The Future of Content Marketing

Insights from 200+ Global Leaders

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INTRODUCTION

"Content marketing is a marathon, and not a sprint: the spoils generally accrue to the companies that hit 'publish' consistently, day in and day out."
– Ryan Law, VP of Content, Animalz

Content marketing has exploded in the last decade or so and is only going to grow rapidly in the next couple of years. And as it evolves, so will its various aspects. SEO, customer-focused marketing, content operations or content distribution are all moving at lightning speed. But, a quick step back, and a bird's eye view of the growth of content marketing can give us immense perspective.

Pepper Content spoke to some of the top content marketers across the globe and has derived some of the best advice you can get on content marketing in 2023. These leaders have been at the forefront of content marketing and have experienced firsthand the changes and developments in the field. They've shared their expertise, knowledge, and advice on the current state of content marketing and what businesses can do to thrive in the ever-evolving landscape.

This ebook brings together the insights of these 250+ global content marketing leaders. Through their insights, we aim to provide you with a comprehensive understanding of the future of content marketing and equip you with the knowledge to make informed decisions for your content marketing strategy.

Evolution of SEO

"

Search content has gotten a really bad rap. Over the last few years, in particular, there are a lot of brands I've seen and worked with that create this big old keyword list. With each content, they think they are checking off the keywords and increasing their possibility of ranking. There's a lot of rehashed stuff on the internet, and we should write content to serve the reader, not Google. Let's face it: Google is smart now, probably going to get better over time, andcc only working for the reader will pay off."

Robyn Showers
Director, Content Marketing - Vimeo

Search Engine Optimization (SEO) — the process of improving your website so that it ranks better on search engines — is synonymous with Google now. According to Moz, Google updates its algorithm 500-600 times per year. So the SEO we refer to now is quite different from what it originally was.

Traditionally, SEO focused on singular keywords, creating content for the search engine, using spammy backlinks, and focusing little on content quality.

In 2023, customer focus and personalization will drive marketing efforts. The top priority for marketing teams is exploring new multimedia formats and becoming more interactive and accessible to their audience. At the same time, brands will continue to be authentic and highlight user-generated and authoritative content to showcase the organizations' voice. And SEO is an ideal channel to achieve this. As a result, today's SEO focuses more on the user's search intent and delivering the highest-value content.

In the world of SEO, the only constant is "change." While it might not feel like it, none of this has happened overnight. If we look at some of the key milestones in the evolution of search, we can get a sneak peek into how we got here.

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The Evolution of SEO	
The early stage (1991-1998)	(1991) Tim Berners-Lee launched the first website at CERN. (1993) Search engines like WebCrawlers, Altavista, Yahoo, JumpStation were launched. The competition was quite fierce, with no formal name for SEO. (1998) Google launched on September 4.
The beginning of SEO (2000-2005)	(1997-2000) Back then, SEO strategy was based on "keyword dumping." You could easily rank for a keyword by including as many items as possible. (2000-2005) Google launched its PageRank algorithm that considered both on-page and off-page factors, including the quantity and quality of external links.
Dynamic search takes off (2005-2010)	(2005) Google launched Google Analytics and Webmaster. (2008) Google associated "big brands" with trust and pushed their ranking. (2010) There was a significant rise in social networking platforms like Facebook, Twitter and others. Social signals played an indirect role in ranking websites.
Quality becomes the focus (2010-2015)	(2010-2015) Google launched new algorithm updates like Panda, Penguin, Hummingbird, and Caffeine. (2015) Mobile searches were higher than desktop searches. (2016) Google launched its biggest update, RankBrain. It used search intent to return the most appropriate results via AI.
Present and future of SEO (2015-today)	(2015) Google's CEO declared Google an AI-first company. (2018) Google announced mobile-first indexing that promotes mobile versions of pages over desktop. (2022) Google's recent helpful content update promotes original content written by people for people.

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Key Factors of SEO

Here are some key factors of SEO that content marketers need to consider when using it in 2023.

- **SEO is constantly changing**

Even though the first website was published in 1991, SEO's story developed much later, around 1997. Back then, marketers followed black-hat tactics like keyword dumping (adding as many keywords on a page as possible), cloaking (showing the Google bot one version of the website and the user another), and link-buying (paying to link a website to a page on another site, also called backlinking).

Google launched in 1998, penalized black-hat practices and refined the process of ranking content. Every year, Google makes thousands of updates to its search algorithm to make it more search-friendly and satisfy users' search intent.

It is important for content marketers to continue to remain updated with the various changes in SEO in their daily processes to remain relevant and ranked.

- **SEO requires more effort**

SEO is not easy. Earlier, though unethical, the black-hat tactic worked wonders even with low efforts. Sites could type in hundreds of keywords, buy cheap links, and distract the Google bot; voila, they ranked high on the search engine page.

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But, today, you have to produce smart, high-quality, original content that helps your audience. You also need to focus on technical and content SEO for Google to rank your piece. SEO requires more work today than before, and it will continue to evolve to provide the best possible experience for users.

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- **SEO is more complicated**

Whether you start today or have been in the game for years, SEO has become much more complicated. We started with producing keyword-centric content. Today, we produce high-quality pieces of content that address the user's search intent.

Google's helpful content update promotes original content written by people for people. It wants businesses to create people-first content and not write for search engines. Many websites have been impacted by this update and are seeing a drop in rankings, impressions, and clicks. We aren't surprised that Google is still knocking off unhelpful websites. It's completely in line with what it has been preaching since 1998: high-quality, user-focused content.

So, what should marketers choose: Produce a high volume of SEO-optimized content or take their sweet time to focus on quality? Let's find out.

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Sean Smith ✔
@snsmth   ···

I believe Google's helpful content update was their antidote to the "just write more words than the competition" tactics that were having so much success.

Now the game is covering the topic as comprehensively as possible but structuring it in a way that prioritizes value.

5:17 AM · Jan 31, 2023 · **172** Views

Factors to Consider When Using SEO

- Your website should have a target audience.

- Your content should be written by a niche expert, demonstrating authority and trustworthiness.

- Develop topic clusters to establish authority on topics and sub-topics that matter to your business.

- Content should avoid fluff and help the reader find what they came looking for.

- When it comes to SEO, an AI + human creativity approach can help you build a winning strategy.

- Add value to your content; don't just summarize what others say.

- Don't write about something because of the search engine; invest your time in improving your expertise and creating niche topics.

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The Quality Vs. Quantity Debate

In the race to get to the top of search engine pages, most marketers lose focus of the most important factor in any content marketing machine - the quality of the content. Especially with Google's current update, it is crucial to continue to balance both quantity and quality of content.

We asked leading marketers: What's more important: quality or quantity? A whopping 85% voted in favour of quality.

What's more important - quality or quantity of content?

15%

85%

■ Quantity 15%   ■ Quality 85%
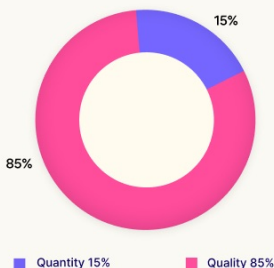
A majority of content marketing leaders prefer the quality of content over its quantity.

"

Quality is the standard cost of entry now. The content bar is set so high that if people think that it is a binary choice of quality versus quantity, they are losing before they're starting.

Katie Ryan O'Connor
VP of Content
okta

That brings us to another debatable question: Do we have to choose between quality and quantity?

While marketers may prioritize one over the other — depending on resources, the goal of the marketing activity, and other factors — the importance of quality cannot be ignored, especially when it comes to implementing SEO.

> "Companies and a lot of people have regarded SEO content like a commodity where you synthesize the top results and basically write a summary of what's already out there. This doesn't provide much value; instead, the number one question that creators have to ask themselves these days is, 'How can I create something a lot better than anything else out there?' and better has to be defined. How is this more in-depth? How is this easier to understand? How is this easy to read? How is this well explained? And then the second thing is, how can I wow my readers? How can I provide something that goes beyond their expectations?"
>
> **- Kevin Indig, an ex-Shopify Growth Advisor**

Content Shock: Too much Content, Too Little Time

Michael Schaefer first coined the term content shock in 2014, when he predicted that before 2020, the sheer quantity of content produced would outpace people's ability to consume it. This concept has become more evident in recent years and has emerged as a looming threat for companies looking to compel their audiences to buy their products or services through their content — and potentially heaps of it. This is where creating quality content becomes crucial.

Characteristics of Today's Content Economy

Buyers today love "binging" on entertainment, research, and purchasing.

It's humanly impossible to consume the amount of content that's being created. This makes online readers selective about what they consume, and giving them subpar content won't work.

Content Economy

The market is buzzing with AI, which can support your content creation process. You can harness AI for research, repurposing, and executing. But make sure that your content is written for the people by the people.

