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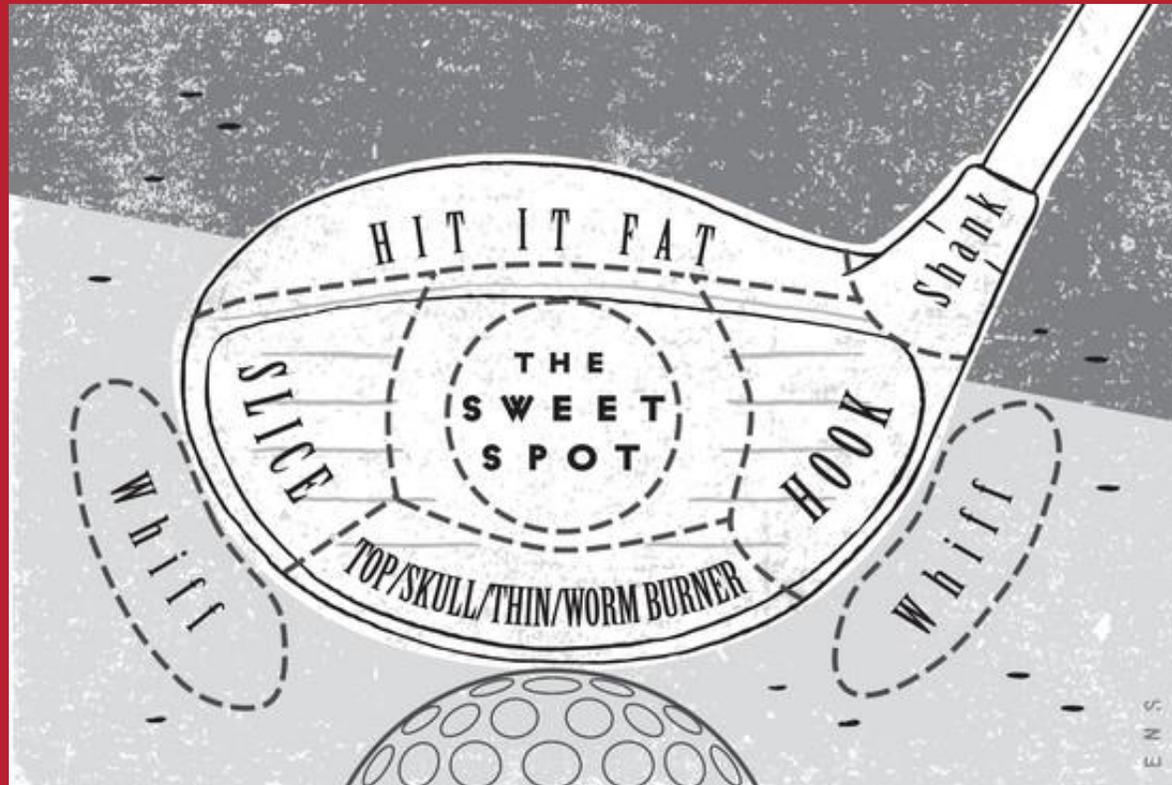
# Integrating Content Marketing Into Your Ecommerce Strategy

**Presenter:** Tom Gatti  
Partner, Business Development and  
Strategic Marketing



Midwest Ecommerce Seminar









# Why is Content Marketing Important for E-Commerce Businesses?







“Content builds relationships. Relationships are built on trust. Trust drives revenue.”

ANDREW DAVIS



# Define Your Brand



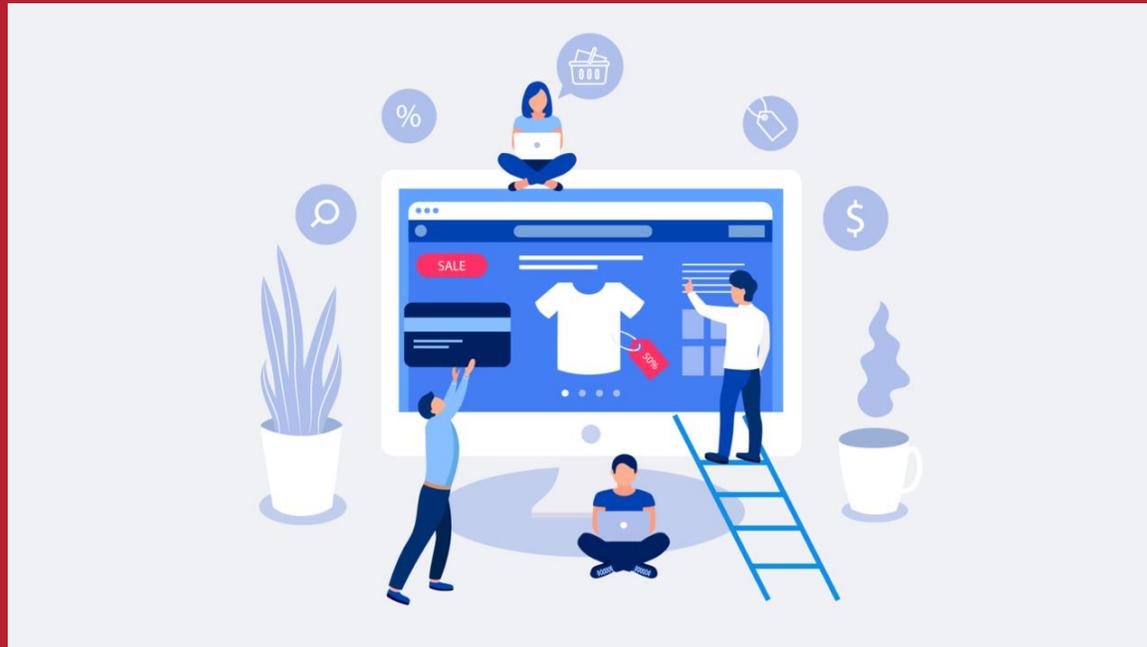
# Build Your Team



# Begin To Build Your Content



# Tell Your Story









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**Tom Gatti, Partner**

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**THANK YOU AGAIN!**

