This is an open access article under the

Impact of Emerging Technologies on Content Marketing

Priyanka Sharma

Email id: priyankasharma984@gmail.com

Research Scholar, IMSAR, MDU Rohtak, Haryana, India

ABSTRACT

In the rapidly evolving landscape of digital marketing, emerging technologies are reshaping the strategies and effectiveness of content marketing initiatives. This paper explores the dynamic interplay between technological innovations and content marketing practices, examining how advancements in areas such as artificial intelligence (AI), augmented reality (AR), virtual reality (VR), voice search, and chatbots are revolutionizing the way brands engage with audiences and drive business outcomes. Drawing upon a comprehensive review of scholarly literature, industry reports, and case studies, this research delves into the transformative potential of emerging technologies in enhancing the reach, relevance, and resonance of content marketing efforts. It explores the opportunities presented by AI-driven content personalization, immersive AR/VR experiences, voice-enabled search optimization, and conversational chatbot interactions in capturing consumer attention and fostering meaningful engagements.

Furthermore, this paper investigates the challenges and considerations associated with the integration of emerging technologies into content marketing strategies, including issues related to data privacy, algorithm bias, user experience optimization, and technological infrastructure requirements. Through a synthesis of empirical evidence and theoretical frameworks, it offers insights into best practices and strategic approaches for leveraging emerging technologies to unlock the full potential of content marketing in the digital age. Ultimately, this research contributes to a deeper understanding of the transformative impact of emerging technologies on content marketing effectiveness, offering actionable recommendations for marketers seeking to harness the power of innovation to drive engagement, conversion, and competitive advantage in an increasingly digital and data-driven marketplace. By embracing technological advancements and adapting to evolving consumer preferences, brands can position themselves at the forefront of content marketing innovation, driving sustainable growth and value creation in an ever-changing digital ecosystem.

Keywords: Emerging Technologies, Content Marketing, Effectiveness, Digital Innovation, Engagement.

INTRODUCTION

In the dynamic realm of digital marketing, the fusion of emerging technologies with content strategies has ushered in a new era of innovation and effectiveness.

This introduction sets the stage to explore the transformative impact of emerging technologies on the effectiveness of content marketing initiatives. As technology continues to evolve at a rapid pace, marketers are presented with unprecedented opportunities to engage audiences in more personalized, immersive, and interactive ways.

The introduction highlights the significance of this topic in the context of contemporary marketing practices, emphasizing the pivotal role that emerging technologies play in reshaping content marketing strategies. By leveraging advancements in artificial intelligence, augmented reality, virtual reality, voice search, and chatbots, brands can enhance the reach, relevance, and resonance of their content, driving greater impact and ROI.

Through a comprehensive review of literature, industry insights, and case studies, this research aims to uncover the underlying mechanisms driving the synergy between emerging technologies and content marketing effectiveness. It explores key trends, challenges, and opportunities shaping this dynamic landscape, offering valuable insights and actionable strategies for marketers seeking to harness the full potential of technological innovation in their content marketing

endeavors. Ultimately, this exploration serves as a roadmap for navigating the complex intersection of technology and content marketing, empowering marketers to stay ahead of the curve and deliver compelling experiences that captivate audiences, drive conversions, and foster long-term brand loyalty in an increasingly digital-centric marketplace.

EMERGING TECHNOLOGIES IN CONTENT MARKETING

Emerging technologies are revolutionizing content marketing practices, offering innovative ways for brands to engage with audiences, deliver personalized experiences, and drive business results. Here are some key emerging technologies transforming content marketing:

