

TIPS FOR CONSISTENT CONTENT CREATION



You are on a roll! You just finished creating a successful new eBook, your team has been churning out blog posts on a regular basis, your monthly newsletter is more popular than ever and you even have a new infographic that is getting some great traction on social media. You're generating new leads, gaining new blog and newsletter subscribers, increasing website traffic and attracting new social media followers. Sounds great, right?

Where do you start?

PLAN AHEAD

This may be the most obvious of tips, but it is still very much worth mentioning and exploring. A content calendar is a must for teams looking to succeed in content marketing.

Keep in mind, however, that revisiting and revising your calendar as needed on a regular basis is always a good idea. Take a look at what's working, what isn't and what can be tweaked slightly in order to optimize your content marketing efforts.



ROUND UP YOUR RESOURCES

Chances are good that you don't personally have all of the knowledge needed to write every piece of content you plan to publish. If you will have to turn to others within your organization or elsewhere for information, be sure to be proactive in your outreach.

Even the best laid and most consistent content marketing plans can be derailed by delays in connecting with these resources. When possible, make sure you plan well in advance for any information needed from others and pad your deadlines to stay on track.

OUTLINE THE APPROVAL PROCESS

Depending on your industry and your organization, approval processes can either be a killer or a breeze. No matter which side yours leans towards, make sure you have your approval process outlined for different pieces of content.

Include who needs to review and set a turnaround time expectation for each individual or department. Work with the leaders of the departments that are a part of the approval process to establish turnaround times that make sense for everyone.

Presented by:
www.SEONational.com

SEONATIONAL

Source:
<http://blog.clickdimensions.com/4-tips-for-consistent-content-creation/>
<https://pixabay.com/>