

10

CONTENT MARKETING

mistakes that can be
easily avoided

Content marketing is a very broad term and it includes everything – right from the usage of the articles to selecting the best influencer.

However, a lot of content marketers tend to ignore the details and wonder why their content marketing approach is not working.

So, here's a list of few content marketing mistakes that should be avoided, to get the best results.

1

WRITING WITHOUT PLANNING

It's very important to have a vision while creating a piece of content. Most of the times, content creators do not take following points into consideration when planning to write –



Idea of what you want the content to achieve:

Decide what you want to achieve by devoting the time and efforts of writing the content. If there's no clear objective, then maybe you should not write.



Narrowing down the audience:

If the content is not targeted towards a very specific set of audience, there are chances that it won't serve its purpose. Make sure you understand your audience and create content that will connect with them.



Not enough research:

If there's no enough research, your content piece is bound to look shallow. Thorough research on the article helps in creating in-depth content that creates authority over the topic.



Not having holistic approach:

Expressing your viewpoints on subject is perfectly okay. But not when you write the complete article in a single direction that you feel is nice. Make sure you look at the subject with non-prejudiced view and then write about it.



Your writing doesn't invoke feelings

Nostalgia / anger / laughter / information. If your writing doesn't offer either of this, then there's no point in writing the content. It should have some takeaway for the readers.

2

YOUR CONTENT ISN'T HELPFUL

People mainly look for a content which helps them in some way or the other. If they do not find any relevant information in your content, they are not going to read it or come back to the website. The content you write should always be helpful to the readers; they are going to gauge your worth from what you provide them.

3

YOU'RE TRYING TO SELL SOMETHING AND THAT'S OBVIOUS

This is a big NO! Whenever you try to sell something through content marketing, you come across as a desperate brand who just wants to make money without any real contribution. Selling is the last thing you'd want to do through content marketing. Content marketing is about storytelling, and not forcing people to buy your product / services.

4

TRYING TO OFFER QUANTITY OVER QUALITY

We understand the significance of the long format content. Writing longer content pieces helps you in a long run. However, that doesn't mean you should keep adding words so that the content appears longer. Solid content matters more than the length. Even if it's a single paragraph with strong content, it will make difference for your marketing strategy.

5

ONLY TEXT NO VISUALS

Time and again, we've seen how crucial visuals are in digital word. So if you rely solely on words, then it's time to rethink the strategy. There should be equally impressive images, videos, charts, gifs, or infographs in the content so it does not become monotonous and boring. People love visuals more than text.

6

IGNORING SEO METRICS

Even though you don't have to create your content on the framework of SEO metrics, ignoring them would be harmful. If you only stick to the SEO, the content becomes very technical and if you ignore it, the content won't go anywhere! So make sure the content is SEO friendly as well as interesting and easy to understand. Keep basics such as Meta Tags, keywords, description should be kept in mind.

7

CONTENT MARKETING FROM A BRAND'S POV AND NOT PEOPLE'S

If the content is written as a brand, there are lesser chances of it to reaching your target readers. The content should be created and marketed by and for humans. Your writing should have a human touch. The reader should feel connected to the content. A brand has a voice and a tone. The same should be adhered to during content creation and marketing.

8

TRYING TO STUFF KEYWORDS

Google penalises the pages that stuff keywords just to optimise for search engine. Nuff said! So don't just try to, but DO AVOID keyword stuffing! And even if the search engines fail to recognise these SEO tricks, readers will always notice the weird placing of some words. Once you lose a reader, he's not coming back to your website, which is worse than getting penalised by a search engine.

9

NOT FOLLOWING INDUSTRY INFLUENCERS – LESSER NETWORKING

Bigger network makes content marketing easier. Make sure you watch out for the best influencers in your field and follow them. Engage with them on various platforms and collaborate whenever possible. Guest blogging pays big time. If your network includes a lot of influential people, content marketing gets easier, that too on an organic level.

10

FORGETTING THE POWER OF SOCIAL MEDIA

No matter how difficult organic reach has become, you simply cannot ignore the importance of being active on social media platforms. Use all the social media platforms to the fullest to reach maximum people. Also, engage in conversations on social media; that's what social media is all about. Listen to what people have to say about your brand.

11

NOT TAKING FEEDBACK

Always look out for a feedback on all your content marketing activities, right from the quality of the content to time of the postings. This does not mean incorporating each and every change that has been suggested by random people. Listen to the experts, take their feedback and then make changes in your strategies accordingly. Feedback helps you gauge your standing in your domain.

12

APING THE COMPETITORS

Sure, market watch is necessary when it comes to competition in the field. Watching what type of content your competitors produce, what strategy they use, what innovations they bring should be checked all the time. However, it is not necessary to blindly follow all of those. What works for them might not work for you. And when you copy the competitors, you rip off the identity of your brand.

13

DOING A-B TESTING, WORKING ON INSIGHTS

It is very important to document your all the content marketing strategies. It keeps a check on the activities as well as results. It also helps you to understand how you are going about it and what your goals are. Also, once you have done that, it helps you to test. A-B testing shows you which strategy worked better, and why. This helps in formulating your next strategy.

FINAL THOUGHTS



Content marketing is something that will guarantee you a success only after trying multiple approaches. You have to constantly experiment with your content marketing strategies and figure out which one works the best.



www.theimpulsedigital.com



info@theimpulsedigital.com



facebook.com/theimpulsedigital



[@impulsedigi](https://twitter.com/impulsedigi)



www.instagram.com/impulse_digital



www.linkedin.com/company/impulse-digital-marketing-mumbai



<https://plus.google.com/114992263822081786393>



www.theimpulsedigital.com/blog/



Impulse Digital
Your 'iD' in the Digital World