**The Three Pillars Of Content Marketing Strategy**

The content marketing strategy begins with three core pillars: Communication, Experiences, and Operations (which bridges the other two). These pillars overlap slightly and thus frame five specific categories of activities that managers in the business will perform.

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[*https://www.searchenginejournal.com/the-three-pillars-content-marketing-strategy/?mc\_cid=3535ad9055&mc\_eid=734e8def24#close*](https://www.searchenginejournal.com/the-three-pillars-content-marketing-strategy/?mc_cid=3535ad9055&mc_eid=734e8def24#close)

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