



The Go-To Content Marketing Planner for 2023: Global Insights

Koda
INTEGRATED MARKETING SERVICES

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INTRODUCTION

Scalable content creation, process framework, and generating high intent conversations cannot be approached in a one-size-fits-all manner. In 2023, establishing a content marketing strategy and workflow that enables you to meet stakeholder expectations will be of utmost importance.

To excel in content marketing in 2023, it's important to have a tailored strategy that acknowledges your target audience, marketing goals, budget, resources, competitors, industry, and market. With so many factors at play, navigating the dynamic and volatile market can be overwhelming. However, by developing a robust strategy and a clearly defined process, you can effectively create scalable content, manage your workflow, and drive high-quality organic traffic.

Our planner includes insights from over 100 respondents from India, US, Europe and SE Asia, who are champions of content within their organizations. These include founders, CMOs, heads of marketing, directors, VPs, and CEOs from industries ranging from IT, SaaS, fintech, edtech, healthtech, telecom among others. The respondents represent Fortune 500 companies, SMEs and global industry leaders. These responses provide a diverse and well-rounded perspective on the current state of content marketing and the trends and strategies driving the industry's success.

In this planner, we provide actionable insights to help you build a more effective content marketing plan for the year ahead. By drawing on the expertise of professionals from multiple industries, we have provided a comprehensive plan that applies to businesses of all sizes and sectors. This planner covers everything you need to know to stay on top of the latest content marketing trends and grow your business exponentially.





Leap to success with 24-carat content marketing strategies

93.75%

of respondents reported that content marketing is a vital part of their marketing strategy.

The focus of marketers in 2023 will be to shift to more in-depth and effective content, tailored to the user's intent. This will involve the use of informative videos, attractive visuals, comparison tables, and a well-structured copy.

Marketers can create more engaging and valuable content by prioritizing the user experience over the length of articles. A prime example of successful content marketing is Hubspot. For over a decade, they have not only taught others how to excel in content marketing, but have also implemented it in their own strategies.

Tricks to Ace



Focus on the user's intent:

Create content that addresses the needs and goals of your target audience.



Make your content in-depth and effective: Don't skim over the details. Provide valuable, informative content that will help your readers.



Use a variety of formats: Mix up your content with informative videos, attractive visuals, and comparison tables to keep things interesting.



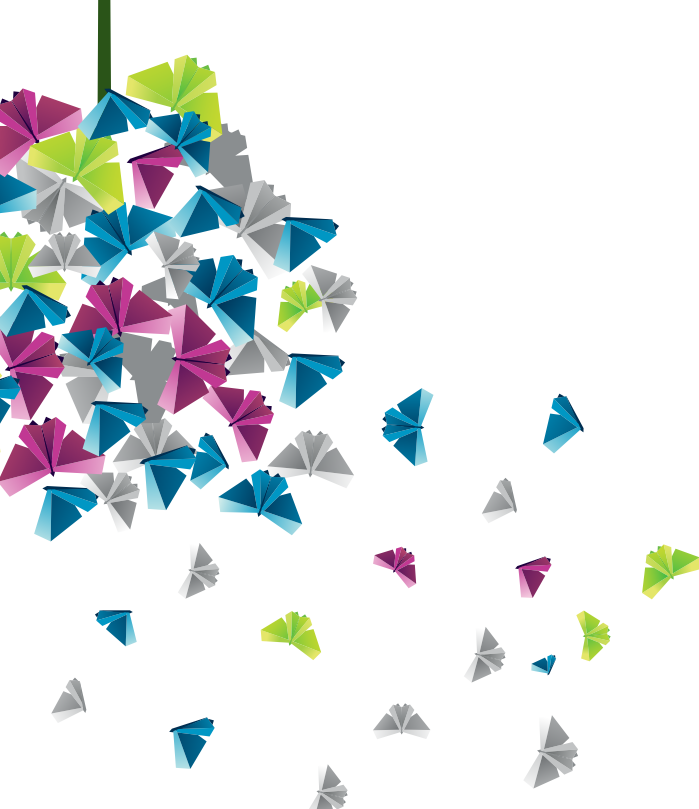
Prioritize the user experience:

Focus on making your content easy to read and navigate, rather than worrying about the length of your articles.



Learn from successful content marketers: Look for inspiration and guidance on creating successful content marketing campaigns.





Blend a unique mix of long and short form factors to add a touch of zing

67% of our respondents will use both long form and short form content in their marketing strategy in 2023.

33% of IT industry respondents plan to focus more on long form content in 2023.

Start-up respondents reported to prioritize short form elements while also incorporating long form content into their marketing strategy.

