

Common Content Marketing Mistakes:

- Low confidence in content as a marketing strategy.**
- Landing.**
- Consistency.**
- Timing.**
- Missing multimedia.**
- Success vs. vanity metrics.**
- Over automation.**
- “Salesy” vs. educational emphasis.**
- Public and media relations vs. customer focused content.**
- Native nets more reach.**
- Mass vs. targeted distribution.**
- Missing your target market’s pains.**
- Testing and reposting.**
- Personal brand voice vs. company brand voice.**
- Creating content for bots.**
- Neglecting to leverage clients.**
- Excluding prospects from your content creation process.**
- Aligning sales and marketing messaging.**
- Non-content team members producing content.**
- Overthinking and overediting.**
- Overuse of “we” and “our” vs. “you” and “your.”**
- Too much technical language.**
- Outsourcing overseas.**
- Teamwork makes the dream work.**
- Imitating others vs. being yourself.**
- Believing no one can write for your industry.**
- Doubting the subject matter experts.**
- An ill-defined content production process.**
- Low, or lack of, quality control.**
- Choosing the wrong content partner.**

To learn what the Proven Content A-Team can do for your content marketing strategy, reach out to us at provencontent.com