

WHY BOTHER WITH CONTENT MARKETING

Content marketing is a valuable asset in any marketing strategy, regardless of the type of business. It allows you to connect with your audience and ultimately drive sales.

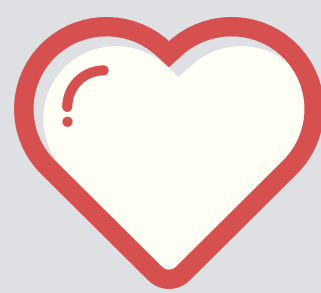
1. ESTABLISH CREDIBILITY



A high percentage of people say that they judge a website or social page based on its design, usability and content. It is their primary evaluation of your business and brands credibility.

2. BUILD RELATIONSHIPS

Many customers believe that business who generate customised and relevant content are demonstrating they are interested and personally investing in their customers.



3. GENERATE SALES



The statistics say that content marketing generates three times more leads than traditional marketing per dollar spent.

4. COST EFFECTIVE

On average quality content marketing costs 60% less than traditional marketing in terms of creation and management.



5. POSITIVE IMAGE



Quality content resonates with both customers and employees, instilling confidence, building trust and a sense of authenticity.