

# The 8 Commitments of Content Marketing Success

— *Proven ways to turn **Content Marketing Discontent**  
into a **Sustainable Content Marketing Program*** —

## 1 Commit to content relevance

*Identify your most-desired clients and put them at the center of your content marketing efforts.* These are your most profitable and growing market segments, those you enjoy dealing with because they share your values. Learn as much about them as you can, so you can provide them with helpful, relevant content. Use *buyer personas* to better understand their pain points—the challenges, frustrations, and goals they're dealing with. Know the questions they're asking, so you can provide the answers they need. Then, deliver the very best content you can by nurturing a culture of continuing improvement.

## 2 Avoid unrealistic expectations

*Content marketing discontent originates in wishful thinking and unrealistic expectations, such as expecting immediate results.* Content marketing is a journey, a marathon, not a sprint. Understand the various tasks involved in creating quality content and budget time to do the job right. Top-quality content delivers lasting benefits long after its first publication, but recognize it takes time and talent to prepare. Don't expect last minute miracles from yourself, your team, or your vendors.

## 3 Choose topics ahead of time

*Waiting until the last minute to choose a topic and start to write is a prescription for mediocre results.* It inevitably leads to frustration, stress, lost opportunities, and wasted time. Choose monthly themes you can address from different perspectives and in different media. Then, select weekly topics that relate to the theme. Monthly themes and weekly topics eliminate uncertainty. They also encourage you to view individual projects, like blog posts, as building blocks for future projects.

## 4 Publish consistently

*Consistent visibility builds comfort, familiarity, and trust.* It increases the probability your firm will be visible when your market is ready to buy. Content published at consistent, predictable intervals builds anticipation, projects a professional image, and creates momentum. Equally important, consistent

visibility keeps you and your team engaged by creating the deadlines needed to turn intention into action. This nurtures the habits of sustainable success.

## 5 Act daily

*Break projects into smaller tasks that you can address on a daily basis.* Don't expect to plan, write, create graphics, edit, and publish a top-quality blog post in a single sitting. Replace distant "project due dates" with start and stop days keeps your brain engaged and working at peak efficiency. Plus it's easier to schedule 30-minutes each day than two-and-a-half hours each week. Once established, the habit of daily action becomes "hard wired" into your routine, making it easier and easier to sustain.

## 6 Promote your content

*No matter how good your content is, or how well you manage search engine optimization, your content requires ongoing promotion.* This usually involves a mix of paid and unpaid promotional options. Free options include promoting your content in your newsletter and on social media channels like Facebook, LinkedIn, and Twitter. Paid options include paying for preferred placement of your content and upgrading your LinkedIn presence so you can invite the influencers in your field to follow you.

## 7 Test, measure, and track

*Commit to constant improvement.* Test topics, titles, and subtitles before publication. Experienced content marketers often spend more time refining and testing titles than they do preparing the rest of their post! After publication, measure and track the effectiveness of your content using appropriate KPIs, i.e., Key Performance Indicators. These include shares, comments, downloads, likes, referrals, website traffic, and sales. Use a spreadsheet for easy tracking. Tracking helps you narrow your focus to the topics and strategies that pay the biggest dividends.

## 8 Republish your best-performing content

*Avoid thinking of content marketing as a series of one-night stands.* Successful content marketers view each blog post and each paragraph as potential building blocks which can be recompiled, reused and reformatted. Once a quarter, consider compiling a series of blog posts or podcasts on a particular topic into an e-book, report, or white paper. Or, harvest ideas from the post for creating tools like checklists, tip sheets, or worksheets based on the posts. You can also re-target your best content to appeal to different markets.

# Are you looking for help simplifying your content marketing?



*Let me help you. I bring a lifetime of experience to your business, your clients, or your practice.*

I've been using helpful, relevant information as a competitive tool since the summer I graduated from college.

And, I know how frustrating content marketing can be at times! Deadlines. Choosing topics. Deadlines. Writing. Deadlines. Adding graphics. More deadlines.

## Make me your Part-time Chief Content Officer!

My clients have ranged from Espresso Dave, Gene Paltrineri Photography, father-son start-ups, multi-national law firms, and corporations like Apple, Hewlett-Packard, Microsoft, and Yamaha. For four years, I've been sharing the lessons I've learned on the Content Marketing Institute blog. Here's my [portal](#).

As your Part-Time Chief Content Officer, I can:

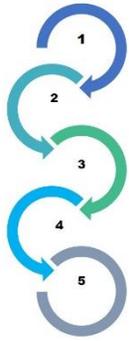
1. **Do it for you.** I can plan and implement a content marketing program for you, including identifying goals and core messages, creating an editorial calendar, and writing the copy.
2. **Help you do it.** This can range from planning and writing special projects to working with directly with you, providing personalized assistance and feedback.
3. **Do-it-yourself solutions.** I offer program and project critiques, tools like checklists and planners, and training in productivity areas, like mind mapping.

To learn more, contact me at [RCPcontent@gmail.com](mailto:RCPcontent@gmail.com).

Joe Pulizzi, the founder of the Content Marketing Institute, recently wrote:

*Roger has been involved in the content marketing industry as long as I have. Super knowledgeable, Roger understands what it takes to create and execute a success content-first approach. Anyone working with Roger will be in good hands indeed.*

## Did you find the 8 Commitments useful?



*If you did, I have good news!*

I'm preparing a 5-step *Sustainable Content Certainty Program* for turning the 8 Commitments into a practical, year around, content strategy. It includes checklists, suggestions, and worksheets for creating a *framework for content consistency* throughout the year.

I'd like you to have a copy.

*At this point, it's free!*

Click *I'm Committed to Sustainable Content!* I'll send you a copy of the draft, plus invitations to a series of online *Sustainable Content* events, and keep you informed as the program moves forward.

Let's get started! I'll send it as soon as its ready. [Click here](#)

Roger

PS: As a thank you for reading the draft of *Content Consistency*, I'll send you a free copy when it's published!