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~~Strategic Marketing: An Introduction~~

Solution: Before you start executing on your content marketing strategy, create a “rules” document that both content team members and your legal and compliance teams agree to. Keep in mind that legal/compliance departments are paid to overreact to any potential liabilities that may result from content, so the way to put

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them at ease is to clearly define, in advance, what your content/social team will and will not do with the company's publicly available content.

~~5 Major Content Marketing Problems (with 5 Helpful Solutions)~~

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what they mean to your content strategy, whether you're creating B2C or B2B content, as well as sharing some tips for overcoming them. Content Marketing Challenge #1: Insufficient Resources. Producing content is easy. Producing good content is much harder.

~~11 Big Content Marketing Challenges (and How to Overcome ...~~

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