

20 INFOMARKETING TIPS



TIP #1

"Content marketing is educating people enough to do business with you."

- Brian Clark, Copyblogger



TIP #2

"No one comes to your website to be entertained. They have questions they think you can answer. Content answers questions."

- Jay Baer, *Convince and Convert*

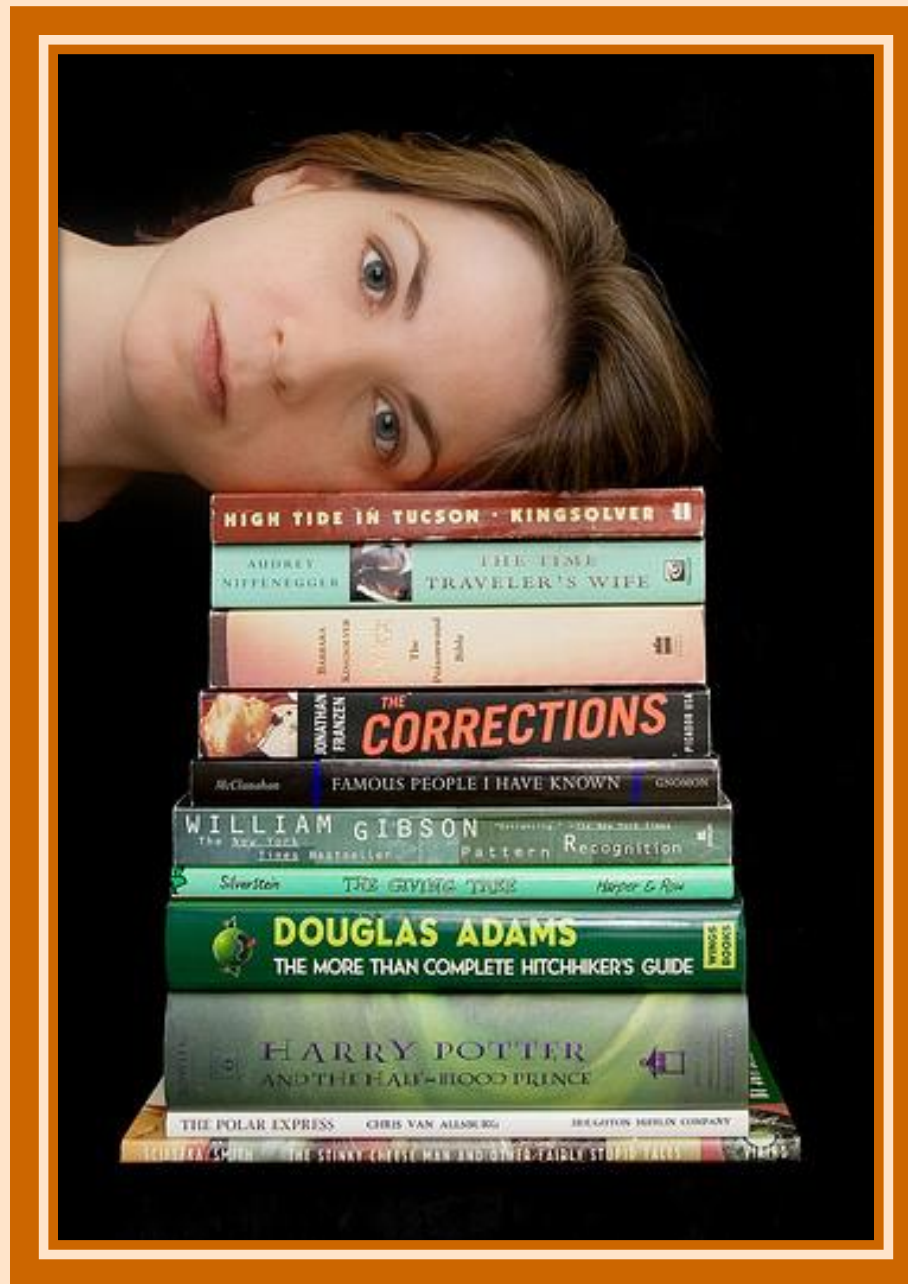


TIP #3

"Without strategy, content is just stuff, and the world has enough stuff."

