



TOP CONTENT MARKETING TYPES FOR YOUR BUSINESS

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Content is undoubtedly the king when it comes to marketing! Engaging content is what helps in better lead generation and greater conversion rates. In order to get amazing content, a good creative agency is needed. Kaizen Design Studio, a [content marketing company in Pune](#) offers amazing [content marketing services in Pune](#). It has the best content creators that have experience in crafting content for various industries right from real estate to restaurants.

When it comes to content marketing, it is classified in various types that can be used for the benefit of your business. Here are popular content marketing types that can boost your business to a great extent.

Video content

Video is a fabulous way of engaging your audience. Nowadays, video content is trending and captures the maximum attention of the viewers. According to a study, video increases a 105% time increase on your site. Another study revealed that over 96% find videos helpful and 75% of viewers are more likely to purchase a product more likely after watching a video of the product. It is an apt way of attracting a large audience. It definitely gives you the best return on investment.

Infographics

Infographics are snippets that give information on a particular brand or business. They give a brief summary of your product and convince the viewers to buy the service or product. A recent study showed that infographics are shared 3 times more than any other type. The key to a phenomenal infographic is to describe the content in clear fonts and also, add content that is understandable and easy.

Social media posts

Social media is a powerful medium for lead generation. The type of content you post on social media regarding your brand is directly proportional to the conversion rate! Developing

engaging content through social media is a fabulous method of interacting with the audience. It can surely increase your prospects of achieving maximum leads. Always remember that social media posts are not only meant for lead conversions but also to keep the leads hitched to your brand afterward. Create content accordingly and ensure that your audience is engaged through social media posts.

Blogs

Blogs have been around the internet for a while. Nowadays, they can be used for lead conversions for sure. There is a great chance of your brand or business website to feature on the first page of Google search results if it contains blogs. Adding relevant keywords related to your brand or service makes it SEO friendly and boosts conversion rates. The blogs are highly shareable and serve as a great tool for maximizing your business.

Memes

Funny content is a great way of attracting audiences towards your brand. The birth of memes has led to a revolution in social media! People on social media largely prefer memes and these can be used for higher conversion rates. You can hugely benefit from memes if you link it to your product.

Your business will definitely benefit if you implement these content marketing types in a good manner. If you are hunting for [content writing companies in Pune](#), Kaizen Design Studio, a [content marketing company in Pune](#) is a great option. It will develop a content strategy according to your business requirements and the content marketing techniques that Kaizen uses will surely attract a large audience for sure!