Content marketers should consider the needs and preferences of their target audience when planning their content strategy for the coming year. Both long form and short form content can be effective at engaging and retaining an audience, depending on the specific goals and challenges of the audience.

Tricks to Ace



Consider the needs and preferences of your target audience: Think about what type of content will be most effective at engaging and retaining your audience.



Understand the specific challenges and goals of your audience: Tailor your content to the specific challenges and goals of your audience to create targeted and effective narrative.



Use long form content to demonstrate expertise: Comprehensive blogs, white papers, and ebooks can be great for establishing thought leadership and demonstrating your expertise in a particular field.

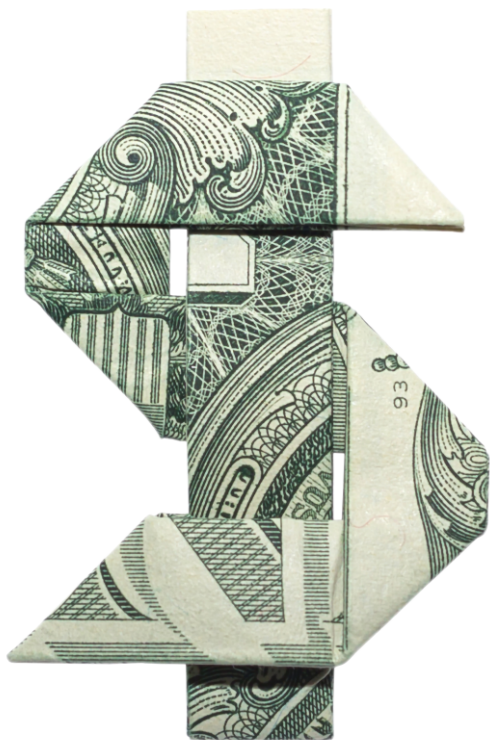


Use short form content to engage a more diverse audience: Social media posts, videos, and infographics are more easily consumable and can be great for engaging different profiles of audience.



Don't be afraid to mix it up: Both long and short form content can be effective, so don't hesitate to use a mix of both in your content marketing strategy.





Being SaaSy with a budget boost while walking the ramp

33.5% of SaaS industry respondents plan to increase their content marketing budget by 5-10% in 2023.

21% of SaaS industry respondents plan to increase their content marketing budget by 10-25% in 2023.

8.5% of SaaS industry respondents plan to increase their content marketing budget by 25-50% in 2023.

6% of EdTech industry respondents reported that they plan to increase their content marketing budget by less than 5% in 2023.

However, **6%** of our respondents divulged to **decrease** their content marketing budget in 2023.

It is crucial for content marketers to carefully consider their budget constraints and opportunities. The size and structure of your content marketing team are additional elements to effectively plan and execute your content marketing strategy. There are significant variations in these factors among different industries, and it is important for content marketers to be aware of the specific trends and expectations within their industry and organization. By staying informed about these dynamics and staying up to date with the latest trends and best practices in their industry, content marketers can create an impactful content marketing strategy that maximizes the return on their efforts.

Tricks to Ace



Assess budget limitations and potentials: Understand the budget available for content marketing initiatives and use it effectively.



Plan team size and roles: Determine the number of team members and their specific roles and responsibilities.



Stay updated: Keep up with industry trends and best practices to ensure that the content is effective.



Optimize return on investment: Create high-quality, impactful content to get the best results from the resources invested.



Be adaptable: Be open to changing the content marketing strategy as per the market landscape.





Invest your content marketing dollars to make it rain

56% of respondents from **Ecommerce** reported that the focus of their content marketing spends in 2023 will be on Social Media and Community Building.

43% of respondents from **SME enterprises** will allocate content marketing spends in 2023 on Outsourcing Quality Content.

44% of respondents from **MarTech industry** will put their content marketing spends in 2023 on Content Promotion and Distribution.

52% of respondents from **Telecom industry** reported that the focus of their content marketing spends in 2023 will be on Video & Visuals.

67% of respondents from **EdTech** will spend their content marketing budget in 2023 on SEO (blogs, keyword ranking, trending form factors).

63% of respondents from **FinTech industry** reported that the focus of their content marketing spends in 2023 will be on Content Marketing Campaigns (e-books, whitepapers, success stories, etc).

44% of respondents from **SaaS and IT industry** reported that the focus of their content marketing spends in 2023 will be on their Website.

29% of respondents from **IT industry** reported to set aside their content marketing spends in 2023 on PR Content.

Investing in content marketing resources is a key component of achieving success in the industry. This can include hiring a team of skilled writers, copy editors and designers, investing in marketing technology and analytics tools, building relationships with influencers, allocating a budget for promotion and distribution of content, developing in-house or outsource SEO and paid media advertising, and continuously testing and optimizing the content strategy. These efforts will allow content marketers to create high-quality, effective content that resonates with their target audience, and ultimately leads to better engagement, more conversions, and overall success.

By understanding the specific areas of focus for their industry, content marketers can better allocate resources and create content that aligns with their target audience and business goals.

Tricks to Ace



Know your audience:

Understand the challenges and objectives of your target audience and create content that resonates with them.



Keep current: Stay current with industry trends and best practices to ensure that your content is relevant and valuable to your audience.



Utilize resources strategically:

Assess the key focus areas for your industry and allocate resources accordingly.



Plan and execute: Create a detailed plan and make sure you have the necessary resources and support to execute it successfully.



Align content with business objectives: Ensure that your content aligns with your business goals and helps you achieve desired results.



93% of IT industry respondents reported to outsource their content.

Assembling a dream content marketing team as a B2B marketer requires careful consideration of the skills and roles needed to effectively execute a content marketing strategy. At a minimum, the team should include a content strategist, a few content creators (such as writers and designers), an editor, and a marketer to orchestrate the entire piece. Additionally, it's beneficial to have a specialist or in-house expertise in SEO, analytics, and paid media advertising. Having a dedicated team member or external partner with knowledge in these areas can help boost the visibility of the content.



Stride a step closer to your target audience



73% of all industry respondents reported to rely on success stories to bridge the gap between their business and audience.

100% of EdTech respondents reported that they rely on search engine optimization to bridge the gap between their business and audience.

56% of all industry respondents reported that they rely on diversification of content, whereas, 35-45% of all industry respondents reported that they rely on visual content and mobile optimization to bridge the gap between their business and audience.

As a content marketer, it is important to review and reflect on past strategies and consider which ones may be most effective in the coming year. Success stories, SEO, diversification of content, visual content, and mobile optimization are all strategies that can help content marketers better connect with their audience. Success stories are records of how a product or service has helped a customer, while SEO helps content be found by potential customers searching for information related to the business. Diversification of content, such as blog posts, videos, podcasts, and infographics, can appeal to a wider audience and keep content fresh and interesting. Visual content and mobile optimization can also help capture the attention of the audience and ensure a positive experience for mobile users. By finding the right mix of strategies and continually reviewing and adjusting approaches, content marketers can effectively engage and connect with their target audience.

Tricks to Ace



Tell success stories: Use real-life examples to connect with the target audience and demonstrate the benefits of the business's products or services.



Optimize for search: Use SEO techniques to help potential customers find the business's content.

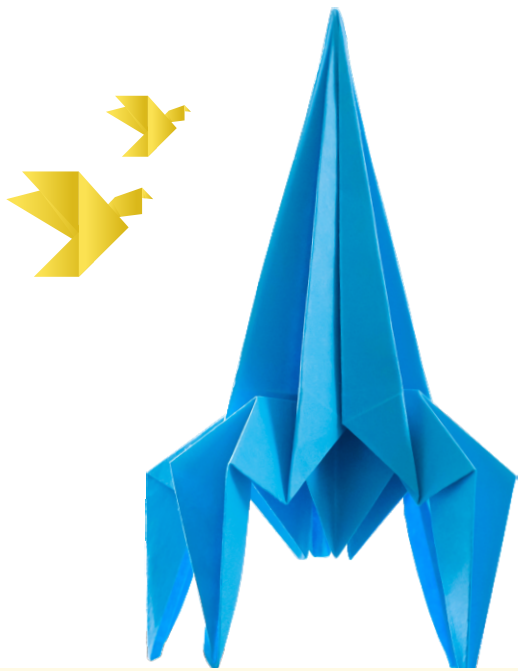


Variety is key: Include a mix of formats such as blog posts, videos, podcasts, and infographics to appeal to a wider audience and keep content fresh.



Continuously review and improve: Regularly evaluate and adjust strategies to effectively engage and connect with the target audience.





Make a debut: Go-to content marketing strategy

Blogs are used to launch new goods or services in the telecom sector at a rate of **100%**, and across all industries at a rate of **77%**.

93% **MarTech respondents** reported to utilize videos to introduce new products or services.

72% **of SMEs** use mailers and newsletters to introduce new products or services.

67% **of Ecommerce respondents** use success stories, infographics, and webpage content to introduce new products or services.

Both IT and SaaS-based industries heavily rely on press releases and thought leadership articles to introduce their products.

To effectively promote and market a new product or service, a comprehensive approach is needed. A key aspect is to create engaging and informative blog content that introduces and explains the features and benefits of the product or service to potential customers. Additionally, using videos to showcase the product or service and its features/benefits can help to build interest and excitement. Utilizing targeted email campaigns, such as newsletters or drip emails, can aid in keeping potential customers informed and engaged. Building credibility and authority through press releases and thought leadership articles will create awareness and spread the word about the new product or service. Finally, sharing proven cases and visually appealing information through success stories, infographics, and webpage content can help to effectively communicate the value of the product or service to potential customers.

It's important to find the right mix of strategies that work for your specific industry and audience, and to continually review and adjust your approach as needed.

Tricks to Ace



Blogging for awareness: Use blog posts to educate and inform your target audience about your products or services, and to increase visibility and brand recognition.



Video marketing: Create compelling video content that showcases your products or services and demonstrates their value to potential customers.



Email campaigns: Use targeted email campaigns to inform your audience of new products, services or promotions, and to encourage engagement and conversions.

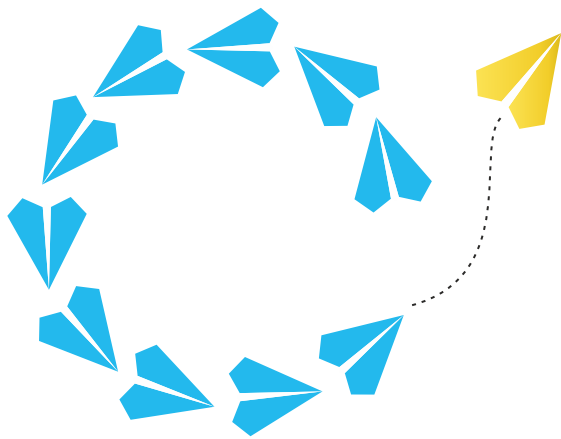


Social media: Leverage social media platforms to reach and engage your target audience and to promote your products or services.



Measure and optimize: Continuously measure the performance of your content marketing efforts and make adjustments as necessary to optimize results.





Crafting a winning content marketing strategy

70% of all respondents analyze – improved SEO ranking, website traffic, and increase in numbers/leads to evaluate their content marketing strategies.

82% of FinTech respondents analyze – increase in number of website traffic to evaluate their content marketing strategies.

100% of all Ecommerce respondents analyze – increase in leads and enhanced brand authority to evaluate their content marketing strategies.

87% of SaaS respondents analyze – increase in number of queries/leads to evaluate their content marketing strategies.

91% of IT industry respondents analyze – increase in number of deals closed to evaluate their content marketing strategies.

An important aspect of content marketing is evaluating the effectiveness of your efforts and identifying areas for improvement. According to the report provided, there are several metrics that content marketers can use to evaluate their content marketing strategies. These include: improved SEO ranking, website traffic, increase in leads and numbers, enhanced brand authority, increase in number of deals closed, and increase in number of website traffic and queries/leads.

To get the most out of your content marketing efforts in 2023, it's important to choose the right metrics to track and monitor. Different industries may have different metrics that are most relevant, it's crucial to consider which ones are most applicable for your specific industry and goals.

Tricks to Ace



Track key metrics: Use metrics such as improved SEO ranking, website traffic, and increase in leads and conversions to evaluate the effectiveness of content marketing strategies.



Tailor to your industry: Different industries may have different metrics that are most relevant, so consider the ones that are most applicable for your specific industry and goals.



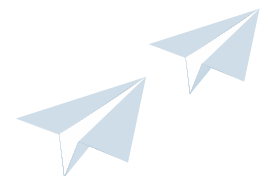
Use data to optimize: Use data from tracking and analyzing relevant metrics to make adjustments and improve content marketing efforts.

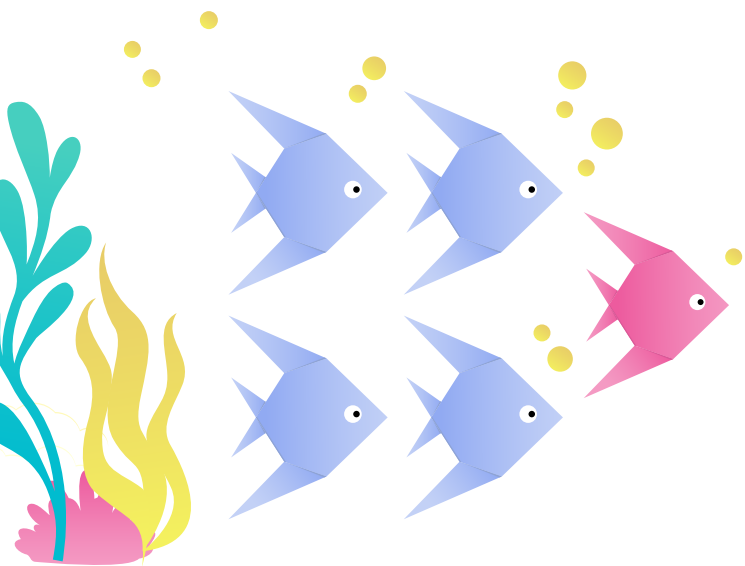


Experiment and personalize: Try different types of content and delivery channels, and use data to segment your target audience and create targeted, personalized content that resonates with different groups.



