**CONTENT MARKETING: EFFECTIVE OR NOT?**

[**February 10, 2020**](https://growbytenjal.blogspot.com/2020/02/content-marketing-effective-or-not.html)

Content marketing always involves the creation and sharing of creative content for ancillary benefits to our brand and it involves sharing online materials like blogs, stories, videos, and social media posts. In other sense, content marketing is all about creating value to marketing with content and it always increases the brand value when customer get to know about your brand with your amazing content

Content marketing is no doubt the best way of marketing because as per study 30 of overall internet users uses ad blockers so if you are a marketer who is using paid ad services to convey the brand’s message, just know 30 percent of audience will not even get your brand’s message, rather than that if marketers have used content marketing and created content to deliver their brand’s message then it would gain more attention. For more assistance on this, you can take help from [**Best Digital marketing company in Jalandhar**](http://growbyten.com/)**.**

[](https://1.bp.blogspot.com/-MXiPZoCgAGA/XkJIQ2kJZvI/AAAAAAAAADo/-FKn5a2NU1YrYIKxw504lQtaM1_vy-SdQCLcBGAsYHQ/s1600/1_zAJBNPH4PfaAvTTfteFOeg.png)

Also, consumers always like to read and watch something new every day which makes content marketing more effective and you should use that from now because we are already in the era where content is king it can make your brand’s image faster than you think. A study shows that the businesses that publish blog content consistently are more indexed in search engines than those who don’t publish at all.

**What is the main motive of marketing?** It aimsto make the customer recoil the brand and make the customer aware of all things about that particular brand so instead of doing traditional product marketing which consist higher cost and also its ignored by the customer why can’t we use some fresh content with the help of [**Digital marketing company in Jalandhar**](http://growbyten.com/) and understand about it more deeply.

When customers actually get to know about you with your content then they develop the image of your brand in their brain and this is the giant motive of marketing and this will be making you special from many of your competitors. Also, conversion rates are nearly six times higher when you are using content marketing than traditional marketing. Also, nearly 70 percent of customers think they need to know a business through articles first and they believe that organizations that provide good content to customers are more likely to build relationships with them.

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[**February 27, 2020**](https://growbytenjal.blogspot.com/2020/02/digital-marketing-2020.html)

As many people have ignored this but we are in Digital Darwinism, the world is going digital too fast and now it’s wrong if we talk about the merits and demerits of digital marketing because we all know when we will be debating on this topic most of the companies will step forward towards its acceptance and make a fortune because it’s a fact that digital marketing is now and will be the big thing doesn’t matter if it’s a prescription of a doctor or studying for your masters everything is going digital. As a [**digital marketing company in Jalandhar**](https://www.growbyten.com/)**,** we can tell you confidently that the people who smell this coming are going on a way to success and people who even today are not accepting the digital era they are coming to end their businesses soon. Because out there are some businesses that know their customer's likes and dislikes better than themselves, so they can purpose them anything with the best interest.    According to a recent study, experts say that artificial intelligence wi…

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[**February 21, 2020**](https://growbytenjal.blogspot.com/2020/02/how-watsapp-ads-will-affect-digital.html)

Well, we are here in 2020, a year when Parenting Company Facebook is going to launch ads in WhatsApp similar like they did with Instagram and Facebook years back. And those were a big hit and advertisements on Instagram and Facebook are benefiting millions of businesses around the globe to reach their targeted audience and also it’s all because of Facebook because they know that they are controlling the whole social media marketing with their most popular apps like Instagram WhatsApp and Facebook, and this community never fails to achieve new milestones every day. As a [Marketing Company In Jalandhar](https://www.growbyten.com/), we have seen the benefits of using marketing through Facebook and Instagram but if we talk about WhatsApp it will be the next big thing. Whatsapp is having 5 billion downloads on play store and having a user base of 1.5 billion and counting. With so much data and user base where people treat these apps as a part of their life. And after launching advertisements in the most popular messagi…

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[**February 21, 2020**](https://growbytenjal.blogspot.com/2020/02/how-you-can-build-your-brand-with.html)

If you haven’t realized yet, we are already in 2020- A digital era where everything is done by going online. It doesn’t matter if getting a prescription from a doctor or antique shopping. Businesses are having an opportunity to expand themselves by adapting the digital marketing trends for generating much more quality leads. Well, back in 1996 Microsoft launched a virtual assistant chatbot named “Clippy” which was shut down by them in 2002 because of the criticism it gets from users. But nowadays that type of assistants are high in demand by businesses with a blend of artificial intelligence which makes it is more reliable and best source of communication with customers in real-time. Also as the [**best digital marketing company in Jalandhar**](https://www.growbyten.com/), we can tell you chatbots will save a lot of money on customer service and it will totally change the way of interacting with customers in the future.  
  
What are chatbots?  
  
Chatbots are basically an artificial software program used for real-time conv…

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