Content Marketing

It is not enough to simply create content; you have to create content that is useful for your audience to gain their trust.

That might sound fairly easy, but the truth is that choosing the right types of content in digital marketing is far more of an art than a science. What we know has worked for one brand or audience may fall completely flat for another.

The biggest hack for success with content marketing, really, is to put your all into it and know [what your audience needs](https://www.semrush.com/blog/content-marketing-tips/#header16). The more you feel it, the better that is going to translate to your audience and help address what they are looking for.

You may need to experiment a bit in your marketing efforts to figure out what types of content are going to best speak to your customers, but it is not hard to see your success when you have access to analytics data.

[Content Marketing Platform](https://www.semrush.com/kb/812-content-toolkit) can help you not only build a content plan but optimize the content you create for your audience and follow its performance all the way through shares and mentions.

Content marketing has changed substantially over the past two decades. The familiar articles and adverts in magazines gave way to online alternatives including videos, blogs, meta titles etc. While the shift revolutionized the industry, it’s also opened it up to a number of challenges:

* **Clutter and Inaccuracy**
* **Plagiarism**
* **The Limitations of Tracking**

Fortunately, the blockchain helped remove many obstacles such as:

* **Reducing Plagiarism**
* **Tackle Misinformation**
* **Increase Tracking performance**

## Finally, a very successful example of a company that implemented blockchain with content marketing is **Babyghost .**

**Babyghost,** a fashion company, is one example of a business that made use of blockchain technology to successful effect. **Babyghost** collaborated with **Vechain**, a well-known blockchain platform, to give their customers a feel of the blockchain experience.

Customers were given the opportunity to scan the tag on a **Babyghost** clothing item to discover whether it was genuine or not. The confirmation of the product’s authenticity was accompanied by detailed information regarding its history and even models who wore it. The end result was each clothing item became special in the eyes of intrigued buyers. Each of those clothing items had a unique story they hoped to contribute to.

Soon Content Marketing will never be same again and thanks for the blockchain technology . Now you know it is coming, and have some added insights so that you can be an early adopter in the space of blockchain and content marketing. As shared in this [Harvard Business Review article on blockchain](https://hbr.org/2017/01/the-truth-about-blockchain), “No matter what the context, there’s a strong possibility that blockchain will affect your business. The very big question is when.”