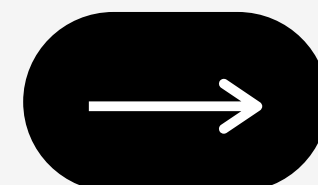




**5**

# TIPS TO IMPROVE YOUR CONTENT STRATEGY



# Think Like A Publisher

You know your brand inside and out, which is a good thing, but it also comes with some issues. For one thing, because you're so familiar with it, it becomes easy to take certain knowledge for granted, often without even realizing it. Unfortunately, this can easily lead to frustration for your audience. The simplest way to eliminate that is to think like a publisher.



# Make Sure Everything Fits Into Your Sales Funnel

Conversions are the name of the game. In most cases, this means sales, but it can also be clicks, newsletter signups, or any other marketing-specific goal you can think of. All your online and offline marketing needs to align with your brand narrative and correspond to a step in your sales funnel.



# Refine And Document Your Editorial Process

Whether you're creating all your content yourself, using a team of people, or outsourcing it to freelancers, it's important that every piece of content goes through the same editorial process.



# Review, Refresh, Replace

Nothing lasts forever, but if you can create the type of content that will have a long shelf life, you'll be able to generate traffic, clicks, and interaction for months or even years. Other pieces will burn brightly for a short period of time. It's up to you to identify what needs to be removed, what should be replaced, and what needs just a minor refresh.



# Use Your Network

Your content strategy should include more than just your own domain. Guest blogging is a great way to increase brand awareness and generate backlinks, which will help both your traffic and SEO ranking. Additionally, if your guest post is on a site your audience trust, it will automatically lend you authority and credibility in their eyes.





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