

## **ASSIGNMENT – DIGITAL MARKETING**

1. Blogger URL : [Click Here](#)

2. Facebook Account URL : [Click Here](#)

3. Canva Poster:



Social Media Post URL : [Click Here](#)

## 4. Canva Newsletter:

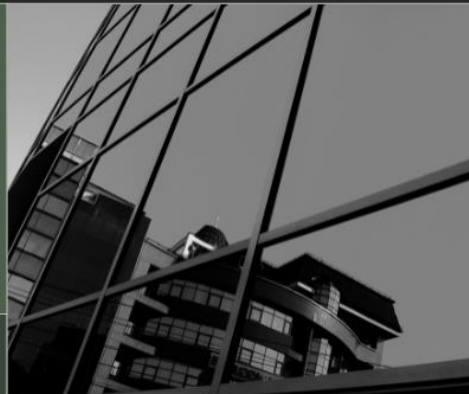
# CONTENT MARKETING

**Consistency:** Consistency is vital in content marketing. Regularly publishing new content keeps your audience engaged and helps build trust over time.

### KEY COMPONENTS AND PRINCIPLES OF CONTENT MARKETING INCLUDE:

**Audience-Centric Approach** Content marketing starts with a deep understanding of your target audience. You need to know their needs, preferences, pain points, and interests to create content that resonates with them.

[LEARN MORE](#) ➔



### CONTENT MARKETING CAN SERVE VARIOUS PURPOSES, INCLUDING:

**Thought Leadership:** Publishing insightful and authoritative content can establish your organization as a thought leader in your industry.

[LEARN MORE](#) ➔



2023