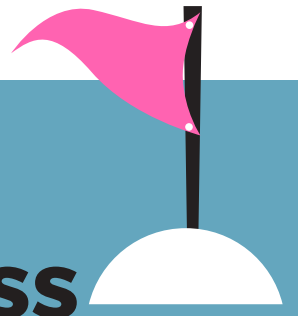


# Why Your Business Needs **CONTENT MARKETING**



## **1** Build Brand Awareness

Developing content gives you the opportunity to put your brand in front of your target market. Provide useful information and they will associate your brand with value.



## Be a Thought Leader **2**

Show your customers you are an expert in your industry. If they trust in your knowledge and capabilities they are more likely to buy from your business.

## **3** Grow Email Database



Email addresses are an important asset to your business. If your content is delivering value then potential customers will sign up to your newsletter for more insights.



## Keep Website Fresh **4**

Recently dated content on your website tells your customers that your business is alive and kicking. It's like a shop with an open door.

**5**

## Strengthen **SEO**

Blogs and articles help you get valuable keywords onto your website. At the same time, Search Engines favour sites that grow via fresh content and they especially love relevant content that helps their users.

