

# Global Content Marketing Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

Content marketing is a form of marketing that focuses on creating, publishing, and distributing content online for a target audience. It is often used by businesses to: Attract attention and generate potential customers to expand customer base generation or increase online sales. Increase brand awareness or credibility to attract online users. Community content marketing attracts potential customers by creating and sharing valuable free content. Turn potential customers into customers.

Based on the Content Marketing market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Content Marketing market covered in Chapter 5:

Red Hot Penny

Goodman Lantern

Digital Litmus  
Isoline Communications  
EnVeritas Group  
Cyber-Duck  
NeoMam Studios  
Fractl  
Frank  
Mediablaze

In Chapter 6, on the basis of types, the Content Marketing market from 2015 to 2025 is primarily split into:

Blogging  
Social Media Videos  
Online Articles  
Research Reports

In Chapter 7, on the basis of applications, the Content Marketing market from 2015 to 2025 covers:

Lead Generation  
Customer Acquisition

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea  
Australia  
India  
South America (Covered in Chapter 12)  
Brazil  
Argentina  
Columbia  
Middle East and Africa (Covered in Chapter 13)  
UAE  
Egypt  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

## Contents

### **1 MARKET OVERVIEW**

- 1.1 Product Definition and Market Characteristics
- 1.2 Global Content Marketing Market Size
- 1.3 Market Segmentation
- 1.4 Global Macroeconomic Analysis
- 1.5 SWOT Analysis

### **2. MARKET DYNAMICS**

- 2.1 Market Drivers
- 2.2 Market Constraints and Challenges
- 2.3 Emerging Market Trends
- 2.4 Impact of COVID-19
  - 2.4.1 Short-term Impact
  - 2.4.2 Long-term Impact

### **3 ASSOCIATED INDUSTRY ASSESSMENT**

- 3.1 Supply Chain Analysis
- 3.2 Industry Active Participants
  - 3.2.1 Suppliers of Raw Materials
  - 3.2.2 Key Distributors/Retailers
- 3.3 Alternative Analysis
- 3.4 The Impact of Covid-19 From the Perspective of Industry Chain

### **4 MARKET COMPETITIVE LANDSCAPE**

- 4.1 Industry Leading Players
- 4.2 Industry News
  - 4.2.1 Key Product Launch News
  - 4.2.2 M&A and Expansion Plans

### **5 ANALYSIS OF LEADING COMPANIES**

- 5.1 Red Hot Penny
  - 5.1.1 Red Hot Penny Company Profile

- 5.1.2 Red Hot Penny Business Overview
- 5.1.3 Red Hot Penny Content Marketing Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
- 5.1.4 Red Hot Penny Content Marketing Products Introduction
- 5.2 Goodman Lantern
  - 5.2.1 Goodman Lantern Company Profile
  - 5.2.2 Goodman Lantern Business Overview
  - 5.2.3 Goodman Lantern Content Marketing Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.2.4 Goodman Lantern Content Marketing Products Introduction
- 5.3 Digital Litmus
  - 5.3.1 Digital Litmus Company Profile
  - 5.3.2 Digital Litmus Business Overview
  - 5.3.3 Digital Litmus Content Marketing Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.3.4 Digital Litmus Content Marketing Products Introduction
- 5.4 Isoline Communications
  - 5.4.1 Isoline Communications Company Profile
  - 5.4.2 Isoline Communications Business Overview
  - 5.4.3 Isoline Communications Content Marketing Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.4.4 Isoline Communications Content Marketing Products Introduction
- 5.5 EnVeritas Group
  - 5.5.1 EnVeritas Group Company Profile
  - 5.5.2 EnVeritas Group Business Overview
  - 5.5.3 EnVeritas Group Content Marketing Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.5.4 EnVeritas Group Content Marketing Products Introduction
- 5.6 Cyber-Duck
  - 5.6.1 Cyber-Duck Company Profile
  - 5.6.2 Cyber-Duck Business Overview
  - 5.6.3 Cyber-Duck Content Marketing Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.6.4 Cyber-Duck Content Marketing Products Introduction
- 5.7 NeoMam Studios
  - 5.7.1 NeoMam Studios Company Profile
  - 5.7.2 NeoMam Studios Business Overview
  - 5.7.3 NeoMam Studios Content Marketing Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