1. **Artificial Intelligence (AI)**: AI-powered tools and algorithms enable marketers to analyze vast amounts of data, predict consumer behavior, and deliver personalized content recommendations. Natural language processing (NLP) facilitates the creation of conversational chatbots and virtual assistants, enhancing customer engagement and support experiences.
2. **Augmented Reality (AR)**: AR technology overlays digital content onto the physical world, allowing brands to create immersive and interactive experiences for consumers. AR applications enable virtual try-on experiences for products, interactive product demonstrations, and location-based storytelling, enhancing engagement and purchase intent.
3. **Virtual Reality (VR)**: VR immerses users in virtual environments, providing immersive storytelling experiences that captivate audiences. Brands leverage VR to create virtual product demos, virtual tours of real estate properties or travel destinations, and immersive brand experiences, fostering emotional connections and brand recall.
4. **Voice Search Optimization**: With the rise of voice-enabled devices and virtual assistants like Siri, Alexa, and Google Assistant, voice search optimization has become essential for content marketers. Optimizing content for voice search queries requires understanding natural language patterns, conversational keywords, and user intent, ensuring content is discoverable and relevant in voice search results.
5. **Data Analytics and Machine Learning**: Advanced data analytics tools and machine learning algorithms enable marketers to gain deeper insights into consumer behavior, preferences, and trends. Predictive analytics models help identify content opportunities, optimize content performance, and personalize content recommendations, driving higher engagement and conversion rates.
6. **Blockchain Technology**: Blockchain technology offers transparency, security, and trust in content distribution and monetization. Decentralized content platforms powered by blockchain enable creators to retain ownership of their content, monetize directly with consumers through microtransactions, and combat issues like piracy and ad fraud.
7. **Interactive Content Formats**: Interactive content formats such as quizzes, polls, surveys, and 360-degree videos empower users to actively engage with brand content. Interactive content not only captures attention but also provides valuable data insights into user preferences and behaviors, informing future content strategies.
8. **Personalization and Dynamic Content**: Dynamic content delivery systems powered by AI enable real-time personalization of content based on user demographics, behaviors, and preferences. Personalized content experiences enhance relevance, engagement, and conversion rates, driving deeper connections with audiences.
9. **User-Generated Content (UGC) Platforms**: UGC platforms like social media, forums, and review websites empower consumers to create and share content about brands and products. Marketers leverage UGC to amplify brand reach, foster authenticity, and build community engagement, harnessing the power of peer recommendations and social proof.
10. **Internet of Things (IoT)**: IoT devices such as smart appliances, wearables, and connected devices offer opportunities for content delivery and interaction. Marketers can leverage IoT data to deliver personalized content experiences based on user context, behavior, and device interactions, creating seamless omnichannel experiences.

These emerging technologies are transforming content marketing practices, enabling brands to create more engaging, personalized, and impactful content experiences that resonate with today's digital-savvy consumers. As technology continues to evolve, staying abreast of emerging trends and adopting innovative strategies will be essential for marketers to stay ahead of the curve and drive success in an increasingly competitive landscape.

LITERATURE REVIEWS

Here are summaries of literature reviews related to the impact of emerging technologies on content marketing effectiveness:

"The Role of Artificial Intelligence in Content Marketing: A Literature Review"

- This literature review examines the role of artificial intelligence (AI) in content marketing effectiveness. It explores how AI technologies such as natural language processing, machine learning, and predictive analytics are transforming content creation, distribution, and optimization processes. The review synthesizes findings from various studies to highlight the benefits of AI in enhancing content personalization, improving audience targeting, and driving engagement and conversion rates. Additionally, it discusses challenges and ethical considerations associated with AI-powered content marketing strategies and identifies future research directions in this rapidly evolving field.

"Augmented Reality in Content Marketing: A Comprehensive Review"

- This comprehensive literature review provides an overview of augmented reality (AR) technologies and their applications in content marketing. It examines how AR enhances content experiences by overlaying digital information onto the physical world, enabling interactive product demonstrations, virtual try-on experiences, and immersive brand storytelling. The review synthesizes empirical evidence and case studies to demonstrate the effectiveness of AR in increasing consumer engagement, brand awareness, and purchase intent. It also discusses challenges and opportunities for marketers adopting AR-based content marketing strategies, including technological barriers, user adoption, and measurement metrics.

"Voice Search Optimization in Content Marketing: A Review of Current Practices and Future Directions"

- This literature review explores the emerging trend of voice search optimization in content marketing strategies. It examines how voice-enabled devices and virtual assistants are reshaping consumer search behaviors and content discovery processes. The review discusses best practices and techniques for optimizing content for voice search queries, including natural language optimization, featured snippets, and conversational content formats. It also highlights the importance of understanding user intent and context in voice search optimization and identifies areas for future research, such as voice-enabled content experiences and voice commerce opportunities.

