**10 Leading Trends for Content Marketers**

Austin Gould outlines 10 key content trends for marketers this year, including user-generated content and video to engage prospects. The rise of voice search will demand a new approach to keywords, and personalization will continue to be an important goal, he advises.

***Business 2 Community 1/2/20***

[***https://www.business2community.com/content-marketing/top-10-content-marketing-trends-to-watch-for-in-2020-02272085***](https://www.business2community.com/content-marketing/top-10-content-marketing-trends-to-watch-for-in-2020-02272085)

***Image credit:***

[***https://selfimagemedia.com/wp-content/uploads/2016/11/content-marketing.jpg***](https://selfimagemedia.com/wp-content/uploads/2016/11/content-marketing.jpg)