

My Content Marketing Story

Content Marketing Essentials for Businesses

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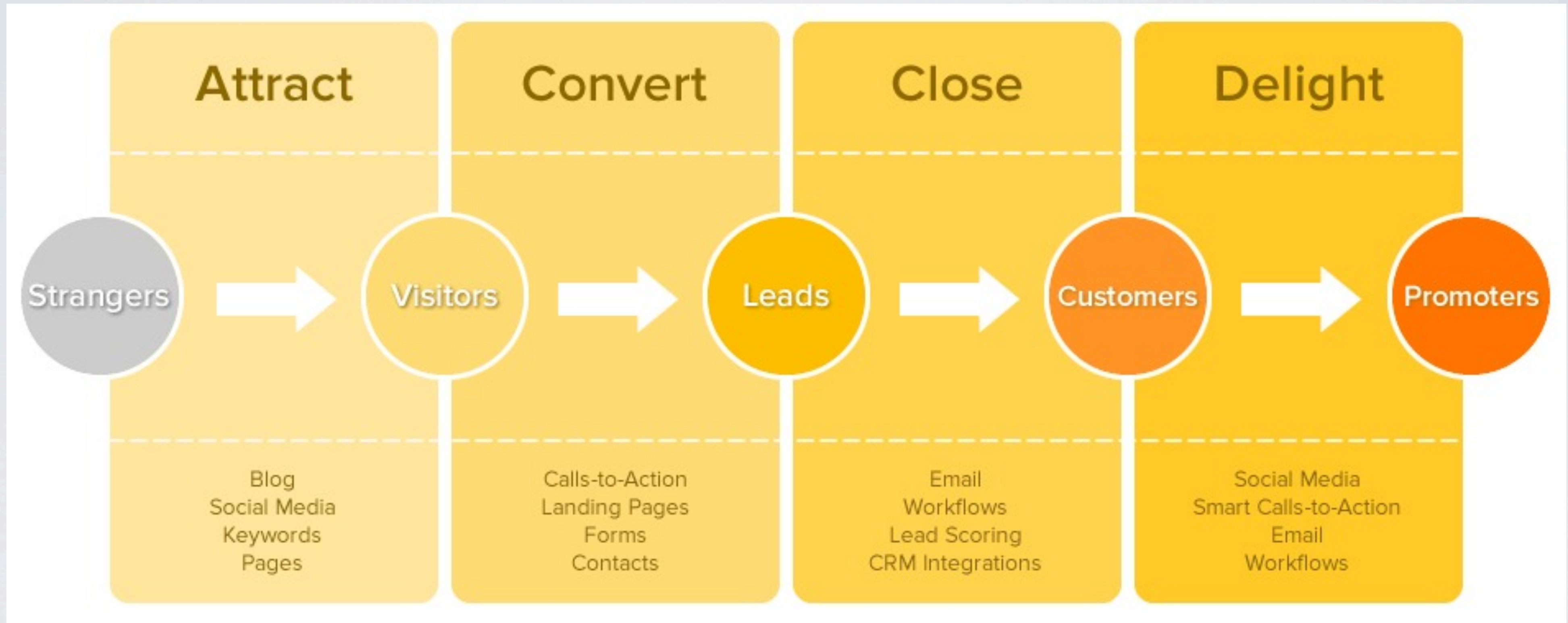
What is **Content Marketing**?

*Content marketing is a marketing technique of **creating** and **distributing relevant** and **valuable** content to **attract, acquire, and engage** a clearly defined and understood **target audience** – with the objective of driving profitable customer action.*

- Content Marketing Institute

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Inbound Funnel



Hubspot.com

Why do I use Content Marketing?

- Communicates without Selling
- Non-Interruptive
- Provides Value
- Rewarded with Customer Loyalty and Trust
- Generates Highly Qualified Leads and Customers

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.....
GENERAL MILLS



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SHOW ME...

