



[Photo credit](#)

James Schramko here, and today I want to talk to you about content and some of the findings from the 2013 Inbound Report that HubSpot put out.

Turn Out Regular Content

It looks like content inspires confidence. Sixty-one percent of the survey respondents said that they feel better about a company who is putting out custom content on a regular basis, that they would be more likely to purchase from that company. And did you know that entrepreneurs who publish a blog get 67% more leads every single month than entrepreneurs who do not publish a blog? So it's pretty clear that custom content is more important than ever.

So the action step for today is to review your content schedule. Do you have a blog? Are you publishing content regularly? And is it customized and useful for your audience? Chances are, if you're doing that, then you are going to get more leads, and your customers are going to buy more from you.

Marketing That Works Long Term

Now while I was away for most of last month, I still managed to generate nearly a thousand leads to my blog even though at times I had almost no Internet. And that is because the blog content is working even when I'm not. Someone is going to find this post, this video, this audio, this text, this picture, that you're watching or listening or reading right now, at some point in the future. And it will still lead off to my products and services. That's how content marketing works. It is the marketing channel that pays long term dividends. So get your thinking hat on, make some great content.

Own The Racecourse

If you haven't already done it, make sure you watch the Own The Racecourse training. Just go to OwnTheRacecourse.com and download the entire training. It's also on iTunes for your convenience. And see how to come up with ideas and how to publish it.

Website And Content Services

If you need help with your website, then ask my team at ATLWeb.com to build your website, or to create content for you. We can make custom pictures like the ones that you see on my posts at SuperFastBusiness.com. Also, we can help you with press releases. And we can animate your logo to turn it into a little video like this one. So everything you need is at your fingertips. It make sense to be doing content marketing. It is definitely the way forward, and you're going to pick up oodles of search engine optimized traffic.

Well I hope you've found this useful. I'm James Schramko, I look forward to catching up with you in a future episode.

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