

15.7: The bigger picture

Content is a significant component of many digital marketing disciplines. When creating content, you should always keep the principles of writing for the web in mind.

Email marketing relies on great content since most people suffer from email fatigue, they will only stop to read emails that they know are of high quality and that provide excellent content.

Social media marketing also depends on sharing relevant and valuable content with social fans. While your brand promise may get them to your social page, your ongoing stream of quality content will encourage them to interact and share, spreading the word about your company. If your content is great and really resonates with your audience, it could go viral.

Search engine optimisation is strongly influenced by the quality, frequency and value of content. Not only will search engines favour your site, but others will choose to link in to your content, creating a valuable referrer for your brand.

Video marketing is a whole new approach to content, in which you create dynamic and shareable videos specifically tailored to the interests and needs of your audience.

Mobile marketing also requires that you consider the unique requirements of your audiences across a series of devices. If you understand the role that each device plays in a user's life and buying cycle, you structure content according to user purpose and frame of mind.

This page titled [15.7: The bigger picture](#) is shared under a [CC BY-NC-SA 3.0](#) license and was authored, remixed, and/or curated by [Rob Stokes](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.