

# MISTAKE 3

## NOT KNOWING WHO YOUR CUSTOMERS ARE OR WHAT THEY WANT.

Not knowing who your customers are or what they want is a by-product of mistake #2. If you aren't focused on and creating content for your customers, then you probably don't know what questions they are asking and what they need help with. Ultimately, this means you're not providing answers, value or insight to your customers (which, if you've been paying attention, is the main goal of content marketing).

Let's back up for a second. People buy products and services because they're in pain (and real or imagined, they want something that eases this pain). Your job is to figure out what kind of pain your customers are in, why they are in pain and, most importantly, how you can help alleviate the pain.

You can't discern pain points if you don't know who is in pain, and you definitely won't be able to create very

successful content without these details. Making these customer-based mistakes is an absolutely vicious cycle that can threaten to wipe out even your best content marketing intentions. If this sounds like you or your company, you need to get things on the right track as quickly as possible!

