

# THE BUILDING BLOCKS OF CONTENT MARKETING

WHY YOUR  
BUSINESS'S  
BLOG SUCKS  
AND WHAT TO  
DO ABOUT IT

WRITTEN BY

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LEVEL UP YOUR BLOG TODAY!



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Bill Widmer is a content marketing expert. He has over two years experience with writing, content marketing, and helping businesses achieve the results they want from their blogs.

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# Intro

Blogging (which I'll refer to throughout this book as "[content marketing](#)") is a very powerful way to get traffic to your website, grow your email list, establish authority in your niche, and increase your business's sales.

However, despite the fact that [content marketing costs 62% less than outbound marketing and generates \*three times as many leads\*](#), businesses are still struggling to make it work. It's simply not easy.

That's why I've decided to write this short eBook: **to help you understand why your business blog isn't working, and to teach you how to get the results you're looking for.**

By the end of this book, you'll learn:

- “The building blocks” of content marketing
- Why your blog isn't producing results
- Steps to finally make your blog *work*

Chapter 1:  
**The Building Blocks of  
Content Marketing**

# Chapter 1:

# The Building Blocks of Content Marketing

In order to be successful at content marketing, you really only need three simple things:

- **Consistency**
- **Quality Content**
- **Effective Promotion**

These three things are the building blocks that make up content marketing, and will be the reason you succeed (or fail) in its practice.

## Consistency

Consistency is the first building block of successful content marketing. Having a consistent schedule is imperative to grow a loyal following.

Would you want to subscribe to a blog who didn't update anything for months, then blasted you with posts four days in a row, then didn't send you anything again for weeks?

Of course not.

If you're like me (and most of the world), you want to know when and how you'll be updated.

A great example of consistency is [John Lee Dumas and his podcast EOfire](#). John has released a new podcast *every day for the last 1400+ days* without missing a single one! Talk about commitment!

# Chapter 1:

## The Building Blocks of Content Marketing

John's unwavering commitment to his podcast has earned him the best of iTunes award, thousands of daily listeners, and a *six figure a month* income!

**You see, consistency builds trust.**

If you want to see the success John has seen, it's possible. But you have to commit.

A key I've found that's helped me to stick to a schedule is filling myself with the idea that I *already* have the thousands of subscribers I want, and if I miss one post I'm letting down thousands of people.

In the words of the legendary Tony Robbins:

“*It's not what we do once in a while that shapes our lives. It's what we do consistently.*”

## Quality Content

The second building block of successful content marketing is high-quality content. Consistently spitting out rubbish is no better (actually, worse) than inconsistently creating great content.

You wouldn't subscribe to a blog if they're posts sucked, would you? Yea, me either.

**Quality content doesn't just mean it's well-written or shares mind-blowing statistics – it's more than that.**

# Chapter 1:

## The Building Blocks of Content Marketing

Joe Pulizzi ([@JoePulizzi](#)), the founder of Content Marketing Institute (CMI), calls it “Epic Content”.

On the CMI blog, they only produce article that are well-written, researched, highly actionable, informative, and in-depth.

By committing to only producing the absolute best content, they’ve become the go-to resource world wide for content marketing, and hold events with thousands of attendees from across the world.

In the words of Joe Pulizzi himself:

Your #contentmarketing goal should be to become part of the fabric of your customers’ lives.

CLICK TO TWEET 

## Effective Promotion

The third and final building block of content marketing is effective promotion.

**Promotion is the single most important piece of the content marketing equation.**

I say “effective” promotion because not all promotion is effective. You can share a post on all of your social media channels and send it out to your email list a hundred times, *but it won’t matter if you don’t have any followers or subscribers.*

# Chapter 1: The Building Blocks of Content Marketing

The thing with content marketing is that it's a lot of work in the beginning, but it snowballs when you reach a certain point. When you have 50,000 Twitter followers, Facebook fans, and email subscribers, promotion is no longer so difficult.

In the beginning, you just have to put in the work.

For example, Buffer saw a [66% success rate](#) on an email marketing campaign they sent out to influencers in their niche.

Sharing some Twibble love :)  



**Kevan Lee** <kevan@bufferapp.com>

7/9/14 ☆



to contact ▾

Hi Twibble team!

Just wanted to say how much I've enjoyed getting to know Twibble over the last few days. Seems like such an amazing resource!

I gave your awesome tool some love in a [post](#) today on the Buffer blog!

Hope you enjoy the mention!

- Kevan, [Buffer](#)



to me, contact ▾

7/10/14 ☆



Hey Kevan,

We saw! Thank you SO much for spreading the word. We love using Buffer as well. Truly amazing service. We've shared your article on our network. :) I look forward to watching your company grow.

Best,

When reaching out to promote your content, it's important to remember one key thing:

**People love hearing good things about themselves.**

Chapter 2:  
**Why Your Business's  
Blog Sucks and What  
to Do About It**

# Chapter 2:

## Why Your Business's Blog Sucks and What to Do About It

Alright, we're finally at the part you've been waiting for – **why your business's blog is failing to make you money and how to change that.**

If you're reading this, I'm guessing you're in one of four situations:

1. Your blog content sucks because you aren't a good writer or simply don't like writing – or perhaps you don't know what to write about.
2. You're a decent writer and you feel like your articles are pretty good, but you are too busy with other parts of your business to write consistently.
3. You think you're a good writer and you're writing consistently, but for some reason no one is sharing or commenting on your content. You just aren't seeing any results no matter how hard you try.
4. You don't even have a blog, but you've heard of this content marketing thing and thought it might be a good idea for your business.

