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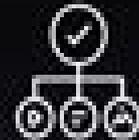
1 Define your goals



2 Understand your audience



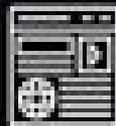
3 Conduct a Competitive Analysis



4 Perform a Content Audit



5 Research and Select Keywords



6 Develop a Content Plan



7 Create Quality Content



8 Search Engine Optimization



9 Promote Your Content



10 Analyze and Adjust



11 Stay Updated with Trends

# Chapter 3 Marketing Strategy For Small Business

**Annelies Wilder-Smith**



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