

How Influencer Outreach Can Revive Your Content Marketing Strategy

93% of all marketers say they do content marketing.

However, long-term sustainability continues to be a challenge. As more brands create content, experts like Mark Schaefer believe we are approaching “content shock.”

So, how do you break free from the noisy crowd and offer value to your readers?

Influencer outreach is one solution. This strategy is beneficial for relationship development, link building, and content promotion. Moreover, it helps your company exchange value with industry leaders and increase your awareness of future trends.

According to a Tomoson study, marketers rated influencer outreach “as the fastest-growing online customer acquisition channel, beating organic search, paid search, and email marketing.”

Read more on: <https://blog.kissmetrics.com/influencer-outreach-in-content-marketing/>