

Content Marketing Tactics for the Win in 2021

It's almost a cliché to say that everything changed for marketing in 2020, but so did everything else. How will marketing content evolve for a new world of challenges in 2021? Here's a look.



Marketing content will become more experimental...

Marketers can't rely on the "tried-and-true" strategies that used to drive success. The rules for effective engagement have changed.

cnn.com

96%

of companies say that marketing and service innovations introduced during the pandemic are here to stay.

marketingcharts.com

Less polished and professional, more spontaneous and emotional...

Casual and conversational content will be the key to connecting with audiences and building authentic brand experiences.

90%

of purchasing decisions are made subconsciously, based on emotion rather than logic.

b2bmarketing.net

More diverse and inclusive...

One-size-fits-all content just doesn't reflect the reality of today's customers and prospects.

64%

of people studied will take some action after seeing an ad they considered to be diverse or inclusive.

Google

And more dependent on "microinfluencers"...

Marketing audiences will respond better to content featuring influencers who share their values and understand their experiences.

91%

of firms believe influencer marketing to be an effective form of marketing.

Influencer Marketing Hub

Recommended tactics for a new world of marketing challenges

- 01 Virtual and video-based experiences**
Compelling video can help you rise above the noise.
- 02 Streaming media**
Start a conversation with your customers to forge authentic connections.
- 03 Interactive content**
Create experiences that drive interest and enthusiasm for your brand.
- 04 Niche/subscribed social communities**
Strengthen your credibility by connecting with customers via their preferred channels.

Want to learn more about winning content marketing tactics for 2021?

Contact us today