



# Ronn Torossian Releases Top Effective Marketing Efforts for Brands

NEW YORK, NEW YORK, UNITED STATES, June 13, 2023 /EINPresswire.com/ -- The way that a company decides to approach and reach new potential customers is what marketing and public relations efforts are all about. However, there are plenty of different types of marketing strategies that companies can use, which means businesses must figure out which ones are going to be effective in reaching their goals, and which ones aren't.

## Content marketing

One of the most effective marketing efforts that companies can utilize at any point in time is content marketing, which is quite different from other types of marketing efforts, such as traditional ads, social media marketing, and more. Also, when companies can rely on content marketing strategies to influence the purchasing decisions of the target audience, it's important for companies to utilize this marketing effort in the right way to make it more effective. The first thing that companies need to do is create a content marketing strategy, which will include brainstorming and planning the type of content that the company will be creating and then distributing to its target audience, and even researching the type of content the audience already prefers to consume. Then, businesses will have to create a content marketing calendar and fill it out with all of the ideas and strategies that they will be using and stick to that calendar until the end of the content marketing campaign. The biggest benefit the companies can get from investing in content marketing efforts is the fact that it's a great way to keep the target audience of a company engaged for a longer period. It can also be used to improve the overall customer experience that companies provide their consumers and builds more trust because companies can use content to showcase their knowledge, experience, and expertise so that whenever potential customers are thinking about a purchasing decision, they will be a lot more certain that they're making the right decision when buying a solution from the business.

## Social media marketing

Many times, companies utilize both social media marketing and content marketing at the same time because they are both able to benefit from the results that they generate with each other. Some of the biggest advantages that companies get from social media marketing efforts are the fact that social media marketing is relatively cost-effective, and it can be easily combined with content marketing efforts. Not only that but both marketing efforts help companies promote and even encourage brand loyalty with their customers because they're providing a positive experience for the customers with a brand. It's also incredibly easy for companies to measure the performance of their social media marketing efforts, even with content marketing

campaigns, as companies can track all kinds of different interactions on social media platforms that can measure the success of their efforts.

Ronn Torossian is Founder of [5WPR, a leading PR firm.](#)

Ronn Torossian

PR Executive

2125844310 ext.

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/639285316>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.