Online Agency Throws Down the Gauntlet with the ‘Are You Ready?’ Content Marketing Challenge to Website Owners

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Bracknell Based Insight Group Marketing has issued a **Content Marketing challenge** to all business website owners. They are guaranteeing to identify at least three issues with a company’s content marketing. They are so confident that they are prepared to carry out the analysis for free and provide the advice in a complimentary report.

“A lot of companies just aren’t ready to capitalise on content marketing and in the current competitive environment it's crucial in making websites perform,” says Mark Robson, partner at Insight. “That’s why we started the **‘Are You Ready?’** challenge which is designed to help businesses identify where they need to focus their efforts to increase online activity. eConsultancy’s survey in October 2012 found that 90% of companies believe the focus for 2013 will be content marketing. Social media, website optimisation, online promotion – every aspect of a company’s online content marketing drives the performance of their website, engages crucial social media audiences and increases those all important sales opportunities. But only if content marketing is being done correctly.”

The challenge is open to businesses of all sizes but only the first 100 companies that register will receive the report and analysis free of charge.

Insight have introduced this challenge to celebrate the launch of their new website which outlines the key content marketing activities that companies need to consider.

To register for the challenge website owners should visit insightgroup.co.uk

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