



5 Content Marketing Trends in 2016



Here are the top 5 trends for your content marketing in 2016.

1



Content Quality

Algorithm updates will reward high-quality content over spammy, keyword-stuffed content.

It's time to put traditional SEO tactics such as keyword stuffing and excessive backlinking to rest. Use structured content to make it discoverable, adaptive and reusable.

2

Quality > Quantity



Google's algorithm updates are rewarding content based on its value to the readers who are searching it, not based on spammy tactics content marketers use to get it in front of audiences.

Focus on consistently creating high-quality, engaging content that delivers value to your audience to see success in SEO and your content marketing efforts as a whole.

3



Ad blockers will challenge content teams to create more valuable content.

The rise in ad blockers will put more pressure on content marketers to create content that earns itself a place in front of readers, which isn't bought in the forms of native ads or sponsored content.

Pre-roll ads are useless.

Create content that's truly engaging.

4

Team Structure

A strong content team will need more than just a writer.

The members on your content team must have responsibilities beyond writing it.



Editor



Content Strategist



Distribution Specialist



Successful Content Team

These roles allow your team to create great structured content that aligns with your business strategy and lands in front of your audience through targeted channels.

4.1



The most effective content teams will meet at least once a week & use and Agile Methodology.

Content Marketing Institute reported in its annual B2B Content Marketing report that 61 percent of the most effective teams meet frequently.

Regular communication among members of your marketing team and other departments keep everyone accountable for projects and effectively monitor progress. We suggest using Agile Methodology.

5



Complementary Technology

Proprietary technology will drastically improve content quality and its creation processes.

CMI found that 88 percent of B2B marketers are using content marketing, and a number of open resources have become available to help these marketers create content better, faster and cheaper.

An increasing trend in 2016 - Companies investing in custom proprietary technology over open-use tools. [Learn more>>>](#)