

Content Marketing: Social Strategies Generate Sales

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Set Goals

- Awareness
- Brand Differentiation
- Innovation
- Community Engagement
- Decrease Marketing Expenses
- Increase Leads
- Customer Support
- Increased Client Referrals
- Faster Closing
- Increased Revenue
- Increased Traffic to Website
- Manage Risk

Content Audit

- Blog
- Articles
- Whitepapers
- Studies/Surveys
- Infographics
- eBooks
- Email Sequence
- Newsletter
- Press Releases
- Media Pickups
- Video
- Radio
- Webinars
- Events
- Direct Mail Cards
- Brochures
- Business Cards
- Book

NOTES: