

Repurpose & Refresh

Get more mileage from existing content - turn blogs into videos, refresh old pages for SEO.



Real-Time Engagement

Be present & responsive. Answer questions, share UGC, & livestream on platforms like Instagram, Facebook & LinkedIn.



Co-marketing

Collaborate with other brands and influencers for wider reach, increased engagement & new audiences.



Humanise Your Content

Stand out by connecting with emotions. Use interactive elements, tell stories, & create memorable experiences.



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Affinity
collective

Content Marketing Trends

TikTok Product Discovery

Leverage TikTok's power with engaging content, creator partnerships, & relevant hashtags.



AI-Powered Content Creation

Use AI tools for website personalisation, content assistance & data-driven insights.



Short-Form Video Boom

Capture attention & tell stories in seconds with platforms like Instagram Reels, TikTok & YouTube Shorts.



Interactive Storytelling & Community

Spark conversations, participate in trends, build relationships & offer unique experiences on TikTok.