Regardless of which of these four situations you're in, I'll run you through some common reasons I've found that keep blogs from producing.

Let's dive in.

# Chapter 2: Why Your Business's Blog Sucks and What to Do About It

## Poor Writing

One of the most common reasons content marketing doesn't drive results is simply bad writing. Not everyone is meant to be a writer, and that's OK.

However, **you don't have to be a great writer to get great content.**

There are ways to improve your writing or take the weight off your shoulders:

- If you have employees or a business partner, see if they are good writers. If they are, have them write for your blog.
- [Hire a content marketing writer](#) to write for you. In fact, 73% of organizations take this route. ([Source](#))
- Take [a course on writing](#) and start improving.
- Use an app like [Hemingway editor](#) or [Grammarly](#) to improve your writing.

# Chapter 2: Why Your Business's Blog Sucks and What to Do About It

## Inconsistent Content

Since consistency is one of the building blocks of content marketing, **if you're not writing on a consistent schedule, you're going to fail.**

I'm sure you've seen those blogs with posts that are months or even years old, and when they did write a post it was two here, three there. Don't let this be you.

In order to overcome inconsistency in your content, you can:

- Create a content calendar with reminders to keep you on track.
- Have someone in your business or family hold you accountable.
- Write posts ahead of time and schedule them to post at the same time every week.
- Keep a list of content ideas so you never run out of material.
- [Hire a content writer](#) to write consistently for you so you don't have to worry about it.

# Chapter 2: Why Your Business's Blog Sucks and What to Do About It

## Poor Formatting

Poor formatting really kills posts. You can be a great writer, even an author who is paid to write books, yet still have poor formatting.

**Blog posts aren't novels – so don't treat them as such.**

In order to [increase the quality and readability of your posts](#), you should add:

- Bulleted lists
- Relevant images (not stock photos)
- Headings and subheadings
- Quotes
- Bold and italicize key points
- Large font (at least size 14, preferably 16)
- Short paragraphs (fewer than 4 sentences)

### Big Headers for Main Points

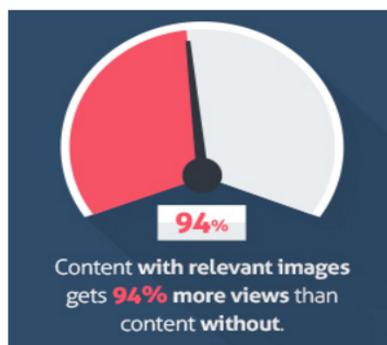
- Point A
- Point B
- Point C

Break up space with some informing text. Keep it conversational, if that's your style. **Bold a key point or two.** If everything is bold, nothing is bold. *Italics are a nice way to show subtle points.*

|| Blockquotes are an awesome way to highlight your post's central point.

### Point A Subheading

Add a relevant image to give the eyes a break and hit home a key point.



# Chapter 2: Why Your Business's Blog Sucks and What to Do About It

## Lack of Promotion

It doesn't matter how great your content is if you don't promote it! No one will see something on a blog on a website with no traffic.

Even if you share it on social media and send it out to your email list, that's not enough.

**You should spend just as much time promoting your content as you do writing it.**

There are *a lot* of ways you can promote our content. Here are a few:

- [Build a relationship with influencers](#) so they'll help you promote your content.
- Use paid social media and search engine ads.
- Become a participating member of forums in your niche.
- Reach out to the people and businesses you mentioned in the article and ask for them to share it.
- Submit the content to [content communities](#).
- [Optimize your content for search engines](#) (aka SEO)
- Reach out to other blogs in your niche and offer to write them a [guest blog post](#).
- [Hire a content marketer](#) to help you with your marketing plan.

# Chapter 2: Why Your Business's Blog Sucks and What to Do About It

## Not Setting Goals

Not setting goals for a content marketing strategy is one of the biggest reasons I see why blogs are failing.

I believe you should have a major goal for your overall content marketing strategy, as well as a goal for every piece of content you create.

### **Overall goals include things like:**

- Increasing your customer base.
- Developing brand awareness.
- Increasing overall traffic to your website.
- Establishing authority within your niche.

### **Individual content goals look more like:**

- Drive social shares and engagement.
- Increase traffic to a landing page.
- Grow your email subscription base.
- Push upsells and cross sells.

As you can see, your overall strategy is a bigger goal while individual content pieces should achieve a very specific goal.

Zig Ziglar said it well:

“ *A goal properly set is halfway reached.* ”

# Some Final Thoughts

As long as you *consistently publish and promote high quality content*, you'll begin to see results from your blogging efforts.

I hope you've gotten some takeaways for your blog from reading this! Questions? Shoot me an email at [info@billwidmer.com](mailto:info@billwidmer.com) or find me on social media.

*As a thanks for downloading my eBook and reading it all the way through, I'd like to offer you a FREE 15-minute call with me. We'll discuss your blogging goals and struggles, and I'll give you tips to improve. Don't wait – [schedule your free call now!](#)*



**Bill Widmer**



Ready to set your content marketing goals and start seeing results from your blog?

**[Set up a free call with Bill now.](#)**