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