

# An Analysis of Content Marketing as an Emerging Trend in Marketing Practice

Ashish Chauhan<sup>1</sup>, Vailankanni Sheldon<sup>2</sup>, Vaz Brinceton<sup>3</sup>  
Asst. Professor<sup>1</sup> and SYIT<sup>2,3</sup>

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

**Abstract:** *Content marketing has become a powerful marketing tactic in today's information-driven digital environment. While content marketing is not a new idea, it is gradually gaining popularity among organizations. What are the factors contributing to the rise of content marketing in contemporary society? This essay covers the implementation of content marketing in organizations and the benefits it provides to firms. The conclusion outlines six strategies employed by organizations to implement content marketing in their operations.*

**Keywords:** strategy, content, marketing. Marketing trend