

# CONTENT MARKETING

ON A

## SHOESTRING BUDGET



### 5 SIMPLE STEPS

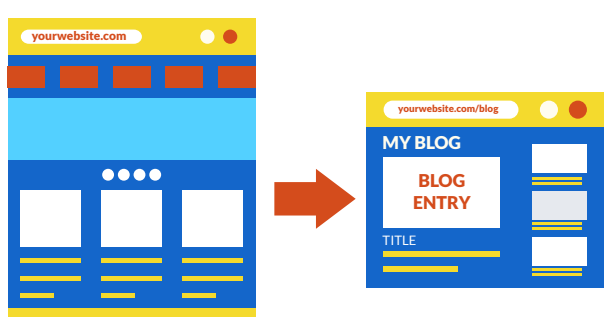
#### STEP 1 Blog (A Lot)



Blogging is an inexpensive and effective way to do Content Marketing. There are hundreds of ways to get the process started. Here are a few Tips to get You going:

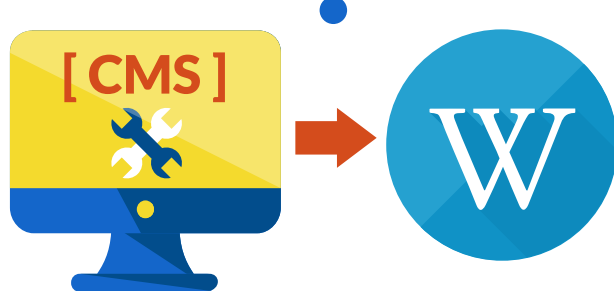
##### a) Make your Blog Part Of Your Existing Website

Use the format; yourwebsite.com/blog so that your blog is a page or section of your current website.



##### b) Use WordPress

Digital Experts Agree, WordPress is one of the easiest to use and most versatile CMS for blogging.



##### c) The Secret Is - Consistency!

Start blogging regularly, The key to blogging success is consistency. The more frequently you publish, the more likely you are to generate buzz!



#### Get Some (Cheap) Help

STEP 2

Hiring professional copywriters can cost you \$400-\$750 per post. Lucky for You several other options exist:

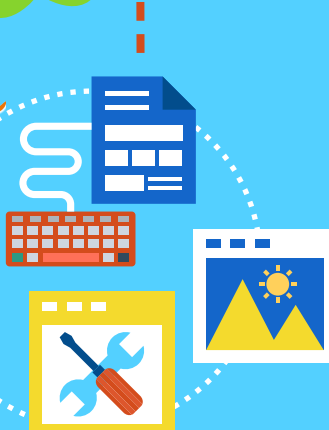


kissmetrics



textbroker  
Each Word Counts

Upwork

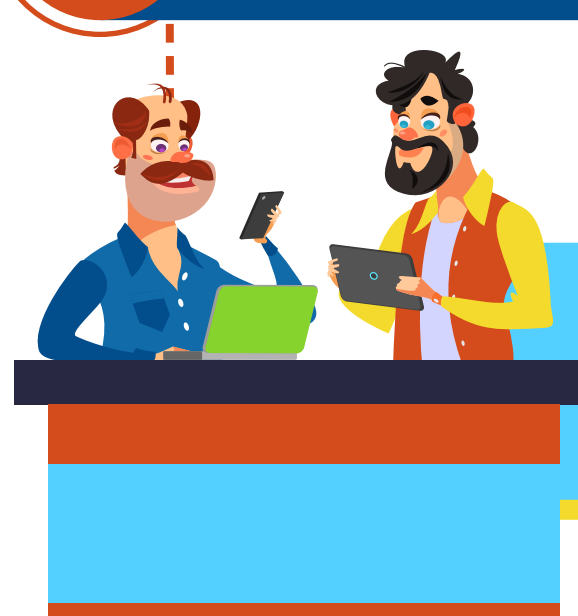


##### a) Hire a freelancer

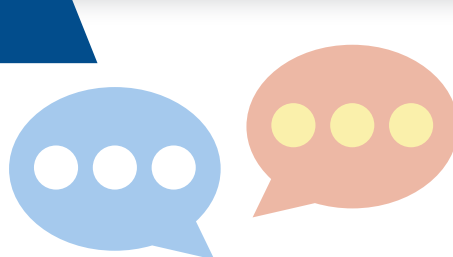
Kissmetrics reports that you can find freelancers who charge \$10-75 per post.

##### b) Another option is using a content provider such as Textbroker or UpWork

#### STEP 3 Get Some UGC



Get in the habit of encouraging user-generated content. UGC is content published by the general public, reviewers, or consumers regarding your brand.



#### Push Your Post - Promote It On Social Media

STEP 4

You can create free accounts on all Social Channels: Twitter, Facebook, Pinterest, Instagram, and LinkedIn.



#### STEP 5 Get Busy! - Don't Wait, Do It Today!



Implement these techniques Now! Content Marketing is the least expensive and most effective way to market your business on the Web!