- BRANDS
- COURSES
- CUISINES
- DISHES
- HEALTH & DIET
- HOW TO
- INGREDIENTS
- METHODS
- OCCASIONS

FEATURE
**VALENTINE'S DAY
RECIPES**



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shortcake!
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**PEANUT BUTTER
CHEESECAKE BROWNIES**
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[Dig in. >](#)

P&G

Procter & Gamble



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MY ACCOUNT CARDS TRAVEL REWARDS BUSINESS

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GET INSIGHTS

LEADERSHIP



The New Harlem: Meet the Small Businesses at the Heart of a Renaissance



Anthonia Akitunde

Editor, Federated Media Publishin...

FEBRUARY 4, 2014 - A community formerly known for blight and decay is seeing a second revival, thanks to businesses from the iconic Sylvia's to the trendsetting Red Rooster.

READ ARTICLE

SEE WHAT WORKS FOR OTHERS

MARKETING

The hot photo sharing app and social network Instagram just added a new feature that has interesting uses for small business - here's a short video with some...

VIEW ADVICE



Mike Wolpert (Founder, Social Jumpstart) shared advice on **Social Media**

SHARE WHAT WORKS FOR YOU

MARKETING

Are there still people that do commission based sales?

Share Advice

SEE RESPONSES

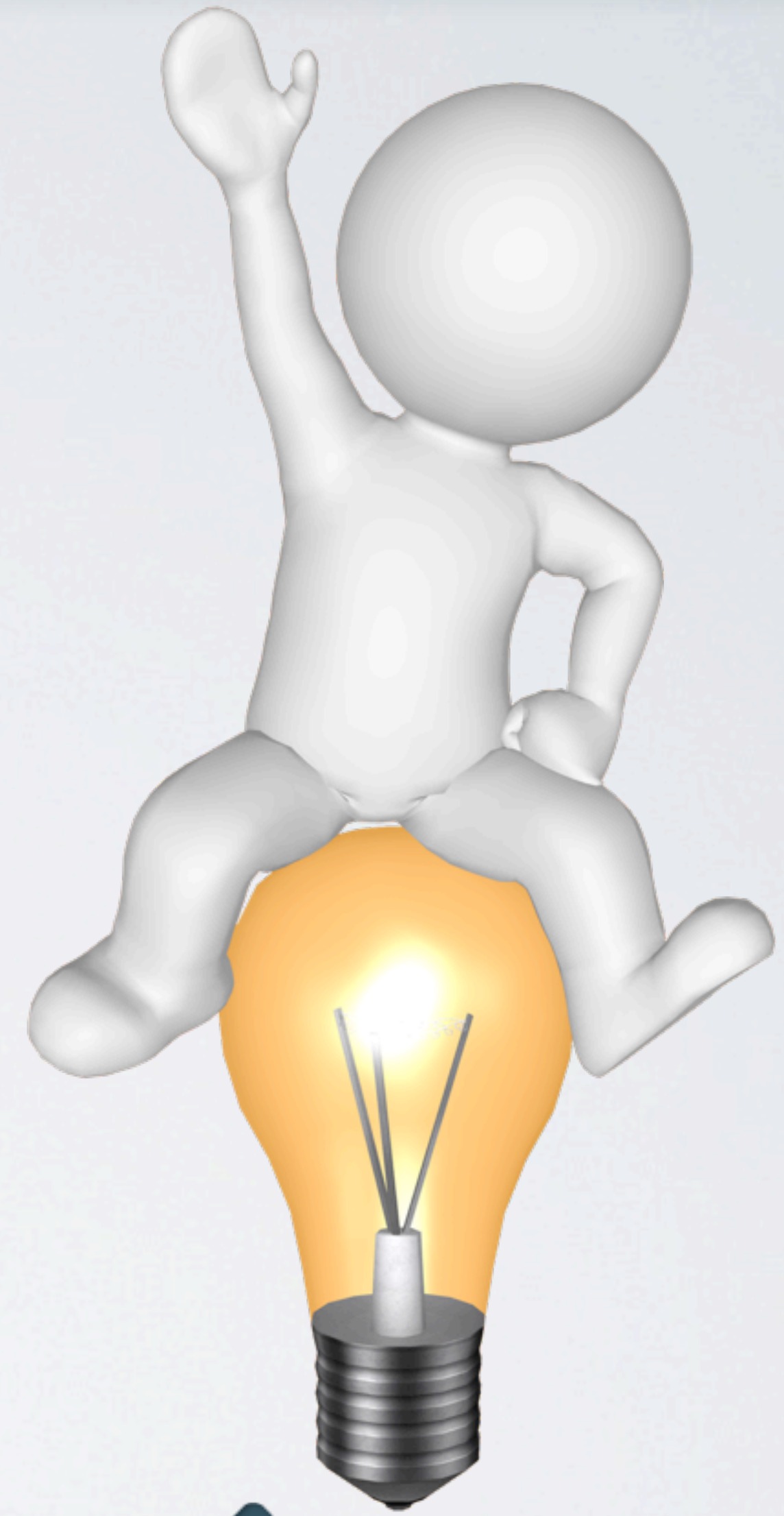


Wayne Cichanski (Co-Founder, Managing Partner, Digital Blitz SEO) is looking for advice on **Sales**

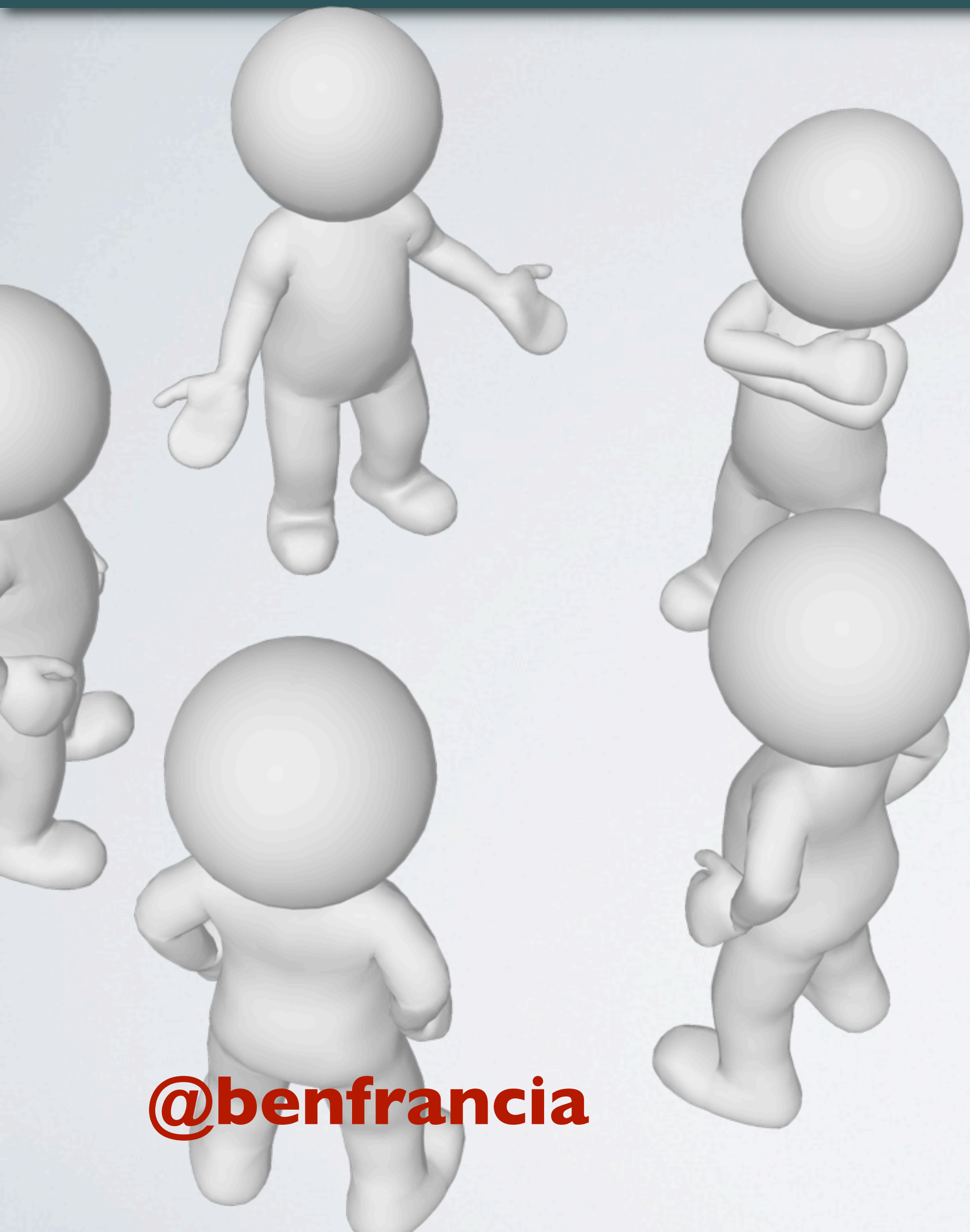
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My Top 10 Content Marketing Tips