Only personalized content works. Your audience has plenty of options to choose from, don't make them feel excluded.
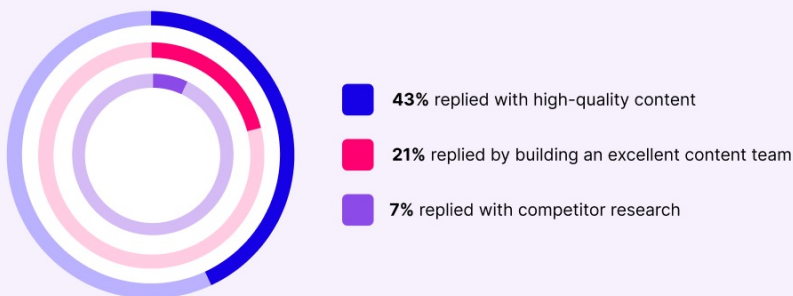
We can safely conclude that striving for a balance between quality and quantity is the way to go as far as content is concerned. Ensure that your choices are driven by the needs of your audience and not by internal limitations or processes. If you have faced difficulties, it might be time for your organization to completely revamp its approach to content creation in 2023.

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Quality: The Secret to a Successful Content Marketing Strategy

When we asked marketers their secret to a successful content marketing strategy,

43% replied with high-quality content

21% replied by building an excellent content team

7% replied with competitor research

> " Quality is finding a unique angle for yourself as a brand. It's saying something different. This is hard because there's so much out there, and you're trying to balance how you will come up in search or engage with people reading your newsletter. You don't want to do the same thing that everyone else is doing. So, the secret sauce is leaning into what your brand offers and putting those nuggets everywhere in your content."

Megan Rowlands Sobieski
Content Strategist & Editorial Leader

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> "
>
> If you had something unique, something that was in demand, or something that would educate or help people in your target demographic, they would not just save or download it but also seek it out actively.
>
> Today, you have everyone making reports, doing content marketing, writing blog posts, and creating podcasts, so it is much more challenging to stand out. Still, the principles are the same - great, unique, high-quality content that educates and helps your target audience learn, grow, and do a better job with their business."
>
> **Gregory Kennedy**
> Board Member

Take a look at some trends that leading content marketers follow while creating high-quality pieces of content.

1. Content should be more human

The internet is already flooded with low-quality content, and with AI, this will accelerate. Artificial intelligence (AI) in marketing has seen a <u>186% year-over-year growth</u> because it is easy to adopt, cost-efficient, and generates clear, easy-to-read content. Then, what's the issue with using AI in content creation? This is what leading marketers say.

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> "
> I think that the issue with automation is the expectation that AI would be more strategic than you are. AI is good at executing, but not always at being strategic."
>
> **Sarah Lessire**
> Director of Content, Community, Events, and Marketing Programs
> gloat

"People are still considering AI as a replacement tool rather than an augmentation tool. You don't rely on AI to create high-quality content. You rely on AI to help you create a piece of content that is better than what you originally would have developed had AI not existed. The shift in your mindset will allow you to create pieces more likely to achieve your goals and objectives."

- Ross Simmonds, Founder, Foundation Marketing

Only brands with the most intimate knowledge of their niche (and audience) will stand out through content. These original thinkers will experiment and produce content that captivates, inspires, and educates their audience. Grow your expertise by reading beyond Google. Meet niche experts, research industry trends, and understand your users' problems firsthand.

2. Focus on customer research and relevance

While creating content, we often lose sight of the person behind the screen and keep our efforts aligned with market business solutions. But it's important to go beyond this and understand your target audience. Create a detailed customer avatar so you can produce content that caters to your audience's needs while ensuring the content answers the questions of the final decision-makers.

> **"**
>
> I don't think it's a secret, but it can be hard to consistently provide what your audience is looking for. So make sure you understand your audience, their challenges, and their needs. Find the Venn diagram of the overlap between what your business wants to talk about and what your audience wants to hear about—it's got to be a little bit of both."
>
> **Nicole Bump**
> Fractional Content Director
> Bump Inbound

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3. Less is more

With content marketing, we are always focused on producing more content. But that's unnecessary; you don't need to answer every question. You can become a thought leader and focus on creating higher-level answers through your content. With blogs, you can go into greater detail and have a greater narrative.

As always, less is more. If you're doing a great job with quality, it will answer multiple questions and help users learn about who you are and what services or products you're offering without being "salesy."

Does Quantity Even Matter?

Yes, it does.

Quality matters, but so does quantity. Without quantity, you won't be able to create the constant flow of content that your site needs to attract the right audience. Consistency is key in ensuring your audience reads your high-quality content.

The top two tactics that marketers follow to improve the ranking of their sites are improving the quality of content (61%) and posting more often (45%).

Remember, you are competing with billions of sites out there. To be successful, it is important to strike a balance between producing enough content to engage with customers and showcasing your unique perspective to differentiate yourself from competitors.

> "
>
> It's kind of a double-edged sword. I think ultimately, a mix of quality and quantity is what's going to get you success in content marketing. You need that testing element, but you also need to be able to give your customers what they need.
>
> **Emily Hare**
> Global Content Strategy Director
> PUBLICIS GROUPE

We asked marketers which tactics helped them the most in ranking their content organically.

Tactic	
Improving the quality of the content, making it more authentic	**61%**
Creating more content and posting more often	**45%**
Paying more attention to keyword research	**43%**
Creating more content with unique research and insights	**32%**
Improving technical SEO on the website	**28%**
Creating and improving content cluster strategy	**26%**
Link building and guest posting	**23%**
Other	**1%**

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Driving Growth in Content Marketing

All the content marketing practices today aim at one thing - growth. Any marketing that doesn't contribute to growth isn't marketing at all. However, growth is a complicated concept that can't be easily unlocked. To grow your business in the right direction, you need to define what you are targeting and how it will benefit customers and keep them loyal.

"With more information, options, and people involved in a buying process, buyers are paralyzed when trying to move forward. And now, more than ever, sales [and marketing] teams must affirm customers' confidence in their decisions to drive account growth."

- Brent Adamson, Former Distinguished VP and Advisory, Gartner

Three major marketing strategies that can help you achieve those goals are,
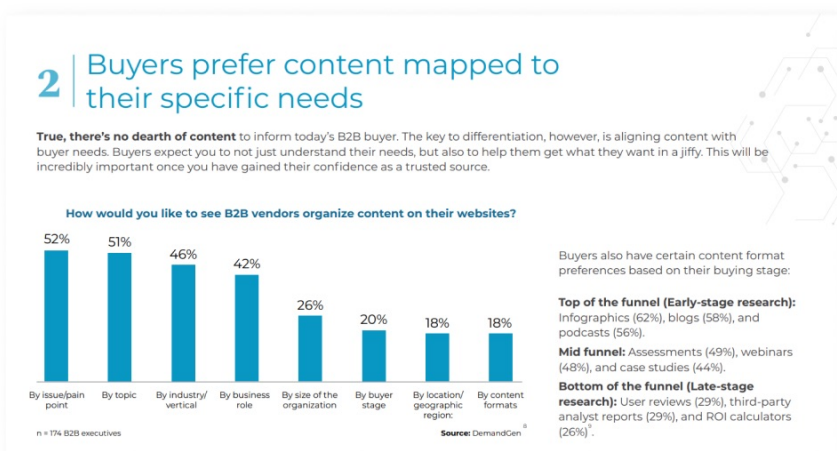
- Customer-led marketing,
- Product-led marketing,
- Sales-led marketing.

The definition of growth is subjective to each organization; for some, it might mean growth in revenue and the number of users; for others, it can be an increase in valuation, whatever is essential for your business. Let's see what leading marketers say about these growth strategies and what you should choose.

	Customer-led marketing	Product-led marketing	Sales-led marketing
Definition	A customer-centric approach that prioritizes the customer's needs and desires to create a sustainable, profitable business model built on customer loyalty and satisfaction	Relies on product experience to educate and acquire new customers. In this approach, content is designed and optimized to create a self-serving, intuitive user experience that encourages adoption, retention, and expansion.	A business strategy prioritizing sales as the primary driver of business growth. In this approach, the sales team drives revenue generation, focusing on increasing sales volume through aggressive marketing and sales efforts.
Brand Examples	• Database • SparkToro • Lavender • Tourial • Gated	• Ahrefs • Webflow • Dropbox • Userpilot • Slack • Calendly	• Salesforce • Microsoft • SAP • Oracle

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1. Customer-led marketing

Today, buyers prefer content that is mapped out to their specific needs. They expect brands to focus on their pain points and help them get what they want in a jiffy. According to Forrester, customer-obsessed firms grow 2.5 times faster than non-obsessed ones and retain 2.2 times more customers every year.

2 | Buyers prefer content mapped to their specific needs

True, there's no dearth of content to inform today's B2B buyer. The key to differentiation, however, is aligning content with buyer needs. Buyers expect you to not just understand their needs, but also to help them get what they want in a jiffy. This will be incredibly important once you have gained their confidence as a trusted source.

How would you like to see B2B vendors organize content on their websites?

By issue/pain point	By topic	By industry/ vertical	By business role	By size of the organization	By buyer stage	By location/ geographic region	By content formats
52%	51%	46%	42%	26%	20%	18%	18%

n = 174 B2B executives

Buyers also have certain content format preferences based on their buying stage:

Top of the funnel (Early-stage research): Infographics (62%), blogs (58%), and podcasts (56%).

