

10 CONTENT MARKETING HAZARDS



Not Having a Clear Content Marketing Strategy

Not Knowing Your Customers



Not Optimising Content for SEO

Producing Low Quality and Low Value Content



Not Mapping Your Content for the Customer Journey



Not Trying Out Different Content Formats



Faking it! Not Being an Expert on Your Subject Area

Being Overly Promotional



Not Supporting Your Content with Advertising Spend



Not Measuring Results

