

Uses Of Data In Content Marketing



guide marketers on every step of the content strategy – from creating blog posts to evaluating results



analyze your content performance, compare it with other sites, and suggest what to write



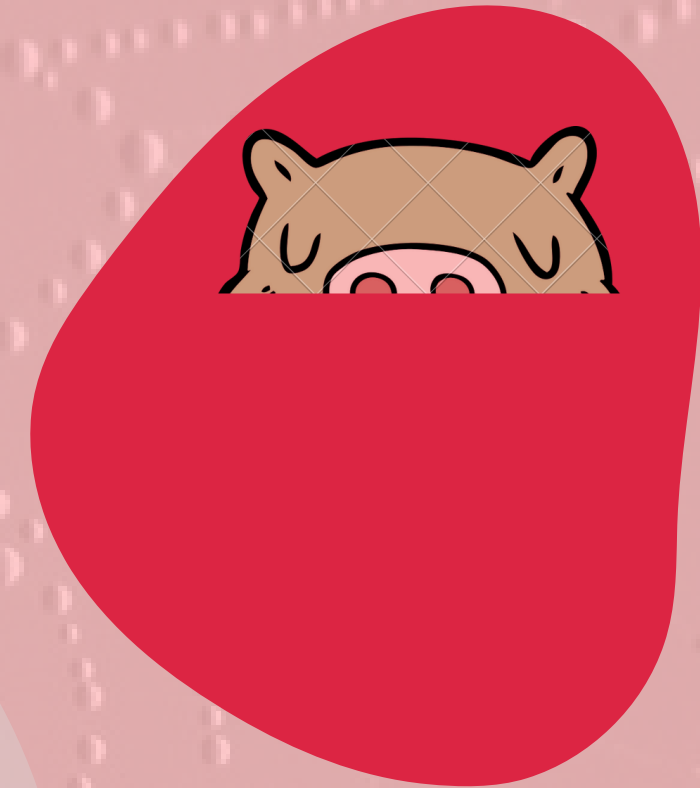
predict what topics will perform best and suggest the best time to publish on social media



show you the best ways to promote on different channels such as social media, influencer marketing, email marketing, etc.



analyze where, when, and how long your target audience stays online and suggest you relevant marketing activities



choose the right content format for you (if the data show your target audience like infographics, you can create them)

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