IJARSCT



International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)

International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal

Volume 10, Issue 1, October 2021

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

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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

