

WHAT IS CONTENT MARKETING

WHY CONTENT MARKETING IS IMPORTANT?

- Educate your leads and prospects about the products and services you offer
- Boost conversions
- Build relationships between your customers and business that result in increased loyalty
- Show your audience how your products and services solve their challenges
- Create a sense of community around your brand

TYPES OF CONTENT MEDIA MARKETING

- 1. Social Media Content Marketing
- 2. Infographic Content Marketing
- 3. Blog Content Marketing
- 4. Podcast Content Marketing
- 5. Video Content Marketing
- 6. Paid Ad Content Marketing