Mid funnel: Assessments (49%), webinars (48%), and case studies (44%).

Bottom of the funnel (Late-stage research): User reviews (29%), third-party analyst reports (29%), and ROI calculators (26%).

Source: DemandGen

However, the majority of the content out there is boring, "salesy," and "me-too," which doesn't influence target buyers. Your buyers don't need MORE content; they need specific standout content that answers specific questions.

Marketers have realized the evolution of customer-centric content. This trend will hold steady in 2023. We asked marketers what their content strategy focused on this year, and 57% replied with customer centricity, followed by storytelling (29%) and UX (14%).

- **Customer-centric content**

A customer-centric content strategy puts the needs of the customer first when curating content. Rather than thinking about how a piece could drive traffic or please the algorithm, it focuses on solving customers' problems.

> "
> Content marketing has evolved from just pushing maximum content out to understanding the search intent and the audiences, developing a buyer persona, and then creating content around the subset of that audience."
>
> **Danni White**
> Chief Executive Officer
> DW CREATIVE

How brands can benefit from customer-centric content

- Crafting more relevant content for each audience leads to increased engagement, click-through, and conversion rates.
- Building a customer-centric content strategy can enhance customer relationships and trust, resulting in greater lifetime value.
- Better, more useful content can attract more backlinks, social media shares, and recommendations.
- An improved content organization and workflow can be achieved through a customer-centric approach.
- Developing a deeper understanding of customers, as enabled by a customer-centric content strategy, can help create better products and ultimately generate higher revenue.

2. Product-led marketing

The product-led model has officially moved from a trending topic to a true customer acquisition strategy. Research shows that 58% of SaaS companies have already adopted product-led growth, and 91% of companies plan to increase their investments.

Product-Led Growth Investment Trend

YES *at least double the investment*		47%
YES *slight increase in investment*		45%
NO *maintain current level of investment*	10%	
NO *decrease current level of investment*	0%	

0%   10%   20%   30%   40%   50%
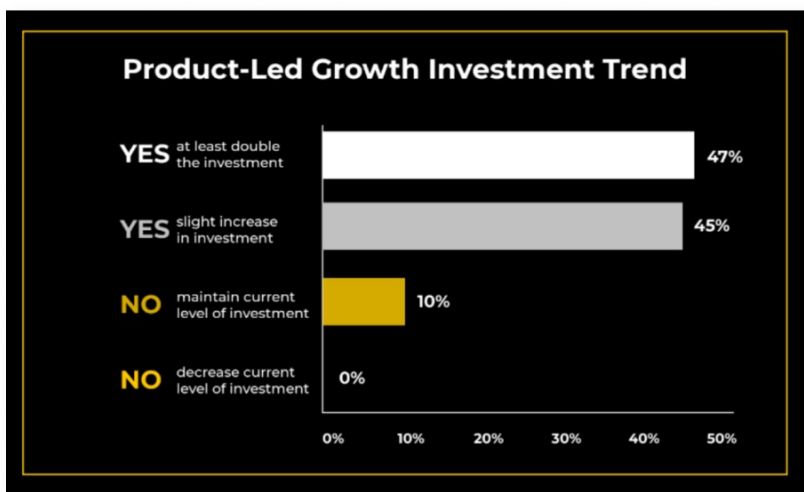
Product-led marketing is an approach to marketing that focuses on using the product itself to drive customer acquisition, conversion, and retention. The product is the central focus of the marketing strategy, and its unique value proposition is used to attract and retain customers.

- **Product-led content**

Product-led content refers to content that helps readers solve their problems through the product without involving the marketing and sales teams. It's far easier to convert prospects when the product is selling itself.

Ahrefs has mastered product-led content to grow to 100M ARR without a single salesperson on the team. They do not just educate readers on topics; they give them product-driven content that encourages them to try out the product.

> "We follow two super simple things – write about topics that people are searching for, and make sure that this topic is something where you can naturally mention your product, your service, your tool, your business, or whatever you do. This is simple, but it's the core and foundation of our content marketing blogging strategy."
>
> **- Tim Soulo, CMO, Ahrefs**

How to build product-led content

"

Just incorporating the product in your content is not enough because you will come off as salesy and pushy. We're talking about seamlessly weaving the product into a piece of content so that it's part of the story you're trying to tell there."

Fio Dossetto
Brand and Editorial Lead
Postmark

Use this process:

- Address a reader's initial question while also

- Informing them about the product and how it can help (including showcasing it directly), weaving it in naturally, without

- Breaking the flow or using a hard pitch.

Many successful tech brands create product-led content compared to more traditional blog posts and guides because

- Product-led content demonstrates the value and benefits of a product or service, which builds trust with potential customers.
- It can increase engagement with potential customers by providing valuable information and demonstrating how a product or service can solve a problem.
- It improves customer retention by helping existing customers unlock the full potential of a product/service.

3. Sales-led marketing

Sales-led is a traditional form of marketing, but it is still quite popular. A study conducted by the Customer Marketing Alliance says that 61.6% of brands were sales and customer-led. They understand that the success of their organization depends on their customers.

Source: Customer Marketing Alliance
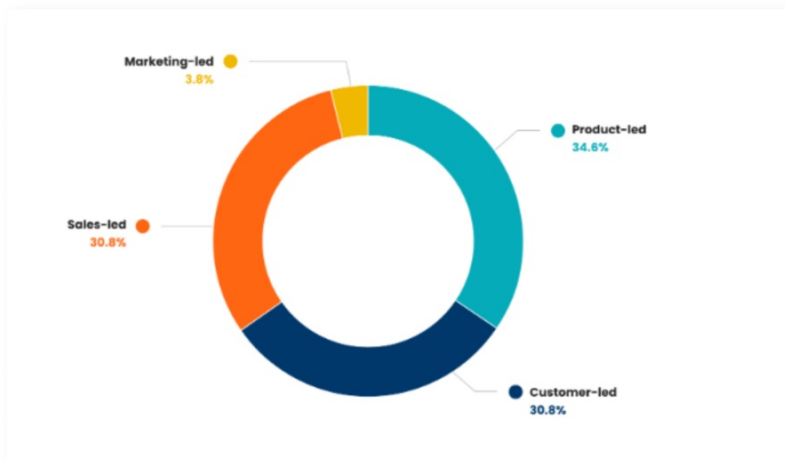
This approach typically involves using data-driven insights to create targeted messaging and campaigns and leveraging sales technology and automation tools to improve lead generation and management processes.

Sales-led marketing can be particularly effective for businesses with a strong sales culture, to promote complex products, rely heavily on direct sales, and clearly understand their target customers and their needs.

- **Sales-led content**

Sales-led content is often confused with product-led; however, they are quite distinctive. Product-led content focuses on acquiring customers through free trials/freemium plans of the product. On the other hand, sales-led companies arrange meetings/demo calls to promote content.

SAP, a popular enterprise resource planning software, receives 5.6 million monthly traffic through sales-led content. Visitors spend an average of 8 minutes on the site, and the bounce rate is less than 5%.

They primarily focus on unbranded content that gives readers exactly what they want. And all of their efforts are directed towards the sales team since the product is complex or requires special training.

> "We never spent any money on advertising, campaigns, or promoted content. Nobody wants to be sold when they're trying to research a problem – at least in the beginning stages. SAP is keeping its eyes on the future, focusing on the importance of unbranded content to lead into the next step of the journey."
>
> **- Jenn VandeZande, Head of Digital Engagement Strategy, SAP**

SAP established its website with two fundamental principles that have remained unchanged over time:

1. To establish itself as a trusted source and community for all aspects of commerce and business by prioritizing creating high-quality content that offers unbiased solutions to business challenges.

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2. To follow journalistic standards while also adopting an SEO-first, evergreen content strategy. This approach ensures that the website's content remains relevant and valuable to its audience over time.

Sales-led content works wonders for large B2B brands. It offers the following benefits:

- Sales-led content can also effectively nurture leads over time by providing valuable information that helps build trust and credibility with potential customers.
- By using persuasive language, addressing objections, and providing social proof, sales-led content can help overcome common barriers to purchase and increase conversion rates.
- By highlighting your product's or service's benefits and features and providing clear calls to action, you can encourage prospects to move through the sales funnel and purchase.

Chapter 4

Top Content Marketing Trends of 2023

Selling in the age of self-informed buyers is not easy. Before the COVID-19 pandemic, sales success referred to strong in-person selling skills. But that's not the case now. Studies show that _70% of buyers_ already know about the company and the product before buying. The content is not just influencing buyer decisions but also building relevant conversations with your sales team.

> _"It's important to remember that the internet is new every day. You can't do what worked 20 years ago today on the internet and expect it to have the same impact."_
>
> _-Emily Anne Epstein, Head of Editorial, Asana_

In 2023, organizations will continue to invest in content marketing to effectively grow and scale in the age of the customer. According to the Content Matters Report of 2022, content budgets have grown by 50% in the past year. Marketing teams spent 25-50% of their marketing budget on content marketing.

