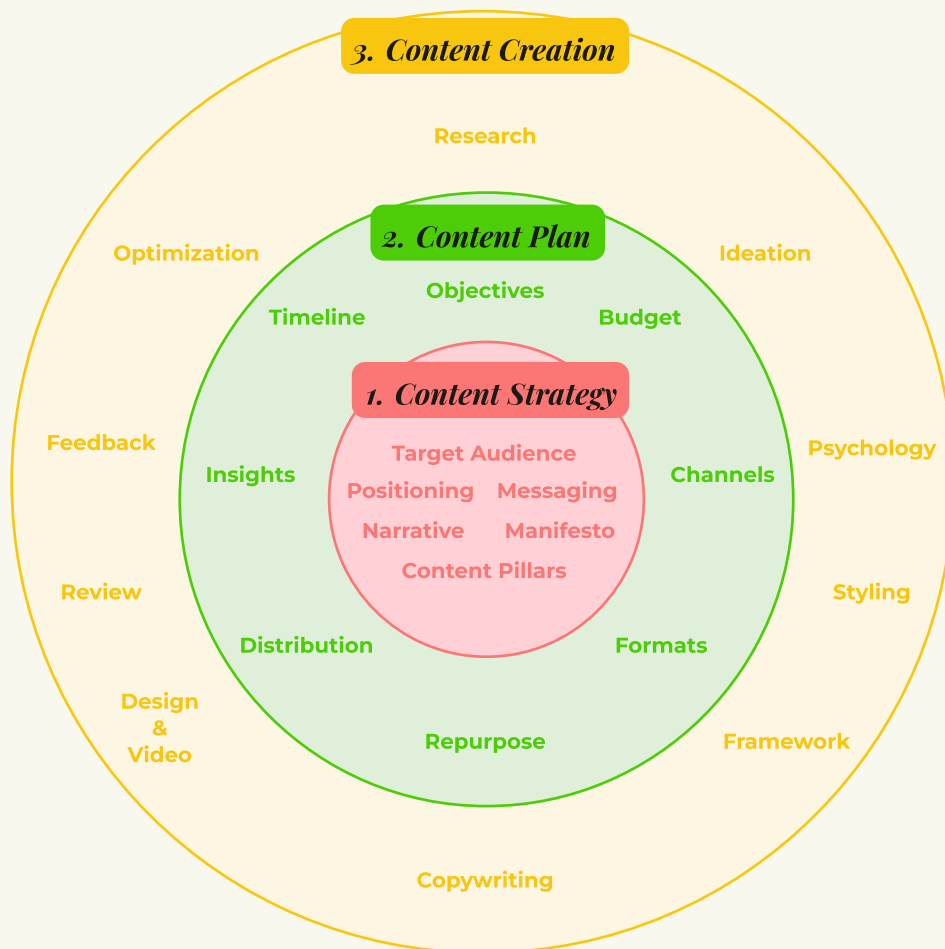


# The 3 Layers of Content Marketing



Successful content marketing starts from strategy, moves to planning, and culminates in creation. Each layer depends on the previous, ensuring content is purposeful, structured, and effective rather than random or disconnected.