



# CONTENT MARKETING LIFECYCLE

## 1. RESEARCH

Analyze your market and identify your target audience.

## 2. IDEATION & PLANNING

Set your strategic objectives and plan your actions.

## 3. CREATION & OPTIMIZATION

Create your content and optimize it before publication.

## 4. DISTRIBUTION

Distribute your content through the right channels.

## 5. ANALYSIS

Analyze your performance to improve your strategy.

# How To Start Content Marketing Strategy Explained 10070

**Ying-Ying Zheng**



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