

7 DEADLY CONTENT MARKETING SINS

You devote time, resources and energy to developing content. But are you getting the most value from your investment?

Avoid these sins for more heavenly results.

1. WINGING IT

Don't fire before you aim. And don't scramble when you can plan.

Develop a content strategy and calendar.

7. FAILING TO MEASURE

As Peter Drucker famously put it, "What gets measured improves."

Set metrics based on your goal – engagement, leads or conversion rates.

2. BEING MEDIOCRE

"Good enough" is not going to win in a world of content glut.

Do the hard work, learn from great writers – and produce quality content.

CONTENT

6. BLASTING WITH A FIREHOSE

Don't damage your reputation by pushing your content everywhere.

Distribute strategically.

3. BEING A PARROT

Curating content can be easier than creating from scratch. But don't just copy.

Make an impression by adding some thinking of your own.

5. IGNORING SEO AND SOCIAL

Don't make it hard to find your content. And don't jump into the conversation blindly.

Keep up with SEO and Social media best practices.

4. BEING WASTEFUL

Don't put your content in the dustbin too quickly.

Extend the value by repackaging, repurposing and republishing.

Need help with your content marketing? Contact us

Sources: [Zoom Content](#)

[B2B Content Marketing – 2014 Benchmarks, budgets and Trends – North America](#)