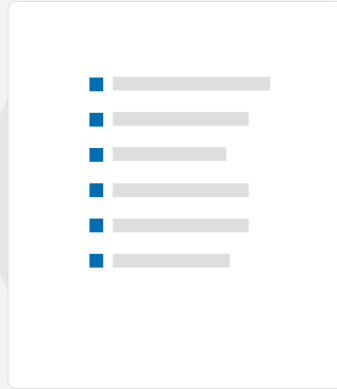


Why Content Marketing?

Content Marketing: marketing by creating and distributing relevant and valuable content to ultimately acquire an audience and drive sales.



BENEFITS: IMPROVE EXPERIENCES

☐ Build relationships with customers.

ESTABLISH CREDIBILITY

☐ Create thought leadership.

GENERATE SALES

☐ Generate sales more efficiently.

COST EFFECTIVE

☐ Content marketing is cheaper.

INTERNAL GROWTH

☐ Boost morale & attract new hires.

DOES'NT MATTER IF YOU'RE

☐ BIG

☐ SMALL

TOP SOURCES

☐ Social media

☐ Visual content

☐ Blogs

BEST PRACTICES

☐ Write it down

☐ Learn to track

☐ Get out there

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