

CONTENT MARKETING - DIGITAL MAGAZINES

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What is a Digital Magazine?

A digital magazine is a periodical, which is something in between a PDF and a traditional magazine. It can be a fortnightly or monthly magazine containing a variety of content from articles, videos, podcasts, and more.

A digital magazine is an awesome tool for presenting a ton of content that you already have but don't want to host on your main website. For instance, you can create a digital magazine consisting of infographics, podcasts, videos, etc. You might not want this content to be an integral part of your website, but you still want them as they serve a specific purpose such as capturing long-tail SEO keywords that your website's content doesn't.

Benefits of Using Digital Magazines

Digital magazines can become a great hub for your content. For instance, you can create content around certain keywords and host them in your digital magazine. It is also an excellent platform for integrating all your offline content such as brochures, books, etc. and giving them an online presence.