Content Marketing: An Evolution of Trends and Futuristic Expectations

**1. Introduction**

Over the years, there has been a rise in content marketing as a tool for marketing of brands and its products. Content marketing means creating and sharing valuable free content to attract and convert prospects into customers, and customers into repeat buyers (Copyblogger, 2013). In Nigeria, content marketing is gradually being known and used by businesses to gain customers. The importance of content marketing can be seen in how it builds credibility and value, builds customer relationships, generate leads and establish thought leadership amongst others (Duc, 2013). There are content marketing trends used by brands both in the past and currently to attract and keep customers. Some of the current trends include building communities, personalized content, content optimization particularly with long tail keywords and adaptation to changes in the digital spaces (Neil Patel, 2021). This research project will provide a detailed overview of articles and publications on content marketing, the evolution of trends seen in the past years and what to expect in the future.

**2. Problem Statement**

Content marketing is fast becoming an important tool for marketing and it is one brands are gradually incorporating into their marketing strategy. In the past 10 years, there have been studies about content marketing with more focus on what it is, the importance, its effect on a brand’s perception and how to go about implementing a content strategy.

However, there isn’t a comprehensive literature or review article that captures the evolution of trends in content marketing and the future of content marketing. Knowing the history of content marketing and the reasons behind certain trends and how they have evolved can assist a marketer in executing the work properly and to an extent predict what the future could look like for content marketing based on the evolving technologies and digital space and to effectively prepare for the changes. Having a central piece that addresses content marketing trends, its evolution and what the future holds can help to better understand content marketing and how well to take advantage of it as it keeps evolving.

**3. Objectives**

The long term goal of the research review article is to become a central article for which information about the various trends in content marketing and its evolution is found. The objective of the current study is to provide a comprehensive review of literatures and industry practices when implementing content marketing strategies, how they came about and how they have developed into what they are today. Particularly, the study has the following sub-objectives:

1. To provide a comprehensive review of literature on content marketing trends and strategies used
2. To review current industry practices and researches in content marketing
3. To provide collaborative thoughts on the future of content marketing with regards to product and brand management

**4. Methodology**

The primary research method for this study is literature review. This study will first review various types of literature on content marketing, its trends and implementation strategies. Based on this understanding, a comprehensive review will be developed and written. This literature review will emphasize the different trends in content marketing, how they have developed and what can be seen in the future with regards to content marketing.

**5. References**

*Content Marketing: A Modern Guide - Copyblogger -*. (2021, May 10). Copyblogger. <https://copyblogger.com/content-marketing/>

Duc, L. E. (2013). *Content Marketing*. HAAGA HELIA University of Applied Sciences. <https://www.theseus.fi/bitstream/handle/10024/62104/Duc_LE.pdf>

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