- Arjun Basu, Author





TIP #4

"Putting a gate between your customer and your precious content is like asking them to have sex before the first date."

- Gilad de Vries, Outbrain



TIP #5

"If you create great content, huzzah. But if it doesn't move anywhere, you're not succeeding."

- Mark Schaefer

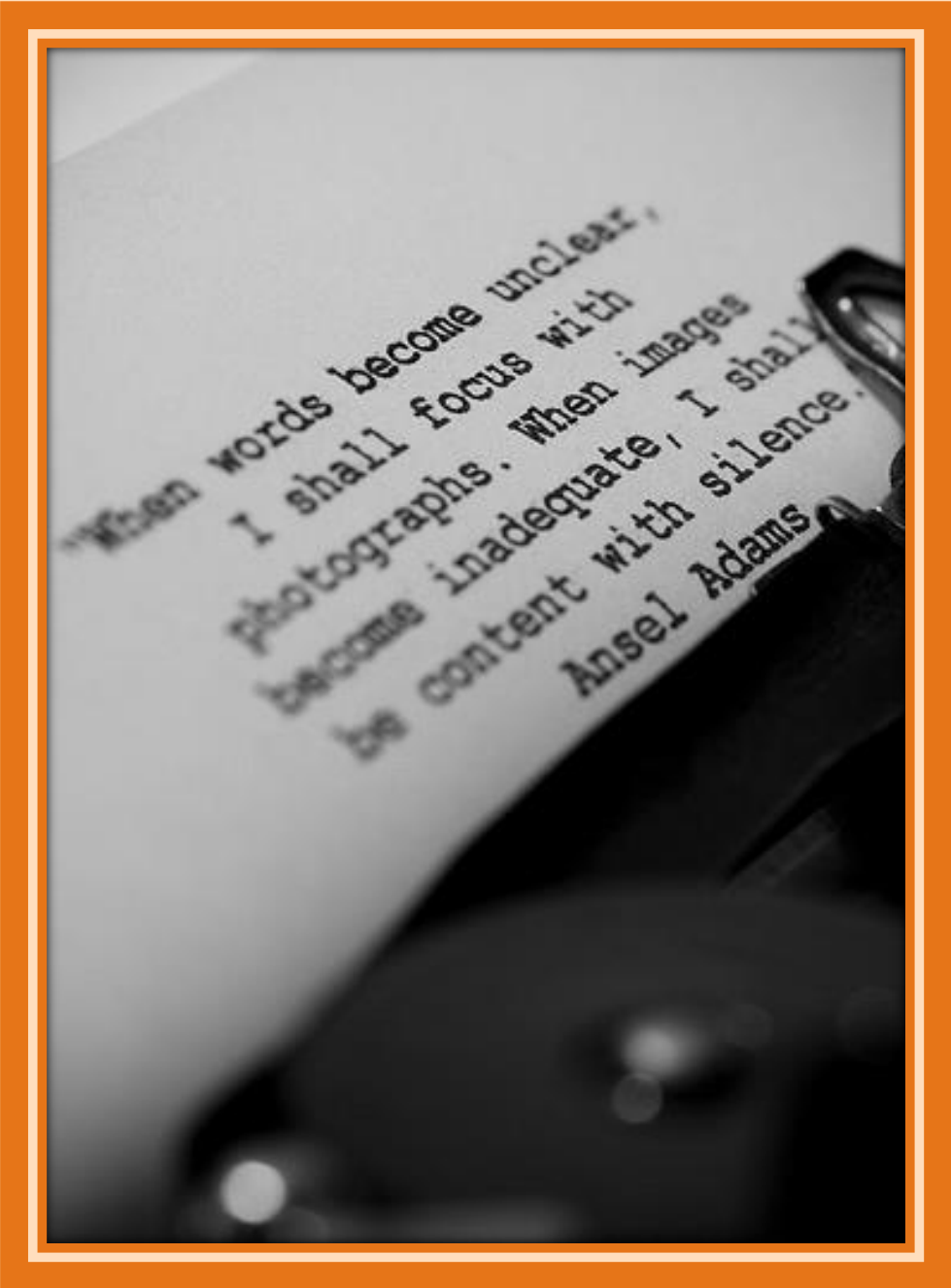


TIP #6

"Surface old content in the context of new content. Be a curator of your own content."

