

## عنوان مقاله:

The Review of Content Marketing as a New Trend in Marketing Practices

## محل انتشار:

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## خلاصه مقاله:

Content marketing evolves to be a powerful marketing tactic in the digital, fast moving, information driven world. It is not a new strategy but more and more enterprises begin to engage in content marketing gradually. So what are the reasons of the rise of content marketing in today's society? This paper discusses about the use of content marketing in businesses and how it brings benefits to the companies. The conclusion summarizes six strategies companies use .during the implementation of content marketing in their businesses

## کلمات کلیدی:

Content marketing, implementation, benefits, information

## لینک ثابت مقاله در پایگاه سیویلیکا:

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