**6 Ways To Elevate Your Content Marketing**

Seth Richtsmeier describes six ways marketers can boost brand awareness through content, including how to take a strategic approach and the importance of choosing the right social platforms. Authenticity is key, Richtsmeier writes, advising marketers to post behind-the-scenes content, adopt user-generated content and use humor to drive connection.

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[*https://corp.smartbrief.com/original/2022/09/how-to-use-content-marketing-to-increase-brand-awareness?utm\_campaign=40A39351-5419-4681-94DF-31A53480B698&utm\_content=C34684C3-73D4-46A1-A720-31D67FF6D095&utm\_source=brief*](https://corp.smartbrief.com/original/2022/09/how-to-use-content-marketing-to-increase-brand-awareness?utm_campaign=40A39351-5419-4681-94DF-31A53480B698&utm_content=C34684C3-73D4-46A1-A720-31D67FF6D095&utm_source=brief)

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