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Content marketing is something that a lot of people don't understand. Typically, when Internet Marketers hear this phrase, they imagine something overly complicated. Believe it or not, content marketing can be pretty simple. Think about it. What makes up pretty much everything you do as an Internet Marketer?

Isn't it pretty much always content? Content marketing, it stands to reason then, is pretty much just using content to help further your business's needs. So what makes this go? What kind of content marketing works best? In this article we will answer that question and give you some ideas that should help you get started. Take advantage of these ideas to highlight products like [Lyonesse](#) to [Linkvana](#) and really make more money.

Beginning with guest posting is a great place to start. Even if you have your own blog, offering to contribute a guest post (or responding to the call for guest posts) is a great way to promote yourself with your content. The audience will be completely new, and they will see your content for the first time. Building relationships with other bloggers is what this is all about. By doing this, your audience will expand, and so will your income. As you add more content to these blogs, the additional backlinks will improve your search engine positioning. This will also help you expand your business and brand name at the same time. More importantly, all of these things are good for your profit margin. All you have to do is post a high quality blog post and this will all occur. Create a podcast for yourself. Highly valuable, podcasts are great form content, but very few Internet Marketers have really delved into this at all. Video is a very powerful tool. You are aware of how powerful text can be. Do not discount the power of the audio file. There are many ways to deliver this type of content, including iTunes which has a huge global audience. As long as the content you are providing is good, people will listen to it everyday. The best part is that you can bring other people on to your podcast, which helps spread the word about your podcast and your business to lots of new people. Inevitably, buyers and clients will come out of this joint venture done through audio.

Work with other local business owners to put together a workshop for people in your town who want to start their own businesses but don't know how. Get together with people from all walks of business: creative services, finance, marketing, etc and show others how to start companies of their own and make them successful. If you charge people an entry fee the workshop is also a great way to earn money. More importantly, this will help you find new buyers for your services and help you build relationships with fellow business people. All of these ideas are good for helping to improve your profit margin. So start applying these principles to your own business, and you'll see how valuable content marketing can be. All of these tips and hints are great for getting a jump start on things.

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