



5 STEPS

TO CREATING RESULTS-DRIVEN CONTENT



Before posting any marketing message online, it's important to understand what you are trying to accomplish. There are 5 steps to take prior to creating any web based content. These steps will help focus your message and ensure you achieve your desired marketing results.

1

The Why?

2

The Who?

3

The How?

4

Calls To Action

5

Markers of Success

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