**Brenner: Use Content Marketing to Connect With Consumers**

Content marketing is a viable tool for engaging with today's consumers who are seeking trusted information without overt promotional undertones and can actually be a revenue generator, writes Michael Brenner. He urges marketers to reconsider their content strategies, "highlight thought leaders" and use brand storytelling with meaningful messaging.

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[***http://prsay.prsa.org/2020/05/13/why-now-is-the-time-for-content-marketing/***](http://prsay.prsa.org/2020/05/13/why-now-is-the-time-for-content-marketing/)

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