



we simplify
the Internet

WSI Executive Summary

7 Content Marketing Tips to Transform Your Digital Marketing Efforts

TIP #1... Make a list of your marketing goals, which will set the stage for your brand's content strategy.

TIP #2... Establish your brand by developing content that doesn't just say you're an expert...Develop content that shows your expertise.

TIP #3... Publish new, relevant, and valuable online content. Over time this will develop your online brand and create invaluable digital assets!

TIP #4... Identify your content requirements by creating in-depth 'buyer personas.' Comprehensive keyword research will reveal every problem, challenge and desire your prospects face online!

TIP #5... Align your content with your company's sales funnel. Depending on where your prospect is in his decision making phase, your content can help him move to the next step!

TIP #6... Shift your company's focus from product promotion to consumer education.

TIP #7... Share your expertise...*everywhere*! Your contacts on Twitter, LinkedIn, Facebook, Google+ or [insert your favorite social sharing channel here] will appreciate the knowledge you're broadcasting online.

*The main reason why traditional advertising isn't enough is the fact that **consumers find everything they need online!***

- Francois Muscat, WSI

About WSI – we *simplify* the Internet:

WSI is the world leader in Internet marketing, Internet consultancy and Internet development services worldwide. By using innovative Internet technologies and advanced digital marketing strategies, businesses can have a WSI Digital Marketing Solution tailored to their individual needs to elevate their Internet presence and profitability to new levels. For more information about the Digital Marketing tactics presented in this webinar please contact your WSI Consultant or email us at: webinars@getwsipowered.com .

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