

Client: Web Content Doctor

Project: Blog post

Objective: Attract readers with engaging content

COPY EXCERPT

Content Is Not King

In the days of yore, an official messenger would proclaim the death of a king and the ascension of his heir to the throne with these words:

“The King is dead. Long live the King!”

Today, I come before you in this digital marketing age as a herald with a timely proclamation.

Blake Smith

B2B Web Copywriter
Lead-Gen Specialist

Vilas, NC
828-773-3291
WebContentDoctor.com

“I am on a crusade to cure the online business world of Crappy Content Syndrome one website at a time. Visit WebContentDoctor.com and join the crusade.”

You have no doubt heard that content is king. But now, the reign of that old cliché is dead.

Long live the customer who ascends the throne of commerce with a crown of gold.

Out with the old, in with the new.

Notice I didn't say that content itself is dead, only the hackneyed expression that presumes its dominance in the online world.

Content is still important for marketing purposes, but content isn't enough to get the job done. Therefore, the idea of its sovereignty must be put to rest.

The role of content on the Web

If content is not king, then what is the role of content on the Web?

Content serves the reader or customer; it is the Holy Grail of content marketing (if done correctly).

Like the chalice of legend, content in this sense is merely a symbol or container of a higher power in the form of information or knowledge.

[Copy continues...]

WebContentDoctor.com Portfolio