

WHAT IS CONTENT MARKETING?



Content Marketing is a digital strategy of distributing valuable, relevant content about your business or industry to attract leads and sales online.

TYPES OF CONTENT

- - - Original Content - - -

Pro: Custom to business

Con: Time and Cost

- - - Curated Content - - -

Pro: Quality content

Con: Difficult to find

CONTENT DISTRIBUTION

Social Media



Traditional Digital



WHAT DOES CONTENT MARKETING DO FOR YOUR BUSINESS?

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- **Become resource for customers**
 - **Build trust in company**
 - **Enhance customer engagement**
 - **Facilitate referrals from current customers**
 - **Generate new sales**
 - **Improve online visibility**

Business Practice Areas:

- Marketing Strategy
- Marketing Technology
- Inbound Marketing
- Content Marketing
- Business Development Solutions

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