



# Content Marketing



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# CONTENT MARKETING

# *Secret Of Content Marketing*



## **Attract Visitors**

- Blog Posts
- Articles
- Web Content
- Videos



## **Gather Contact Info**

- E-newsletters
- Webinars
- Ebooks
- White Papers



## **More Interaction**

- Phone  
  Consultations
- Assessments



## **Request A Proposal**

# Types of Content Marketing



Blogs



Social Media



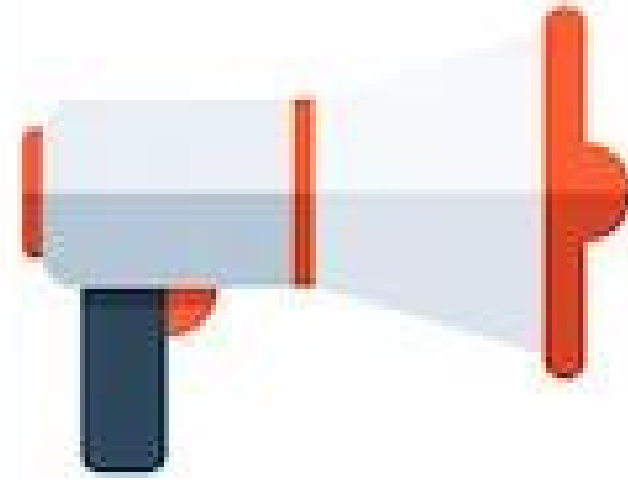
Podcasts



Video



Email Newsletters



Paid Ads



Infographics



Ebooks





 AWARENESS

 TRAFFIC

 LEADS

 CUSTOMERS

 RANKING

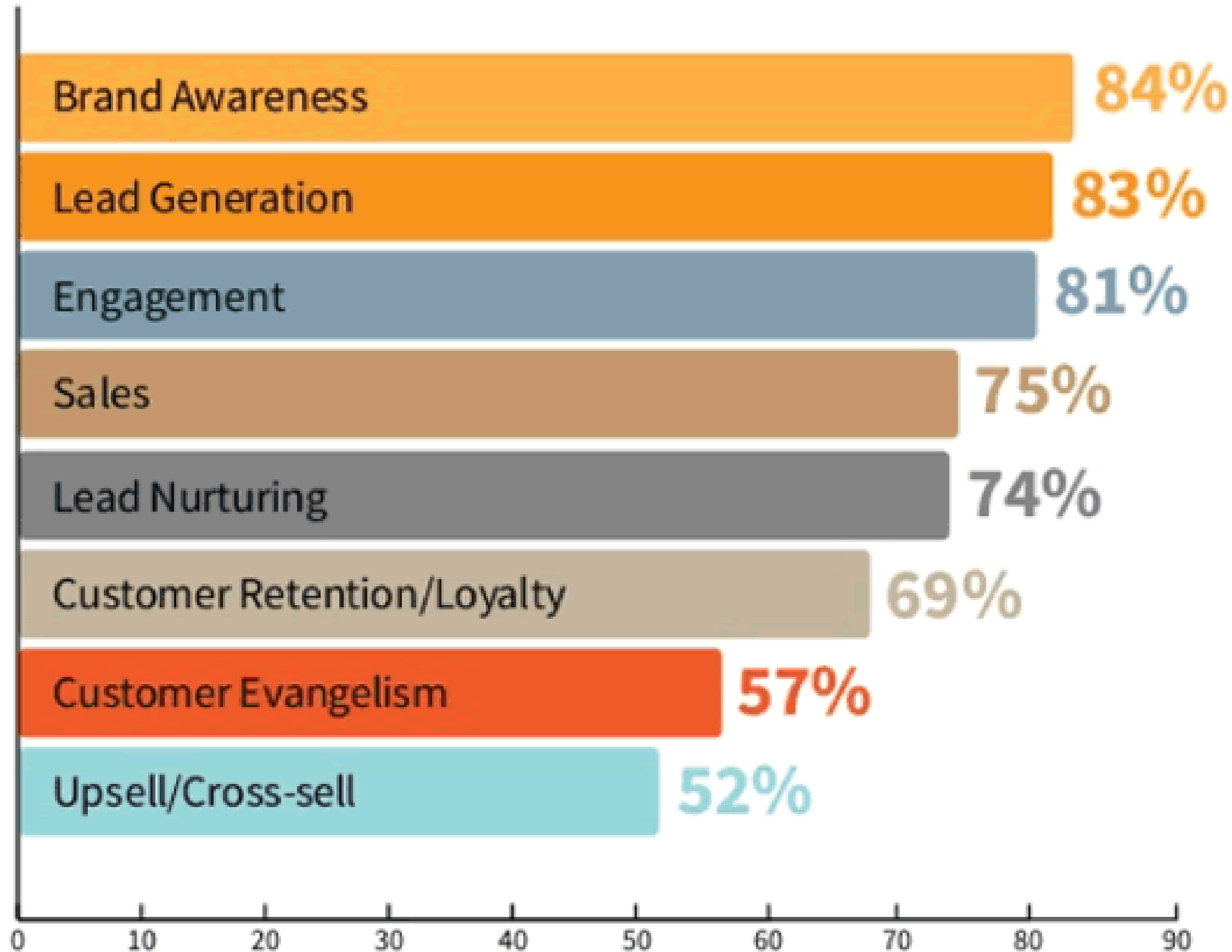
 VISIBILITY







# Organizational Goals for B2B Content Marketing



# Thank You



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