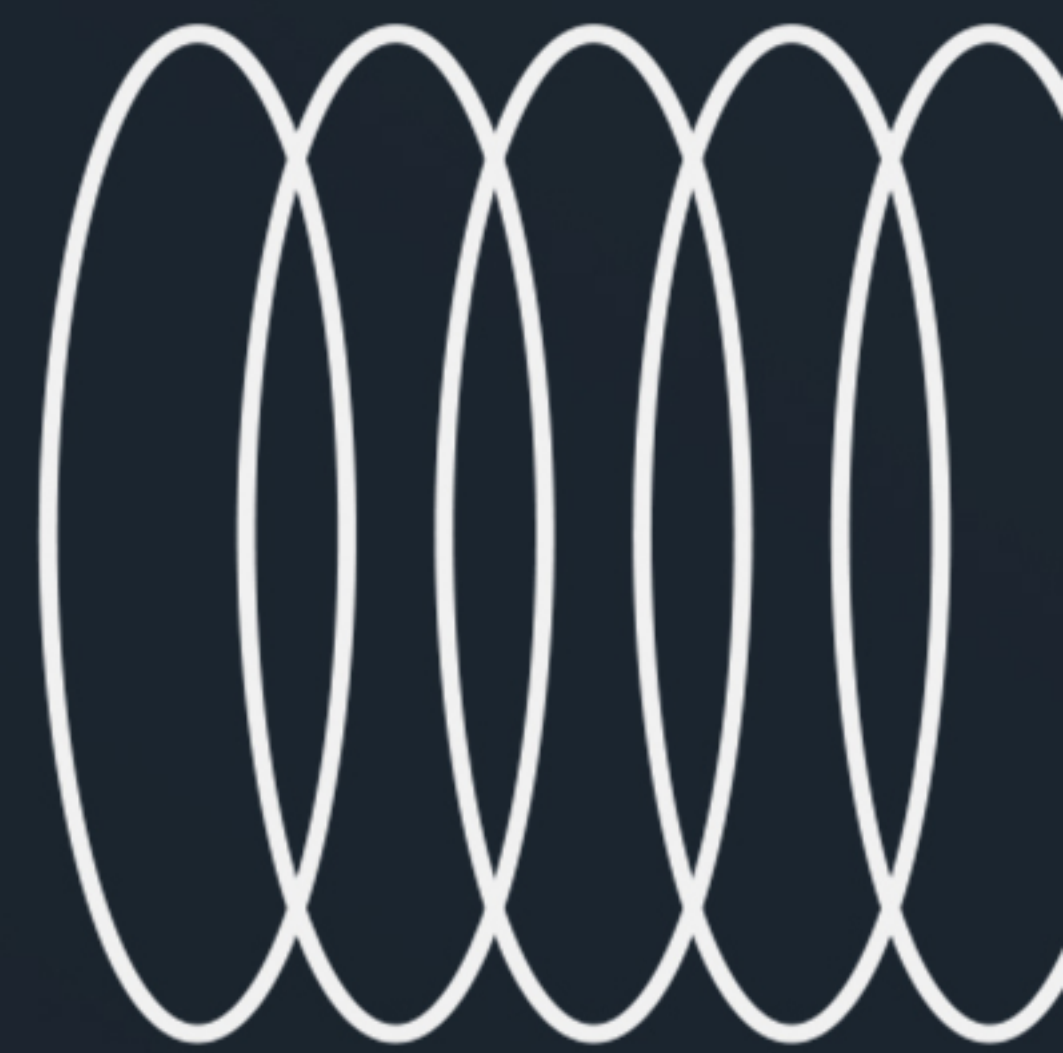


Content **evolved** this year.