TEAMS & BUDGETS

Change in content budget
over the past year

50% Grew

30% Stayed the same

14% I don't know

6% Shrunk
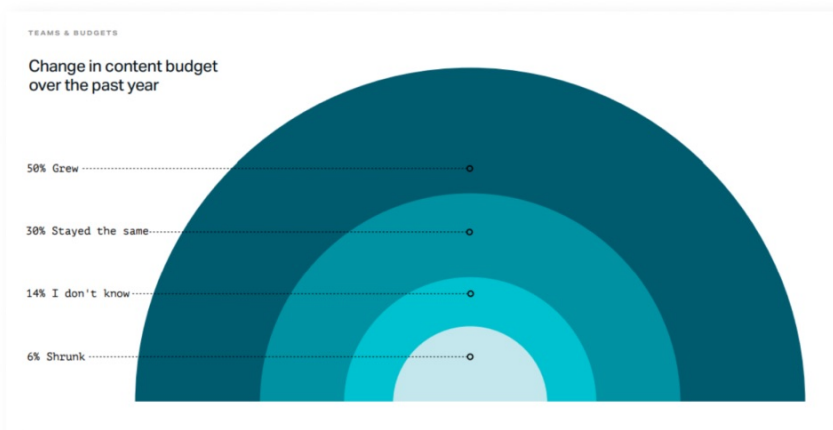
Content Marketing Trends for 2023

We asked content marketing leaders about the top content marketing trends for 2023, and this is what they suggested:

1. Thought leadership content

Thought leadership refers to content that offers a unique point of view, guidance, and expertise on a topic or a field. It does not include content focused on selling the organization's product or services; instead, it is about building knowledge, creating value, and taking a stand.

According to 61% of B2B buyers, thought leadership is one of the most

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effective tools an organization can use to demonstrate value to customers, even more than traditional advertising or product marketing.

Erin Balsa, a prominent thought leadership writer, explains thought leadership in her newsletter as content that

| Flips a commonly held belief upside down | Changes how people think and act | Reshapes an industry or vertical | Positions you as the authority |

Here are some thought leadership prompts by Superpath that you can use for your next piece.

2. Storytelling

Kaleigh Moore ✔
@kaleighf   ...

Less marketing. More storytelling.

Would love to see brands put out more people-centric content in 2022 with less of a sales/educational/SEO focus.

Put names and faces to the company.
Tell us about what's hard.
Tell us about big wins.
Make us understand the day to day.

Storytelling will be a hot topic for marketers in 2023. Everyone loves a good story. We're conditioned to feel stories and empathize with characters; your audience is no exception.

> Content marketing is more valuable if you're telling stories that tell people to care about your existence without necessarily knowing or needing your product right away."
>
> **Sarah Beldo**
> Head of Content Marketing and Communications
> SANITY

In his book *Tell to Win*, Peter Guber mentions that humans don't take actions by "data dumps" rather than by emotions; hence, we need stories. As a marketer trying to tell a story to your audience, you need to consider four key factors:

- Your audience is busy
- Your space is noisy
- The world is increasingly visual
- Lastly, people don't read online; they only scan

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Measure your story's impact

Understand your audience

Aim for an emotional response - or at the very least, a laugh

Give them catchy headlines AND depth

How to Overcome Storytelling Challenges

Avoid the slow reveal

Text + visuals = good - but multimedia = better

Be concrete

"...at the end of the day, as a storyteller, you're not just telling stories about human resources; you're telling stories about work, employees, managers, maybe somebody moving into management, and all the emotions and uncertainty that they go through...you're telling stories that resonate with everyone who comes across your content.

- Andy Prystanzki, Content Marketing Lead, Lattice

3. Short-form video content

Your audience's attention span is dramatically low, and marketers are constantly working around this. To keep the audience engaged, marketers must switch up their media mix and find a sweet spot that motivates visitors to stick around.

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The demand for short-form content, as a result, has been on the rise. They bring the advantages of regular long-form content, conform to demanding attention spans, and deliver information in easily digestible packages.

The most common short-form videos now include:

- TikTok videos
- Instagram Reels
- Instagram Stories
- YouTube Shorts

The ideas for short content are endless. You can create various types of content, including explainers, presentations, testimonials, teasers, sales product demos, customer onboarding videos, and many more.

> **Juan Alonso-Allende**
> @mrallendez
>
> I've been testing short form of my own for the last 20 days.
>
> Tiktok, Reels and Shorts.
>
> My conclusions...
>
> - Tiktok -> more content = more results
> - Reels -> better content = more results
> - Shorts -> high retention = more subs
>
> Will keep you updated on my adventures

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Why should marketers invest in video marketing in 2023?

96% of people have watched an explainer video to learn about a product or service.

91% of people say they want to see more video content from brands in 2023.

89% of people say watching a video has convinced them to buy.

Video is the most shareable platform of all.

4. Podcasts

Another emerging media that's becoming quite popular are podcasts. Podcasting has given marketers and business owners a new way to reach their audience. People are hooked on to podcasts. Reports suggest that there are 464.7 million podcast listeners globally, which will only increase.

Craig Inzana 2 months ago

My biggest ROI on any podcast I've done has come from the guests. If you are interviewing potential customers-- especially ones that would normally involve a longer sales cycle-- it is a huge boost to the sales process. Worst case, you get some great content to repurpose and share. Best case, you kick off a relationship on good footing and can close a deal with that guest.

✅ 1   😄

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Benefits of Podcasts and Marketing

- Podcasts create a one-to-one atmosphere where people feel they are speaking to them.
- People can listen to podcasts whenever they want.
- Podcasts can be easily downloaded to phones, computers, TVs, and cars, to consume content on the go.
- People listening to podcasts tend to consume content more intently than other media.
- A single podcast can generate content for multiple channels as blogs, video content, social media posts, and research reports.
- Listeners feel more involved and motivated when listening to podcasts.

5. Produce evergreen content

An effective content marketing strategy is incomplete without evergreen content. They are pieces that will always stay relevant and never go out of style, no matter the year or trend. Evergreen content provides value to your readers, creates a great opportunity for backlinks, improves website authority, and helps in SEO.

Ahrefs ✔
@ahrefs

How important is evergreen content? 🌲

The answer is: VERY. It's how we grew our blog from 15k visits/month to >260k visits/month.

Here's what you should know about evergreen content:
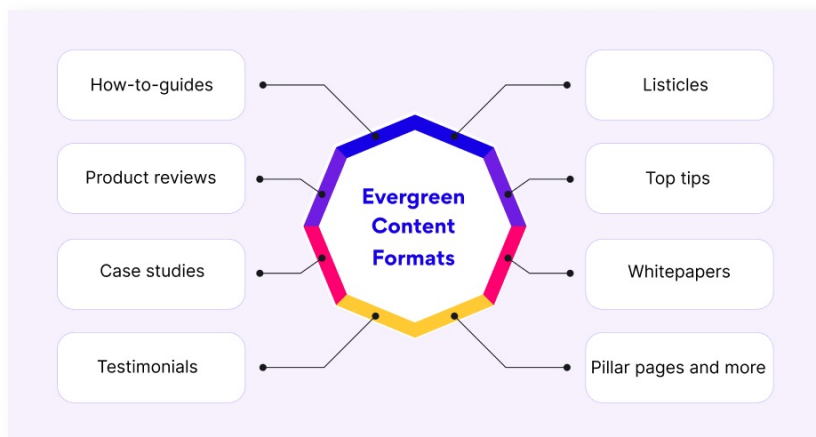
Besides boosting organic traffic, evergreen content is a great way to attract qualified leads. Create a balance of trendy and evergreen topics to get the best result for your content marketing strategy.

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Chapter 5

To AI or Not to AI

As we transition into the intelligence era characterised by AI, businesses will now increase their focus on embracing artificial intelligence and software that enables them to adopt it.

Almost every industry is affected by some level of digital transformation. In fact, 90% of businesses are already using AI or working towards doing so.

70%
think their organization is data-driven.

86%
of those doing AI across a small number of departments intend to extend it to the entire business

90%
are already using AI, or working towards doing so.

93%
Are using AI to assist with decisions and 95% to automate decisions

Artificial intelligence and machine learning has been extremely helpful for marketers; they have seen a projected growth of 166% in usage in just three years for optimizing and automating their marketing efforts.
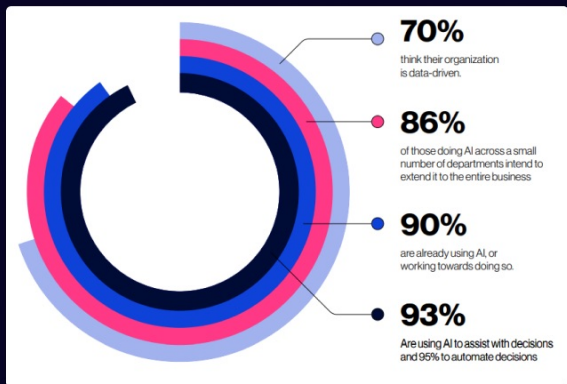
AI Predictions for 2023

So, what do you think is the future of AI in marketing? Here, are some of our predictions for 2023.