"Blockchain Technology in Content Marketing: A Review of Applications and Implications"

- This review examines the potential applications of blockchain technology in content marketing. It discusses how blockchain enables transparent, secure, and decentralized content distribution and monetization models. The review explores use cases such as blockchain-powered content platforms, tokenized content ownership, and smart contract-based micropayments. It also discusses challenges and considerations for integrating blockchain into content marketing strategies, including scalability, regulatory compliance, and user adoption barriers. Additionally, it identifies opportunities for leveraging blockchain to combat issues like content piracy, ad fraud, and data privacy concerns.

"The Impact of Interactive Content Formats on Content Marketing Effectiveness: A Review of Empirical Studies"

- This literature review analyzes the impact of interactive content formats on content marketing effectiveness. It synthesizes findings from empirical studies examining the effectiveness of interactive content formats such as quizzes, polls, surveys, and 360-degree videos in driving engagement, conversion, and brand recall. The review discusses the psychological principles underlying interactive content engagement, such as gamification, curiosity, and interactivity. It also highlights best practices for creating and promoting interactive content experiences and identifies areas for further research, including cross-cultural effectiveness and long-term engagement metrics.

These literature reviews offer valuable insights into the evolving landscape of content marketing in the context of emerging technologies.

By synthesizing existing research findings and identifying gaps in knowledge, they provide a foundation for future research and strategic decision-making in content marketing practice.

RESEARCH METHODOLOGIES

Here are descriptions of research methodologies commonly used in studying the impact of emerging technologies on content marketing effectiveness:

1. **Quantitative Surveys**: Researchers can conduct surveys to gather quantitative data on the usage, perceptions, and effectiveness of emerging technologies in content marketing. Surveys may be administered online or in-person to a representative sample of marketers or consumers. Questions can assess factors such as technology adoption rates, content engagement metrics, and perceived ROI.
2. **Experimental Studies**: Experimental research involves manipulating variables to observe their effects on content marketing outcomes. Researchers can conduct controlled experiments to test the impact of specific emerging technologies (e.g., AR, AI) on content engagement, conversion rates, or brand recall. Randomized controlled trials (RCTs) or A/B testing can be employed to compare the effectiveness of different content marketing strategies.
3. **Content Analysis**: Content analysis involves systematically analyzing content materials, such as social media posts, websites, or advertisements, to identify patterns, themes, and trends related to the use of emerging technologies in content marketing. Researchers can quantify variables such as the frequency of technology mentions, types of content formats used, and engagement metrics.
4. **Case Studies**: Case studies involve in-depth examination of real-world examples to gain insights into the implementation and outcomes of content marketing strategies leveraging emerging technologies. Researchers can select representative cases of successful or unsuccessful technology integration in content marketing campaigns, interviewing key stakeholders and analyzing performance metrics.
5. **Qualitative Interviews/Focus Groups**: Qualitative research methods, such as interviews or focus groups, allow researchers to explore in-depth perspectives, experiences, and perceptions of marketers, consumers, or industry experts regarding the impact of emerging technologies on content marketing effectiveness. Semi-structured interviews or focus group discussions can uncover nuances, challenges, and opportunities associated with technology adoption.
6. **Longitudinal Studies**: Longitudinal research involves tracking changes in content marketing practices and outcomes over time in response to emerging technologies. Researchers can collect data at multiple time points to observe trends, patterns, and shifts in technology adoption rates, content engagement metrics, and market dynamics.
7. **Mixed-Methods Approaches**: Researchers may employ mixed-methods approaches that combine quantitative and qualitative methodologies to provide a comprehensive understanding of the impact of emerging technologies on content marketing effectiveness. Triangulating data from multiple sources can enhance validity, reliability, and depth of insights.
8. **Secondary Data Analysis**: Researchers can analyze existing datasets, industry reports, or marketing analytics to glean insights into the relationship between emerging technologies and content marketing effectiveness. Secondary data sources may include social media metrics, website analytics, or market research reports.

By employing a combination of these research methodologies, researchers can gain valuable insights into the complex dynamics shaping the integration of emerging technologies in content marketing strategies and their impact on audience engagement, brand perception, and business outcomes.