Continuously improve: Collaborate with other departments, review and optimize your content marketing strategy based on data and feedback from your target audience.





Research. Create. Repeat:

Conquer content marketing challenges

60% of **Fintech** respondents generate quality leads with content and proving the ROI of the content were the marketing challenges they faced.

77.8% of **SME** respondents reported that optimizing content marketing workflow and operations was a challenge.

57% of **IT industry** respondents reported that maintaining a consistent tone of voice in content was a herculean task.

53% of **all respondents** reported that generating content ideas was a challenge.

Content marketers may face challenges such as generating quality leads with content, proving the ROI of their efforts, optimizing content marketing workflow and operations, generating content ideas, and maintaining a consistent tone of voice in content. To improve their content marketing outcomes, marketers can prioritize creating high-quality, relevant, and valuable content that resonates with their target audience. They can track metrics to measure the return on investment of their efforts and invest in tools and technologies to streamline and automate processes.

As the use of AI technology like ChatGPT becomes prevalent in content marketing, it's important to ensure the quality and originality of the content it generates. While AI can be a valuable tool for creating scalable content, it's crucial to keep in mind that it's important to add a human touch to the content to make it relevant and engaging to your audience. This can be achieved by checking the tone and plagiarism of the content, and making adjustments as needed. Furthermore, keep in mind the versatility of the content and how it aligns with the audience and the brand.

Tricks to Ace



High-quality and relevant content: Prioritize creating high-quality, relevant, and valuable content that resonates with the target audience.



Measurement and automation: Track metrics to measure ROI, and use tools and technologies to streamline and automate processes.



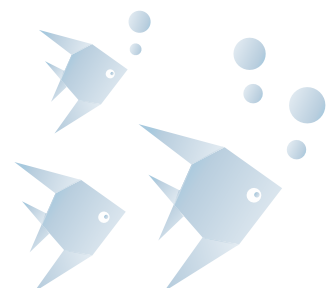
Research and data-driven: Conduct keyword research and analyze customer data to generate content ideas.



Collaboration and influencers: Collaborate with experts and influencers to gain insights and ideas, and develop a content style guide.



Audience engagement and optimization: Engage with the target audience, experiment with different types of content, promote online, and continuously optimize based on data and feedback.





Finding the sweet spot- Determining the optimal frequency for blog and social media posts

100% of **EdTech, Telecom, MarTech, and Start up** respondents share posting less than 3 content pieces per week.

100% of **IT, SaaS, and Ecommerce** respondents reported posting between 3-7 posts per week.

67% of **FinTech** respondents reported posting between 3-7 posts per week, while 33% reported sharing more than 7 posts per week.

To determine the optimal posting frequency for your business this year, focus on your target audience and goals, the resources you have available to create and publish content, content marketing channels you're using, and the level of competition in your industry. If you're targeting a busy audience, you may want to post less frequently to give each piece of content the attention it deserves. Alternatively, if you're targeting an engaged audience, you may want to post more frequently to keep them interested. Other factors to consider include the amount of resources you have available, the expectations and norms of the content marketing channels you're using, and the level of competition in your industry. By considering all of these factors, you can determine the optimal posting frequency for your business in the upcoming year and create a content marketing plan that helps you gain the recognition your business deserves.

Tricks to Ace



Know the ground reality:

Factors to consider include the interests and needs of your target audience, your business goals, the resources available for creating and publishing content, the most effective channels for reaching your audience, and the level of competition in your industry.

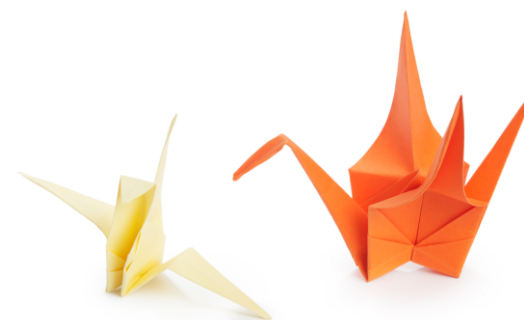


Keep your eyes and ears open: Stay current with the expectations and best practices of the channels you use to disseminate your insights and expertise.



Its quality over quantity:

Remember that quality is often more important than quantity when it comes to frequency. For a busy or distracted audience, fewer but more impactful pieces of content may be more effective. For an engaged audience, a consistent flow of valuable content may be necessary to keep their attention.





The moment of truth- In-house or outsourced content?

