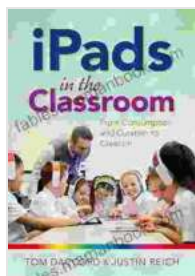


# From Consumption and Curation to Creation: A Journey of Content Marketing Evolution

In the early days of the internet, content marketing was all about content consumption. Businesses and marketers would create and publish content, and consumers would consume it. This content was often in the form of blog posts, articles, and videos. The goal of this content was to attract and engage potential customers, but it was not always very effective.

As the internet became more crowded, it became increasingly difficult for businesses to stand out with their content. As a result, content curation became a popular way to get content in front of your target audience.

Content curation involved finding and sharing content that was created by others. This content was often curated and shared on social media or on a blog. The goal of content curation was to provide your audience with valuable information, while also building your brand as a thought leader.



## iPads in the Classroom: From Consumption and Curation to Creation by Justin Reich

★★★★☆ 4.7 out of 5

Language : English  
File size : 2470 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 136 pages

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In recent years, there has been a shift from content consumption and curation to content creation. This is due to a number of factors, including the rise of social media, the increasing importance of video content, and the growing demand for original, valuable content.

Today, content creation is essential for any business that wants to succeed in content marketing. Creating original, valuable content that resonates with your target audience is the best way to attract and engage potential customers.

There are a number of benefits to creating original content. These benefits include:

- Increased brand awareness
- Improved search engine ranking
- Increased website traffic
- More leads and sales
- Stronger customer relationships
- Thought leadership

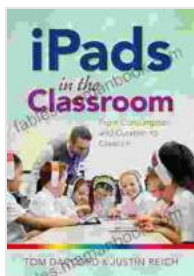
Creating great content is not easy, but it is essential for success in content marketing. Here are a few tips for creating great content:

- **Know your audience:** The first step to creating great content is to know your audience. Who are they? What are their interests? What are their needs? Once you know your audience, you can tailor your content to meet their specific needs.

- **Create valuable content:** Your content should be valuable to your audience. It should provide them with information, insights, or entertainment that they can't find anywhere else.
- **Be original:** Your content should be original and unique. Don't just copy what other people are doing. Find your own voice and create content that is fresh and new.
- **Promote your content:** Once you've created great content, you need to promote it so that people can find it. Promote your content on social media, email, and other channels.

The future of content marketing is bright. Content marketing is expected to continue to grow in importance in the years to come. As the internet becomes even more crowded, it will become increasingly important for businesses to create original, valuable content that resonates with their target audience.

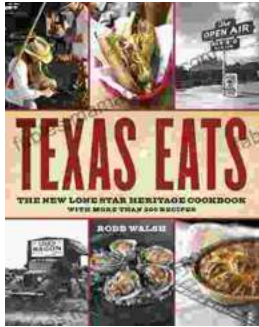
Content marketing has come a long way in the past few years. The era of consumption and curation is over. The era of creation is here. To succeed in content marketing, businesses need to focus on creating original, valuable content that resonates with their target audience.



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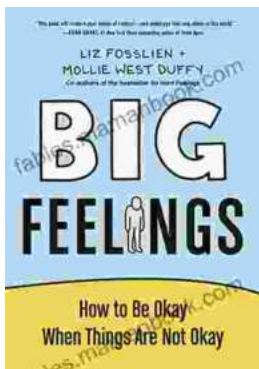
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