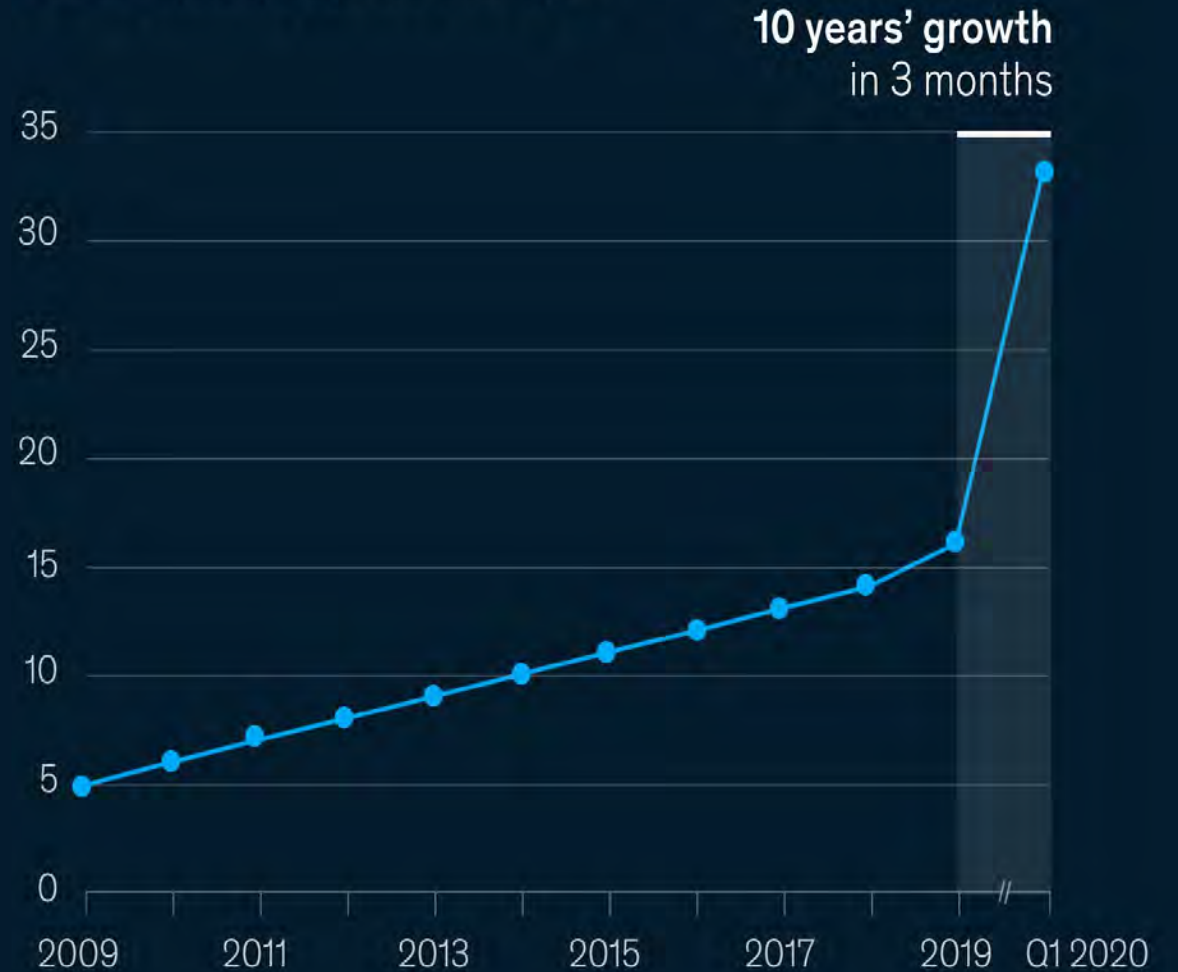


# The leap

How fast is the world moving around us? Consider how quickly e-commerce has replaced physical channels in three months.

US e-commerce penetration, %



Source: Bank of America; Forrester Analytics; ShawSpring Research; US Department of Commerce; McKinsey analysis

# Up for grabs

Or how consumers are reconsidering brand loyalties and the stores and websites where they shop.



# How much should I budget for content marketing?

If you're wondering how much to budget for content marketing, the average business invests 25-30% of its marketing budget into content marketing. For reference, companies with less than \$5 million in revenue (and a profit margin of 10-12%) invest 7-8% of their revenue into marketing.