47% of all respondents use both outsourced content and an in-house team.

53% of SaaS respondents have their in-house content team in place.

67% of IT respondents reported to outsourcing their content.

81% of respondents from SME reported outsourcing their content. Interestingly all the respondents from Fintech (100%) agreed to outsourcing their content.

As content marketers plan for 2023, it's important to consider the ideal approach for sourcing content. There are several options for sourcing content, including using a combination of in-house and outsourced content, outsourcing exclusively, or using an in-house team. Outsourcing content can provide access to a wider range of expertise, can be a cost-effective solution, and offer versatility to the content, while an in-house team can provide greater control and flexibility but may require more resources and may not have access to the same level of expertise.

Tricks to Ace



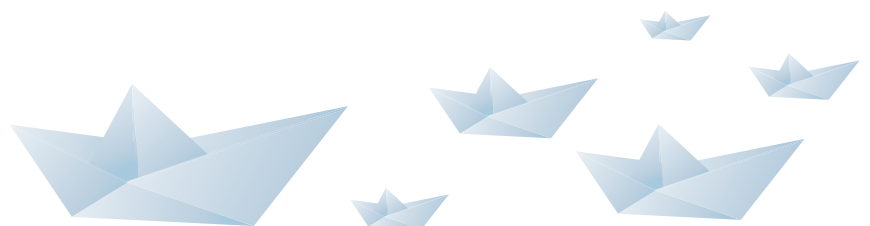
The duo: Consider using a combination of in-house and outsourced content, outsourcing exclusively, or using an in-house team for sourcing content.



External expertise: Outsourcing content can provide access to a wider range of expertise, can be a cost-effective solution, offer versatility to the content, can help businesses save time and money by leveraging the resources and expertise of the content provider, and also allows businesses to focus on their core competencies.



Internal expertise: An in-house team can provide greater control and flexibility, but may require more resources and may not have access to the same level of expertise.



Addressing the outsourced content blues



77% of all industry respondents quoted that “finding partners with adequate topical expertise” is their biggest challenge when it comes to outsourcing content.

31% of all industry respondents mentioned “consistent on-time delivery” is their biggest challenge when it comes to outsourcing content.

63% of Telecom industry respondents cited “budget issues” as their biggest challenge when it comes to outsourcing content.

51% of Ecommerce respondents reported that “identifying partners who can offer suitable strategic guidance” is their biggest challenge when it comes to outsourcing content.

56% of MarTech industry respondents point that “uncertainty surrounding return on investment (ROI) measurements” is their biggest challenge when it comes to outsourcing content.

When outsourcing content, there are several challenges content marketers may face, such as finding partners with the right expertise, budget constraints, uncertain ROI measurements, and difficulty finding strategic guidance. To overcome these challenges and optimize outsourcing efforts, content marketers can conduct thorough research to find experienced partners, negotiate affordable rates, track metrics to measure ROI, and establish clear communication channels and deadlines. By implementing these strategies and continuously reviewing and adjusting their approach, content marketers can overcome the hurdles they face when outsourcing content in the coming year.

Tricks to Ace



Identify the right collaborators:

Conduct thorough research to find partners with the necessary expertise and a proven track record of producing high-quality content.



Cost-effective partnership:

Negotiate rates that are affordable and align with the budget constraints of the business.



Measure performance: Track metrics and measure return on investment (ROI) to ensure that outsourcing efforts are delivering positive results.



Strategic guidance: Seek partners who can offer strategic guidance and help the business achieve its goals.



Streamlined communication:

Establish clear communication channels and deadlines to ensure that content is consistently delivered on time.





Overcoming the hurdles of in-house content team

81% of IT respondents reported scalability issues as the biggest challenge encountered when collaborating with an in-house team.

73% of FinTech respondents pointed lack of industry knowledge and expertise as the biggest challenge encountered when collaborating with an in-house team.

54% of EdTech respondents reported that recruiting top-tier talent is the biggest challenge encountered when it comes to collaborating with an in-house team.

63% of SaaS respondents mentioned time constraints due to corporate shuffle as the biggest challenge encountered when collaborating with an in-house team.

To optimize in-house collaboration efforts and overcome challenges in the coming year, content marketers can implement strategies such as adopting agile processes and using automation tools to manage scalability. They can also invest in training and development programs for their team or consider partnering with outside experts. Streamlining workflow processes and establishing clear communication channels and deadlines can help manage time constraints. Developing a strong employer brand and investing in employee development and retention can help attract top-tier talent. Content marketers can optimize their in-house collaboration efforts by constantly evaluating and modifying their methods. Through this approach, they can effectively overcome any obstacles and improve the overall performance of their team.

Tricks to Ace



Scalability and automation: Implement agile processes and automation tools to manage scalability issues.



