

12 Content Marketing Mistakes to Avoid

This is an extra resource to go along with the original article:

[How to Effectively Use Content Marketing to Grow Your SaaS](#)

1. Not linking internally - Always include links to your other articles.
2. Not including a call to action - You should give the site visitor directions on what to do next.
3. Not having a specific goal for content - You need to attach a specific goal to each piece of content that you create.
4. Not promoting content across multiple channels - Always promote your content on various channels, including social media and email.
5. Not repurposing your content - Extend the life of your content by turning it into other types of content.
6. Letting your top performing content go stale - Refresh your content periodically to get even more mileage out of it.
7. Not being consistent - You need to continue to churn out content on a regular basis.
8. Not having a content marketing calendar - Plan out your content ahead of time to prevent gaps.
9. Not having a target audience - If you don't know who you're speaking to, how will you create relevant content?
10. Overselling in your content - Content marketing is about building trust not pushing your product.
11. Not optimizing your content for search engines - Think like search engine users to get found organically.
12. Build content around search engine user intent - Use Google Keywords to find the popularity of certain keywords.