1. AI content is here to stay

In order to attract leads and rank higher in search results, marketers are under great pressure to produce new content quickly and continuously. But, writing all those blog posts, emails, and newsletters is often difficult and time consuming, especially with limited resources.

> **Aaron Levie** ✔
> @levie   ...
>
> **The best startup ideas tend to be found when there's a technology shift that enables customers to solve problems 10X faster, cheaper, or better. Cloud was one of those. Mobile was one of those. AI will be one of those.**
>
> 1:21 PM · Nov 27, 2022 · Twitter for iPhone

According to Capterra research, 45% of the marketer's time is spent on creating marketing content. Over 1/3rd spend 75% of their total time in content work. That's why 89% of leading marketers now use AI content or writing tools for content production.

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> " I absolutely love how smart AI is. I think content marketing AI will simplify things from the creation perspective. It will also save time and help build processes for many teams. For folks like me, it will help us manage small teams."

Sonya Gulnova
Head of Digital Marketing & Content
SWING VISION

AI tools promise to generate content in just minutes. But, how useful is the copy? Are marketers satisfied with it?

These are some of the prominent findings.

82% of marketers say content generated by AI is just as good or better than that written by humans.

57% of marketers agree that AI tools do not offer much of a learning curve.

88% of marketers find that AI saves 88% of their time and money.

88% of marketers agree that AI software is very successful in producing clear, easy-to read content.

AI is revolutionizing the content industry. Now is the best time to experiment with AI tools for producing content.

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1. AI will take over simple SEO content

The biggest challenge that leading content marketers face in 2023 is scaling content production (64%), followed by aligning content with business goals (29%), and struggling with quantity vs. quality (7%).

> "
>
> When I think about the industry in general and what's next in terms of AI content versus user-generated or other types of content, I think AI will have a place in many content conversations. It's really how a lot of marketers can achieve scale. But we found that it's really hard to replace that authentic, subject matter expertise content with AI content."
>
> **Haley Fraser**
> Director of Marketing, Brand and Content
> Pixlee TurnTo

AI tools are a pretty good solution to these problems. Simple SEO content already has little to no narrative and doesn't require much subject matter expertise.

Ryan Law, VP of Content, Animalz, says, "The bottom end of SEO content is going to become AI by default, and we're going to have to focus our energy on higher leverage stuff and the things that AI can't do, like interviewing and narrative structure and coming up with contrarian ideas that reflect the nature of our world."

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And, AI tools are very good at writing short and creative content. For longer content pieces, you might require a little more effort to stitch together a perfect piece. But, it's doable.

So, why not use AI's ability to produce simple, researched, and scannable content to scale content production?

AI tools like ChatGPT supposedly have an IQ of 83, and present themselves as a strong alternative to Google. Marketers can use this extensive knowledge to produce content that requires less narrative and subject matter expertise, and utilize human resources to produce high-quality content.

3. Google will do very little to stop it

One common perception that holds content marketers back when it comes to using AI is that Google will not allow it. And, this was true until last year; Google was penalizing AI-generated content.

John Mueller, Google's search advocate, said, "For us these would, essentially, still fall into the category of automatically generated content, which is something we've had in the Webmaster Guidelines since almost the beginning. My suspicion is maybe the quality of content is a little bit better than the really old school tools, but for us it's still automatically generated content, and that means for us it's still against the Webmaster Guidelines. So we would consider that to be spam."

However, Google has recently raised a green flag to auto-generated content. The latest guidelines says that Google will reward original, high-quality content that follows their E-A-T guidelines. It doesn't matter how you produce it, through human or AI tools.

Rohit Agarwal, Head of Product at Pepper Content, suggests in his article that "AI-generated content that is thin and spammy, could very well be on Google's radar. But if you're being intelligent about using this powerful technology to create content that stands out – you will be okay." He also feels that marketers must not deprive themselves of some of AI's amazing capabilities that help them do their jobs - or at least part of them - better.

You can read more about Google's AI policies here.

4. AI writing tools will expand in most organizations

Marketers who are refraining from using AI to produce content today, will eventually do it in the future (in the span 1-3 years). Besides the writing part, AI works excellently in brainstorming ideas, writing content briefs, generating headlines, repurposing content, and more.

According to aira, 56.3% of content marketers that are not using AI for generating content will use it in the coming 12 months, and 83.3% will use it within 3 years.

"Running a content agency requires an enormous amount of output! If AI is sophisticated enough to allow writers and editors to fast-forward through the outlining and drafting processes, that's a much higher content output, faster, with zero staff overhead costs added."
- Lianna Patch, Owner, Punchline Conversion Copywriting

Do you think you'll be using AI for generating content in the next 3 years?

Respondents who said they don't currently use AI tools were also asked if they thought they'd be using them within 3 years.

On this longer timeframe, the respondents were much more optimistic (or pessimistic, depending on their view of AI content) about the chances they'd be using AI tools. Only 16.7% thought they definitely wouldn't be using them in three years time, but the 'Maybe' option might be doing a lot of heavy lifting here.

YES 41.7%

MAYBE 41.7%

NO 16.7%
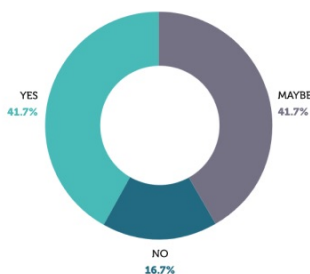
Another reason AI is so popular is because it's incredibly cheap. Most AI tools charge a flat fee or charges as low as $0.01 per word. That's 1/10th of what an average writer charges. Owing to lower fees and a shorter learning curve, AI adoption is definitely going to increase.

To test ChatGPT's efficiency, we asked it to write an outline for the #1 title "The Ultimate Keyword Research Guide: Boost Your SEO Strategy to the Next Level."
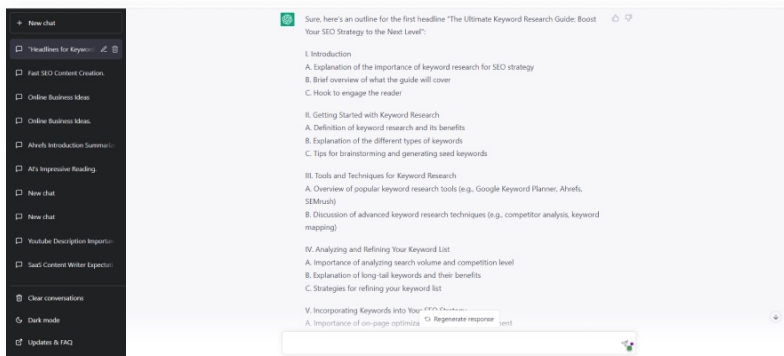
If you see, the output is quite reasonable. It gives you a fair overview of what's ranking on the search results. You can now edit and add your inputs to make this content stand out. Marketers can also expand on different sections and get an overview of all the sections separately.

4. Use ChatGPT as a writing coach

We don't recommend ChatGPT for learning how to write; that's not what it's for. However, you can use it as a writing coach.

Nat Eliason, a crypto writer, talks about this in his newsletter, where he uses ChatGPT to critique his work as David Foster Wallace. He let ChatGPT suggest changes to his writing according to how David Wallace writes. This is one of the best ways to improve your writing.

Rise of the Global Freelance Market

The global freelance market is set to reach <u>$18.3 billion</u> by 2031 with a CAGR of 15.1%. Freelancing is growing because of changes in the labor market. The great resignation, subsequent layoffs, and recession have all led to a rise in freelance hiring.

> *"Successful brand scale hinges on mastering structured collaboration across blended teams of internal staff and freelance experts."*
>
> *-Andrew C. Wheeler, Chief Executive Officer, Skyword*

According to Skyword, 91% of marketers believe "expanding content creation capabilities is important to my organization's long-term marketing success." And brands are relying on freelancers to keep up with the demand.

"I will rely **more** on freelance creators over the next 1-2 years."

% of brand marketers who said "yes": **73%**

0% 20% 40% 60% 80% 100%
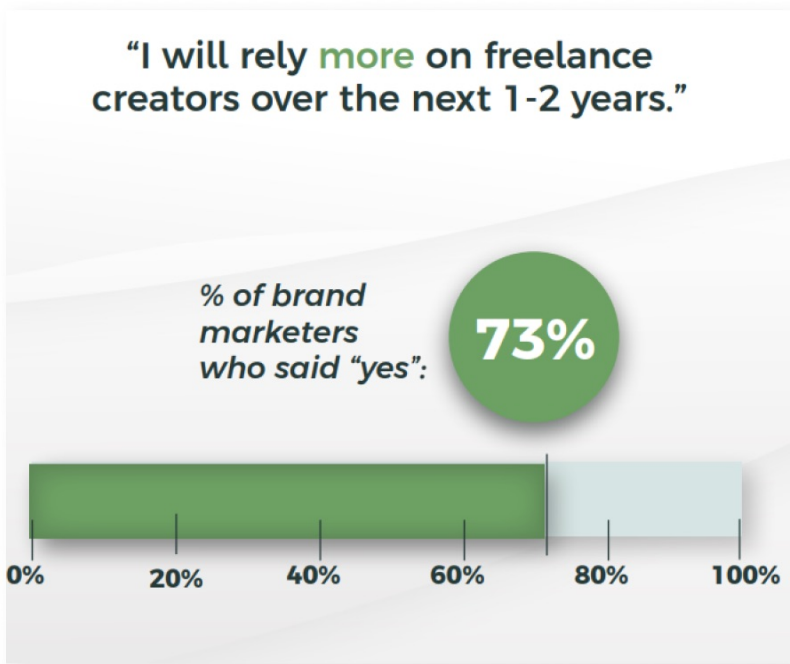
Source: Skyword

Content creation is the activity that B2B marketers are most likely to outsource, regardless of their content marketing budget, company size and overall content marketing success.