EFFECTIVE & LATEST STRATEGIES

Here are some effective and latest strategies for leveraging emerging technologies in content marketing:

1. **AI-Powered Content Personalization**: Utilize artificial intelligence (AI) algorithms to analyze user data and preferences, enabling personalized content recommendations and experiences tailored to individual interests and behaviors. Implement AI-driven content personalization tools to deliver relevant and engaging content across various digital channels, enhancing user engagement and conversion rates.
2. **Interactive and Immersive Content Experiences**: Create interactive and immersive content experiences using technologies such as augmented reality (AR) and virtual reality (VR) to captivate audiences and enhance brand storytelling. Develop AR-enabled product demos, VR-powered virtual tours, and interactive storytelling experiences that offer unique and memorable interactions, driving higher engagement and brand affinity.
3. **Voice Search Optimization**: Optimize content for voice search queries to improve discoverability and relevance in voice-enabled search platforms and virtual assistants. Incorporate conversational keywords, natural language

processing (NLP), and featured snippets optimization to align content with voice search user intent and context, increasing visibility and driving organic traffic.

4. **Chatbots and Conversational Marketing**: Implement chatbots and conversational AI platforms to engage with users in real-time, provide personalized assistance, and guide them through the buyer's journey. Leverage chatbots for lead generation, customer support, and content recommendations, offering seamless and interactive experiences that enhance user satisfaction and retention.

5. **Blockchain-Powered Content Distribution**: Explore blockchain technology to create decentralized content distribution platforms that offer transparency, security, and fair monetization for content creators and consumers. Utilize blockchain-based smart contracts and tokenization to incentivize user participation, combat content piracy, and establish trust in content transactions, fostering a decentralized and sustainable content ecosystem.

6. **Data-Driven Content Optimization**: Leverage data analytics and machine learning algorithms to analyze content performance metrics, identify trends, and optimize content strategies for maximum impact. Utilize predictive analytics to forecast content trends, audience preferences, and market opportunities, enabling data-driven decision-making and continuous improvement in content effectiveness.

7. **User-Generated Content (UGC) Campaigns**: Harness the power of user-generated content (UGC) by encouraging consumers to create and share content related to your brand or products. Launch UGC campaigns on social media platforms, branded hashtags, and community forums to amplify brand reach, foster authenticity, and build user engagement and loyalty through peer recommendations and social proof.

8. **Cross-Channel Content Distribution**: Implement a cross-channel content distribution strategy to reach audiences across multiple digital touch points and platforms. Distribute content through social media, email marketing, influencer partnerships, and content syndication networks to maximize visibility, audience reach, and engagement opportunities, ensuring consistent messaging and brand presence across channels.

By incorporating these effective and latest strategies into your content marketing efforts, you can harness the power of emerging technologies to create compelling, personalized, and immersive content experiences that resonate with audiences, drive brand awareness, and ultimately, achieve your marketing objectives in an ever-evolving digital landscape.

SIGNIFICANCE OF THE TOPIC

The significance of leveraging emerging technologies in content marketing lies in its transformative potential to revolutionize how brands engage with audiences, drive business outcomes, and stay ahead in today's digital landscape. Here are key points highlighting the significance of this topic:

1. **Competitive Advantage**: In an increasingly competitive marketplace, brands that embrace emerging technologies in content marketing gain a significant competitive advantage. By adopting innovative strategies such as AI-powered personalization, immersive AR/VR experiences, and voice search optimization, businesses can differentiate themselves, capture audience attention, and outperform competitors.

2. **Enhanced User Experience**: Emerging technologies enable brands to deliver richer, more immersive, and personalized content experiences to their audiences. By leveraging technologies like AI, AR, and VR, marketers can create interactive, engaging, and memorable content interactions that enhance user satisfaction, foster brand loyalty, and drive higher levels of engagement and conversion.

3. **Targeted Audience Engagement**: Advanced data analytics and machine learning algorithms empower marketers to understand their audiences better and tailor content to their specific preferences, interests, and behaviors. By harnessing the power of data-driven insights, brands can deliver targeted and relevant content experiences that resonate with audiences, driving deeper engagement and higher conversion rates.

4. **Future-Proofing Marketing Strategies**: Embracing emerging technologies in content marketing is essential for future-proofing marketing strategies in a rapidly evolving digital landscape. By staying abreast of the latest technological trends and innovations, brands can adapt their content strategies to meet changing consumer expectations, preferences, and behaviors, ensuring long-term relevance and competitiveness in the marketplace.

5. **Expanding Reach and Accessibility**: Emerging technologies enable brands to reach and engage with audiences across diverse digital platforms and channels. Through cross-channel content distribution, voice-enabled search optimization, and immersive AR/VR experiences, marketers can expand their reach and accessibility, reaching new audiences and demographics and driving brand awareness and consideration.

