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# Prioritize Your Content Marketing Strategy

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# Prioritize Your Content Marketing Strategy

**Your customers want valuable content from your business. Content marketing is the process of creating this valuable content by attracting, engaging, and delighting your target audience. And by prioritizing content marketing, you can increase conversions, brand equity, revenue, and reputation.**

## Why You Should Prioritize Content Marketing

Nowadays, customers expect high-quality, relevant content from their favourite brands. Consistency in brand messaging and at every customer touchpoint is also vital. You need to have a unique tone and voice across all your channels to build credibility and trust. Here are some of the significant benefits of content marketing done right:

- Engaged target audience. And they'll keep coming back for more.
- Better traction on your social media channels.
- Build trust and credibility with your audience. Especially when you don't push for anything in return!
- Improve conversions by allowing customers to make informed purchases. Don't forget to guide them with compelling CTA's.
- Generate traffic and improve your SEO with high-quality content.
- Build brand awareness.
- Cultivate brand loyalty, retention, and referrals.

## Common Types of Content Marketing

### 1. Blog Content Marketing

Blog content is crucial to your SEO marketing strategy and improves your SERP search results. Fresh, well-written content covering relevant topics will help establish trust and credibility with your target audience. Incorporating keywords will also help your blog rank well in SERPs. It's essential to measure the performance of your blogs to optimize and improve your content marketing strategy. Measuring things like traffic and conversions rates can help you measure performance.

## 2. Social Media Content Marketing

In 2020, over 3.6 billion people were using social media worldwide. That number is expected to increase to almost 4.41 billion in 2025 ([Statista](#), 2022). So it's no wonder that businesses invest in social media marketing. But a single post is a drop in the bucket of the social media universe. Brands and companies should consider downsizing the quantity of their content and upsizing the quality. You need to be delivering valuable content that your target audience will engage with on the right platforms.

## 3. Video Content Marketing

Video reigns supreme in content marketing as the primary form of media being created, followed by blogs and infographics ([Wyzowl](#), 2022). Why? [69% of consumers say they prefer to learn about a product or service through video](#). And if you're putting out high-quality video content, you can increase traffic, leads, brand awareness, and ROI.

## 4. Paid Ad Content Marketing

Pay-per-click (PPC) advertising allows you to pay to have your website show up on the search engine result page (SERP) when someone types in keywords or phrases. The SERP will then display the ads you created to direct people to your site, and you only pay the fee if people click your ad. When people type in your keywords, you will know their search intent, and you can display the most relevant ad to them, generating clicks and, hopefully, conversions.

With effective content marketing, you can reach your target audience, increase leads, and generate conversions. If you're looking for help with your content marketing strategy, Human Code is here to help you see measurable results.

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**Steph Fletcher**

**#CONTENTQUEEN / BRAND EXPERIENCE**

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