

5 Hidden Benefits of Content Marketing

by Josh Stanley





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Who Am I?



HELLO, I'M JOSH STANLEY
NICE TO MEET YOU!

After earning a BSBA with a management and marketing focus in 2012, I began experimenting with various forms of digital marketing.

I tried out content marketing in 2014, and began steadily building my skills.

Now 1000+ projects later, I want to share some secrets with you.

Content is the way to make your marketing more **profitable**.

??? What Exactly is Content Marketing?

The idea is to deliver **valuable**, **honest**, **relevant** content and build awareness among a well-defined target audience.

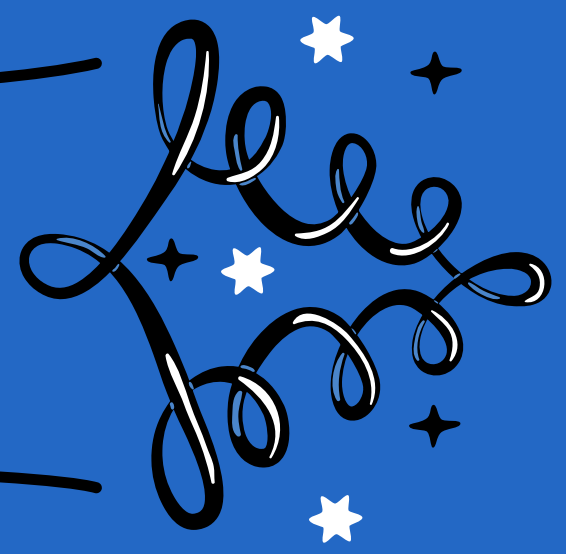
Every piece of content you upload can be optimized to bring traffic - which could also bring **leads**, **subscribers**, and **customers**.

But what else can content marketing offer? Here are 5 hidden benefits.





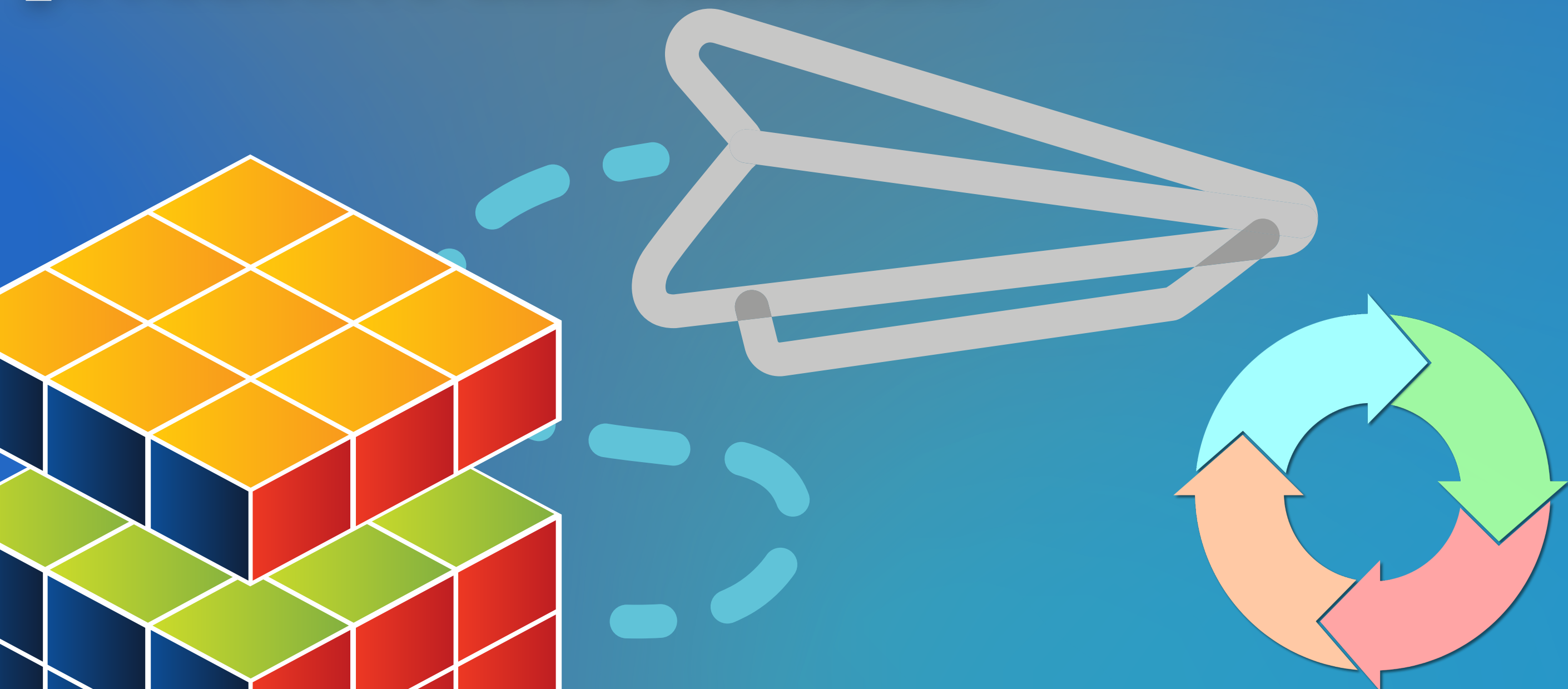
1) Agility



Agile companies can adjust, evolve, renew, adapt, and grow as needed to reach their goals.

Content helps you communicate, organize, and promote in response to internal or external changes.

Companies with a steady flow of content have a proven resource to manage any change while still being productive and efficient.





2) Momentum



An object in motion stays in motion - and success is a building block for greater success.

Content marketing gets you and your team thinking more about your brand and its goals.

It gets your audience curious and motivated to reach out and engage.

The more buzz you have, internal and external, the better your content and the better your potential for results.



3) Transparency

Content makes your audience feel closer to you. This boosts trust, and engagement potential.

It also creates opportunities for interaction, helping you see what your audience thinks of you.

Content gives you the opportunity to present, see, and grow your brand all at the same time.



4) Analytics

Content marketing generates critical metrics on views, SERP, interactions, conversions, revenue, and ROI.

You can use these data points to adjust ad spend budgets, content direction, sales strategies, and more.

The best part? More content means more opportunities to measure your changes and make profitable data-driven decisions.





5) Creativity



Content creation is a safe way to take risks and experiment with your company's direction.

The creative tendencies you exercise in content can also manifest into more innovative sales, hiring, and growth strategies.

When you commit to ongoing content creation, you commit to being a forward-thinking company.





CONTENT MARKETING

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