**Why And How Brands Should Be Using Content Marketing**

People are seeking connection this year and brands can deliver it via content marketing in the form of social livestreaming to educate and entertain through webinars, product giveaways or Q&As, and interactive website experiences, writes Anvil Media's Meg Riley. Content marketing is a powerful tool that leads to "increased brand awareness, deeper audience engagement, increased conversions on-site and higher brand loyalty from your constituents," Riley writes.

***SmartBrief/Marketing 5.10.21***

[*https://www.smartbrief.com/original/2021/05/5-reasons-why-content-marketing-essential-2021?utm\_source=brief*](https://www.smartbrief.com/original/2021/05/5-reasons-why-content-marketing-essential-2021?utm_source=brief)

*Image credit:*

[*https://www.ecommercetimes.com/article\_images/story\_graphics\_xlarge/xl-2017-content-marketing-1.jpg*](https://www.ecommercetimes.com/article_images/story_graphics_xlarge/xl-2017-content-marketing-1.jpg)