**Want More Money for Content Marketing? Here's How**

The vast majority of content marketers say credibility and trust are fostered with audiences through content marketing, but one of the biggest barriers is a lack of budget, writes Anvil Media President Kent Lewis. Lewis explains how to write a content plan and offers three "sales strategies" to consider when you ask for more budget.

***SmartBrief/Marketing 4.13.21***

[*https://www.smartbrief.com/original/2021/04/how-advocate-bigger-content-marketing-budget?utm\_source=brief*](https://www.smartbrief.com/original/2021/04/how-advocate-bigger-content-marketing-budget?utm_source=brief)

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