#### 5.7.4 NeoMam Studios Content Marketing Products Introduction

### 5.8 Fractl

#### 5.8.1 Fractl Company Profile

#### 5.8.2 Fractl Business Overview

#### 5.8.3 Fractl Content Marketing Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

#### 5.8.4 Fractl Content Marketing Products Introduction

### 5.9 Frank

#### 5.9.1 Frank Company Profile

#### 5.9.2 Frank Business Overview

#### 5.9.3 Frank Content Marketing Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

#### 5.9.4 Frank Content Marketing Products Introduction

### 5.10 Mediablaze

#### 5.10.1 Mediablaze Company Profile

#### 5.10.2 Mediablaze Business Overview

#### 5.10.3 Mediablaze Content Marketing Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

#### 5.10.4 Mediablaze Content Marketing Products Introduction

## **6 MARKET ANALYSIS AND FORECAST, BY PRODUCT TYPES**

### 6.1 Global Content Marketing Sales, Revenue and Market Share by Types (2015-2020)

#### 6.1.1 Global Content Marketing Sales and Market Share by Types (2015-2020)

#### 6.1.2 Global Content Marketing Revenue and Market Share by Types (2015-2020)

#### 6.1.3 Global Content Marketing Price by Types (2015-2020)

### 6.2 Global Content Marketing Market Forecast by Types (2020-2025)

#### 6.2.1 Global Content Marketing Market Forecast Sales and Market Share by Types (2020-2025)

#### 6.2.2 Global Content Marketing Market Forecast Revenue and Market Share by Types (2020-2025)

### 6.3 Global Content Marketing Sales, Price and Growth Rate by Types (2015-2020)

#### 6.3.1 Global Content Marketing Sales, Price and Growth Rate of Blogging

#### 6.3.2 Global Content Marketing Sales, Price and Growth Rate of Social Media Videos

#### 6.3.3 Global Content Marketing Sales, Price and Growth Rate of Online Articles

#### 6.3.4 Global Content Marketing Sales, Price and Growth Rate of Research Reports

### 6.4 Global Content Marketing Market Revenue and Sales Forecast, by Types (2020-2025)

#### 6.4.1 Blogging Market Revenue and Sales Forecast (2020-2025)

- 6.4.2 Social Media Videos Market Revenue and Sales Forecast (2020-2025)
- 6.4.3 Online Articles Market Revenue and Sales Forecast (2020-2025)
- 6.4.4 Research Reports Market Revenue and Sales Forecast (2020-2025)

## **7 MARKET ANALYSIS AND FORECAST, BY APPLICATIONS**

- 7.1 Global Content Marketing Sales, Revenue and Market Share by Applications (2015-2020)
  - 7.1.1 Global Content Marketing Sales and Market Share by Applications (2015-2020)
  - 7.1.2 Global Content Marketing Revenue and Market Share by Applications (2015-2020)
- 7.2 Global Content Marketing Market Forecast by Applications (2020-2025)
  - 7.2.1 Global Content Marketing Market Forecast Sales and Market Share by Applications (2020-2025)
  - 7.2.2 Global Content Marketing Market Forecast Revenue and Market Share by Applications (2020-2025)
- 7.3 Global Revenue, Sales and Growth Rate by Applications (2015-2020)
  - 7.3.1 Global Content Marketing Revenue, Sales and Growth Rate of Lead Generation (2015-2020)
  - 7.3.2 Global Content Marketing Revenue, Sales and Growth Rate of Customer Acquisition (2015-2020)
- 7.4 Global Content Marketing Market Revenue and Sales Forecast, by Applications (2020-2025)
  - 7.4.1 Lead Generation Market Revenue and Sales Forecast (2020-2025)
  - 7.4.2 Customer Acquisition Market Revenue and Sales Forecast (2020-2025)

## **8 MARKET ANALYSIS AND FORECAST, BY REGIONS**

- 8.1 Global Content Marketing Sales by Regions (2015-2020)
- 8.2 Global Content Marketing Market Revenue by Regions (2015-2020)
- 8.3 Global Content Marketing Market Forecast by Regions (2020-2025)

## **9 NORTH AMERICA CONTENT MARKETING MARKET ANALYSIS**

- 9.1 Market Overview and Prospect Analysis
- 9.2 North America Content Marketing Market Sales and Growth Rate (2015-2020)
- 9.3 North America Content Marketing Market Revenue and Growth Rate (2015-2020)
- 9.4 North America Content Marketing Market Forecast
- 9.5 The Influence of COVID-19 on North America Market