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Know Your Customers

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Create a Content Plan



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Be Platform Agnostic



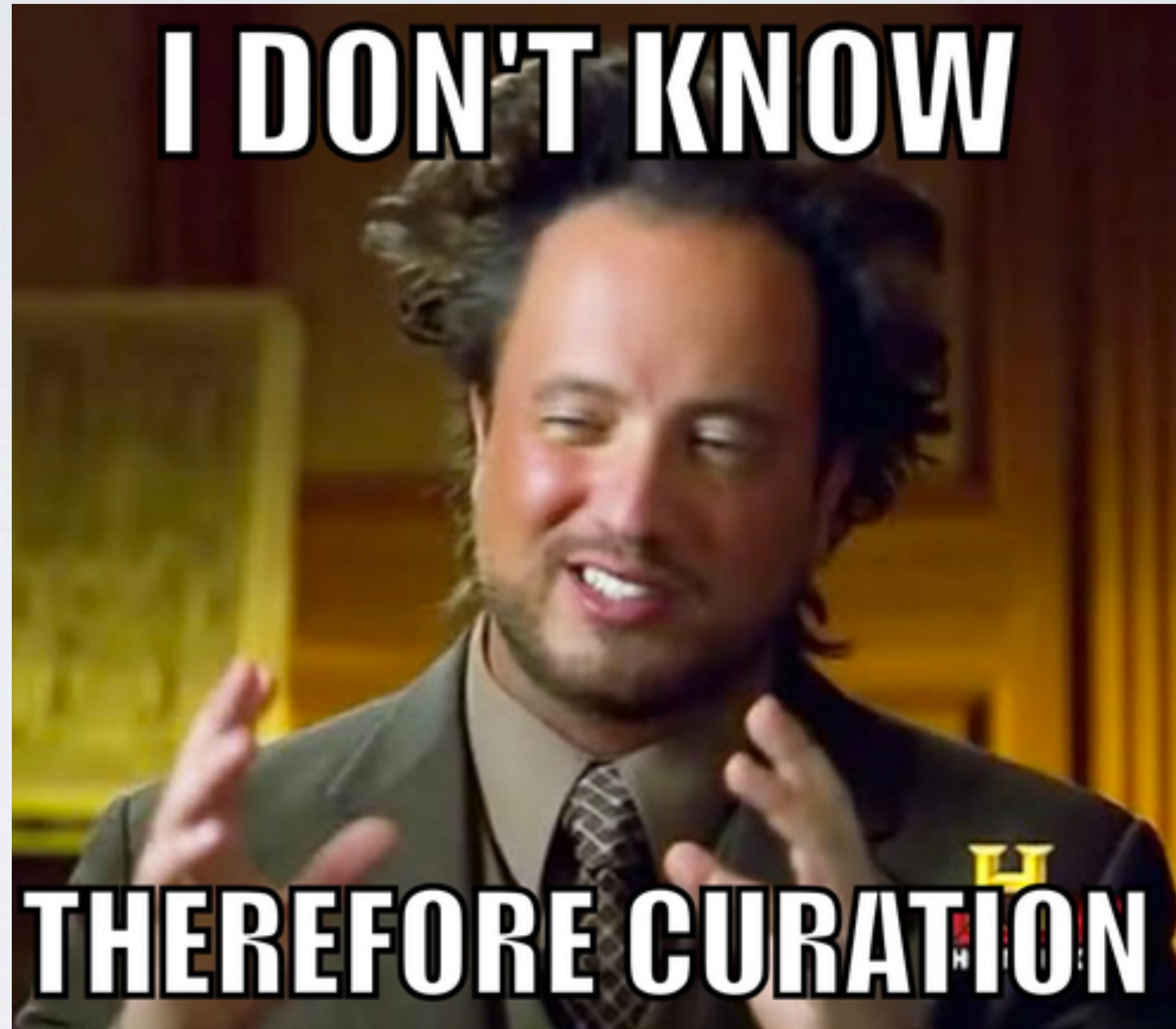
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Create a Distribution Plan

