

Episode 7 Takeout

# How to Make Digital Content Work Harder

## Key Ideas:

01

The primary component of a content marketing strategy is actually having one.

02

Provide content based on how people like to receive and consume it.

03

Have a method to measure your strategy.

04

Only work with the willing.

## Guest:

Keith Wewe

Partner, Content Pilot



## Secret Sauce:

*“One single ingredient: Perseverance”*

## Listen or watch here:



## Resources & Mentions

Content Marketing Institute



Your PR Agency

The experts about when, where and how to publish

## You May Also Like




Unwrapping snackable content

Read the article



**Follow** Right Hat on LinkedIn for Updates



**Subscribe** Apple  Spotify  YouTube 

**Contact** hello@righthat.com



## Educated Spaghetti:

Marketing Ideas That Stick

Smart conversations for professional services leaders

**right hat**