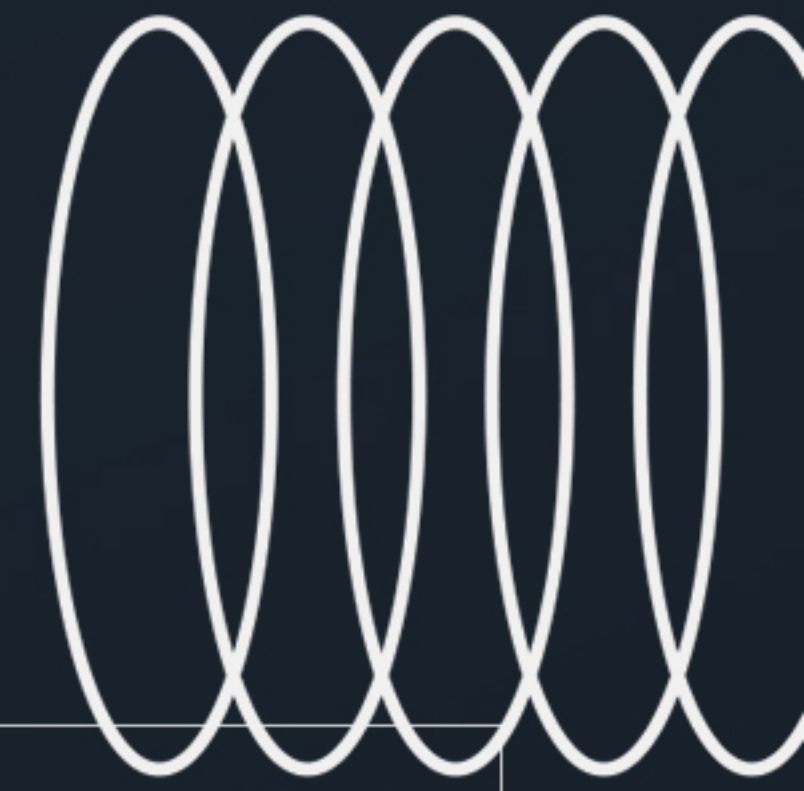
2026 will take it
up a GEAR.



“In 2026,
content won't win
by ranking. It'll win
by being **synthesised**”



Content Marketing 2025 Recap

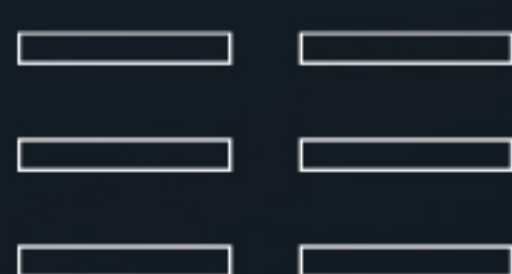


AI summarisation eroded the value of low-depth, high-quantity blogs.

