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By **MICHELE LINN** published JANUARY 1, 2015

A Blueprint to Jump-Start Your Content Marketing Strategy

In 2014, CMI published a series of posts to help marketers get back to the basics of content marketing. In case you missed it, here is a quick 10-step primer with practical tips to jump-start your content marketing blueprint in 2015. [Continue reading →](#)



By **MICHELE LINN** published JULY 18, 2014

Effective Content Marketing: 5 Steps to Track Your Efforts

In this eighth and final installment of Content Marketing Institute's "Back to Basics" series, we'll walk you through one process you can use to understand how well your content efforts are working and continually refine your content marketing program for greater success. Use these 5 steps to track your efforts toward effective content marketing. [Continue reading →](#)



By **CATHY MCPHILLIPS** published JULY 11, 2014

A Simple Plan for Measuring the Marketing Effectiveness of Content

How can you know if your content is adequately supporting your marketing and business goals? In this seventh post of our Back to Basics series, we outline a simple plan you can use for tracking and measuring the marketing effectiveness of your content program. [Continue reading →](#)



By **MICHELE LINN** published JULY 4, 2014

Build a Successful Editorial Plan: Essential Skills Your Team Needs

While it takes a wide variety of skills to achieve content marketing success, there is one essential role that any company looking to get started in content marketing will need to fill: the managing editor. This sixth installment of our "Back to Basics" series delves into the skills needed to build, implement, and execute your editorial plan. [Continue reading →](#)