

# 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