


Introduction to content marketing

What it means, and why it's an important part of digital marketing



Content is anything
that communicates a
message to the
audience online...

The image shows a close-up of a laptop screen. The screen displays a data visualization interface. At the top, there is a line graph with a blue line showing an upward trend. Below the graph is a pie chart with a large blue slice and a smaller green slice. The text 'Content is anything that communicates a message to the audience online...' is overlaid in white, sans-serif font on the left side of the screen. The laptop keyboard is visible at the bottom right.


What's all the fuss about?

1. **Without content SEO people would have nothing to optimise**
2. **Every email, tweet, web page, post, blog article, video or podcast is 'content'**

Content is at the heart of everything digital marketer's do

- **Content is the way we talk to our customers, readers, viewers or listeners**
- **It's what we say to them regardless of what form it takes**

**Up next: How
content marketing
benefits your
business**

A laptop screen is shown in a dark, dimly lit environment. The screen displays a data dashboard. At the top, there is a line graph with a blue line showing an upward trend. Below the graph, there is a pie chart with a large blue section and a smaller green section. The text 'Up next: How content marketing benefits your business' is overlaid in large, white, bold font on the left side of the screen. The laptop keyboard is visible at the bottom of the frame.