

[CONTENT MARKETING](#)[DIGITAL MARKETING](#)

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A Quick Look at the Biggest 2019 Content Marketing Trends



About the Author [Kayla Kinney](#)

Content manager Kayla Kinney joined the Aronson Advertising team in 2014. She graduated from Columbia College Chicago with a focus on creative writing, and since then, she's contributed her voice to a number of websites and online magazines, focusing on a variety of subjects. Outside of work, Kayla loves to read, play music, and attend as many concerts as she can.

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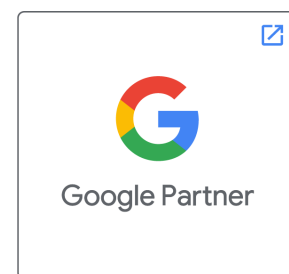
**ARONSON** **ADVERTISING** Inc.

Aronson Advertising, Inc. focuses on a simple strategy: providing a human-driven approach to advertising. Whether the end result is a graphic design piece or SEO campaign, our non-programmatic methods allow us to better understand clients' customers while maintaining our founding standard of excellence.

Authenticity and Transparency

The writers on our team at Aronson Advertising always provide thoroughly researched content to our clients, as well as ensuring it is thoughtful and original. If you're not doing so already, providing an authentic and transparent experience is incredibly important to incorporate moving forward. According to [Core DNA](#), 86-percent of consumers say that authenticity is key when making a purchasing decision. Additionally, 73-percent of consumers say they would pay

more for a product if the company were upfront about its quality. 'Honesty is the best policy' couldn't be a truer phrase for content marketers looking to grow their brand and satisfy their clients.



Long-Form Content

Because users are looking for trustworthy sources, long-form content (typically over 2,000 words) will rule search engine results in 2019. In 2017, the experts at BuzzSumo [analyzed over 100 million articles](#). The data showed that long-form content was more likely to be shared socially than short-form content. Plus, if you invest your time in creating quality content, the better your chances that you will become the authority on your area of expertise and show up on the first page of search results. Our content marketing team experiments with many types of page layouts and ways of sharing relevant information, and we consider testing out long-form content to be one of our next great challenges.



Voice Search Demands

Voice search is becoming increasingly popular as consumers get busier and need accurate answers more quickly. Content marketers absolutely need to be adaptable to this method because it's [fundamentally changing consumer behavior](#), but how? A key way to meet voice search demands is to write content in a conversational tone, the way you'd speak to a friend or family member. Using long-tail keywords, which is a tactic our team has used, is another way to ensure voice searches are met with the best results possible.

Brand storytelling

This goes hand-in-hand with authenticity. Whether you're working for a client or run your company's marketing department, it's important to incorporate storytelling throughout your content. Users will identify and empathize with your road to success. For our clients, we ensure consumers why they should shop with our client rather than the competition by sharing the business's history and their dedication to providing excellent customer service, among other factors that make them unique.

If one of your new year's resolutions is to revamp your marketing strategy, [contact the experts](#) at Aronson Advertising to get started with a solution.

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