

COMMAND YOUR CONTENT

Lessons from Joe Pulizzi



Joe Pulizzi knows mastering the art of content marketing can set your business apart. The founder of the Content Marketing Institute shared some lessons of the content craft with members of COSE's Strategic Planning Course.

LESSON 1

DEFINE YOUR AUDIENCE

To deliver content to an audience, one must know their audience. What knowledge do they seek? That is what you must deliver.

LESSON 2

STAY TRUE

Do not be tempted to be salesy. Stay on the path of content marketing enlightenment by providing content that helps your audience.

LESSON 3

BE CONSISTENT

By consistently rewarding your audience with helpful tips and information, they, too, will come to recognize you as a master in your own field—and most importantly, will continue to come to rely on you (and your product or service.)

BONUS WISDOM

Pulizzi also shared the Twitter 4-1-1 rule of Monumental Shift founder Andrew Davis, which will prevent your tweets from getting too salesy.

For every **6** tweets,



4 should be shared articles from influencers (make sure to tag those influencers!)

1 should link to an original piece of content you created.

1 should be a sales pitch.