"Customer obsessed marketing is no longer an option. In this ‘Age of the Customer’, the best marketers will create content, not advertising, content that will create customer experience and make real-time data a reality.”

"Steal best practices from traditional publishers—think like the reader first, not what your CEO wants, and tell stories about people.”

"Be fearless and relentless in your pursuit of success. The key to innovation in social media and content marketing is to continuously reinvent the content and tactics and in some cases this may lead to mistakes. Great! Learn from them.

"Funnel optimization: Understand your buyers’ journey as they pass through the stages of awareness, consideration and purchase. Simplify the customer experience and build your content ecosystem.

"Go deep into specific topics. Identify what topics you can own, and create the best pages on the Internet for that topic.

"Stop sucking up to the people above you and spend more time raising up the people alongside of you.”

"They Ask, You Answer" is your key to listening to your audience and engaging with them. Too many companies ignore the simplest of questions that their audience asks them, and end up in an ostrich with their head in the sand.

"Do not be discouraged if there are 1000s of blogs in your niche. This didn’t discourage me. I saw it as an opportunity to develop something that’s different. All those blogs are just proof that there’s a large audience out there.

"For every six pieces of content, four should be from your influencer targets’ interests, one should be an original thought leadership piece and one should be related to sales.

"Brainstorm 9 SEO phrases: 3 readers use to find information, 3 research key topics in your area & 3 to decide if they should do business with you. Brainstorm 5 posts per SEO phrase to get 45 great posts.

"Don’t reinvent ROI metrics. One company developed a new metric. It turned out the metric was resulting in more spent time explaining it to the CEO versus communicating in terms they’re already used to.

"Many companies are missing the opportunity to leverage their employees for content development. The best content marketers are crowdsourcing across their organization.

"The secret is not to do more, ... it’s to create content that matters, that they cherish since people crave useful things.”