

# CUKER



Why is Content Marketing Important?



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Content is not only king...it's a strategic driving force of today's digital marketing campaigns. Quality content is what can set your brand apart from all others. As one of the most effective methods of developing your brand presence and driving sales – content marketing is a proven strategy for most businesses.

Before we dive into what content marketing is (and why it's so important), here are a few interesting **content marketing statistics** we'd like to point out:

- 80% of marketers say content marketing and creation is a top priority.
- 66% of marketers expect their content marketing budget to increase next year.
- The top three goals marketers achieve through successful content marketing are generating brand awareness, building credibility and trust, and educating audiences.
- Google's search algorithms are trying to transcend text to images, voice/podcasts, and videos.
- The top four formats marketers leverage in their content strategy are videos, images, blogs, and infographics.
- The top technologies companies use for content marketing are analytics tools, social media publishing, and email marketing software.

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## What is Content Marketing?

Content marketing is the process of planning, creating, and sharing valuable, relevant, and consistent content to attract a specific audience. It's a strategic marketing technique that helps generate awareness, engagement, conversions, and drives profitable customer action.

Content marketing should be approached as a long-term strategy that focuses on building strong relationships through consistent high-quality content relevant to your viewers. It also means tailoring your content depending on what stage of the buying journey your customer is at.

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## Why Quality Content is Important

Content marketing is at the heart of most successful digital marketing campaigns. Every great brand has a wealth of relevant content that connects with their audience. Content marketing can answer your audience's questions and help your brand increase awareness, engagement, conversions, and sales.

For those reasons alone we can see the benefits of providing quality content for your audience. But let's go over a few more aspects that make content so important for your brand.

**Determining how you want to portray your brand and developing a brand story can help you create content that is unique to your business.**

### Cultivates Trust & Loyalty

In today's digital environment, it's important that brands work to build trust with their leads and customers. Building trust and loyalty help businesses establish a positive brand reputation, which in turn can generate higher sales. Creating content helps your business cultivate a relationship with your audience. When you create value without taking anything in return, your audience is more likely to trust your advice and recommendations.

### Sets Your Brand Apart

Today, it's crucial to stand out in a crowded digital marketplace. Content marketing helps brands differentiate themselves from competitors. The topics, tone, and language of your content can mean the difference between a consumer choosing your brand over another. Content marketing shows your brand's personality, values, expertise, commitment to social causes, and much more. Determining how you want to portray your brand and developing a brand story can help you create content that is unique to your business.

### Improves SEO Efforts

The more consistent, high-quality content you produce, the better it'll be for your SEO efforts. Search engines like Google perform crawls of a website's content in order to determine what users they'll bring to your website. High quality content will generate more website traffic because the search engines have a clear idea on the purpose of the business. Overall, rich content is how search engines connect your brand to your next customer.

## Builds Brand Authority

Quality content will also help build brand authority and expertise. If your brand's website is established as a credible place to get information, you're more likely to rank higher in search engines. Also, your customers will trust you more if they view you as an industry expert. So, it's important that your content demonstrates expertise in your field and provides valuable answers to your audience's questions.

## Boosts Return on Investment

Content marketing pulls in a significant number of website visitors and leads. The consistent production of content boosts website traffic, and as traffic increases, so do conversions. These conversions serve as a building block for your **marketing and sales funnel**. A consistent flow of content nurtures prospects through each step. More website visitors convert to leads, and from there to new clients. Hence, your return on investment (ROI) increases.



## Generates Leads

Probably the most important aspect of content marketing is lead generation. Content marketing helps people searching for a particular product or service discover your business. After all, every business needs new leads to generate revenue and to keep the business running. So, how does content generate leads? For example, you can create content that provides useful (and free) information. Remember to include CTAs in your content. The more useful and relatable the content, the more likely viewers will click your call-to-action.

## It's Cost Effective

Content marketing is less expensive than many forms of advertising. In fact, content marketing costs about **62% less** than traditional marketing tactics and it generates about 3 times as many leads!

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## Get Started Creating Quality Content

Interested in reaping the rewards of quality content marketing? Cuker can help. From video and photography to copywriting and illustration, our **content marketing** solutions effectively reach the heart and soul of your audience and can help your brand stand out in a crowded digital marketplace.

Sound like a good plan? We agree. **Let's talk!**

# Redefining Possible.

We are a progressive full-service digital agency,  
growing brands in today's connected world.



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