

15.1: Introduction

While the phrase ‘content is king’ has been referenced for some time, it is only in the last decade that content marketing strategy has been solidified into a discipline of its own. Defining content marketing strategy can be tricky, however, with some practitioners focusing more on the role it plays in information architecture and others believing that it should be considered on a campaign by campaign basis.

This chapter looks at content marketing strategy from a holistic perspective, as a process that includes an understanding of all the content your brand is creating, those for whom it is intended, and to what purpose. Content marketing is important for positioning your brand in the minds of consumers. As a content marketer, you need to understand the brand and consumer context and be able to craft appropriate content based on user receptiveness and channel-appropriateness. You also need to select the best route to customer in terms of tactics, and understand how content marketing fits and contributes to your overall marketing strategy. Ultimately this supports the design of communication that impacts people enough to make them want to share the content on.

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