



## THE ULTIMATE CONTENT MARKETING RESOURCES

Bookmark This Page Now! It Contains The Best Content Marketing Resources The Internet Has To Offer.

### What Is Content Marketing?

So what exactly is content marketing you ask? Content marketing is a type of inbound marketing strategy that involves the creation of sharable and unique content developed for online such as blogs, videos, case studies, white papers, eBooks, infographics, podcasts, webinars, slideshares, comparison charts, amongst other powerful forms.

These pieces of content will be launched and shared on various websites, landing pages, blogging platforms, social media, email campaigns, etc. It does not hard sell a brand, service or product. Instead content marketing builds interest, authority and trust by educating viewers about a company, product or service.

Content marketing is most effective when you have a solid understanding of your audience at each stage of the buyer's journey and when you properly target a specific buyer persona. One of the beautiful things about content marketing is that you can retool older content and freshen it up to boost traffic, conversions, and ultimately sales.

Did you know that content marketing costs 62% less than traditional marketing and generates 3x the amount of leads!

### Content Marketing Resources

Become a great content marketer with these powerful and effective self-learning resources:

#### Content Marketing Tips

- [The 30 Greatest Lead Generation Tips, Tricks & Ideas](#)
- [Get More Followers With Shareable & Social Content](#)

- [SEO Friendly Content Writing Tips](#)
- [4 SEO Content Writing Tips That Even Picasso Would Follow](#)
- [5 SEO Writing Tips To Gain Traffic & Followers Organically](#)
- [5 Essential Tips For A Successful Content Marketing Strategy](#)
- [Simplify Your Content Marketing Strategy with a One-Page Plan](#)

## Content Marketing Types & Examples

- [6 Powerful Types Of Content Marketing - How, When, & Why To Use Each](#)
- [5 Types of Content That Naturally Attract Links](#)
- [Content Marketing Done Right: 8 Examples You Can Learn From](#)
- [11 Of The Best Free Advertising Ideas For Your Business](#)
- [6 Content Repurposing Examples Mapped Out For Your Buyer's Journey](#)

## Creating Content For Your Audience

- [7 Creative Content Ideas For Your Website](#)
- [SEO Content Writing – Success Factors To Please Both Robots & Humans](#)
- [How To Write Blogs For SEO](#)
- [A Complete Guide To Target Audience Analysis For Content Marketers](#)

## Content Marketing Tools

- [Create Compelling Content For Your Website {eBook}](#)
- [My Super Effective Content Marketing Process](#)
- [Content Marketing Toolkit: Tips, Templates, & Checklists](#)
- [How to Develop a Content Strategy: A Start-to-Finish Guide](#)
- [How to Write a Content Marketing Strategy Step-by-Step \(w/ Strategy Template!\)](#)
- [Analyze what content performs best for any topic or competitor with BuzzSumo](#)
- [Discover, Share, Learn with SlideShare](#)
- [Free Content Marketing Certificate Course - HubSpot Academy](#)
- [Easy, Drag-and-Drop Infographic Creator From Canva](#)
- [Hootsuite: Social Media Marketing & Management Dashboard](#)
- [Free eBook Maker Templates](#)
- [Nuzzel provides industry news and media intelligence to busy professionals](#)
- [Ask Questions, Get Answers, and Connect with People Using Quora](#)

## Content Marketing Agencies

- [Hiring A Local Content Marketing Agency](#)

## Content Marketing Statistics

- B2B marketers allocate an average of 28% of their total marketing budget to content development. (Content Marketing Institute).
- Content Marketing Institute reported that only 28% of B2B marketers had a documented content marketing

strategy.

- Demand Gen Report showed that 47% of buyers viewed 3-5 pieces of content before engaging with a sales representative.
- 96% of B2B purchasers want content with more input from industry authoritative leaders. (Demand Gen Report).
- HubSpot found that article titles with 6-13 words attract the highest and most consistent amount of traffic.
- B2B companies that blogged 11 plus times per/mo had almost 3X more traffic than those blogging 0-1 times per/mo. (HubSpot)
- B2C companies that blogged 11 plus times per/mo got more than 4X as many leads than those that blog only 4-5 times per.mo. (HubSpot)
- The ultimate source of marketing statistics: <https://www.hubspot.com/marketing-statistics>.

## BONUS Content Marketing Resource!

Below is our most downloaded content marketing resource. Perfect for a quick reference when you need to develop that successful strategy to impress your boss or improve your business.

View Our FREE eBook  
Inbound Content Marketing Strategy



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