

# 5 Laws Of Content Marketing

Content summit and the great takeaways we got from brands like VICE, BuzzFeed, Cisco, Twitter, Spotify, Dr. Pepper, and Target. Since we realize a whole day of content marketing lessons can be a lot to wrap your head around.



## Content is No Longer a Suggestion - it's a Necessity.

- ☐ Content is the only way to comprehensively engage your audience at every step of the customer journey. Marketers need to create amazing content that is sharable, hilarious, emotional, entertaining.

## Data and Measurement Are Crucial To Content Success.

- ☐ It's essential to have a solid measurement framework in place so that you can try new ideas and find out if your content is working.

## Authenticity Never Goes Out of Style.

- ☐ We've heard this a million times but it's worth saying again. Your brand needs to know thyself in all aspects of marketing.

## ROI is Crucial - But Don't Let it Kill Something Good.

- ☐ While measurement is crucial, don't kill an idea that you know is a winner from the start just because you can't predict its success. Marketers need to try a variety of messages and products.

## The Future of Marketing is Personal.

- ☐ New marketing tools are opening up a wealth of possibilities to reach consumers. Better understanding their needs and

motivations will help you provide a personalized comprehensive experience. **Make and Share Free Checklists**  
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