

# Insights Marketer's Content Creation Guide

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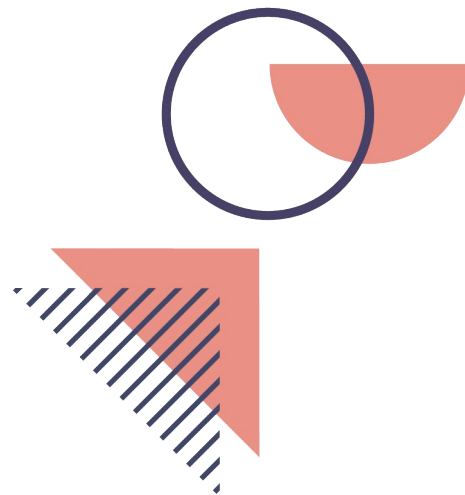




Hey there, Insights Marketer!

In this guide, you'll find some essential tips to help your content creation activities.

Hope you'll find it helpful and won't hesitate to reach out with any questions!



A handwritten signature in black ink, appearing to read 'Norbert Sari'.

**Norbert Sari**  
CEO & Creative Director



# Things to Remember

## Use an Interesting Title

Often a title makes or breaks a story. Avoid clickbait but make sure your title is specific and interesting.

## Use Headings for Easy Skimming

Most people skim articles while they look for information. Use headings to break up text.

## Use Visuals for Readability

Images break up a body of text and they make it much easier on the eye to read.

## 7 Steps to Nail Your Content Calendar

We put together a few tips for putting together a content calendar. No email needed, just click [here!](#)



# Things to Remember

## Be Aware of Article Length

The ideal blog post is at least 600 words and may go up to 1,000 words. Not too long, not too short.

## Keep Your Reader & Add Value

Are you helping solve a challenge? Are you providing a solution? If your article has a lot of “we”, you’re focusing too much on your company. Turn those statements into “you” – your reader. Pay it forward and help without expecting anything in return.

## 8 Steps to Plan Your Content Calendar for 2025

Read some of our top-notch tips to make your content calendar stellar  
No email needed, just click [here!](#)



# Things to Remember

## Use Backlinks

Say you're talking about a research method. Do you have an adjacent piece already on your blog? Link to it. Did you see an interesting piece on another website? Link to it. Backlinks strengthen your article and build search engine authority.

## Keyword-check!

Ensure that you're using a set of relevant keywords throughout your article. This keyword should also appear in the article title, some of the headlines and the meta description.

## 5 SEO Best Practices for Research Companies

We put together a few tips for SEO so you don't have to worry about it. No email needed, just click [here!](#)



# Things to Remember

## **Publish. Promote. Repeat.**

You now have posted your article on your company social media. Not everyone will see all of your posts. Schedule another 2–3 posts for your article over the next few months to maximize reach.

## **Recycle**

Take your article and repurpose it in different formats, for example a carousel for LinkedIn with key takeaways, or a series of posts from your personal LinkedIn profile.

## **6 Ideas to Recycle Your Marketing Content**

Content is not single-use plastic. Reuse it and recycle it. No email needed, just click [here!](#)



# A Final Word on Your Content Calendar

The most important thing when it comes to inbound marketing is **CONSISTENCY**.

You've probably heard before that inbound marketing is a long game.

The content you create and publish today is likely to **influence your pipeline 6–18 months from now**. In light of that, a solid content calendar is crucial to growing your revenue.

Whether you post every day, every week, or every month, your content should be relevant to your audience as well as educational, helpful, and valuable.



# We can help insights companies with:



## STRATEGY

- Persona Segmentation
- Brand Positioning
- Messaging & Tone of Voice
- Content Strategy
- Event Strategy
- GTM Strategy



## CREATIVE

- Brand Identity Design
- Podcast Post-prod
- Slide Deck Design
- Report Templates
- Social Media Visuals
- Videography



## CONTENT

- Copywriting
- Content Writing
- Thought Leadership
- Paid Ad Campaigns
- PR & Comms
- SEO Strategy

All of this combined is our The Rodeo Marketing Excellence™ framework.



**Want to chat?**

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[rodeo13.com](http://rodeo13.com)

