

Evolve Your Content Marketing

10 Point Checklist

Andy Crestodina

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“There really isn't a difference between content marketing and SEO. SEO is about indicating relevance, understanding competition, domain authority, and a hundred little things. But functionally, it's really an aspect of content marketing.”

ANDY CRESTODINA

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Write “how not to” articles in addition to writing how-tos. This is a good content marketing strategy to entice people to read what not to do regarding a specific topic.
- Strive to be a primary source so my published content can be considered the go-to resource for certain information. I will benefit through excerpts and credits that drive more traffic back to my content.
- Integrate collaborative content marketing by teaming up with other contributors or experts and ask to feature them in my content.
- Build my network through content. Engage and strengthen my relationships by reaching out to different brands and notable members within my niche to talk about the topic I'm focusing on.
- Get to know who my competition is. Knowing who they are and what they offer can give me a better idea on how to make my brand stand out.
- Always monitor my analytics and domain authority. Let the data be my guide in making sound decisions for my content marketing strategy.
- Repurpose blogs into other forms of content, such as videos and infographics. Share them on social media and other communication channels.
- Collect testimonials and good reviews from buyers. They help build trust and loyalty among my audience.
- Hire a content expert who can help me build a foolproof strategy that will guarantee an increase in customer awareness and following.
- Check out Andy Crestodina's website, [Orbit Media](#), for more information and resources on creating content that stands out.