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## Surpass a Consumer Impasse Through Content Marketing

By [Rebecca McIntyre](#) on November 5, 2014

If you haven't yet read this [article](#) from Chris Paradysz on CMO.com, take a look. It's an insightful take on content from the perspective of how it can inform consumers' purchase decisions—and the role that entertainment plays in the content marketing space. Content marketers, in particular, should pay attention to the fact that "people are devouring traditional and new forms of content in unprecedented fashion."



With a slight twist on content consumption, this article addresses the rapidly growing population of consumers who are eager to devour content in all formats, at any moment. Times have changed, and so has traditional marketing: consumers are in control, informed, and making choices on their own, which is applicable across industries. They're educated and aren't influenced by advertising as they once were. So, how can you succeed as a business in this world?

Times have changed, and so has traditional marketing: consumers are in control.

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If you want to meet the demands of current consumers, it's essential to change the way you think about content. They not only want to be educated, they also want to be entertained. In multiple formats. On multiple devices. At all times. Think about what that means for your content marketing efforts—you might want to mix it up a bit. For example, you could share videos, photos, or infographics (and that's not all) on your website, blog, or social media channels. And, don't forget to make sure that your high-value content is easily accessible on all devices: computer, mobile, tablet, television, etc. This can help to keep you ahead of the game.

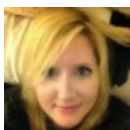
As stated in the article: "Content rules. It always has. It just changes form and value."

To learn more about how to overcome this hurdle, check out [Content Rules—And Consumers Are In Control](#), written by Chris Paradysz and published on CMO.com.

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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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