The **ANATOMY** of a Content Marketer: What are the skills and characteristics of a perfect content marketer?

### Strategic Thinker
Content marketers should think strategically and be process-oriented. The best content marketing teams have goals in place and several processes they follow.

### Creative Thinker
The brain processes visuals 600,000 times faster than text. Content marketers should be skilled in **video and design** to create visual content.

### Influential & Energetic Promoter
Market your marketing. Content Marketers must be social media-savvy and understand:
- Which channels to publish to
- The best time to publish
- Who to reach out to optimize content amplification

### Analytical Thinker
Great content marketers understand that content must be measured. There are many metrics, and you must decide which to use based on your marketing and business goals.

### Innovative
Be persistent, fearless and resourceful. Content marketers cannot be afraid to try new things, and they certainly cannot be afraid to fail.

### Collaborator
Content marketers must use:
- Internal Collaboration: working within your content marketing team and within your company
- External Collaboration: working with other companies, analysts, agencies, freelancers

### Witty and Humorous
Inject humor into your content. This will make it stand out, and it will increase the potential for your audience to share it with peers.

### Street Smarts
To have content marketing “street smarts” you should have:
- Company and product knowledge
- Customer insight
- Market insight
- A never-ending thirst to learn more

### Skillful Writer
To be a great content marketing writer, you must have:
- SEO skills
- HTML insight
- Extreme attention to detail
- Exceptional spelling and grammar
- The ability to create a compelling title
- Storytelling talent

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*From Curata*