

The once wild ride of content marketing has certainly reached cruising altitude, but there's still turbulence from time to time.

Consider this infographic, our In-flight Content Guides, and your safety instructions, to be tucked neatly away in the seatback pocket of your content marketing strategy.

NOW GO AND FLY WITH CONFIDENCE!



Prepping for Your Content Marketing Expedition

86% of B2C marketers

89% of B2B marketers

Use Content Marketing

Source: Content Marketing Institute and MarketingProfs

Whether B2B, or B2C, nearly everyone has bought a ticket to the content skies. Prepare for a fruitful journey with tips from top thinkers below.



"There's enough clickbait, list-ified, secret-selling malarkey out there to fill the galaxy. Figure out what makes you, your team, and your customers unique."

JAY ACUNZO, HOST, UNTHINKABLE PODCAST @JAYACUNZO



"Sure you have a story YOU want to tell, but are you guessing about whether your audience will care to hear it?"

ADELE REVELLA, CEO, BUYER PERSONA INSTITUTE @BUYERPERSONA



"Adapt and be fluid with your content scheduling."

AMANDA TODOROVICH, DIRECTOR, CONTENT MARKETING, CLEVELAND CLINIC @AMANDATODO



"Look up. Don't be so wedded to a content schedule that you miss opportunities to comment on relevant news and shifts occurring in your industry."

MARK SCHAEFER, EXECUTIVE DIRECTOR, SCHAEFER MARKETING SOLUTIONS @MARKWSCHAEFER



"One of the main reasons people are hesitant to contribute content is because they don't know what to write about. Remove that obstacle by providing a specific story concept."

TIM WASHER, CREATIVE DIRECTOR, CISCO SYSTEMS @TIMWASHER



Creating a Memorable Content Experience

55% of B2B marketers

57% of B2C marketers

Report "Deep Understanding Of Audience Personas" Included In Their Strategy

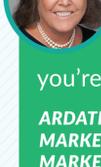
Source: Content Marketing Institute and MarketingProfs

Creating the right content isn't enough to satisfy your target audience long-term. You need to create a first-class content experience that sticks, and gets your audience asking, "Might I have another?" Too few marketers understand their audience deeply enough to make this happen.



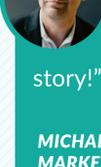
"Do research with your audience before you publish your content so that you build your content based on what they want rather than what you think they want!"

IAN CLEARY, FOUNDER OF RAZORSOCIAL @IANCLEARY



"Make the audience the hero of the story you're telling."

ARDATH ALBEE, CEO & MARKETING STRATEGIST, MARKETING INTERACTIONS @ARDATH421



"A great content experience starts with story!"

MICHAEL BRENNER, CEO, MARKETING INSIDER GROUP @BRENNERMICHAEL



"Be useful. Address the why, the what's in it for me" for your reader."

JILLIAN HILLARD, DIR. OF PRODUCT & BRAND MKTG, ELECTROLUX HOME CARE @JILLIANHILLARD



"Develop next-level, pathological empathy for your customer, your prospects, your audience."

ANN HANDLEY, CHIEF CONTENT OFFICER, MARKETINGPROFS @MARKETINGPROFS



Making the Most of Your Content Journey



89% of B2B marketers

84% of B2C marketers

Report Their Top Paid Content Method Is "Social Promotion"

Source: Content Marketing Institute and MarketingProfs

It's time to land your content plane smack dab in the center of your audience's world with targeted promotion, and a just-right media mix. Did you pack sunscreen? Because this is where your content truly shines.



"When utilized appropriately, paid social can help marketers greatly improve their reach and engagement."

JUSTIN LEVY, HEAD OF GLOBAL SOCIAL MEDIA, CITRIX @JUSTINLEVY



"If you want your content to have great distribution, then co-creation with influencers is the solution."

LEE ODDEN, CEO, TOPRANK MARKETING @LEEODDEN



"With only 3 seconds to capture user attention, having content that is engaging and a layout that optimizes the user's experience on your website is key."

ZERLINA JACKSON, DIRECTOR OF WEB EXPERIENCE, H&R BLOCK



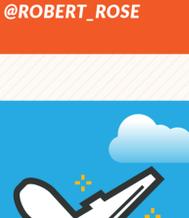
"Work with a community of top experts and thought leaders to co-create content that will increase amplification and engagement with your brand."

AMISHA GANDHI, HEAD OF GLOBAL INFLUENCER MARKETING, SAP @AMISHAGANDHI



"Better work inherently drives deeper engagement. For better reach, there are two suggestions. The first is to pay. There are increasingly interesting opportunities to promote content through social, mobile and other more traditional advertising networks that can help promote content."

ROBERT ROSE, FOUNDER, THE CONTENT ADVISORY @ROBERT_ROSE



GET THE FULL SERIES: ADVICE TO FUEL YOUR ENTIRE CONTENT JOURNEY

Your content journey doesn't have to end here. There are three full In-Flight Guides available that will help you unlock massive content adventure possibilities.

Soar through the content skies with advice, insights and best practices contained in this full Content Marketing World series.

[DOWNLOAD THE FULL SERIES HERE](#)