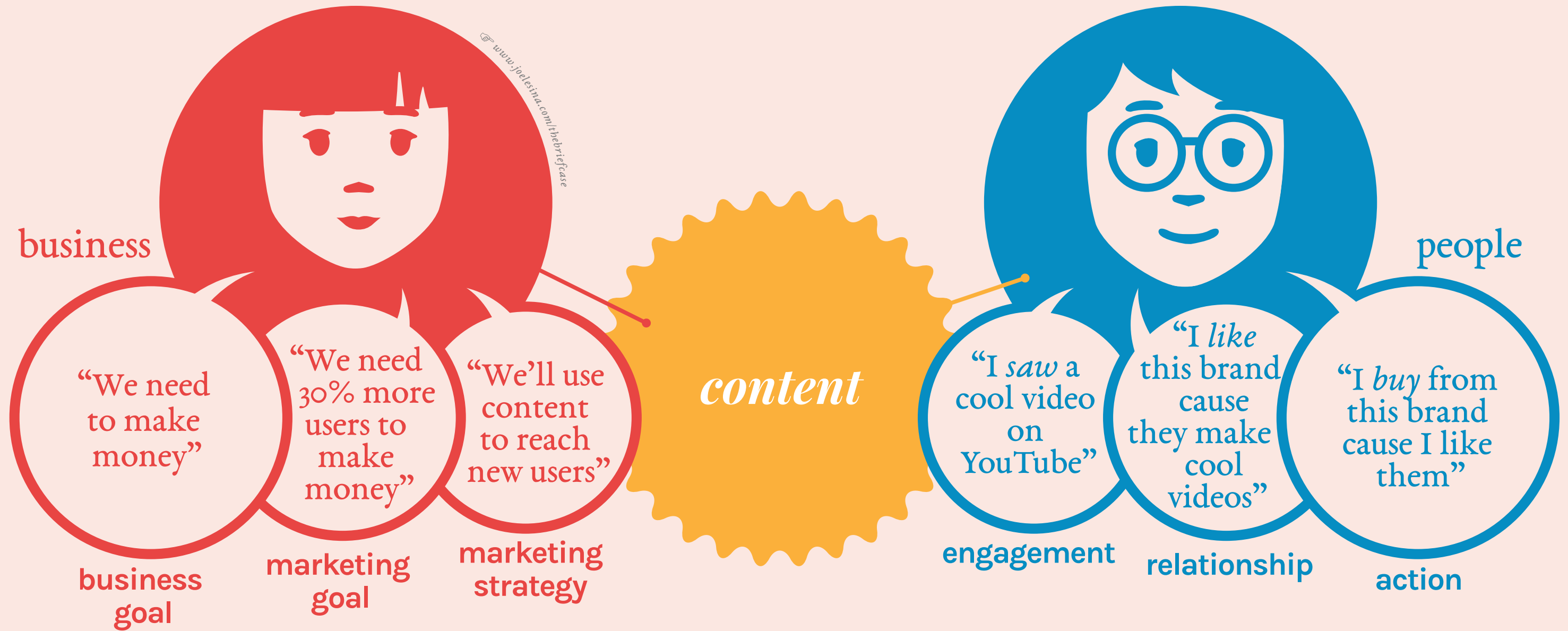


THE BRIEFCASE

— *The official blog of Joe Lesina*

Content Marketing: A Simple Guide On How I Do It

www.JoeLesina.com/TheBriefcase



www.joesina.com/thebriefcase

what you have to say

- about your industry
- what you believe in
 - your brand values
- what your company does
 - your knowledge in a subject

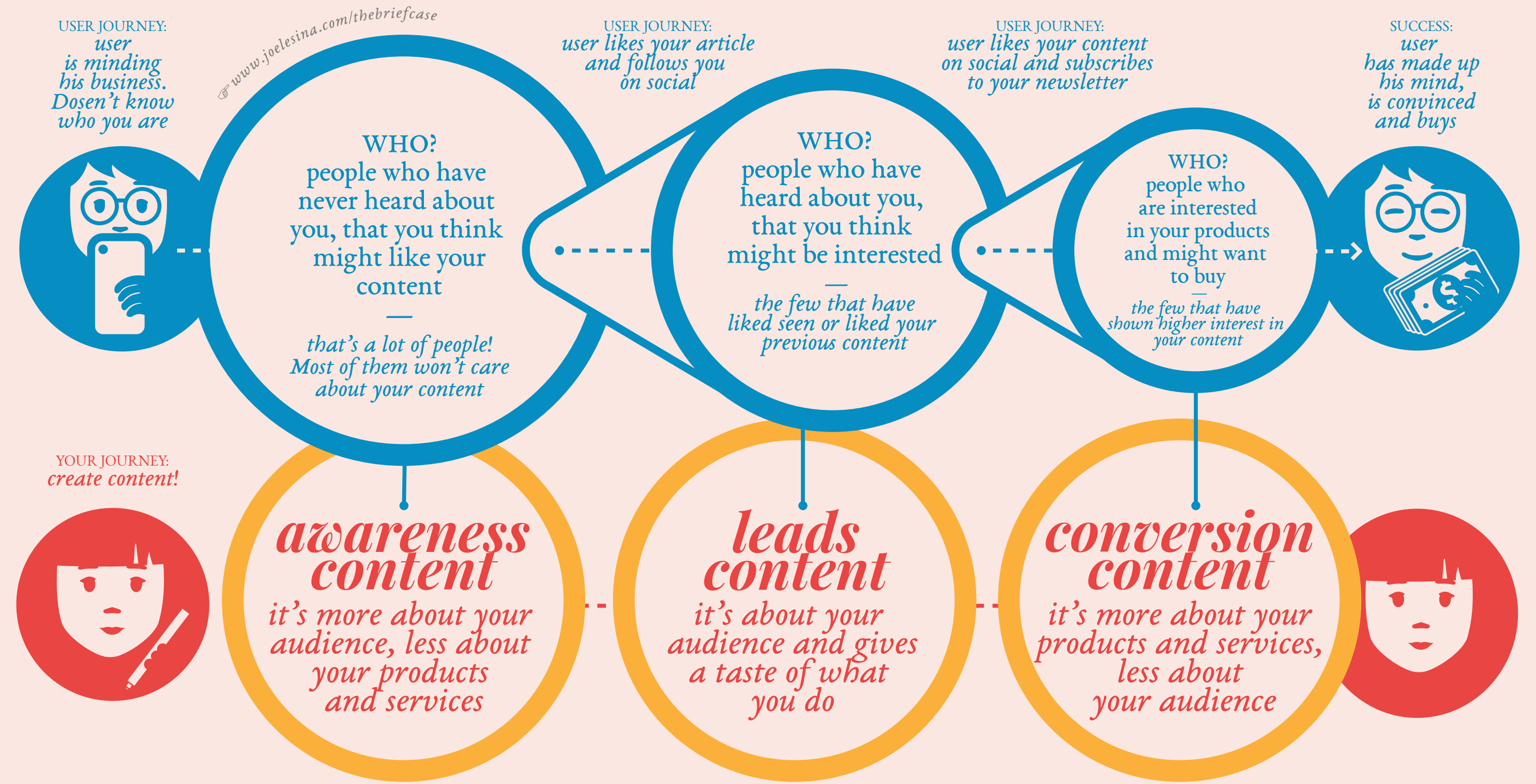
what people are looking for

- watching *entertainment* on YouTube
- looking for *inspiration* on instagram
- Googling “*how to do...*”
- browsing *news* on Facebook

great content

Create content with the right approach

using a framework (n.2)



www.JoeLesina.com/TheBriefcase

