

LOOK AHEAD TO 2018

Start Planning Your Content for the New Year.

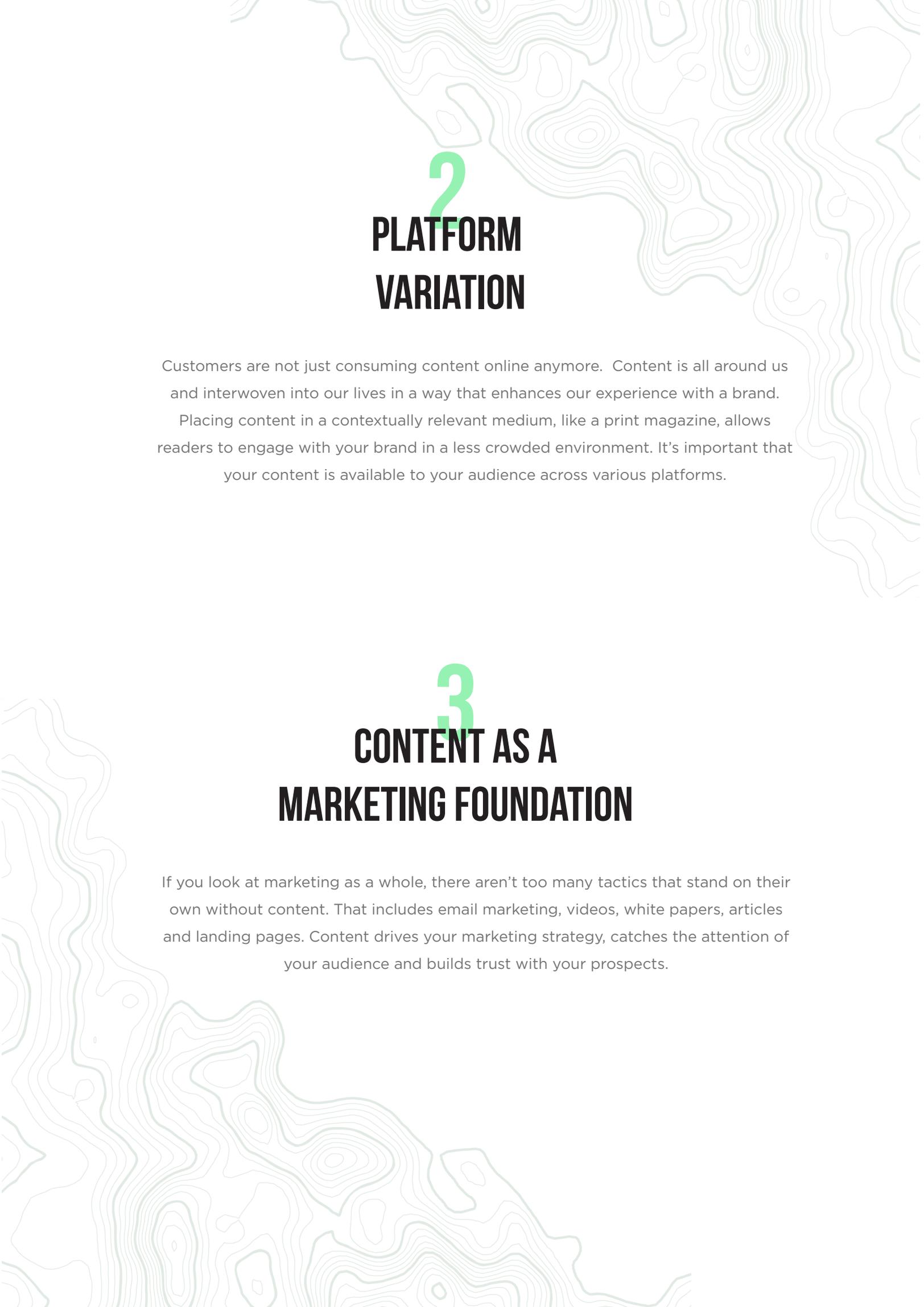


Over 60% of B2B marketers say their content marketing strategies are more effective now than they were a year ago. This means businesses have been producing content for years and it's time you got in the game!

To get you thinking about how you can work content marketing and video into your plan, we've compiled 5 things to be on the lookout for as we head into 2018.