## 9.6 North America Content Marketing Market Analysis by Country

9.6.1 U.S. Content Marketing Sales and Growth Rate

9.6.2 Canada Content Marketing Sales and Growth Rate

9.6.3 Mexico Content Marketing Sales and Growth Rate

## **10 EUROPE CONTENT MARKETING MARKET ANALYSIS**

10.1 Market Overview and Prospect Analysis

10.2 Europe Content Marketing Market Sales and Growth Rate (2015-2020)

10.3 Europe Content Marketing Market Revenue and Growth Rate (2015-2020)

10.4 Europe Content Marketing Market Forecast

10.5 The Influence of COVID-19 on Europe Market

10.6 Europe Content Marketing Market Analysis by Country

10.6.1 Germany Content Marketing Sales and Growth Rate

10.6.2 United Kingdom Content Marketing Sales and Growth Rate

10.6.3 France Content Marketing Sales and Growth Rate

10.6.4 Italy Content Marketing Sales and Growth Rate

10.6.5 Spain Content Marketing Sales and Growth Rate

10.6.6 Russia Content Marketing Sales and Growth Rate

## **11 ASIA-PACIFIC CONTENT MARKETING MARKET ANALYSIS**

11.1 Market Overview and Prospect Analysis

11.2 Asia-Pacific Content Marketing Market Sales and Growth Rate (2015-2020)

11.3 Asia-Pacific Content Marketing Market Revenue and Growth Rate (2015-2020)

11.4 Asia-Pacific Content Marketing Market Forecast

11.5 The Influence of COVID-19 on Asia Pacific Market

11.6 Asia-Pacific Content Marketing Market Analysis by Country

11.6.1 China Content Marketing Sales and Growth Rate

11.6.2 Japan Content Marketing Sales and Growth Rate

11.6.3 South Korea Content Marketing Sales and Growth Rate

11.6.4 Australia Content Marketing Sales and Growth Rate

11.6.5 India Content Marketing Sales and Growth Rate

## **12 SOUTH AMERICA CONTENT MARKETING MARKET ANALYSIS**

12.1 Market Overview and Prospect Analysis

12.2 South America Content Marketing Market Sales and Growth Rate (2015-2020)

12.3 South America Content Marketing Market Revenue and Growth Rate (2015-2020)



- 12.4 South America Content Marketing Market Forecast
- 12.5 The Influence of COVID-19 on South America Market
- 12.6 South America Content Marketing Market Analysis by Country
  - 12.6.1 Brazil Content Marketing Sales and Growth Rate
  - 12.6.2 Argentina Content Marketing Sales and Growth Rate
  - 12.6.3 Columbia Content Marketing Sales and Growth Rate

## **13 MIDDLE EAST AND AFRICA CONTENT MARKETING MARKET ANALYSIS**

- 13.1 Market Overview and Prospect Analysis
- 13.2 Middle East and Africa Content Marketing Market Sales and Growth Rate (2015-2020)
- 13.3 Middle East and Africa Content Marketing Market Revenue and Growth Rate (2015-2020)
- 13.4 Middle East and Africa Content Marketing Market Forecast
- 13.5 The Influence of COVID-19 on Middle East and Africa Market
- 13.6 Middle East and Africa Content Marketing Market Analysis by Country
  - 13.6.1 UAE Content Marketing Sales and Growth Rate
  - 13.6.2 Egypt Content Marketing Sales and Growth Rate
  - 13.6.3 South Africa Content Marketing Sales and Growth Rate

## **14 CONCLUSIONS AND RECOMMENDATIONS**

- 14.1 Key Market Findings and Prospects
- 14.2 Advice for Investors

## **15 APPENDIX**

- 15.1 Methodology
- 15.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Product Picture

Figure Global Content Marketing Market Size and Growth Rate 2015-2025

Table Content Marketing Key Market Segments

Figure Global Content Marketing Market Revenue (\$) Segment by Type from 2015-2020

Figure Global Content Marketing Market Revenue (\$) Segment by Applications from 2015-2020

Table SWOT Analysis

Figure Global COVID-19 Status

Figure Supply Chain

Table Major Players Headquarters, and Service Area of Content Marketing

Table Major Players Revenue in 2019

Figure Major Players Revenue Share in 2019

Table Red Hot Penny Company Profile

Table Red Hot Penny Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Red Hot Penny Production and Growth Rate