- Rob Garner, iCrossing





"When words become unclear,
I shall focus with
photographs. When images
become inadequate, I shall
be content with silence."
Ansel Adams

TIP #7

"Nothing speaks to everyone.
And trying to is going to
make you fail."

- Brian Clark, Copyblogger



TIP #8

"Every page of content you've created could be the first interaction with your web site. Think of every page as a home page."

- Jay Baer, *Convince and Convert*



TIP #10

"I write for readers first then optimize lightly for search. Last time I looked, bots don't have credit cards."

- quote tweeted by Sonia Simone



TIP #11

“If it isn't on Google, it doesn't exist.”

- Jimmy Wales , co-founder of Wikipedia





TIP #12

“There are principles and there are practices. The practices can change, the principles cannot.”

- Nigel Bogle. Co-founder of Bartle Bogle Hegarty.



TIP #13

“Nobody reads ads. People read what interests them. Sometimes it's an ad.”

- Howard Gossage, advertising innovator, known as "The Socrates of San Francisco".



TIP #14

“Traditional marketing talks at people. Content marketing talks with them.”

- Doug Kessler



TIP #15

“People need stories more than bread itself. They tell us how to live, and why.”

- Arabian Nights





TIP #16

“Content is of great importance, but we must not underestimate the value of style.”

- Maya Angelou



TIP #17

“You have to understand that nothing appeals to everybody.”

- Rocker Gene Simmons of KISS



TIP #18

“Good copy can't be written with tongue in cheek, written just for a living. You've got to believe in the product.”

- David Ogilvy

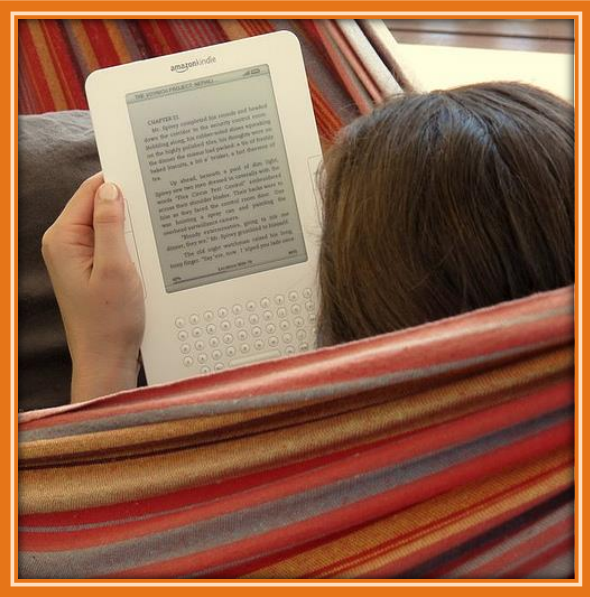


TIP #19

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TIP #20

“Stop Writing about Everything. So many brands create content and try to cover everything, instead of focusing on the core niche that they can position themselves as an expert around...



TIP #20

“...No one cares about your special recipe... Find your niche, and then go even more niche.”

- Joe Pulizzi, founder Content Marketing Institute



TIP #21

“It is common sense to take a method and try it. If it fails, admit it frankly and try another. But above all, try something.”

- Franklin D. Roosevelt





"What's going to work in
mobile is applications over
advertising"

Chad Stoller, director-emerging platforms at Organic

<http://www.flickr.com/photos/dannunn/207330250>

TIP #22

“If you think you are too small to be effective, you have never been in the dark with a mosquito.”

- Author Unknown



TIP #23

“Sometimes when you innovate, you make mistakes. It is best to admit them quickly and get on with improving your other innovations.”

- Steve Jobs



TIP #24

“Be yourself. Everyone else is already taken.”

- Oscar Wilde





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TIP #25

“Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time...”



TIP #25

“...Worry less about sounding professional and worry more about creating remarkable content that other humans can relate to.”

- Ann Handley, Chief Content Officer at MarketingProfs



Above all Remember...

**“Content is King. Always was,
always will be.”**

- Bill Gates (1955), chairman of Microsoft once said "Content is king." Rest of quote is mine. Gail Buckley



