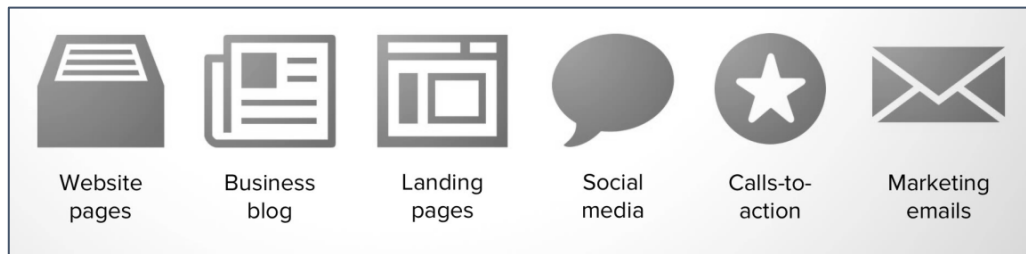


LEARNING SUMMARY

CONTENT STRATEGY: DISTRIBUTE & PROMOTE CONTENT

1: DISTRIBUTE CONTENT



2: PROMOTE CONTENT

ORGANIC PROMOTION	PAID PROMOTION
Search Engine Optimization Email Marketing Social Media Live Promotions (events or webinars) Influencer Networks Word of Mouth	Search Engine Ads (Google, Yahoo, Bing) Social Media Ads (Facebook, LinkedIn, Twitter and Instagram)

3: KEEP A CONTENT CALENDAR

Use a content calendar to help you keep track of **what** content to distribute and promote, **when** and **where**

4: KEEP AN EYE ON CONTENT TRENDS

CURRENT TRENDS
User generated content Quizzes Clickbait Listicles GIFs Emoji Podcasts Native advertising