

Using the Platform World as a content marketing strategy

By Sarah Browning-de Villiers

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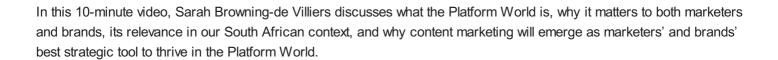
By 2023, we can expect that recognising and targeting users via third-party cookies will be a thing of the past. As platforms like Google look to phase out cross-site tracking, the way we think about reaching and, importantly, knowing our audiences as marketers will need to radically shift.

Or does it?



Sarah Browning-de Villiers, chief content officer at Machine_, Publicis Groupe Africa

Content marketers have understood the critical importance of owning first-party data for decades. In fact, ownership of audience data has long been foundational to most content marketing strategies. This means that, finally, content marketing as a critical marketing strategic approach has come into its own; it's time for marketers and brands to put it to work.



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