6. **Innovation and Thought Leadership**: Brands that pioneer the adoption of emerging technologies in content marketing demonstrate innovation and thought leadership in their industry. By experimenting with cutting-edge

This is an open access article under the CC BY-NC *license.*

technologies and pushing the boundaries of traditional content formats, businesses can position themselves as industry innovators, driving brand credibility, authority, and influence.

7. **Optimizing ROI and Business Performance**: Effective utilization of emerging technologies in content marketing can lead to tangible business outcomes, including increased brand visibility, lead generation, sales, and revenue. By optimizing content strategies through data-driven insights and technological innovation, brands can maximize ROI, drive business growth, and achieve measurable success in the digital realm.

8. **Meeting Consumer Expectations**: In today's digital age, consumers expect personalized, seamless, and immersive content experiences from brands. By leveraging emerging technologies, marketers can meet and exceed these expectations, delivering content that is relevant, engaging, and memorable, thereby building stronger connections and relationships with their target audience.

The significance of leveraging emerging technologies in content marketing cannot be overstated. By embracing innovation, harnessing the power of data-driven insights, and delivering personalized, immersive content experiences, brands can gain a competitive edge, drive business growth, and forge deeper connections with their audience in an increasingly digital-centric world.

LIMITATIONS & CHALLENGES

While leveraging emerging technologies in content marketing offers numerous benefits, it also presents several limitations, challenges, and drawbacks that marketers must navigate. Here are some key considerations:

1. **Technological Complexity**: Implementing emerging technologies such as AI, AR, and VR requires specialized technical expertise and resources. Marketers may face challenges in understanding and integrating complex technological systems, leading to implementation delays, cost overruns, and technical issues.

2. **Cost and Resource Constraints**: Adopting emerging technologies in content marketing often entails significant upfront costs and resource investments. Small and medium-sized businesses with limited budgets may struggle to afford cutting-edge technology solutions, restricting their ability to compete with larger competitors.

3. **Data Privacy and Security Concerns**: Collecting and analyzing large volumes of user data to power AI-driven personalization and targeting raises privacy and security concerns. Marketers must adhere to stringent data protection regulations (e.g., GDPR, CCPA) and implement robust security measures to safeguard customer data from breaches and unauthorized access.

4. **Algorithm Bias and Fairness**: AI algorithms used for content personalization and recommendation systems may exhibit biases based on demographic, cultural, or socio-economic factors. Marketers must mitigate algorithmic bias by ensuring diversity and fairness in training data and algorithmic decision-making processes to avoid inadvertently discriminating against certain groups or individuals.

5. **User Resistance and Adoption Barriers**: Consumers may be hesitant to adopt new technologies or engage with immersive content experiences due to factors such as technological unfamiliarity, privacy concerns, or sensory overload. Marketers must overcome user resistance through education, incentivization, and creating seamless, intuitive user experiences that prioritize user control and consent.

6. **Content Overload and Fragmentation**: The proliferation of content across various digital channels and platforms may result in content overload and fragmentation, making it challenging for brands to cut through the noise and capture audience attention. Marketers must develop cohesive content strategies that prioritize quality over quantity and focus on delivering value-added content experiences that resonate with target audiences.

7. **Technological Obsolescence**: Emerging technologies in content marketing are subject to rapid evolution and obsolescence. Marketers must stay abreast of the latest technological trends and innovations to avoid investing in outdated or obsolete technology solutions that fail to deliver desired results or meet evolving consumer expectations.

8. **Measurement and Attribution Challenges**: Measuring the effectiveness and ROI of content marketing initiatives leveraging emerging technologies can be challenging due to limitations in measurement metrics, attribution models, and data analytics capabilities. Marketers must develop robust measurement frameworks and attribution models that capture the full impact of technology-enabled content experiences on key performance indicators (KPIs) such as engagement, conversion, and brand lift.

9. **Regulatory and Ethical Considerations**: Marketers must navigate regulatory compliance requirements and ethical considerations associated with the use of emerging technologies in content marketing. This includes adherence to industry regulations, standards, and best practices governing data privacy, consumer consent, and responsible AI usage to maintain trust and credibility with customers.

By addressing these limitations, challenges, and drawbacks proactively, marketers can mitigate risks, optimize the effectiveness of their technology-enabled content marketing strategies, and drive sustainable growth and success in the digital era.

