

# Content marketing minus the unicorn



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In a perfect marketing world, all social media services would play nicely together to allow brands to seamlessly promote their original, first-rate content via a variety of mediums. Twitter, Facebook, Instagram, Pinterest, etc. would all be part of a big social media marketing group hug, every follower you acquire would automatically become a customer, your CEO would always agree with every idea, your marketing budget would be never-ending, and you'd ride to work every day on a unicorn through a meadow of gold.

Well, wake up, sunshine. This isn't a perfect marketing world, and the social media networks are so busy clamoring for the biggest share of users that they aren't terribly interested in making your life as a marketer smooth. Service APIs are becoming stricter, **popular management applications are shutting down**, and, as growth and mergers take place, relationships between different services are getting downright ugly. (Twitter? I'm looking at you.)

But you know what? That shouldn't matter much to content marketers. Sure, it's a headache, and sure, community managers' lives would likely be a lot easier if they didn't have to deal with petty infighting between services making their days that much more stressful. But if you're doing what you should be doing for your brand with content marketing, then every social network has a purpose in your **content strategy**. They don't control how you communicate with your audience—you do.

You aren't just pushing and pulling back and forth between networks; you're creating reasons for your audience to interact with your brand. **You've done your buyer persona homework**, so you know which social media channels your audience likes and uses. You're creating original content for the right channels and repurposing content from other channels in a way that makes sense for your audience. So if a social network changes the way it works—or, worst case scenario, shuts down altogether—it's not going to ruin your entire plan. Because your strategy? It's a constantly evolving, adjustable approach to content.

So don't lose a lot of sleep over social media services and their mad rush to the top. Stick to the content strategy, make adjustments as necessary, and listen to your audience; let them, not the social networks, dictate how you communicate.



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