



CONTENT MARKETING LIFECYCLE

1. RESEARCH

Analyze your market and identify your target audience.

2. IDEATION & PLANNING

Set your strategic objectives and plan your actions.

3. CREATION & OPTIMIZATION

Create your content and optimize it before publication.

4. DISTRIBUTION

Distribute your content through the right channels.

5. ANALYSIS

Analyze your performance to improve your strategy.

How To Content Marketing Strategy Explained For Students

Padhraic Smyth



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