



# INTRODUCTION

Everybody and their mother now has a smartphone, but that doesn't mean everybody and their mother is an expert, or even a competent, smartphone user. When popular trends or patterns take off, the masses usually follow - for better or for worse. Remember when 'twerking' took over the world and then that girl twerked herself on fire? Oh right, that was a hoax (why did you have to ruin a perfectly good example, Jimmy Kimmel?). However, the point remains: just because a large group of people are doing the same thing doesn't mean they are all doing it well.

Enter content marketing, the digital darling of 2013. According to WordPress, just one (albeit huge) content management platform, users are producing 41 million new posts and 54.1 million comments per month. That's without including the other major content platforms or anything fully customized. That's a lot of content. Suffice to say when it comes to content marketing, everybody is doing it. Or at least, everybody is trying.

To be fair, the components of content marketing have been around forever; the term is just a new, buzzier name for things we as marketers should have been doing all along. But now that it's all the rage to have 'content marketing,' many businesses have taken the bait hook, line and sinker. Unfortunately for some companies, an insatiable appetite for more traffic, social signals and leads has devolved content marketing into much less than it's supposed to be.

Content marketing isn't a get-rich-quick scheme that'll have customers knocking down your doors the next day. It's not easy, it's not short-term and it's not cheap. But at the end of the day, it's a holistic digital marketing approach that can bring your brand and its customers together in a way not many other strategies can. Many companies, including your competitors, are probably investing in some form of content marketing, but less than half of them are reaping the true rewards of the strategy. The real way to get a leg up on your competition is to do the kind of content marketing nobody else has committed to.

Rather than play the blame game, let's just say that for whatever reason, the marketing habits of you or your company could be lacking. You might be making some of these content marketing mistakes; and even if you aren't, maybe you would have at some point in the future. Now that you're here, let's outline how to fix - or avoid - 5 content marketing mistakes that a whole bunch of companies are making.