Team development: Invest in training and development programs for the in-house team, and consider partnering with outside experts to enhance industry knowledge and expertise.



Organized and aligned efforts: Utilize project management tools to help organize tasks, set clear goals and objectives, and align the efforts of the in-house team.

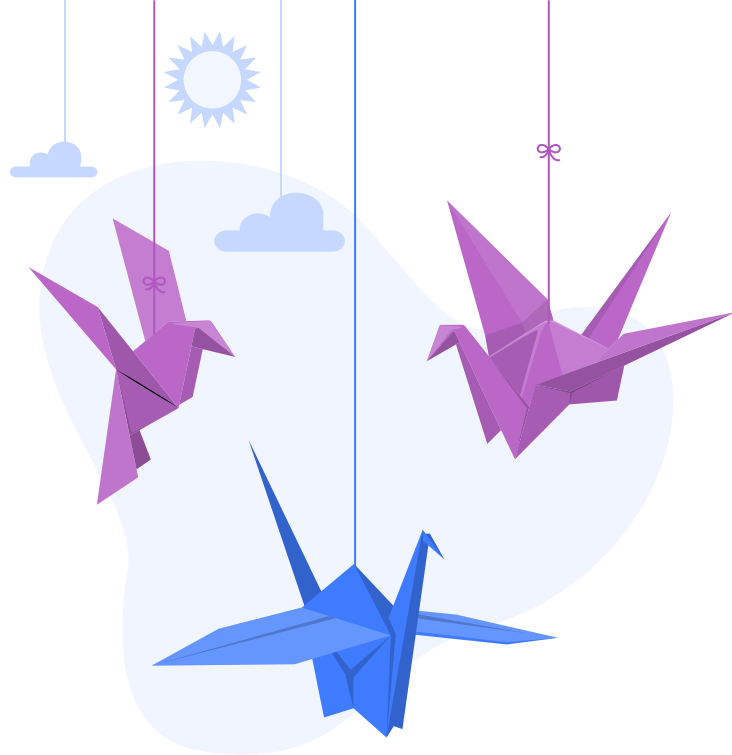


Collaboration and communication: Encourage open communication and collaboration among team members, establish clear communication channels and deadlines, and consider establishing a content team lead or manager to oversee coordination.



Continuous learning and optimization: Foster a culture of continuous learning and innovation to stay ahead of industry trends, and continuously review and adjust your approach to optimize in-house collaboration efforts.





Fine-tuning your content strategy: **Audit your curation**

45% of all industry respondents mentioned that they audit their content once every quarter.

100% of IT, Fintech, and Telecom industry respondents shared that they audit their content once every quarter.

72% of SME respondents reported that they audit their content once every quarter, while the other 28% audit it once a month.

60% of Martech respondents reported that they audit their content every 6 months.

100% of Start up respondents reported they audit their content once a month.

To optimize your content audit efforts in 2023, there are several strategies you can consider. First, identify your business goals and objectives and what content can help you achieve them. This will help you determine the appropriate frequency for your content audits. For example, if you are launching a new product or service, you may want to audit your content more frequently to ensure that it is effectively introducing and promoting your offering.

Second, develop a clear content audit process and schedule to ensure that you are constantly reviewing and analyzing your content. This can involve setting aside specific times each month or quarter to conduct audits, establishing clear criteria for evaluating content performance, and identifying areas for improvement. By following these strategies and regularly auditing your content, you can amplify your content marketing efforts and match your business targets in 2023.

Tricks to Ace



Get the frequency on point:

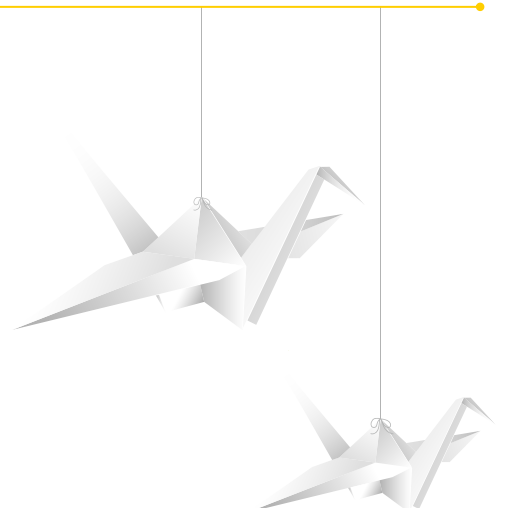
Determine the appropriate frequency for your content audits based on your specific needs and goals.



Review and analyze: Regularly review and analyze your content to understand what is working and what is not, and make adjustments as needed.



Define your audit process: Develop a clear content audit process and schedule to ensure that you are constantly reviewing and analyzing your content.



