

# 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.



- ☐ 1. Treat Keywords Like Hot Sauce
- ☐ 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 Post...Engage!
- ☐ 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

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