

Content marketing

[Business](#), [Marketing](#)



It's a marketing process to attract and retain customers by consistently creating and crating content in order to change or enhance a consumer behavior. Send me updates In short, instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of discontent strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty. Do I really need to learn about another form of marketing? Yes!

Consumers have simply shut off the ignore magazine advertising, and now have become so adept at online " surfing" that they can take in online information without a care for banners or buttons (making hem irrelevant). Smart marketers understand that traditional marketing is becoming less and less effective by the minute, and that there has to be a better way. Thought leaders and marketing experts from around the world, including the likes of Seth Gooding and hundreds of the leading thinkers in marketing have concluded that content marketing isn't just the future, it's the present (see the video below on the history of content marketing).

It's also developed and executed by small businesses and one-person shops around the globe. According to the 2012 BIB Content Marketing Benchmarks, Budgets and Trends search, 9 out of 10 BIB marketers are using content marketing organizations market with content - regardless of company size or industry. And they are doing what it takes to bring about desired results: On average, BIB marketers employ eight different content marketing tactics to achieve their marketing goals. 60% report that they plan to increase their spend on content marketing over the next 12 months.

<https://assignbuster.com/content-marketing/>

Marketers, on average, spend over a quarter of their marketing budget on content marketing. How do I get started? Here are a few articles to help you get started with content marketing: First Things First - Content Strategy Before Social Strategy The Essential Things You Need to Know When Adding Content Marketing to the Mix How to Get Started in Content Marketing 21 Things Content Marketing Experts Wish They Had Known When They Got Started How to Use Micro-content in Your Marketing Strategy The 3 Big Myths of BIB Content Marketing Want to learn more?