1 STRATEGIC CONTENT CREATION & PLANNING

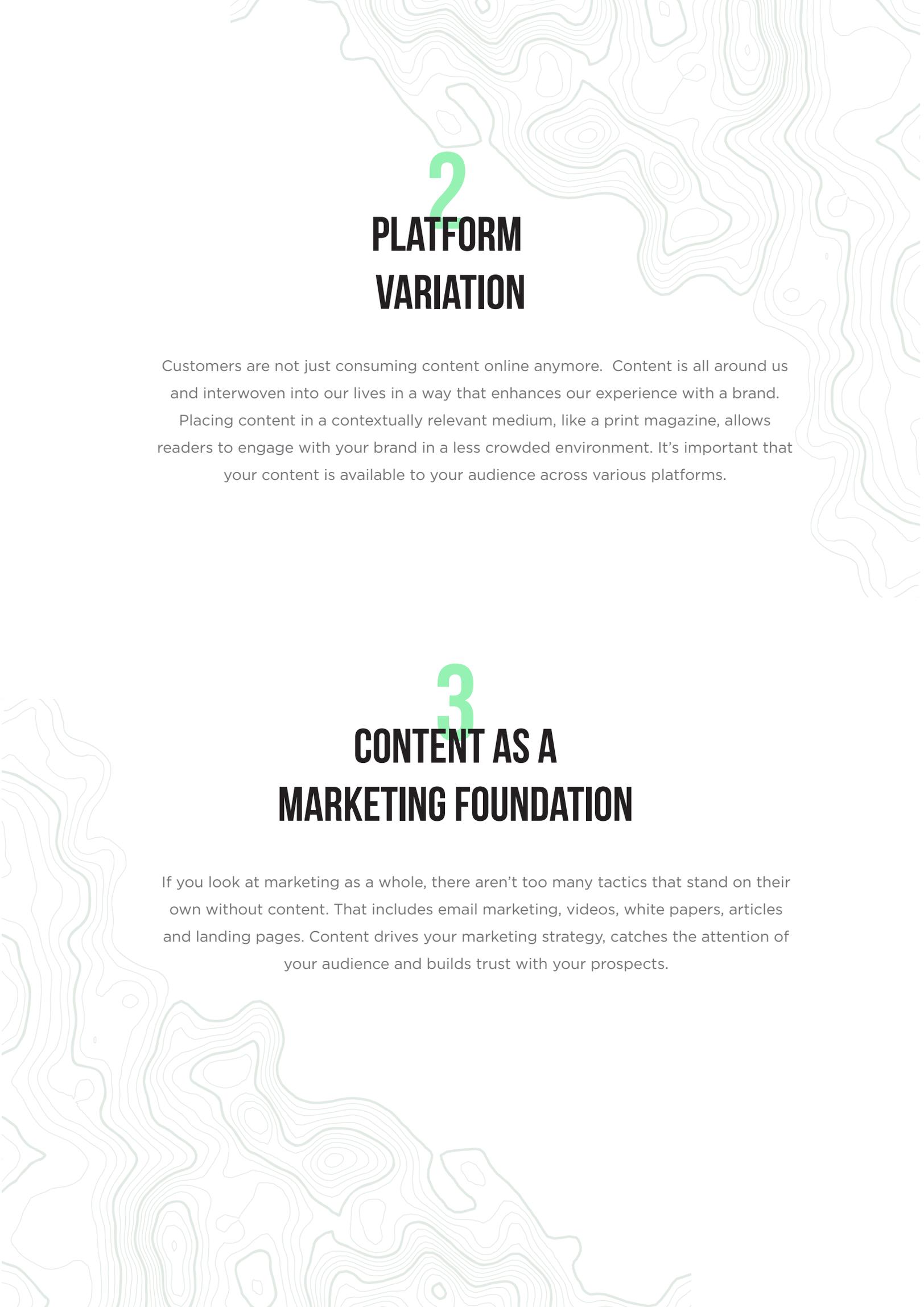
Brands experiencing the most success are not just creating content for the sake of it. They are taking a media publishing approach, developing a broader strategy with a dedicated team of talent to meet the demands of their audience. This team needs to have a varied skill set, including strategy development and execution, media placement, graphic design, content distribution, video production and analytics.