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Be a Content Curator



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Uploads from Ben Francia by Ben Francia



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0:28 / 5:47

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For this episode of "Ask Ben" I'll be answering the question:

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- ▶ How To Create A Website - Make A Website In 15 Minutes - Incredible! by WebsitesMadeSimple 62,731 views 24:12

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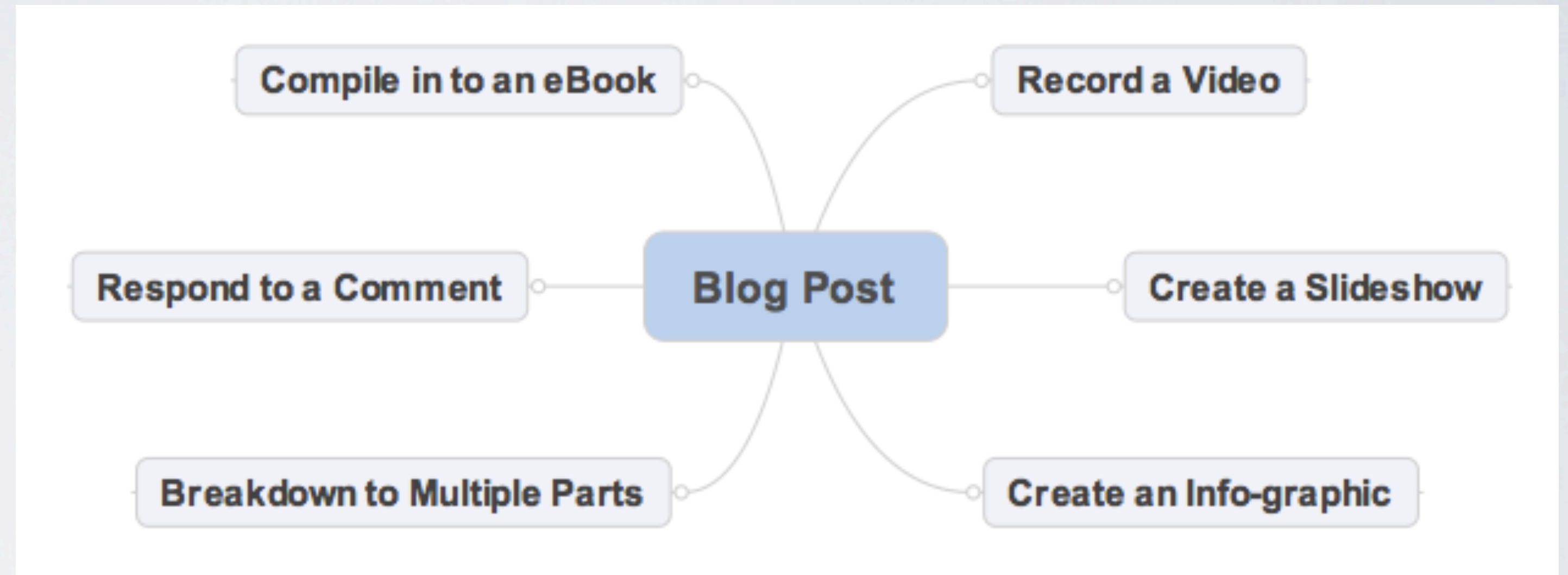
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Tell Your Story



