

Global Content Marketing Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.

Scope of the Report:

This report studies the Content Marketing market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Content Marketing market by product type and applications/end industries.

The building brand awareness along with increasing trust and loyalty to be one of the primary growth factors for the content marketing market. Companies use content marketing as a strong advertising platform and a source of enhancing public relations. Content marketing comprises of publishing informative and well-researched content to portray the business as authoritative and trustworthy. Impressive content also improves brand recall, and economically improves the brand awareness among consumers.

Through the medium of blogging and search engines, the reach of new content published increases exponentially. Blogging is the most commonly used content marketing platform as it provides easy information and details to the prospective buyers regarding the latest developments and new deals. Using blogs, content marketers develop a healthy rapport directly with the target audience, contributing towards the growth of the blogging segment in the content marketing market.

The global Content Marketing market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in

China, also fast growing India and Southeast Asia regions. North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Content Marketing.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

HubSpot

Contently

Influence & Co

NewsCred

Marketo

Scripted

Skyword

TapInfluence

Brafton

Eucalypt

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Blogging

Social Media

Videos

Online Articles

Research Reports

Market Segment by Applications, can be divided into

Lead Generation

Thought Leadership

Brand Awareness

Customer Acquisition

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