

# SMART



## CONTENT



It takes S.M.A.R.T. content to become the expert, authoritative, and trustworthy resource for your industry across search and social.



### STRATEGIC

CREATE & CURATE CONTENT BASED ON YOUR DOMAIN EXPERTISE, AUDIENCE PERSONAS, AND COMPETITIVE KEYPHRASES.



### MINDFUL

KNOW YOUR AUDIENCE PERSONAS AND GIVE THEM THE CONTENT THEY'RE LOOKING FOR.



### AUTHENTIC

BE YOURSELF! BUILD BRAND TRUST BY BEING 100% YOU.



### RELEVANT

SHARE RELEVANT CONTENT TO CONNECT WITH YOUR AUDIENCE, ATTRACT QUALIFIED LEADS, AND BOOST WEBSITE RANKING.



### TIMELY

KEEP YOUR AUDIENCE IN THE KNOW WITH THE LATEST INDUSTRY TRENDS AND TOPICS.