

Chaitanya Cherukuri advises on the importance of content for online businesses

With online advertising rates increasing year on year, website owners are looking for more cost-effective ways to market their products and services online.

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/EINPresswire.com/ -- As a result, instead of focusing solely on traditional advertising methods, more savvy businesses are turning to content creation in order to market themselves.

Known as content marketing, the process revolves around the creation and sharing of online material. This may include blog posts, articles, videos or social media content, for example, and is intended to engage users and drive traffic to a particular website or other online destination.

"Such content typically doesn't explicitly promote a particular product or service," explains [Chaitanya Cherukuri](#), an experienced digital marketer and technology enthusiast.

"Instead," Cherukuri continues, "it's about providing value, becoming an authority, and building a following. It's essentially a branding exercise, pursued through the publishing of quality online content."

Cherukuri believes that content marketing is not only more cost-effective than traditional advertised-based online marketing, but that in many cases, it's often far better received.

A recent study by Demand Metric supports this, suggesting that over 70% of people would prefer to learn about a company through articles, blog posts, videos or other valuable online content than through adverts. A similar



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percentage also reported feeling closer to a company after having consumed their content marketing material, while over 80% admitted that quality marketing content typically left them with a favorable impression of a business or brand.

Furthermore, the study reveals that content marketing is not only 62% less costly than traditional marketing but that per dollar spent, it generates approximately three times as many leads.

"Similarly, the Demand Metric study highlights that over 60% of people actually enjoy reading relevant content from online businesses," Cherukuri points out. Cherukuri also believes that while traditional advertising methods such as Google AdWords have their place online, content marketing is often a more viable and much more affordable option for many businesses.

Cherukuri advises starting out with blog posts and articles. "Written content on a website has the added benefit, further to being shared on social media and elsewhere online, of boosting search engine optimization efforts, particularly in the long term," he remarks.

The digital marketer also suggests utilizing video content, uploaded to sites such as YouTube and Vimeo, as well as producing infographics and other useful, shareable content. "Whether you produce the content yourself or outsource the work, if it offers value, you'll begin to build an audience, driving leads and sales, without the huge overheads of more traditional advertising methods," [Chaitanya Cherukuri concludes](#).

[To learn more about Chaitanya Cherukuri, please click here.](#)



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