab yours.

To your content marketing success,



Alice Seba and Annette Elton
AllCustomContent.com