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PRIMUM MARKETING COMMUNICATIONS HELPS COMPANIES ACHIEVE CONTENT MARKETING SUCCESS

New White Paper Offers Insights on How to Gain and Retain Customers

MILWAUKEE (July 9, 2013) – [Primum Marketing Communications](#) has released a white paper that outlines the best ways for businesses to use content marketing to further their goals.

In this white paper, Primum offers a comprehensive overview of the benefits of content marketing, such as generating leads, producing thought leadership opportunities and boosting credibility to help companies thrive in a competitive marketplace.

Primum's white paper also lays out tips, frequently asked questions and steps to improve content marketing efforts. From determining an initial strategy to shaping the finer details about audience, content creation and publishing, this white paper is all about attention and retention. You'll learn how to attract customer interest and hold it to enhance your company's reputation and ultimately drive sales.

To read more about how content marketing can help your business achieve its goals, download the white paper at <http://www.primumagency.com/ready-for-content-marketing/>.

About Primum Marketing Communications

Primum Marketing Communications specializes in strategic planning, branded content, integrated services, public relations, advertising, graphic design, social media and websites. For more information, please visit www.PrimumAgency.com or call 414-765-2311.

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