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The Employer Perspective - From Resistance to Preference

Today, companies recognize freelancers as a talent powerhouse. Amid frustration with the traditional hiring model, founders are changing their hiring plans and embracing freelancers.

> **Kaleigh Moore** ✔
> @kaleighf
>
> Less marketing. More storytelling.
>
> Would love to see brands put out more people-centric content in 2022 with less of a sales/educational/SEO focus.
>
> Put names and faces to the company.
> Tell us about what's hard.
> Tell us about big wins.
> Make us understand the day to day.

Here are some insights from the latest reports that show increasing dependency on freelancers from businesses.

- The biggest reasons for increased demand for freelancers are to scale in response to business growth (61%), make up for lack of budget or ability to hire full-time (26%), need for flexibility (11%), and be more cost-efficient (7%).

- At least 50% of the brands expect to source more freelance writers, videographers, graphic designers, photographers, and UI/UX designers.

- 73% of tech companies now have an integrated team of full-time personnel and freelancers, and 71% acknowledge that hiring freelancers enhances their business's agility, especially during uncertain economic conditions.

- According to Upwork, the majority (56%) of hiring managers who engage with independent freelancers have reported a rise in their usage of such talent in the past 12 months.

- Those who hire freelancers say working with them helps them access specialized skills or expertise and become cost-efficient and innovative.

- Most brands look for industry experts (75%) over a generalist to create in-depth content, and 81% are satisfied with the quality of content produced.

> **"**
>
> If you're a small team and you're not in a position to hire right now, I think freelancing is a great approach. My feedback would be to not think about the brand to the freelance relationship as transactional but to think about that individual as an extension of your team. We work with freelancers regularly at The Juice based on the scale we are. And I think the more we've treated those individuals like they're part of the team, the better results we've seen."
>
> **Brett McGrath**
> VP of Marketing
> The Juice

Freelance creators are a flexible extension of your brand. They help in resource-building and filling temporary gaps according to changing content trends and business needs. Great brands seek freelancers to reflect different audiences' voices, points of view, and expertise.

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Freelance vs In-House - What Content Marketers Say

The best content teams are mostly hybrid.

World-class organizations like Kalviyo, Hubspot, Zapier, etc. often opt for a combination of in-house teams and freelancers. This is true across small content teams as well.

We asked market leaders what a brand should opt for, building an in-house team or outsourcing content?
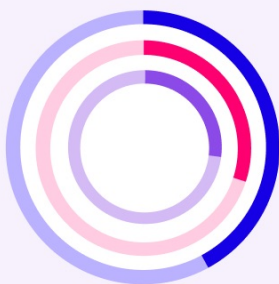
42% said both

30% said in-house

27% said outsourcing

"Now, you want fewer in-house people and more specific experts in different fields...you need to structure your team in a way that has the flexibility to work with external partners who are very good at what they do. The landscape is evolving to agencies and companies that can support marketing teams and content teams. But internally, the way I structure things is to have an expert."

- Cletus McKeown, Head of Content & Brand Marketing, Plobal Apps

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When to Choose In-House Personnel

There are things that you cannot outsource, like ensuring that each piece of content is perfectly mapped, follows strategic direction, and hits business goals. They have to communicate the result of content marketing with company leadership.

The in-house team is also responsible for enlisting what they should keep internally and tasks that can be outsourced. And doing all this requires businesses to have a responsible person who is always present and accountable for the actions taken.

Two key factors need undivided attention from team members:

1. Product marketing

Some content requires deep product knowledge, making it an easier and faster option to create in-house. They naturally learn about your company, value proposition, target audience, and even brand voice. In-house writers understand product intimacy, thus creating high-quality content showcasing your offering in a genuine, unobtrusive way.

> Anna Rubkiewicz, Content Specialist, Survicate, says, "In-house writers are at the core of your communication strategy — they understand your product intimately — and thus can create high-intent content where your offering is shown in a genuine, non-obtrusive way."

2. Content services

As companies grow, so does the demand for content in the internal team. This is called content services. This includes ebooks and sales collaterals that often require collaboration across multiple departments. In-house team members are more invested in your company's success, often think ahead, and help in areas outside their responsibilities. They are easier to communicate with, accountable for their actions, require less back and forth, and know your brand well.

Referral Rock's Megan Mosley says, "The biggest advantage is that in-house writers are groomed to know the tone and style of your existing content. Meaning it might not require as much back and forth editing as concepts and formats are pretty ingrained in. We know what we want to say and how we want to say it, and a freelance writer just might not get it."

When to Choose Freelancers

According to a recent report by ReferralRock, 85% of marketers plan to increase content production, but a majority (53%) don't have the required in-house resources.

If you wanted to increase content production by 20% next month, would you have the in-house resources?

Yes
47%

No
53%
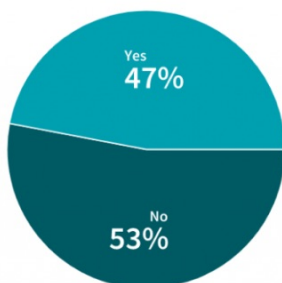
Source: ReferralRock

That's where freelancers come to the rescue.

Partnering with freelancers helps you get done with your shorter content needs. Working with freelancers allows brands to scale up or down as business needs and priorities change. They give you the time to focus on the big picture and leave strategic roles to the in-house team.

The two biggest advantages of freelancers, according to marketers, are,

1. Freelancers can provide subject matter expertise

Every business works with a variety of clientele, and there is no way a single writer could effectively produce content for all of them. Hiring freelancers gives marketers a greater breadth of experience and expertise that is not possible with in-house writers.

Here's what the experts have to say:

> "One advantage of hiring freelance writers is that you can have a portfolio of content specialist freelancers at your disposal depending on the topics you need covered."
>   - Nicolas Straut, Senior SEO Associate, Fundera

> "There are benefits of working with writers who also work on a variety of things. We get to work with writers who are inspired by other projects, industries, and environments. This makes their insights fresher and more exciting to our readers."
>   - Jessica Day, Customer Marketing Manager, Dropbox Sign

2. Freelancers save money

Hiring a permanent writer is an expensive route. The average salary of a content writer is $50,936/year including basic pay, commission, bonuses, social security and other benefits. On the other hand, the average salary of a writer in the US is <u>$21.14 per hour</u>.

This cost can be significantly reduced according to the location of your hire. For instance, a writer living in San Francisco charges $450 per page of content compared with Eastern Europe where the cost could be as low as $90.

Location ⇅	Cost ⇅	Pages per Year ⇅	Cost per Page ⇅
San Francisco, CA	$90,000	200	$450
Austin, TX	$45,000	200	$225
Thailand	$24,000	200	$120
Eastern Europe	$18,000	200	$90

That means you can produce 5x more content if you hire your writers from Eastern Europe.

"Hire freelance writers to make it easier to incrementally scale content production. Adding even one extra writer in-house requires a significant budget allocation, plus the added production to justify the hire. Going the freelance route, the cost to publish additional content is limited to the content produced."

   - Stephen Jeske, Senior Content Strategist, MarketMuse

Pepper's Content Marketing Platform: The Power of AI and an Expert-Led Network

If you ask business leaders about their companies' most valuable asset, a majority would reply with "data."

Yet, many businesses fail to manage information and realize its full potential. Research shows that 60% of corporate data is unstructured and available in the form of "non-traditional" records like videos, audio files, images, and social media messages. This number will increase in the coming years.

While the content production landscape is maturing, there is still a need for a centralized repository that includes integration with e-commerce storefronts, a plethora of omnichannel capabilities, and a place to centralize and streamline content marketing.

That's where a content marketing platform comes into play.

"It's funny because the content marketing tech stack has always been pretty long and fragmented. You're always using so many different tools. Even just on the measurement side, bringing all that data together is challenging. Ideally, you want everything to plug in together and work seamlessly. The software should also have the capacity to perform reviews and give feedback. It's a complex mix of tools that fuel the marketing engine."

- Melisse Lombard, Content Marketer, Sound Off A Cappella

What is a Content Marketing Platform?

