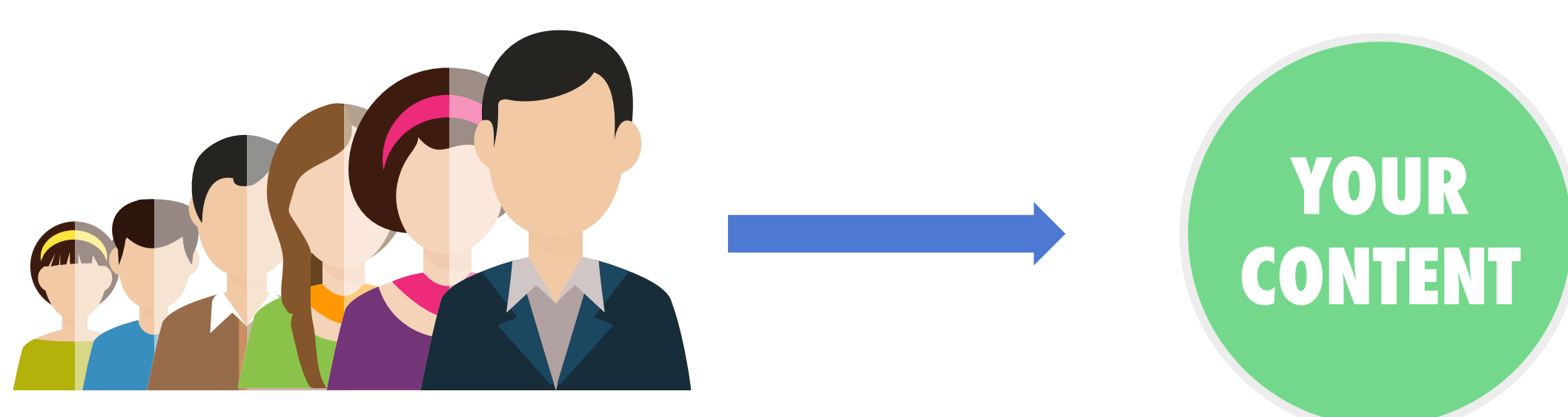


CONTENT CREATION INFOGRAPHIC

INBOUND MARKETING?

Determine if using an inbound marketing strategy is appropriate. (The strategy of creating content that attracts people to you.)



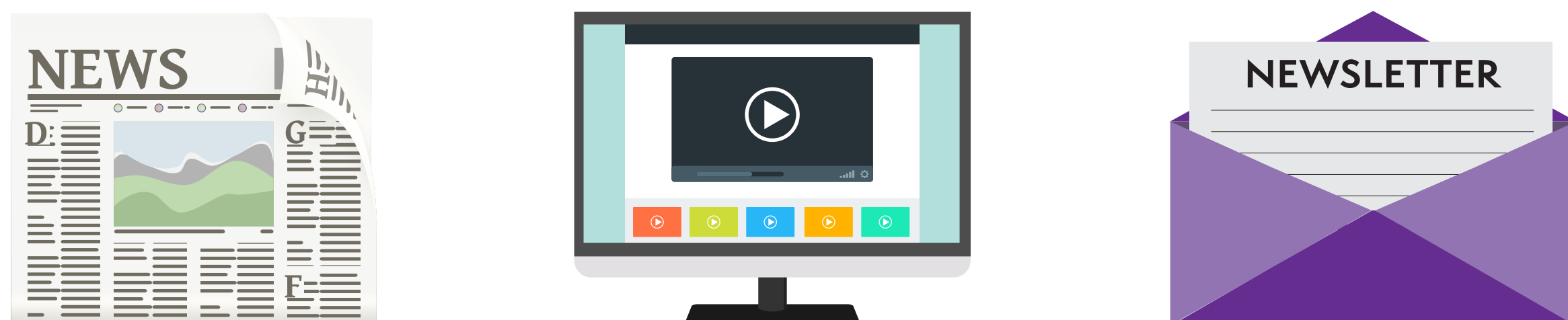
IDENTIFYING A PROBLEM & ESTABLISHING GOALS

Content should be created to address a problem, need, or specific goal. Before diving into a new project, define a clear project goal.



CHOOSING A MEDIUM

Determine which medium would yield the best results. Take into consideration your audience and type of conversion you need.



GENERATING CONTENT

Generating content is often the most labor intensive part of content creation. Ensure the content is easy to digest and visually appealing.



CONTENT DISTRIBUTION

Do NOT assume that your content will go viral once you publish it. You have put this much time and effort into it, spend about 1/3 of your budget and time getting it in front of people.

