

10 Steps To Creating A Content Marketing Strategy

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Audit Your Current Content Strategy

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Develop Your Content Funnel

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Narrow Down Relevant Topics and Keywords

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Create a Content Calendar

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02

Identify and Understand Your Audience

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Perform Competitor Research

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Finalize Your Content Types

08

Plan Your Resources

10

Develop a Plan for Content Distribution and Promotion

What Is Content Marketing Strategy Ideas

Robert R. Redfield



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