

# Why Organizations Cannot Overlook the Power of Content Marketing?



Organizations are increasingly realizing the importance of harnessing the power of Content Marketing. A market landscape wherein customers have wider options to choose from and would settle for nothing but seamless, personalized, faster, real-time experiences, mapping out an effective Content Marketing strategy is a business imperative.

## Going Beyond Followers, Likes, Comments

Organizations are according top priority to Content Marketing because it goes beyond direct selling and focuses on creating as well as sharing valuable, relevant, and consistent information that attracts, educates, and retains a clearly defined audience. Such an approach not only nurtures trust & credibility but also keeps the brand top-of-mind as well as influences customer decisions over time without having to resort to aggressive promotion. Just like how a movie trailer hooks people to buy tickets for the full movie, Content Marketing does the same for businesses – a good Content Marketing initiative captivates the audience, drives engagement, builds trust, and subsequently translates into sales.

## Increased Content Marketing Budgets for 2025

Content Marketing initiatives such as short-form videos (e.g., TikTok, Instagram Reels, YouTube Shorts) are attracting a lot of popularity and deliver over twice the engagement of longer videos. Further, 57% of Gen Z and 73% of all consumers use short videos for product research.

According to a 2025 survey (included 1,186 global enterprises) conducted by the Content Marketing Institute (CMI) and Marketing Profs, 39% expect increased Content Marketing budgets for 2025 with investments focused on video, AI for content optimization & creation, thought leadership, paid ads, webinars, and community building.

A Statista report revealed that social media and website engagement top the list of the most prominent content marketing metrics that underscores why tracking how audiences interact with digital content is essential for measuring its effectiveness. A Snapchat study revealed that attention-based metrics significantly outperform traditional metrics like impressions and view-through rates when targeting Gen Z. A study conducted by Digital Silk stated that companies that focus a lot on creating blog posts, are witnessing a 55% more website traffic and 67% more leads vs. those that do not.

There is a line of thought that a successful Content Marketing strategy is all about having lots of followers, likes, comments and going viral. The reality is that the success of a Content Marketing strategy hinges on so many factors beyond attracting followers, likes, and comments.

### **Three-Pronged Content Marketing Approach**

Organizations would be better off adopting a three-pronged Content Marketing approach to drive success. They must focus on generating content that can help educate their ideal customers and build the relationship with them along the buyer journey - secondly, their Content Marketing efforts must be aimed at driving sales (direct or indirect) – it could be someone buying a product directly or coming into your email list and eventually becoming your customer. Thirdly, brands must leverage content to build their brand with their ideal customers.

Content Marketing is a subset of the Digital Marketing umbrella - unlike the latter that focuses on encompassing all online promotional methods (SEO, paid ads, social media, etc), the former is all about creating as well as distributing valuable content to attract and engage target audiences.

There are typically two types of Content Marketing - Inbound Content Marketing and Outbound Content Marketing. Organizations leverage the Inbound Content Marketing strategy to attract audiences by providing valuable, relevant content that draws them in naturally - it could be a blog post, SEO-optimized article, whitepaper, e-book, educational webinars or even YouTube how-to videos.

Outbound Content Marketing strategy is devised by enterprises to push messages to the audience directly, often interrupting them - it could be TV or radio ads, cold email campaigns, cold calling, display banner ads, direct mail flyers, etc).

Content Marketing has so much to offer for businesses and it must be leveraged as a strategic vehicle to amplify brand presence, augment lead generation initiatives, and drive sales.