Maximizing ROI:

Is content marketing a cost-effective strategy in times of recession?



56% of SME enterprises respondents reported Yes

100% of Telecom, Start ups, MarTech, Edtech, and Ecommerce respondents reported Yes.

69% of IT and SaaS respondents reported Yes

60% of Fintech industry respondents reported Yes

Content marketing can be a cost-effective way to reach prospects and build interest and awareness in a product or service. By creating valuable, relevant, and consistent content, businesses can attract and retain a clearly defined audience, eventually leading to increased sales and profitability. In times of recession, when budgets may be tighter and companies are looking for ways to stretch their marketing dollars, content marketing can be a particularly attractive strategy as it allows businesses to reach their target audience at a lower cost than traditional marketing methods.

However, it's important to note that the effectiveness of content marketing will depend on a variety of factors, including the quality of the content, the relevance of the content to the target audience, and the distribution channels used to reach the audience. By carefully considering these factors and regularly analyzing and adjusting their content marketing efforts, businesses can effectively use content marketing to reach their prospects and maximize ROI.

Tricks to Ace



Target audience definition:

Clearly identify and understand your target audience, their needs, and what resonates with them.



Quality content creation: Invest in creating high-quality, well-researched and well-written content that establishes trust and credibility with your audience.



Multi-channel distribution:

Utilize a combination of owned, earned, and paid channels to reach your target audience in the most effective way.



Data-driven optimization:

Continuously analyze and optimize your content marketing efforts by tracking performance and making adjustments as needed to achieve desired results.



Consistency and value:

Consistently create and share valuable content that provides solutions or answers to your audience's problems. Utilize SEO, repurpose and reuse content, and measure and track your results to increase ROI.



Your Content Marketing Planner for

2023



1

Determine your content goals: Identify your business goals and objectives and consider how content can help you achieve them. This will help you develop a clear plan for your content efforts.



2

Identify your target audience: Who is your content intended for? Understanding your audience's needs, interests, and preferences will help you create content that resonates with them.



3

Develop a content calendar: Plan out the content you will create and publish over a set period of time. This will help you stay organized and ensure that you are consistently creating and publishing content.



4

Determine your content format: What types of content will you create? Will you write blog posts, create videos, or use other formats? Choosing the right format for your content will help you reach your audience effectively.



5

Decide on a content distribution strategy: How will you get your content in front of your audience? Will you use social media, email marketing, or other channels? Developing a distribution strategy will help you reach your audience effectively.



6

Overcome your challenges from this planner: Review the challenges listed in the planner and develop strategies to overcome them. For example, if lack of industry knowledge and expertise is a challenge, you can invest in outsourcing content. If time constraints are a challenge, you can streamline workflow processes and establish clear communication channels and deadlines.



7

Measure and analyze your results: Regularly review the performance of your content and track metrics such as website traffic, lead generation, and sales. This will help you understand what is working and what is not, and allow you to make adjustments as needed.

By following this content planner and addressing the challenges listed in the planner, you can effectively plan and execute your content marketing efforts for the upcoming year.





Elevate your content marketing game with KODA



Welcome to Koda, a content marketing agency that specializes in B2B SaaS content marketing. We offer a wide range of content marketing services, including both long and short form content, to help businesses effectively reach their marketing goals and engage their target audience.

Our team of experienced professionals have a deep understanding of the B2B Tech/ SaaS industry and boast a track record of creating high-quality content that resonates with our clients' target audience. We work closely with each of our clients to understand their unique needs and goals, and develop a customized content marketing strategy and assets that helps them achieve success.

At Koda, we are passionate about creating top-quality content to support complete funnel marketing strategies. We believe in building meaningful partnerships with our clients and strive to become an integral part of their marketing team. Our team uses a rational approach to inbound marketing and content marketing to develop the most effective strategies for achieving our clients' goals. We take a special interest in curating and executing cutting-edge content that captures the attention of your target audience and guides them through the sales funnel. As a result, our clients benefit from a comprehensive and results-driven content marketing experience.

Whether you're looking to increase brand awareness, generate leads, or drive sales, we have the expertise and resources to help you attain your objectives. Contact us today to learn more about how we can support your content marketing efforts and drive results for your business.





Acknowledgement

Thank you all for being a part of this voyage with us.

The findings in this planner offer valuable insights and guidelines for this year and beyond, drawing on the experiences and insights of respected marketers from an array of industries. The research highlights the resilience and resourcefulness of content marketers, who have consistently produced high-quality work even in challenging circumstances. We hope this planner will serve as a useful tool for content marketers as they continue to excel in their craft. On behalf of the KODA team, we would like to express our gratitude to all the respondents who contributed to this planner.





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