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## Don't Let Content Marketing Scare You

By [Rebecca McIntyre](#) on October 29, 2014

Content marketing—creating and distributing relevant, valuable, and consistent content in order to attract and gain the trust and loyalty of your target audience—can seem overwhelming. But it's simpler than you think. In fact, it can be surprisingly simple and affordable, a bonus for brands with smaller budgets and even tighter resources. It's a widely used method that marketers should embrace in order to keep up with the competition.



In the spirit of Halloween, Opentopic compiled three considerations as to why you shouldn't let content marketing scare you. We are here to help you out by reminding you how content marketing can help your business succeed and to remind you of its benefits.

Here are a few things to consider:

### 1. You're probably already doing it

Content marketing has reached critical buzz in recent years, but it's not an entirely new practice. Chances are, you're probably already engaging in it in some form or another, whether it's through social media, thought leadership, newsletters, blog posts, or more. So you can start by looking at what content you're already creating and distributing and explore how to get more out of it.

### 2. It's not all about creating original content

It's a misconception that marketers need to always create original content. Curation allows you to distribute content more often: instead of struggling to create original content, curation can help you to save time and resources while allowing you to distribute content more often. It also increases the opportunity for engagement; instead of sharing one new piece of content per week or month, you can share a few per week, or even per day. Check out Opentopic's post, [3 Things to Remember When Curating Content](#), for easy tips, and consider investing in a content marketing platform to make the process even easier.

Content marketing is simpler than you think, so don't let it scare you. #Halloween

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### 3. Content marketing has long-term advantages

While content marketing doesn't typically generate results overnight, the long-term benefits are invaluable to your business. Sharing content helps you build deeper relationships with your existing customers and attract new prospects that you can nurture over time. If you approach content marketing with a clear understanding of its long-term benefits, it's much less frightening.

Don't forget that content marketing offers many advantages, such as bringing in new leads from content that may have been published years ago (impressive ROI). Check out this [recent blog post](#) on the long-term impact of content traffic. And though content marketing doesn't typically generate bottom-funnel leads overnight, it significantly drives down conversion costs over time. Most importantly, it's all about the long haul: by providing valuable, tangible information on a consistent basis, a brand can become a trusted resource while creating trusted relationships.

So don't be scared. Leverage content marketing to your advantage, and reap the benefits.

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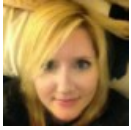


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### About Rebecca McIntyre

Rebecca is the Marketing Manager at Opentopic. She has worked as a marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.



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Opentopic's content marketing platform makes it easy for brands to quickly discover, curate, and publish engaging content online.

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