



How to Make Your Content Marketing Impossible for Competitors to Copy

1. Produce the best content

- Produce original content because it's not an easy task. Sprinkling in some extra value to make your content as comprehensive as possible.
- Such process will make it virtually impossible for a competitor to spin your content into something with more value.

2. Don't just curate. Cooperate

- Find great content to curate. By doing this you didn't have to spend time producing, but your audience will still enjoy it and appreciate the information.
- If you've got an influencer from whom you regularly curate content, make a connection with them.
- Rather than simply sharing the content they produce, find some way to cooperate with them for these purposes:
 - ❑ Interviews
 - ❑ Guest posts on their site
 - ❑ Co-authoring great content
 - ❑ Working together on infographics or other visual content

3. Diversify your content

- Diversification in your content can make it a lot harder for this to happen.
- Creating derivative content from a blog is easy, but it's not as easy when things have a little more production value.
- Also create other types of content that are far more difficult to swipe. That would include:
 - ❑ Branded explainer videos, how-tos, and tutorials to educate and entertain your fans
 - ❑ Shorter videos and branded images on Instagram
 - ❑ Detail-packed infographics
 - ❑ Comprehensive slide decks
 - ❑ Interactive content that boosts engagement