



## Top Ten Content Marketing Tactics

1. Promote content as live/recorded webinar using paid promotions in targeted media outlets
2. Before releasing survey data, pitch infographic to key media contacts to garner coverage
3. Promote content asset via LinkedIn sponsored content/advertising
4. Have team and others join and contribute to relevant professional LinkedIn groups  
Break topics down to bite-size podcasts and start a series, promote on website and through the house list
5. Tweet content at regular intervals
6. Create a mobile app that maintains a catalogue of your content, keep key statistics up to date so users can keep information at their fingertips
7. Develop and promote online survey, follow up with special report
8. Develop content into nice paper mailer and send to existing clients with handwritten note from account manager
9. Pitch content experts to conference organizers to get speaking opportunities
10. Start a blog or contribute to existing blogs