Unit 5 – Social media marketing

Content Marketing

- The definition of content marketing is simple:

- It's the process of publishing written and visual material online with the purpose of attracting more leads to your business.

- These can include blog posts, pages, ebooks, infographics, videos, and more.

- content marketing is not just publishing a thin piece of content and hoping people will find it.

- It's about purposefully tailoring your pages, videos, ebooks, and posts to your target audience so that they find you the inbound way rather than the outbound way.

- Today, [outbound marketing](#) strategies (or anything that interrupts your audience members) aren't as effective at resonating with and converting audience members as they once were.

Why is content marketing 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