

WHAT IS CONTENT MARKETING? | VRANKUP |

It is a marketing strategy that consists of the creation and distribution of quality content, with the aim of capturing the interest of your target audience and trying to convert them into customers.



ATTRACTION OF THE TARGET AUDIENCE

It is the phase of creating valuable content for our target audience, in order to attract them. For this we must know them very well and know what problems they have, consume audio, video or text content, what social networks they use.

LEAD GENERATION

Once we get the first visits, we must try to get their data and convert them into potential customers.

LEAD MATURATION

When we have the first potential clients, we must work on them to strengthen them more and make them identify more with the brand, in this way we will make it easier for them to end up contracting some of our services or buying a product from us.

CUSTOMER GENERATION

When we get the first mature clients, we can already send them commercial proposals or offers.