**Content Marketing Grows Among Local Business**

Two out of three local businesses use content marketing, 42% intend to prioritize content marketing more in 2022 and their top reason for doing so is to connect meaningfully with customers, according to research from the Meta Branded Content Project and Borrell Associates. The formats expected to see the biggest growth are educational videos, sponsored content and seminars or workshops.

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[*https://www.adweek.com/social-marketing/content-marketing-maintains-momentum-as-pandemic-restrictions-ease/#*](https://www.adweek.com/social-marketing/content-marketing-maintains-momentum-as-pandemic-restrictions-ease/#)

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