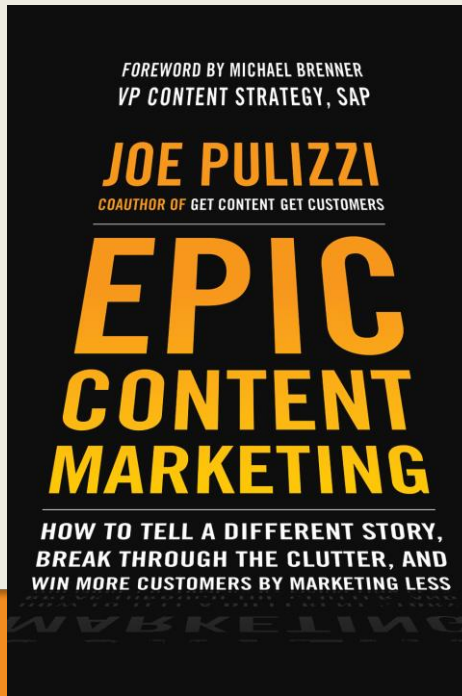


6 Elements of Epic Content Marketing



1. Fill a Need

- 1. Fill a Need**
- 2. Be Consistent**

- 1. Fill a Need**
- 2. Be Consistent**
- 3. Be Human**

- 1. Fill a Need**
- 2. Be Consistent**
- 3. Be Human**
- 4. Have a Point of View**

- 1. Fill a Need**
- 2. Be Consistent**
- 3. Be Human**
- 4. Have a Point of View**
- 5. Remove the Sale**

- 1. Fill a Need**
- 2. Be Consistent**
- 3. Be Human**
- 4. Have a Point of View**
- 5. Remove the Sale**
- 6. Be Best of Breed (GOAL)**

Thank You!



Joe Pulizzi
joe@contentinstitute.com



CONTENT
MARKETING
INSTITUTE™

Designed by

