

## It's True: Effective Content Marketing Will Grow Your Business

While digital advertising refers to the process of publishing promotional material and digital ads, content marketing is defined as "a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action." - [Content Marketing Institute](#).

According to [Demand Metric](#), fully 90% of all businesses include content marketing as part of their overall marketing strategy. And why not? Effective content marketing can help build credibility, loyalty and trust with both customers and prospects for a significantly lower cost than digital advertising.

Let's take a quick look at some questions you'll need to consider when evaluating how content marketing will benefit your business:

- **What do I want to achieve?** Understanding and itemizing your goals will help you decide what types of content you'll need to deliver to ensure success.
- **Who is my target client?** Identifying your ideal client can be a challenge, but you'll need to ensure that you use the right channels to deliver the right message to the right audience at the right time.
- **How do I ensure that people can find my content?** Ensure that your content is easy to find by optimizing it for all the major search engines. Promoting your content on the right social media platforms will also help put your brand in front of potential clients who are looking for your product or service.
- **How do I build my business's credibility?** Credibility is built on authenticity and trust. Demonstrate your expertise by delivering relevant content that highlights what your business does best. Don't be afraid to tell your customers what you can do for them.
- **How will I know if I'm succeeding?** To determine whether your content marketing strategy is meeting your business objectives, you'll need to decide what your specific goals are and what metrics you'll use to measure them. Examples could include page views, site traffic, social media shares, form completions, or blog subscriptions. The metrics you choose should provide specific insights into what's working and what can be improved on going forward.

**Ok, I've got a business to run. How will I find the time to produce and manage all this content?**

That's where we come in.

Content marketing is all about providing value and building trust. When done correctly, content marketing benefits your business by helping you reach your audience and drive them to act. Content marketing has become such an important part of a business's overall marketing strategy that fully [73% of organizations partner with a content marketing agency](#) to help them build and manage their content marketing strategy.

Partnering with the team of veteran content writing professionals at [Article-Writing.co](#) will help you create lasting relationships with your audience while enhancing your business's credibility.

Interested in finding out more?

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