

VANCOUVER, BC, January 17, 2014 /24-7PressRelease/ -- Content marketing dominated 2013 but how will it fare in the coming year? The exact figures vary from source to source but are universally positive. The majority of companies embraced content marketing wholeheartedly in 2013. So what does the next year hold for marketers?

**Quality:** The type of content matters. Don't fall into the trap of writing any old thing just so that you have a weekly blog post. It needs to be relevant to your customers' needs.

**Targeted content:** One-size-fits-all will NOT work in marketing. Successful content marketing is adapted to fit your target audience.

**Answering your customers' needs:** If you've identified your target market, you should be aware of their biggest problems and requirements. Provide solutions to these and your content marketing will be well received.

If you feel you need help with writing quality blog posts on a regular basis, consider employing a writing service such as [Prompt Proofing](#) to do it for you. We can take this job on for you, leaving you with one less thing to worry about this year.

### About Prompt Proofing

[Prompt Proofing](#) is based in Vancouver, BC, Canada and was officially launched in 2010 by a team of editing and writing professionals who have over 40 years of experience in the education, news media, public relations and recruitment fields. Prompt Proofing prides itself on affordable services delivered with fast turnaround times, without sacrificing quality or accuracy.

Offering content writing, editing and proofreading services, Prompt Proofing takes care of your individual or business content needs. We have customers throughout North and South America, the Caribbean, Europe, the United Kingdom, Asia and Australia.

Visit our website for more information at <http://www.PromptProofing.com> .

## Marketing Tips from Prompt Proofing: Content Marketing in 2014

Written by Australian Business

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