

CHAPTER OVERVIEW

15: Retain - Content Marketing Strategy

Learning Objectives

In this chapter, you will learn:

- To understand the role of content marketing strategy within your marketing plan.
- To be familiar with the steps involved in developing your content marketing strategy.
- To recognise some models for understanding how types of content are absorbed or experienced by your target audience.

[15.1: Introduction](#)

[15.2: Key terms and concepts](#)

[15.3: Defining content marketing](#)

[15.4: Strategic building blocks](#)

[15.5: Content creation](#)

[15.6: Content channel distribution](#)

[15.7: The bigger picture](#)

[15.8: References](#)

[15.9: Tools of the trade](#)

[15.10: Advantages and challenges](#)

[15.11: Case study - Intel and Toshiba](#)

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

[15.S: Content marketing strategy\(Summary\)](#)

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