

The background is a dark, futuristic digital space. It features several glowing, multi-faceted geometric shapes in shades of red, orange, and yellow. Scattered throughout the scene are various digital icons, including play buttons, document outlines, and data charts, some of which are also glowing. The overall aesthetic is high-tech and modern.

Examples of **CONTENT MARKETING**



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Video Marketing

Video marketing is a way of promoting your business and services that uses short videos.

It's an effective way to engage with your audience and get them excited about what you have to offer.

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Podcasting

Podcasting is a content marketing strategy that involves creating and distributing audio or video files that are hosted on the internet.

Podcasting is a great way to get your **brand in front of customers**. It's easy to create and share, and it can be used to market your business in a way that feels personal and authentic.

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Blog Posting

Blog posting is a type of content marketing that involves publishing a blog post on your website.

A blog post can be anything from **opinions and views** to **a detailed product review**, but it should focus on the target audience and the products or services you offer.

A hand is pointing its index finger at a target graphic. The target consists of several concentric rings in shades of purple, pink, and orange. To the right of the rings, the letters A, B, C, and D are stacked vertically. Three speech bubble-like labels with the word 'DATA' are positioned around the target. The background is dark blue with white star-like specks and bokeh light effects.

Case Studies

Case studies in content marketing are a way to **showcase** your company's experience and expertise.

Case studies are also called **testimonials** or **case histories**, and they are used to show how your business has helped other companies achieve similar results.



Influencer Marketing

Influencer marketing is a type of marketing that uses social media influencers to promote a brand.

The idea is that social media users who are already popular and have large followings can be persuaded to promote a brand's goods or services in their own posts.



Need help with **Content Marketing?**

There are many reasons why choosing Stramasa as your Content Marketing Agency is the best investment you can make. Our combined industry experience and passion to help your business grow is unmatched. Let's plan a call so we can get to know each other.

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