Figure Red Hot Penny Market Revenue (\$) Market Share 2015-2020

Table Goodman Lantern Company Profile

Table Goodman Lantern Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Goodman Lantern Production and Growth Rate

Figure Goodman Lantern Market Revenue (\$) Market Share 2015-2020

Table Digital Litmus Company Profile

Table Digital Litmus Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Digital Litmus Production and Growth Rate

Figure Digital Litmus Market Revenue (\$) Market Share 2015-2020

Table Isoline Communications Company Profile

Table Isoline Communications Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Isoline Communications Production and Growth Rate

Figure Isoline Communications Market Revenue (\$) Market Share 2015-2020

Table EnVeritas Group Company Profile

Table EnVeritas Group Sales, Revenue (US\$ Million), Average Selling Price and Gross

Margin (2015-2020)

Figure EnVeritas Group Production and Growth Rate

Figure EnVeritas Group Market Revenue (\$) Market Share 2015-2020

Table Cyber-Duck Company Profile

Table Cyber-Duck Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Cyber-Duck Production and Growth Rate

Figure Cyber-Duck Market Revenue (\$) Market Share 2015-2020

Table NeoMam Studios Company Profile

Table NeoMam Studios Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure NeoMam Studios Production and Growth Rate

Figure NeoMam Studios Market Revenue (\$) Market Share 2015-2020

Table Fractl Company Profile

Table Fractl Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Fractl Production and Growth Rate

Figure Fractl Market Revenue (\$) Market Share 2015-2020

Table Frank Company Profile

Table Frank Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Frank Production and Growth Rate

Figure Frank Market Revenue (\$) Market Share 2015-2020

Table Mediablaze Company Profile

Table Mediablaze Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Mediablaze Production and Growth Rate

Figure Mediablaze Market Revenue (\$) Market Share 2015-2020

Table Global Content Marketing Sales by Types (2015-2020)

Table Global Content Marketing Sales Share by Types (2015-2020)

Table Global Content Marketing Revenue (\$) by Types (2015-2020)

Table Global Content Marketing Revenue Share by Types (2015-2020)

Table Global Content Marketing Price (\$) by Types (2015-2020)

Table Global Content Marketing Market Forecast Sales by Types (2020-2025)

Table Global Content Marketing Market Forecast Sales Share by Types (2020-2025)

Table Global Content Marketing Market Forecast Revenue (\$) by Types (2020-2025)

Table Global Content Marketing Market Forecast Revenue Share by Types (2020-2025)

Figure Global Blogging Sales and Growth Rate (2015-2020)

Figure Global Blogging Price (2015-2020)

Figure Global Social Media Videos Sales and Growth Rate (2015-2020)

Figure Global Social Media Videos Price (2015-2020)

Figure Global Online Articles Sales and Growth Rate (2015-2020)

Figure Global Online Articles Price (2015-2020)

Figure Global Research Reports Sales and Growth Rate (2015-2020)

Figure Global Research Reports Price (2015-2020)

Figure Global Content Marketing Market Revenue (\$) and Growth Rate Forecast of Blogging (2020-2025)

Figure Global Content Marketing Sales and Growth Rate Forecast of Blogging (2020-2025)

Figure Global Content Marketing Market Revenue (\$) and Growth Rate Forecast of Social Media Videos (2020-2025)

Figure Global Content Marketing Sales and Growth Rate Forecast of Social Media Videos (2020-2025)

Figure Global Content Marketing Market Revenue (\$) and Growth Rate Forecast of Online Articles (2020-2025)

Figure Global Content Marketing Sales and Growth Rate Forecast of Online Articles (2020-2025)

Figure Global Content Marketing Market Revenue (\$) and Growth Rate Forecast of Research Reports (2020-2025)

Figure Global Content Marketing Sales and Growth Rate Forecast of Research Reports (2020-2025)

Table Global Content Marketing Sales by Applications (2015-2020)

Table Global Content Marketing Sales Share by Applications (2015-2020)

Table Global Content Marketing Revenue (\$) by Applications (2015-2020)

Table Global Content Marketing Revenue Share by Applications (2015-2020)

Table Global Content Marketing Market Forecast Sales by Applications (2020-2025)

Table Global Content Marketing Market Forecast Sales Share by Applications (2020-2025)

Table Global Content Marketing Market Forecast Revenue (\$) by Applications (2020-2025)