A content marketing platform, or CMP, is a centralized system that lets content marketing teams plan, create, collaborate, and distribute different content types successfully. It's a one-stop destination to manage your content creation process, from ideation and briefing your writers to getting the content approved by the client.

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Here's how a content marketing platform can help you:

- Identify topics of high relevance for your target audience
- Plan content via editorial calendars
- Set up a cohesive workflow station that brings together different content creation activities.
- Produce or source content
- Monitor the performance of the content
- Integrate digital marketing efforts, including social media, email marketing campaigns and other marketing channels
- Ensure search engine optimization (SEO)
- Automate repetitive tasks
- Facilitate quality lead generations
- Optimize conversions

Why Do Marketers Need a Content Marketing Platform?

As per the B2B Content Marketing Research 2023 report by Content Marketing Institute, only 28% of content marketers feel they have the right technology to serve their content marketing needs.

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CONTENT MANAGEMENT & OPERATIONS

Sixty-one percent of marketers said their organization either hasn't acquired the right technology – or has the technology but isn't using it to potential.

This suggests that too many B2B companies:

▶ Are developing tech stacks without a strategy (i.e., letting features and functions drive the strategy rather than the other way around)

▶ Don't appreciate the level of complexity in not just implementing martech tools but also managing and maintaining them

The Right Technology in Place to Manage Content Across the B2B Organization

- 11%
- 28%
- 30%
- 31%

- Yes
- No – we have the technology, but aren't using it to potential
- No – we haven't acquired the right technology
- Unsure
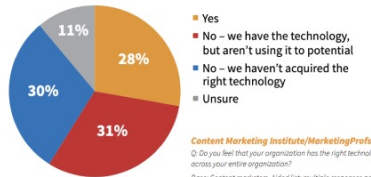
Content Marketing Institute/MarketingProfs
Q: Do you feel that your organization has the right technology in place to manage content across your entire organization?
Base: Content marketers. Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Another research by Parse.ly says almost half of the content marketers don't know how their content is performing. The major reason for all the confusion regarding content marketing is that the content team isn't investing enough in the right technology; they are forced to rely on vanity metrics or their intuition to guide their strategy.

This means that while multiple tools and technologies exist, there is a need for a simple content marketing stack - a content marketing platform, if you will - that can simplify the multiple processes involved in content marketing.

Benefits of a Content Marketing Platform

1. Speeds up the content creation cycle

Content creation is a complex process focused on developing valuable

content to drive organic growth as just one of its key objectives. One of the biggest challenges faced by content marketers today is producing high-quality content consistently at scale.

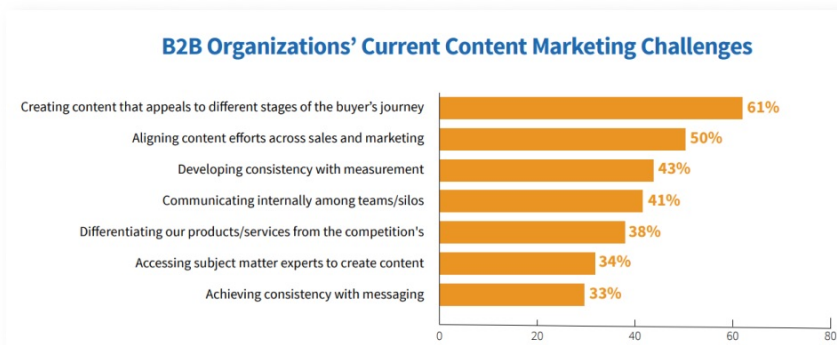This one statement actually captures three pain points: quality, consistency and scale.

> The toughest thing about managing content scale is meeting this constant need to ideate and create cohesive themes across all the content properties. And it is then communicating that out. Also, this forms a cycle of what we're going to do, how we're going to do it, and how we're doing it. This cycle always moves for different audiences at different times, sometimes overlapping."
>
> **Mischa Vaughn**
> Head of Content
> Felicis Ventures

Marketers struggle with quality and consistency; aligning content efforts across departments and finding the right subject matter experts and writers is also a hassle. The result? A painfully slow content creation cycle that often yields less-than-expected results.

B2B Organizations' Current Content Marketing Challenges

Challenge	Percentage
Creating content that appeals to different stages of the buyer's journey	61%
Aligning content efforts across sales and marketing	50%
Developing consistency with measurement	43%
Communicating internally among teams/silos	41%
Differentiating our products/services from the competition's	38%
Accessing subject matter experts to create content	34%
Achieving consistency with messaging	33%

Source: CMI

A CMP that leverages AI and other emerging technologies can accelerate the content creation process by simplifying the workflow and combining the strengths of both humans and AI. Within a single dashboard, you can access a comprehensive overview of your resources, allowing you to optimize your content creation flywheel and speed up the creation cycle.

2. Provides a unified view for easy collaboration

Content marketers are often required to take on multiple roles and collaborate with various teams across the organization, leading to extensive stakeholder management, frequent communication, and the need for feedback, reviews, and approvals.

Add to this a layer of freelance content creators and writers; you've got just the right ingredients for an operations nightmare!

A CMP does exactly this - that too efficiently. It can empower every stakeholder by providing you with a relevant view at the tap of a button. With the number of contractors increasing year on year, this feature is an absolute must-have.

3. Enables seamless and smooth content operations

> "Content strategy is where you want to go. Content operations are the vehicle that gets you there."
>   - Angus Edwardson, Co-founder at GatherContent by Bynder

In a report published by Content Science Review, only 20% of the participating companies believed that their content efforts had been successful.

Effective content operations can help with challenges like

1 Content duplication

2 Leaving huge gaps between the audience's needs and your content

3 Having too much content to review but not enough time to do so

4 The pitfalls of keeping track of a large team lead to separate spreadsheets or trackers

5 Creating content with an unseemly voice or tone

6 Neglecting chances to enhance processes of content creation, delivery, and monitoring

7 Low visibility for leadership on ROI

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A powerful CMP can help make content gaps highly visible - not just by highlighting your strengths but also your workflow's weaknesses. Additionally, a robust CMP allows a very strategic view of the competitor's content strategy, too. This allows the customer to clearly see the gaps in their competitor's content and create an SEO strategy that incorporates that.

> "There are a lot of different tools that we use in content marketing. I want a CMP that - this will be a laundry list - would include our content calendar, give our freelancers access, or include options for researching and generating SEO. I could also look at and analyze our traffic numbers, include keyword tools, and integrate Google Docs and Google Analytics. It would be fantastic! This could be a hub where all that could live."
>
> • Andy Prystanzki, Content Marketing Lead at Lattice

4. Reduces dependence on multiple tools

On average, most content marketers use 8-12 software tools on a regular basis, which makes sense if we consider the different areas of a content marketing strategy. This includes tools for:

- Research and analysis
- Writing and editing
- Team management and communication

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Tools Used by Content Marketers

Writing and Editing
24%

Research and Analysis
47%

Team Management and Communications
29%

⚙ReferralRock

MADE WITH
beautiful.ai

If we get down to it, the sheer number of tools content marketers have to use to create, distribute and track content is astonishing!

No wonder the struggle to prove content marketing ROI is real. A robust CMP solves just this. Instead of switching tabs, giving multiple access to users across the organization, and pulling data manually from several different sources, the CMP rescues the content team by reducing the time and effort and providing you with almost everything in one place.

> "
> I would imagine a platform like a dashboard with your complete content inventory and performance statistics, which tracks how your content is living and performing worldwide. It should also give you recommendations on your next best step. Once you create content, it can be an asset you've returned to repeatedly."
>
> **Anne McSilver**
> Senior Content Marketing Manager and Editor
> **Linked** in

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Content Marketers' Dream CMP

1 A platform that understands priorities and marketing strategy, together with excellent communication channels across all marketing activities, to remove all silos.

2 A dashboard that shows the entire journey of the funnel - the assets specifically.

3 Brings AI capabilities to accelerate creative processes.

4 Streamlines the content publishing process by implementing more automation and enhancing the integration between the work management tool and content system of record.

5 A singular content management platform across the organization that provides clarity and collaboration between team members.

6 Includes templated content structures for repurposing content.

7 Can quickly access ROI on the content program.

8 Ensures that everyone uses consistent information and formatting. While your content team does a lot of good work, not everyone might be on the same page, leading to misinformation and confusion.

You asked, and we delivered.

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Introducing the Dream Content Marketing Platform by Pepper

Today, we have a solution for almost everything for all business sizes and needs, whether you talk about sales, marketing, or content. But, when we asked content marketers about their dream CMP platform, a white canvas could still be filled.

And that's why we call this a "Dream Content Marketing Platform."

The dream CMP platform will help content marketers with content ideation and research, creation with scalability via talent marketplace, publishing and analytics. This AI-enabled platform brings all your content data and team together, helping you improve your content marketing ROI.

Pepper's CMP checks everything a content marketer needs in their content management platform. These are some of our top features:

- Perform a content audit and remove gaps in your content. Get insights such as a plagiarism check, readability score, AI writing suggestions, and word count. You can also fact-check your content on the go and boost its credibility.

