

# The ANATOMY of a Content Marketer

What are the skills and characteristics of a perfect content marketer?

## 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.

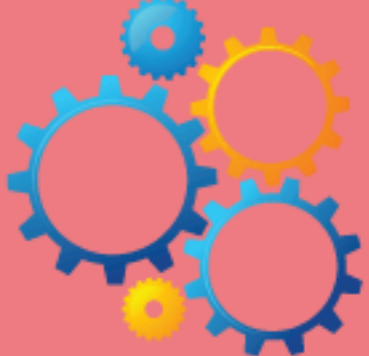
## Influential & Energetic Promoter



**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

## 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.

## Innovative



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

## 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.**

## 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 & grammar**
- The ability to create a compelling title
- Storytelling talent

