

# 7 Tips for Successful Content Marketing

Textbroker CEO Phillip Thune: Conquer Content Marketing



**Las Vegas, NV-May 12, 2015-** To master content marketing, companies must address their target group with relevant content rather than generic sales messages. Serving as CEO of Textbroker, the leading provider of on-demand, unique written content, since 2010, Phillip Thune is a Web content expert and has summarized how to achieve success.

## 1. Determine Content Goals

Before you start publishing content online, first determine your goals! Are you trying to increase your website traffic, generate leads or increase user engagement? Only once goals are clearly established is it possible to measure the content's success rate and be able to adapt accordingly.

## 2. Formulate and Document Content Strategy

A well-thought-out strategy will outline the planning, production and distribution of content. Ask yourself what information your target audience wants and at what frequency as well as where your target group can be found. Moreover, determine who creates what content and how much time is needed for that. Use a content calendar to create a clear long-term plan.

## 3. Produce High-Quality Content

What kind of content optimally conveys your message? Whether it's an infographic, a video or text, quality content should be specific to a target audience as well as unique, informative and entertaining. Error-free content, optimally structured, with appealing style and tone is a must.

## 4. Don't Forget Search Engine Optimization

Although effective content has to first and foremost appeal to readers, it should also be search engine optimized. Place important keywords in prominent locations, such as the title, subheadings or at the beginning of the copy. Use synonyms, variations and topic-relevant terms as keywords, and create an interesting and well-written description tag.

## 5. Seed Content

It's not enough to create unique content: To produce results, your target audience has to see it! Spread the material across channels, including on social media, via newsletter or on forums. In addition, networking with influencers in the industry helps to seed content.

## 6. Measure Content Efforts

Regularly evaluating the success of content is pivotal. The way in which results are quantified will depend on previously determined goals. A lot, such as new visitors to a site or conversion rates, can be measured via Google Analytics, and content marketing efforts should adapt depending on the results.

## 7. Use Tools

From content creation to seeding, there are many tools that can help your business. Examples include BuzzSumo, Hootsuite and Piktochart. By utilizing innovative tools, you can gain advantages over your competitors and save time.

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### About Textbroker

Textbroker is the leading internet platform for on-demand, unique written content. Their marketplace of more than 100,000 US-based freelance authors deliver high quality articles, blog posts, product descriptions, web copy, press releases, white papers and other types of content. Additionally, Textbroker offers custom content from professional, native-speaking authors in German ([textbroker.de](http://textbroker.de)), French ([textbroker.fr](http://textbroker.fr)), UK English ([textbroker.co.uk](http://textbroker.co.uk)), Spanish ([textbroker.es](http://textbroker.es)), Dutch ([textbroker.nl](http://textbroker.nl)), Italian ([textbroker.it](http://textbroker.it)), Polish ([textbroker.pl](http://textbroker.pl)), Portuguese ([textbroker.pt](http://textbroker.pt)) and Brazilian Portuguese ([textbroker.com.br](http://textbroker.com.br)). They are backed, in part, by Viewpoint Capital Partners, a €200 million private equity firm. More information is available at [www.textbroker.com](http://www.textbroker.com).