Overall score
Minimum suggested: B+   A

652 keywords count   700 suggested

742 word count   1300 suggested

9th Grade Readabillity   8-9th grade suggested

Your content is 80% orignal   65% acceptable
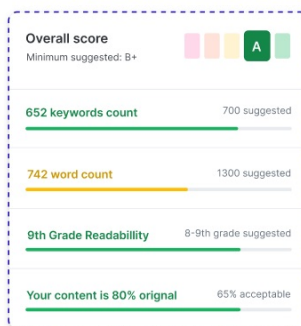
- Pepper helps scale your content game by providing you with the top 3% of industry experts from a huge pool of creators for your content needs. Our auto-allotment feature automatically assigns tasks to writers as per industry, content type, and expertise.
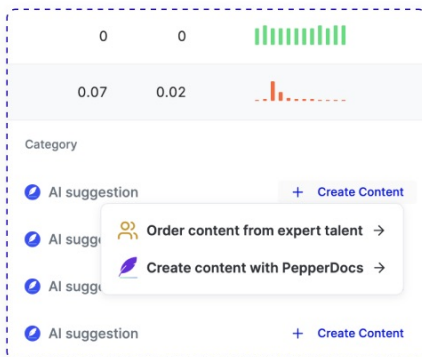
- Allows teams to collaborate and communicate easily in a centralized space to remove any silos.
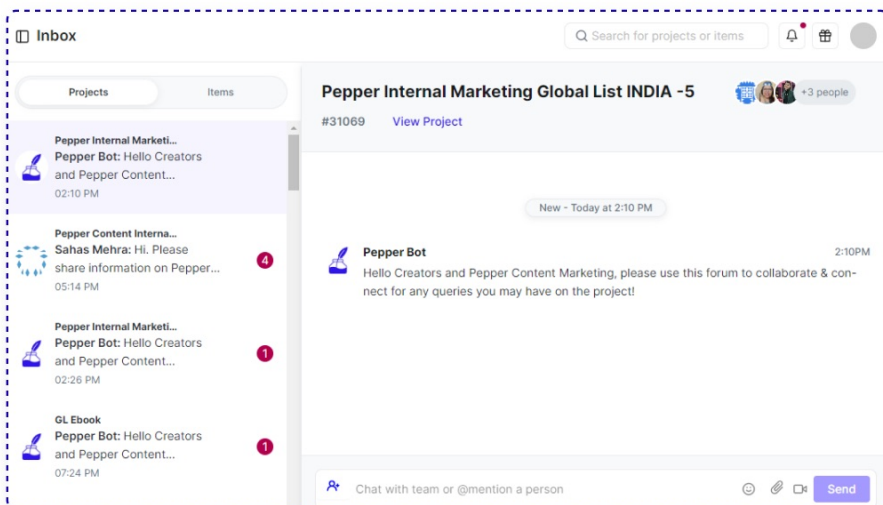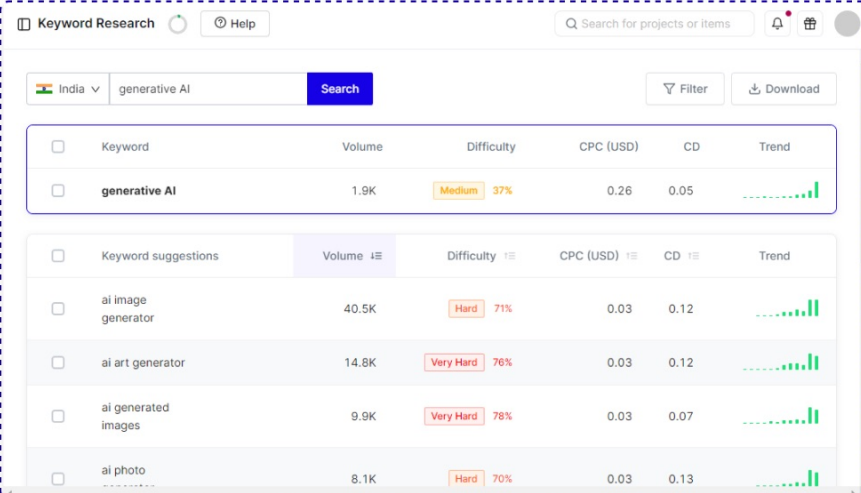
- With Pepper CMP, you can refresh old content and breathe life into it. Its advanced AI functionality tags content under "refresh opportunities," "repurpose opportunities," "quick wins (minor tweaks can help your content rank higher)," "lost cost (Content ready to retire)," and "content decay."
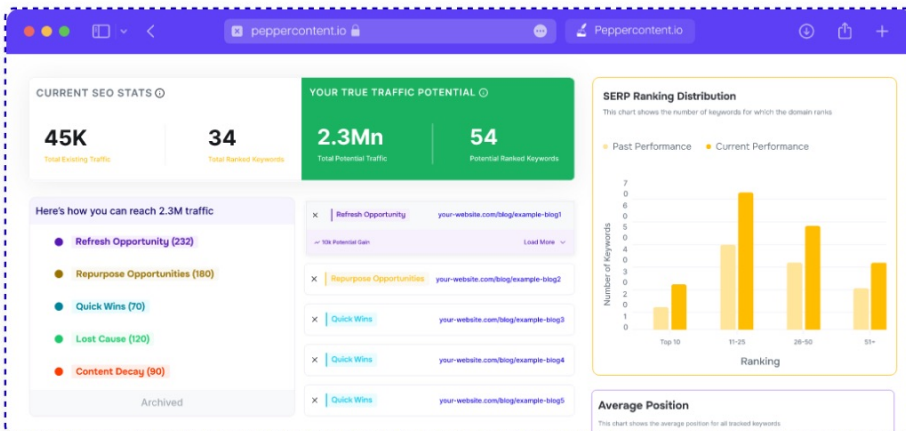
- Pepper CMP offers in-built Pepper tools like Pepper docs - A powerful text editor, AI-powered content editing, AI-powered research reports, content ideas, and custom workflows for content processes.
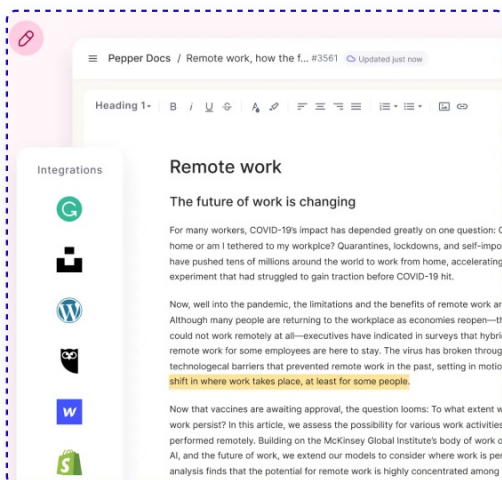
- Conduct keyword research and optimize your content for SEO. Get a complete view of your content performance, search traffic, keyword positioning, and more. You can also club relevant keywords together and create keyword portfolios.

We brought the CMP that everyone wished for. If you are looking to supercharge your content marketing, don't forget to check out our Content Marketing Platform.

Wrapping Up

Content marketing has grown manifold over the last decade and is literally transforming before our eyes. Whether it is creation, processes, distribution, or hiring, content marketing is the future, and we need to focus on streamlining it as best as possible. This is where the ideal CMP comes in. But also, this is where one can leverage years of experience in content marketing.

In our attempt to create the ultimate list of Global Content Marketing Leaders, we learned a lot about content marketing processes. We have tried to share with you some of the gems that we derived in the process. And we hope that this ebook helps you in your content marketing goals.

About Pepper Content

Pepper Content is a content marketing stack that combines a powerful Content Marketing Platform with an expert-led, global talent marketplace. It enables enterprises and SMBs to streamline their content marketing efforts with the help of state-of-the-art, AI-powered tools that supercharge every aspect of the content marketing workflow, from content creation to operations and analytics.

AI + Human creativity

Pepper makes content marketing easy through its unique approach to the entire content marketing process. It leverages technology and talent to create high-quality content at scale with the objective of helping businesses scale organic growth and prove content marketing ROI, in a hassle-free manner.

Global expert talent

With a network of over 150,000+ content creators, Pepper caters to 2500+ global brands like Amazon, Adobe, and Google, to name a few.

Pepper's Content Marketing Platform is home to the most efficient tools in the hands of a marketer. Instead of function-first, it is built with a workflow-first approach, keeping the marketer at the front and center of its technology.

Powered by

peppercontent

www.peppercontent.io

About Pepper Content

- Content hub for multiple tools
- Unique AI-powered tools like Pepper Docs - Pepper's very own workspace
- An intuitive, step-by-step interface

Pepper's CMP is integrated with PepperAI - which utilizes multiple data sources and APIs of tools like Google Analytics and Semrush to name a few, to produce an output that is personalized to your business and its needs. With its workflow-first experience, PepperAI enables marketers throughout the process, with content creation being a very small part of the larger content marketing puzzle.

For more information on Pepper's CMP, visit this link.

We also have a great deal of resources available for you in the form of Guides and Ebooks.

Check Out Our Resources