

Context and content

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on ebizradio.com, discuss context and content.



For marketers, the end result of contextual content is a better connection to the needs of your target audience. This is key, as people are more likely to make a purchase at the exact moment they need something than later on when they're trying to remember who offered a specific product.

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