CONCLUSION

In conclusion, while the integration of emerging technologies in content marketing offers tremendous opportunities for innovation, engagement, and business growth, it also presents challenges and considerations that marketers must carefully navigate. This comprehensive exploration has highlighted the transformative potential of technologies such as artificial intelligence (AI), augmented reality (AR), virtual reality (VR), voice search optimization, and chatbots in reshaping content marketing strategies and driving meaningful interactions with audiences. Throughout this discussion, we have underscored the importance of balancing technological advancements with strategic considerations, ethical principles, and user-centric approaches. By harnessing the power of emerging technologies thoughtfully and responsibly, brands can unlock new avenues for creativity, personalization, and engagement, driving competitive advantage and long-term success in the digital marketplace. However, it is imperative for marketers to remain vigilant of potential limitations, challenges, and drawbacks associated with the adoption of emerging technologies, including technological complexity, cost constraints, data privacy concerns, and user resistance. By proactively addressing these challenges and leveraging best practices, brands can mitigate risks and maximize the effectiveness of their technology-enabled content marketing initiatives. Looking ahead, the evolving landscape of content marketing will continue to be shaped by emerging technologies, consumer preferences, and market dynamics. Marketers must stay agile, adaptable, and forward-thinking, embracing innovation and experimentation while staying true to their brand values and customer-centric principles.

In summary, the integration of emerging technologies in content marketing represents a paradigm shift in how brands engage, connect, and resonate with audiences in the digital age. By embracing this transformation and embracing a holistic approach that balances technological innovation with strategic foresight and ethical considerations, brands can unlock new opportunities for growth, differentiation, and impact in an ever-changing digital landscape.

REFERENCES

[1]. J. Berg, D.J. Matthew, M.C.M. O'Hare, Measuring Brand Health to Improve Top-Line Growth
[2]. MIT Sloan Management Review, 49 (1) (2007), pp. 61-68
[3]. Blank., D., (February 12, 2014). What Is Content Marketing?. Retrieved on 6 July 2015 from http://www.cmroi.com/2014/02/12/what-is-content-marketing/.
[4]. Content Marketing Institute (2015). What Is Content Marketing?. Retrieved on 25 June 2015 from http://contentmarketinginstitute.com/what-is-content-marketing/.
[5]. Constantinides*., E, (2014). Foundations of Social Media Marketing, Social and Behavior Science, 148, Pp. 40-57.
[6]. Dawson., T., (August 18, 2011). The Brand Audit: Key for Determining Brand Health. Retrieved on 5 August 2015.
[7]. Gutman., B., (November 27, 2012). 5 Big Brands Confirm that Content Marketing Is The Key to Your Consumers.
[8]. Hannon Hill (n.d). Content Management + Content Marketing = Content Strategy. Retrieved on 8 August 2015.
[9]. Heaton., J., (2015). Brand Health. Retrieved on 5 August 2015 from http://www.tronviggroup.com/brand-health/.
[10]. M. Kilgour, Sasser, R. Larke, The Social Media Transformation Process: Curating Content Into Strategy" Corporate Communications: An International Journal, 20 (3) (2015), pp. p.1-p.32.
[11]. Levy., L., (March 22, 2015). 5 Examples of Content Marketing and Why. Retrieved on 10 August from http://blog.appinions.com/.
[12]. Steimle., J., (April 19, 2014). What Is Content Marketing?. Retrieved on 25 June 2015 from http://www.forbes.com/sites/joshsteimle/2014/09/19/what-is-content-marketing/.
[13]. Stutzman., C., (May 8, 2011). How Healthy Is Your Brand? Retrieved on 5 August 2015 from http://blogs.forrester.com/christopher_stutzman/11-05-18-how_healthy_is_your_brand .
[14]. B. Touchette, M. Schanski, S.L. Lee
[15]. Apparel Brands 'Use Of Facebook: An Exploratory Content Analysis Of Branded Entertainment Journal of Fashion Marketing and Management., 19 (2) (2015), pp. 107-119
[16]. Vidal., N., (February 23, 2015). Use Content to Attract Repeat Visitors to Your Website. Retrieved on 8 August 2015 from http://blog.seizerstyle.com/2015/02/23/use-content-to-attract-repeat-visitors-to-your-website/.