

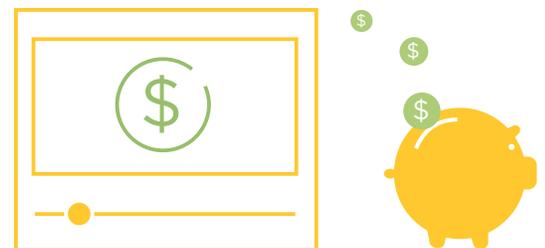
The 5 Core Principles of Content

Excelling in content marketing requires an understanding of its core principles. These universal truths apply both to verbal and visual content, and form the foundation needed to develop a successful content strategy that can meaningfully improve business outcomes. SimpleReach has derived these principles over the last 7 years utilizing advanced data science techniques to analyze over 150 billion data points from 90 million unique content items, collected from tens of thousands of publishers and brands.



1. Content Is A Game of Winners

Analysis of more than 90 million unique content items has clearly shown that content follows a power law – **roughly 10% of content drives 90% of results.** No matter what your content goals are or how much content you create, there will always be a top tier of winners that provide an outside portion of your returns.



2. It's About Quantity Over Quality

To find your top 10% of content, you need to create a sufficient amount of content such that learnings can be extracted and winners identified. **The more content you create, the more you learn, and the better you can refine your strategy.** In most cases, especially early on, it's actually better to make 10 content items you'd describe as "good" rather than 3 you'd describe as "excellent". This does, however, require that the content meet a brand-appropriate baseline of quality.





3. Decisions Require Less Data Than You Think

After analyzing 150+ billion data points across those 90+ million content items, we learned how little data is actually needed to make intelligent decisions around content promotion. **More often than not, just a few page views are all that's needed** for a well tuned predictive algorithm like SimpleReach's Trending Content Score to know whether a content item will hit your goal.

4. Use Paid Media To Accelerate Organic Learning

Content marketing follows a simple lifecycle: Measure your content, learn what worked and why, and optimize production/promotion. Every time you progress through this cycle, you add new learnings and produce better content. However, it can take a long time to build the organic traffic needed to extract meaningful learnings. **Paid media changes this dynamic — promoting content can take your “time to learnings”**



from three months to three days. Accelerating the learnings cycle will pay dividends as learnings build on one another and improvements become exponential.

5. Content Marketing Is Simpler Than It Looks

It all comes down to two questions: What content do I create and where do I spend on distribution?

Most of the confusion and perceived difficulty in content marketing actually results from using the wrong analytical framework and wrong tools to answer those questions. With a product that has the right data sources, metrics, and metadata, a content marketer can focus on finding the content that is hitting their goals and develop the insights they need to answer those two key questions.