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2 PLATFORM VARIATION

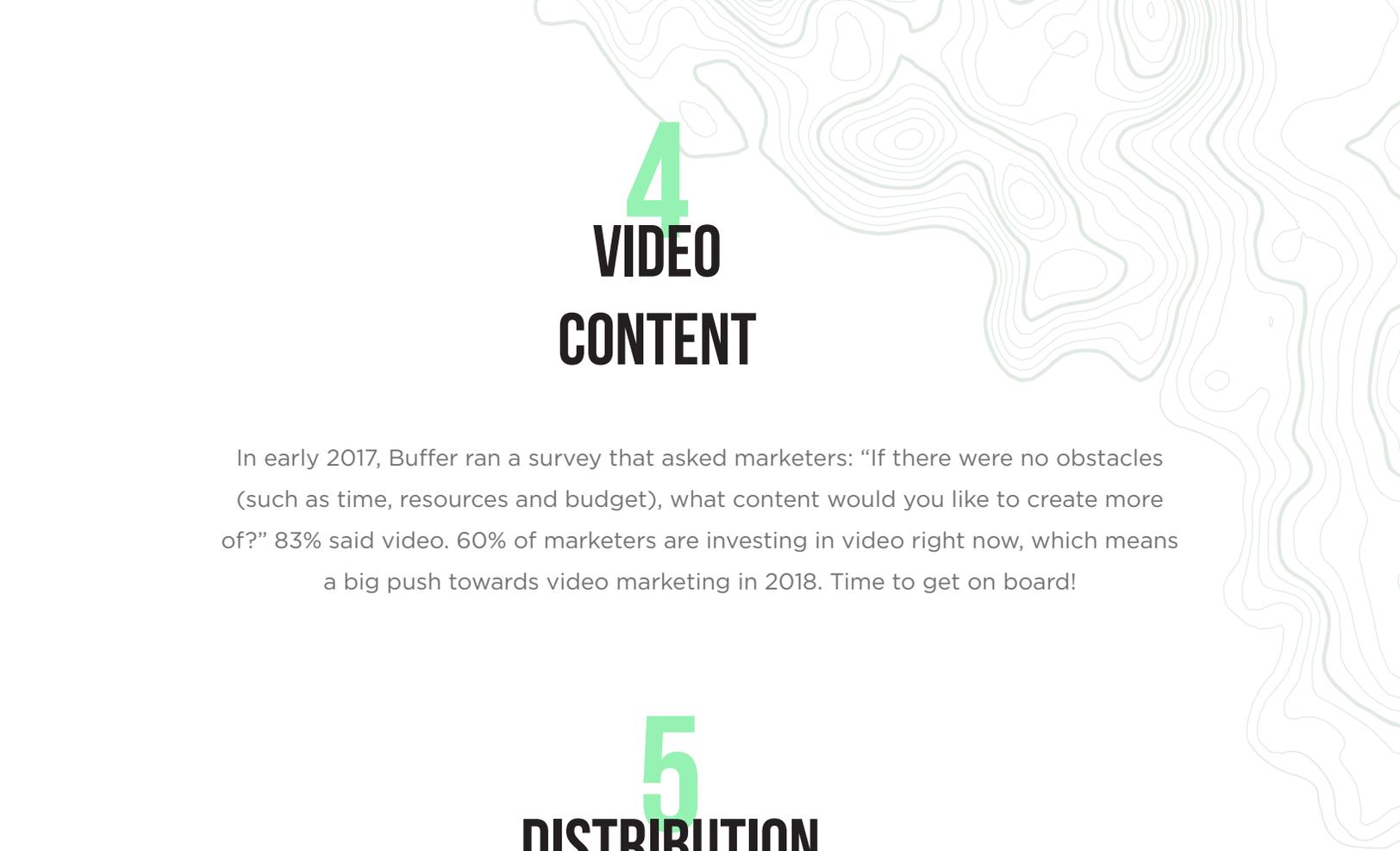
Customers are not just consuming content online anymore. Content is all around us and interwoven into our lives in a way that enhances our experience with a brand.

Placing content in a contextually relevant medium, like a print magazine, allows readers to engage with your brand in a less crowded environment. It's important that your content is available to your audience across various platforms.

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3 CONTENT AS A MARKETING FOUNDATION

If you look at marketing as a whole, there aren't too many tactics that stand on their own without content. That includes email marketing, videos, white papers, articles and landing pages. Content drives your marketing strategy, catches the attention of your audience and builds trust with your prospects.



4 VIDEO CONTENT

In early 2017, Buffer ran a survey that asked marketers: “If there were no obstacles (such as time, resources and budget), what content would you like to create more of?” 83% said video. 60% of marketers are investing in video right now, which means a big push towards video marketing in 2018. Time to get on board!

5 DISTRIBUTION CHANNELS

What good is having engaging content if you don't distribute it to the right audience? If you want to cut through the noise to get the attention from your prospects at the right time, you need to make sure your distribution is strategic.



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