

# 13 Sins of Content Marketing

1. For the sin of stealing and promoting other people's content as your own.
2. For the sin of boring, lifeless content.
3. For the sin of blocks of text that causes readers' eyes to glaze over.
4. For the sin of confusing corporate-speak that obfuscates communications.
5. For the sin of not integrating your brand into newer content formats.
6. For the sin of not optimizing content for search.
7. For the sin of only creating content when you have time.
8. For the sin of ending your content before it sells your offering.
9. For the sin of typos and poor grammar.
10. For the sin of not extending each content marketing project.
11. For the sin of not socializing your content.
12. For the sin of not promoting your content.
13. For the sin of not tracking your content marketing efforts.