Table Global Content Marketing Market Forecast Revenue Share by Applications (2020-2025)

Figure Global Lead Generation Sales and Growth Rate (2015-2020)

Figure Global Lead Generation Price (2015-2020)

Figure Global Customer Acquisition Sales and Growth Rate (2015-2020)

Figure Global Customer Acquisition Price (2015-2020)

Figure Global Content Marketing Market Revenue (\$) and Growth Rate Forecast of Lead Generation (2020-2025)

Figure Global Content Marketing Sales and Growth Rate Forecast of Lead Generation (2020-2025)

Figure Global Content Marketing Market Revenue (\$) and Growth Rate Forecast of Customer Acquisition (2020-2025)

Figure Global Content Marketing Sales and Growth Rate Forecast of Customer Acquisition (2020-2025)

Figure Global Content Marketing Sales and Growth Rate (2015-2020)

Table Global Content Marketing Sales by Regions (2015-2020)

Table Global Content Marketing Sales Market Share by Regions (2015-2020)

Figure Global Content Marketing Sales Market Share by Regions in 2019

Figure Global Content Marketing Revenue and Growth Rate (2015-2020)

Table Global Content Marketing Revenue by Regions (2015-2020)

Table Global Content Marketing Revenue Market Share by Regions (2015-2020)

Figure Global Content Marketing Revenue Market Share by Regions in 2019

Table Global Content Marketing Market Forecast Sales by Regions (2020-2025)

Table Global Content Marketing Market Forecast Sales Share by Regions (2020-2025)

Table Global Content Marketing Market Forecast Revenue (\$) by Regions (2020-2025)

Table Global Content Marketing Market Forecast Revenue Share by Regions (2020-2025)

Figure North America Content Marketing Market Sales and Growth Rate (2015-2020)

Figure North America Content Marketing Market Revenue and Growth Rate (2015-2020)

Figure North America Content Marketing Market Forecast Sales (2020-2025)

Figure North America Content Marketing Market Forecast Revenue (\$) (2020-2025)

Figure North America COVID-19 Status

Figure U.S. Content Marketing Market Sales and Growth Rate (2015-2020)

Figure Canada Content Marketing Market Sales and Growth Rate (2015-2020)

Figure Mexico Content Marketing Market Sales and Growth Rate (2015-2020)

Figure Europe Content Marketing Market Sales and Growth Rate (2015-2020)

Figure Europe Content Marketing Market Revenue and Growth Rate (2015-2020)

Figure Europe Content Marketing Market Forecast Sales (2020-2025)

Figure Europe Content Marketing Market Forecast Revenue (\$) (2020-2025)

Figure Europe COVID-19 Status

Figure Germany Content Marketing Market Sales and Growth Rate (2015-2020)

Figure United Kingdom Content Marketing Market Sales and Growth Rate (2015-2020)

Figure France Content Marketing Market Sales and Growth Rate (2015-2020)

Figure Italy Content Marketing Market Sales and Growth Rate (2015-2020)

Figure Spain Content Marketing Market Sales and Growth Rate (2015-2020)

Figure Russia Content Marketing Market Sales and Growth Rate (2015-2020)

Figure Asia-Pacific Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure Asia-Pacific Content Marketing Market Revenue and Growth Rate (2015-2020)  
Figure Asia-Pacific Content Marketing Market Forecast Sales (2020-2025)  
Figure Asia-Pacific Content Marketing Market Forecast Revenue (\$) (2020-2025)  
Figure Asia Pacific COVID-19 Status  
Figure China Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure Japan Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure South Korea Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure Australia Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure India Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure South America Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure South America Content Marketing Market Revenue and Growth Rate (2015-2020)  
Figure South America Content Marketing Market Forecast Sales (2020-2025)  
Figure South America Content Marketing Market Forecast Revenue (\$) (2020-2025)  
Figure Brazil Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure Argentina Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure Columbia Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure Middle East and Africa Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure Middle East and Africa Content Marketing Market Revenue and Growth Rate (2015-2020)  
Figure Middle East and Africa Content Marketing Market Forecast Sales (2020-2025)  
Figure Middle East and Africa Content Marketing Market Forecast Revenue (\$) (2020-2025)  
Figure UAE Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure Egypt Content Marketing Market Sales and Growth Rate (2015-2020)  
Figure South Africa Content Marketing Market Sales and Growth Rate (2015-2020)

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