

15.E: Content marketing strategy

Case study questions

1. What is brand storytelling?
2. Why do you think Intel and Toshiba chose this option?
3. What in particular do you think drove the dramatic lift in brand perception for both brands?

Chapter questions

1. What is content marketing strategy? How does it compare to business strategy?
2. Why is the customer journey or buying cycle relevant to content marketing strategy?
3. How do you decide what new forms of content your brand needs?

Further reading

contentstrategy.com/ – Content strategy for the web.

<http://contentmarketinginstitute.com/blog/> – the official blog of the Content Marketing Institute

the-cma.com – The Content marketing Association website. News, research and case studies on Content marketing.

This page titled [15.E: Content marketing strategy](#) 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.