

# 7 Steps to Creating Amazing Marketing Content

## 1 IDENTIFY YOUR AUDIENCE



You can't create outstanding content without first understanding who's going to read it! Use tools like Facebook Insights or Google Analytics to gain insight into your audience's behaviour and interests.

## 2 CONTENT - INSPIRATION



It can be hard to come up with great content ideas without researching what has worked first. Carry out industry research to discover what has, and hasn't worked in the past.

## 3 GOAL ALIGNMENT & VALIDATION



Weed out the bad ideas and select the cream of the crop to ensure that you're creating relevant, shareable content. Do they align with the goals you want to achieve?

## 4 CONTENT - CREATION



When it comes to creating amazing content, you're only limited by your imagination & budget. Don't feel limited by your skillset - if you're not an illustrator or videographer, there are always freelancers or agencies who can help.

## 5 PROOF IT AT LEAST TWICE



It's important to have an external source proof your work. Get a colleague or paid service to check for any spelling, punctuation, or grammatical errors you may have missed.

## 6 PUBLISH & PROMOTE IT



Unleash your creation! Think about where and how you'll be publishing your content. Include social media platforms, email communications, adding to your blog, and reach out to the media.

## 7 CONTENT - OUTREACH



Research and connect with media partners, bloggers & influencers who can help promote your content to your target audience. Find mutual interests around content and draw up a win-win agreement.