For example, if your business's annual revenue is \$3 million, you would set aside \$210,000-\$240,000 for your marketing budget — or 7-8% of your yearly revenue. Your annual content marketing budget (if following the overall average of 25-30%) would range from \$52,500-\$63,000.



content

United States

Search



Jobs

Date Posted

Experience Level

Company

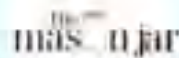
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Content in United States


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215,347 results

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the  
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# EXAMPLES OF SIMPLE CONTENT



# How to Recession Proof Your Finances

FINANCIAL PLANNING, HOW TO

March 30, 2021 / Marsha Barnes



After years of uncertainty and constant shifts within the economy, it's always best to prepare for what you have the ability to control. Instead of allowing the world's happenings to control your finances; take these necessary steps to give you financial security and sanity.

## Create a solid plan of attack to pay off credit cards

I know, this is an exercise you've done many times before. However, let's go in laser-focused and eager! One of the best things you can do is reduce debt by any means necessary to prevent being overwhelmed in the future. Start by making a list of all creditors and be sure to jot down all interest



# MORNING BREW

TOGETHER WITH  MISO ROBOTICS

**Good morning.** What a performance from Baylor, who long after our bedtime closed out Gonzaga to win the NCAA national championship game.

And to all of our readers who won your office pools, make sure you cue up a fun Zoom background today to relish your victory.

## MARKETS 1-DAY PERFORMANCE

### NASDAQ

+1.67%  
13,705.59

### S&P

+1.44%  
4,077.91

### Dow

+1.13%  
33,527.19

### Bitcoin

-0.81%  
\$58,890.12

### 10-Year

-1.0 bps  
1.692%

### AMC

+13.35%  
\$10.61

\*Stock data as of market close, cryptocurrency data as of 11:00pm ET. [Here's what these numbers mean.](#)

- **Economy:** The services sector grew at the [fastest pace on record](#) in March. That data, when paired with last week's bullish reports about manufacturing and jobs, present a pretty rosy picture of this economic recovery.
- **Markets:** Thanks in part to the good news 🙌, the Dow and S&P [notched more records](#). AMC stock shot higher, but it wasn't because of Reddit traders. An analyst upgraded the company following the monster opening of *Godzilla vs. Kong*.



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Master Gardener just discovered the closest thing to an "Autopilot Garden".

Beginners with ZERO experience are easily growing their own vegetables while barely doing any work...

They are only watering once per month...

Never pulling any weeds...

And never worrying about pests.

How?

Sign up to discover the secret of the "Autopilot Garden" here:

<https://go.groweverywhere.com/generic-opt-in-page-2/>



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**Grow Your Own Vegetables with ZERO experience**

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**GET PAID MORE  
WHEN YOU  
MULTIPLY CONTENT**



# THIS SIMPLE BLOG POST...

# 7 Steps to Create Your First Online Challenge




March 29, 2021 By Eva Gutierrez

 Shar 91  91 SHARES

Have you seen someone running an online challenge and used your marketing brain to realize they were strategically growing their audience and getting customers?

That happened to us a few months ago, so we ran our own challenge to see what the fuss was about. Let's just say things went really well. Our challenge brought in 8 figures in



# ALSO TURNS INTO A FACEBOOK POST



**DigitalMarketer**

April 4 at 4:11 PM · 🌐



Want to acquire new customers, build lists, and position your brand? With online challenges, you can accomplish ALL in one shot. But, **ONLY** if the challenge is well-designed and well-executed. Here's how 📌



DIGITALMARKETER.COM

**7 Steps to Create Your First Online Challenge**

[Learn More](#)

👍❤️😬 49

7 Shares

👍 Like

💬 Comment

➦ Share



# ... A LinkedIn Post...



**DigitalMarketer**

46,877 followers

23h • 🌐

+ Follow ...

Want to acquire new customers, build lists, and position your brand?

With online challenges, you can accomplish ALL in one shot. But, ON ...see more

### The Steps to Creating Your First Online Challenge • 7 pages

We recently had the Founder of 100X Academy and expert challenge creator Pedro Adao for a workshop on creating a winning marketing challenge. Here are the steps 📌

Before we start, let's make sure that you have the foundation of what a great online challenge is.


**A challenge needs all 5 of these parts to be successful:**

1. Time-Bound Event (5–90 days)
2. Focused on ONE primary outcome
3. Prospects agree and commit to taking action at the beginning
4. Deliver live, daily actionable training
5. Issue daily wins that give them momentum

The goal of your challenge is to take cold audiences and turn them into highly-engaged customers. To do that, you need to know why you're running your challenge in the first place.

**The 7 Essential Challenge Design Decisions**

Every challenge starts with these 7 decisions. Each decision essentially builds out your challenge, so by the time you answer the last question you just need to implement. Let's start with the first question, why are you even running this challenge?



**OR A QUICK  
VIDEO POST**





1:00

Make sure your marketing challenge doesn't end up like this...