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Repurpose



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Be Consistent



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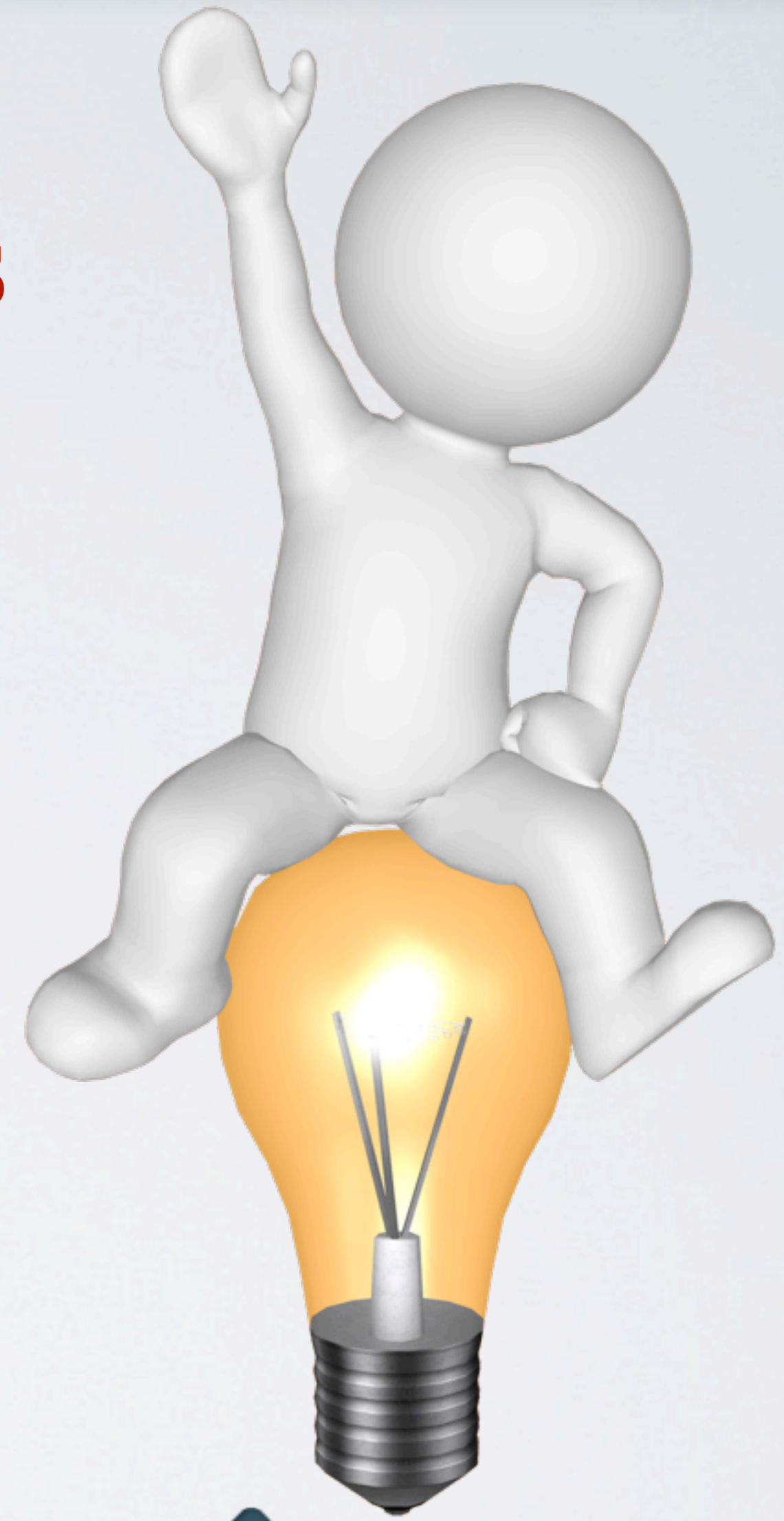
Provide Value



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My Top 10 Content Marketing Tips

1. Know Your Customer
2. Create a Content Plan
3. Be Platform Agnostic
4. Create a Distribution Plan
5. Be a Content Curator
6. Use Videos
7. Tell Your Story
8. Repurpose
9. Be Consistent
10. Provide Value



A close-up photograph of a pair of hands cupped together, holding a small, vibrant green seedling with several leaves growing out of a mound of dark, rich soil. The background is a soft-focus outdoor setting with green foliage.

***“Don’t judge each day by the
harvest you reap, but by the
seeds you plant.”***

– Robert Louis Stevenson

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