

## HOW TO BUILD A CONTENT MARKETING STRATEGY

ADDITIONAL RESOURCES TO HELP YOU TO UP YOUR CONTENT GAME!

*(Everything is linked for you.)*

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### **Articles to Read:**

The Benefits of Getting Published in Regional Publications

How Getting Published Helps Boost Business

Why You Should Brag About Published Features

How to Choose Which Publication is Right for You

How to Get the Shots You Need for Your Portfolio

How to Create the Perfect Instagram Flat Lay

Social Media Crash Course: How to Build a Social Media Strategy

How to Build a Marketing Strategy with Confidence

What Wedding Pros Should Include in a Marketing Strategy

### **Books and Tools:**

Cell phone tripod

Cell phone ring light

Everybody Writes by Ann Hadley

Kaboom Pics stock photography

Unsplash stock photography

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