



# Use Research to Take Content from Flimsy to Fabulous

Research in content marketing doesn't mean regurgitating what you learn from the first source that comes up in a search. **These tips will make your research — and your content — top notch.**

Check this list before you publish to create content with **MORE SUBSTANCE** and less fluff.



## 1. Consult credible sources.

- ➔ Find out what industry experts, clients, or colleagues read.
- ➔ Create a list of go-to sources to use time and again as you write.



## 2. Show your knowledge.

- ➔ Weave in references to credible sources.
- ➔ Link out to sources that support your points and help your audiences learn more.
- ➔ Don't disrupt the flow of your narrative — integrate references seamlessly.



## 3. Don't over-link to external sources.

- ➔ Limit your linking, and know that too many links can undermine your credibility and distract your readers.
- ➔ Include links not only to external sources but also to internal content, such as blog posts, white papers, or eBooks created by your company.



## 4. Mind your dates.

- ➔ Check the publication dates of the sources you reference.
- ➔ When you refer to an article as "recent," make sure it really is recent.
- ➔ If you reference an older study, explain why.



## 5. Back your claims with numbers.

- ➔ Use data and statistics to help tell your story, add interesting detail, and support your claims.
- ➔ Double-check your numbers so you don't misuse data.
- ➔ Use an online calculator, ask a colleague, or seek help if you don't understand.



## 6. Choose primary over secondary sources.

- ➔ Cite the primary, not the secondary, source.
- ➔ Can't find the primary source online? Go with the next best option, such as a description of the publication on the author's website.

**Fine tune your research phase and take your content from flimsy to fabulous.**

Checklist derived from the original blog post on Marketing Trenches, "How to Use Research to Take Content From Flimsy to Fabulous."