

# Examining Content Marketing as a New Marketing Practice Trend

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**Abstract:** *In the modern, information-driven, digital world, content marketing has developed into a potent marketing strategy. Although it is not a novel concept, content marketing is slowly becoming more and more popular among businesses. What then are the causes of content marketing's increase in today's society? The usage of content marketing in businesses and the advantages it offers firms are covered in this essay. Six ways used by firms to adopt content marketing in their operations are outlined in the conclusion.*

**Keywords:** Strategy, Content, Marketing.

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