

How To Do Content Marketing

Solo

When You Have
A Million
Other Things To Do

If team blogging advice is confusing you as a solo blogger, stop. There are a few things you can do yourself to keep your sanity, market extremely effectively, and still get everything else done. This is how:

Reduce Content Marketing To Its Bare Bones

Forget about social media, A/B testing, analytics, and all of that for a minute. Be content with just creating and publishing content.

- Just talk to your customers and get a general feel for what they'd like to see from you.
- Focus on creating helpful or entertaining content those folks will love.
- Write that content quickly.
- Publish that content quickly.

Build Good, Small Habits First

You'll get more done when you do one thing at a time and are operating mostly out of habit (good ones). And you can't form the big habit until you form the small one.

Solo Blogging Level 1: Just get started.

- Set up your blog and learn basics of maintaining and running it.
- Blog weekly.
- Share each blog post when you publish it.
- Learn to fine tune your words and write without lots of errors.



Solo Blogging Level 2: Develop a system so the blank page has no power.

- Blog two times a week.
- Every post must have a graphic.
- Share each post when you publish it.
- Figure out how you blog, and systemize it.

Solo Blogging Level 3: There is no such thing as a comfort zone.

- Plan your content on an editorial calendar.
- Blog two times a week
- Share at least once on social media.
- Be able to write a blog post on any topic, even if you have no prior understanding or idea of how to approach it.

Solo Blogging Level 4: Writing is second nature. Your focus is promotion.

- Blog three times a week.
- Set up your social promotion plan.
- Delve into your analytics and learn to understand and use them.

Use A Triage Mentality

When you read about cool new things to do in marketing, pick only the ones that will have the greatest impact for minimal effort. They exist. Find them and only do what is practical given your workload.

- Keep up to date with marketing stuff.
- Find the few things that will have the biggest impact.
- Prioritize what is best for growth from good for growth.
- Choose the few things from that list that you can actually do with the amount of time you can dedicate to marketing.
- Add these to your to-do list slowly.
- Avoid multitasking.

What Is The Answer To Your Biggest Challenges?



Ideas



Headlines



Articles



Design



Social Media



Research

No team to bounce ideas off.

- Trust your gut.
- Read your analytics.

No team to write multiple headlines.

- Write at least a couple headlines for your content and pick the best one. Move on quickly.
- Try CoSchedule's headline analyzer to help you out.

No team to review articles.

- Practice writing and publishing, spell check, and reading a finished post out loud will help you write a good post.
- If you miss a typo, move on and focus on the bigger picture.

No editor, or graphic designer.

- Give your content a once over proof reading, then publish. Don't dwell, but work quickly and keep moving.
- Try a tool like Canva to create your blog graphics.

No social media team for posting or responding.

- Use your social queue in CoSchedule to share your content.
- Gauge how important responding is to meeting your goal and plan time accordingly. You may decide it's not worth your effort.

No team to do research for topics or background.

- If you don't have time for research, write from your experience instead.
- Write content from your own strengths, books you've read, articles you've loved, or answer questions you've seen in blog comments.

When you're ready to save a ton of time planning and sharing your content as a solo marketer, give CoSchedule a try—it's your all-in-one marketing calendar.

HEAR THE RAVES



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

CoSchedule

The social media editorial calendar for WordPress

