

New York-based Internet Marketing Expert Says That Content Marketing is a Trend That Business Owners Cannot Ignore

New York SEO firm says that recognizing the importance of content marketing is imperative for business owners who want to stay a step ahead of their competitor

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/EINPresswire.com/ -- According to Peter Crisafi, President of dzine it, Inc. (www.idzineit.net), a leading [online marketing](#) and search engine optimization (SEO) firm based in Manhattan and serving clients from across the country and around the world, there has been a shift in online [marketing](#) over the past few years.

“Outbound marketing tactics have become antiquated, while inbound techniques have proven to be more successful tools in a business’s marketing strategy,” says Crisafi. “Businesses have found more success in publishing original content, rather than pushing their brand through advertisements embedded in external content.”

In fact, Crisafi says that the Internet has drastically altered the way in which we share information and that this has had a profound impact on marketing. With readily-available access to the Internet through an array of different devices, Crisafi says that meaningful content, which presents the user with the answers they desire, have replaced online “advertising” as the most efficient and successful way to market a business and build a brand.



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“By creating and publishing meaningful and valuable content, using a variety of online marketing channels, businesses can truly establish authority and gain a customer’s trust,” Crisafi says. “Quality content for the purpose of marketing usually involves publishing information that is relative to a business’s industry and provides some sort of insight or entertainment to the audience.”

Crisafi says that this approach to online marketing allows a business to steadily build a relationship with its target demographic and, ultimately, help that business to develop a loyal following.

“The best [content marketing strategies](#) include publishing original content on social media and on the business’s website,” Crisafi explains. “This trend supports the current suggestion that marketing through television and radio

ads has become less effective when compared to online content marketing.”

Established in 2003, dzine it, inc. is a leader in custom web development, programming and design solutions for small and large business, agencies. The company offers a wide range of business-centered visual communication solutions, including web-based content management, web design, graphic design, custom web software applications, ethical white hat search engine optimization (organic SEO), video encoding, and print media solutions. For more information, call 212.989.0813 or visit www.dzineit.net.

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