**5 Tips To Avoid Common Mistakes In Content Marketing**

Five common mistakes hinder businesses' content marketing, writes digital marketer Aaron Middleton, who shares ways to correct those errors. Use data, create content for all three buyer stages, vary content types, establish review processes and keep promotional posts to 20%, Middleton recommends.

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[*https://www.marketingprofs.com/articles/2023/48873/common-content-marketing-mistakes*](https://www.marketingprofs.com/articles/2023/48873/common-content-marketing-mistakes)

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