

MISTAKE 4

ASSUMING YOU DON'T NEED A STRATEGY.

The phrase "we'll just create content when we have time" means only one thing: no content - ever. It's a nice idea to think that you'll be able to churn out excellent content with all that spare time that usually crops up during the workweek, but...no. It won't happen. It never happens because seriously, who has extra time during their workweek? Plus, good content - the kind that rises to the top and actually gets read - isn't easy to create. You don't just whip that kind of content up out of thin air.

If you don't think you need a strategy then you probably aren't focusing on your customers or creating buyer personas either, so at this point, you've got a few compounded mistakes on your hands. The good news is that a strategy gathers and organizes all the components of a successful content marketing strategy into place, so it's a great place to start if you want to get back on track.

