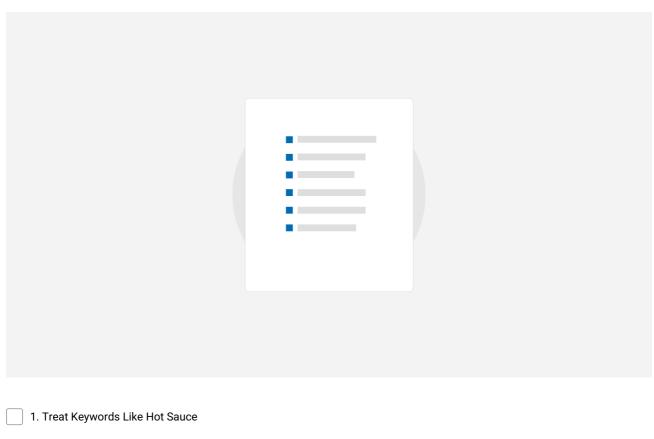
21 New Rules for Content Marketing

Internet marketing and advertising solutions can give the desired output result, if properly implemented with respect to your promotional tactics.



2. Have a Voice Customers can Identify with
3. Build Trust with Transparency
4. Make the Most of a Great Idea with Multiple Formats
5. Headlines are Everything
6. Use the News
7. You can't Stock the Cupboards Till You Take Out the Trash
8. Don't Just PostEngage!
9. Invite Yourself to Someone Else's Party Once in a While
10. Remember that Great Content Invites Links
11. Build Your Content from an Ongoing Plan
12. The Best Inspiration Comes from Several Different Sources
13. Quality is as Important as Quantity
14. Quantity Still Matters
15. Take Your Time
16. Stop Buying Content from the Bargain Bin
17. Know Your Biggest Content Marketing Enemy

18. Use 1 Piece of Content to Promote Another	
19. Recycle Your Greatest Hits	
20. Always Ask the Key Question About a Piece of Content	
21. Use Your Content to Turn Searchers, Readers, and Fans into Buyers	Make and Share Free Checklists checkli.com