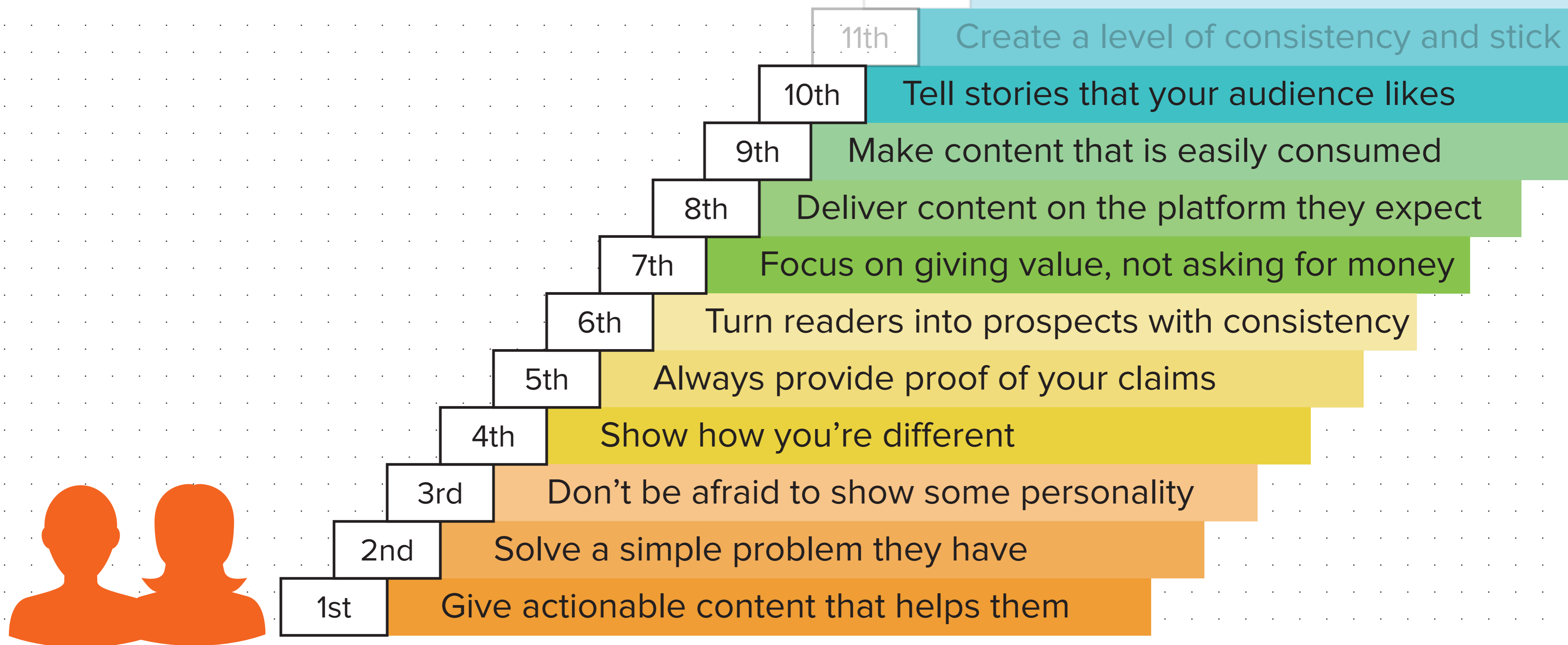


HOW TO BUILD TRUST WITH CONTENT MARKETING

Help people solve the problems surrounding your product/service, consistently



Do this stuff:

- Have calls-to-action you can track
- Put care into creating content, out of respect
- Produce your content in the formats that your audience likes consuming
- Attempt to demonstrate your knowledge through your content.
- Have a strategy for coming up with new content on a consistent basis, and someone responsible for it
- Have a way for your customers to easily share & obtain your content
- Use part of your marketing budget to market this content to new people

Don't do this stuff:

- Do not force action before earning trust
- Do not put knowingly poor quality content online, or mislead people
- Do not make it a hassle for people to do what they want with your content
- Do not make it a hassle for people to do what they want with your content
- Do not stop experimenting with new mediums, formats, audiences, and tech