

CONTENT MARKETING TUTORIAL

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Content Marketing is all about creating and distributing content that engages and attracts a targeted audience, while encouraging them to take action which is profitable to a business. This is a brief tutorial that explains how you can use content marketing to your advantage and promote your business.

AUDIENCE

This tutorial is primarily going to help all those readers who are into advertising and specifically those who aspire to make a career in Digital Marketing.

PREREQUISITES

Before proceeding with this tutorial, you should have a good understanding of the fundamental concepts of marketing, advertising, and analyzing products and audience.