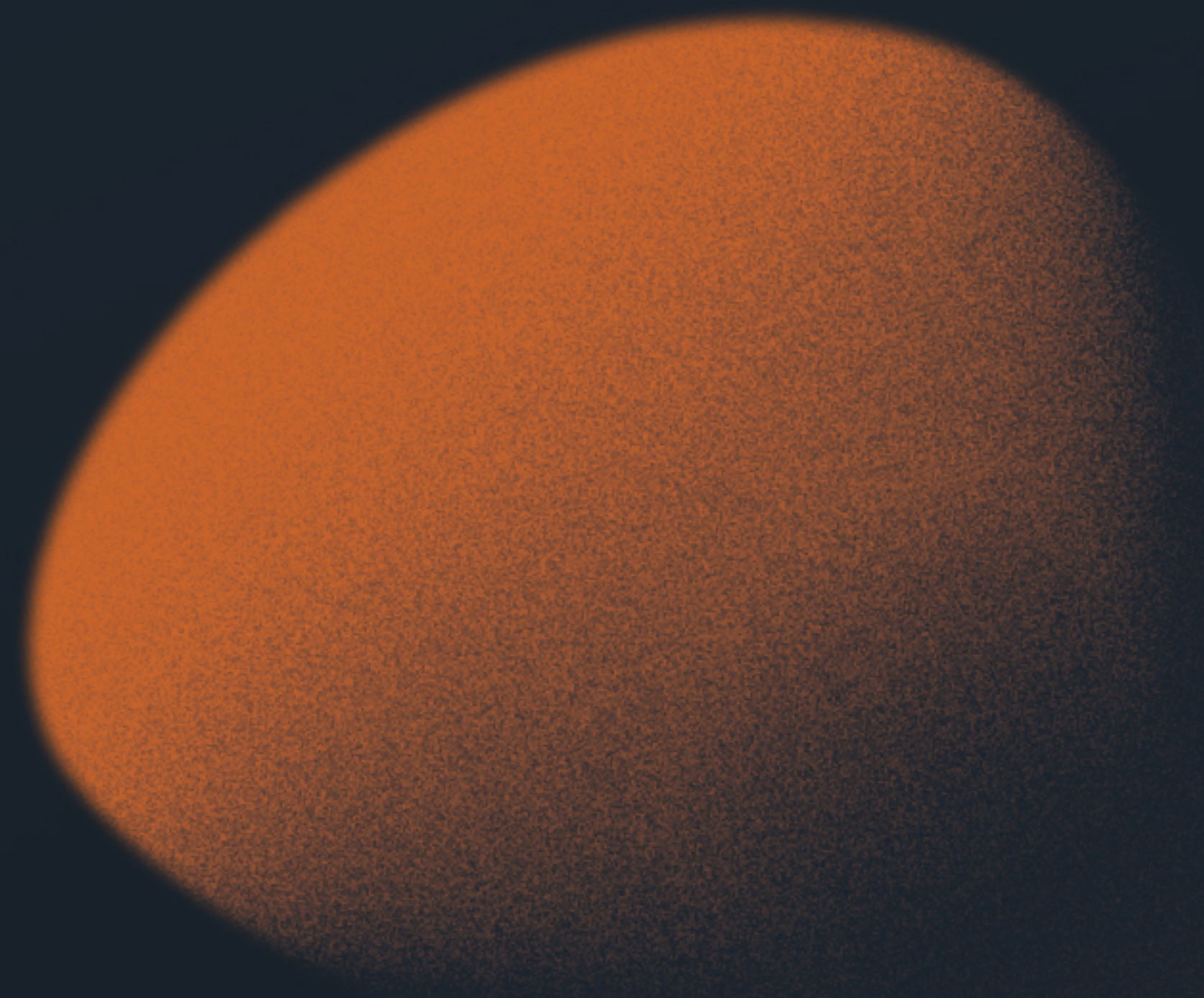
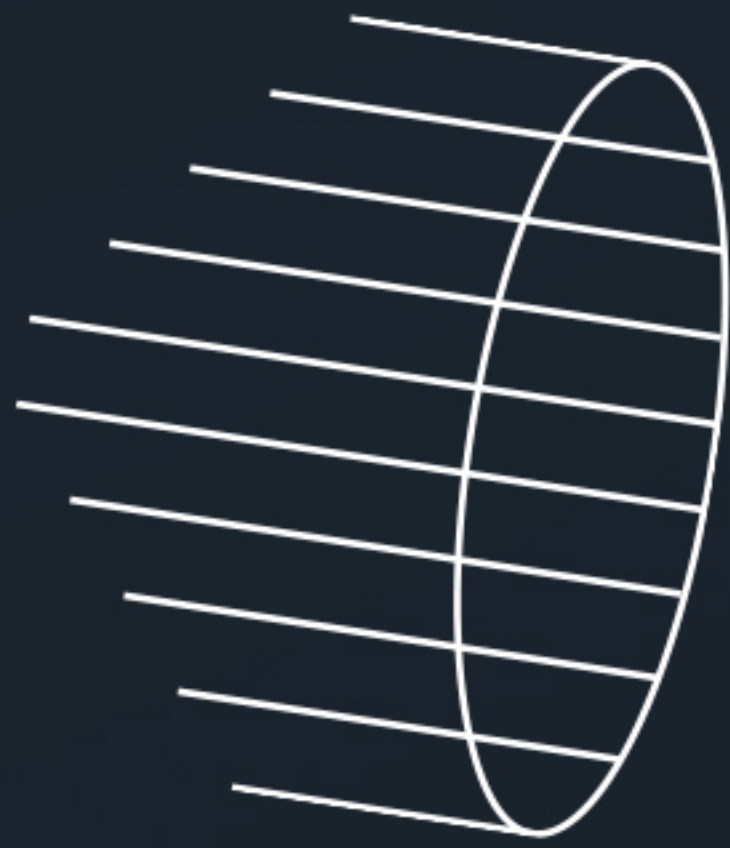
Brands producing “original data” or “expert POVs” gained **higher AI visibility**.

LLMs increasingly pulled from newsletters, PDFs, and research reports alongside **traditional websites**.

Content budgets shifted toward authority assets, reports, case studies, and industry POVs.



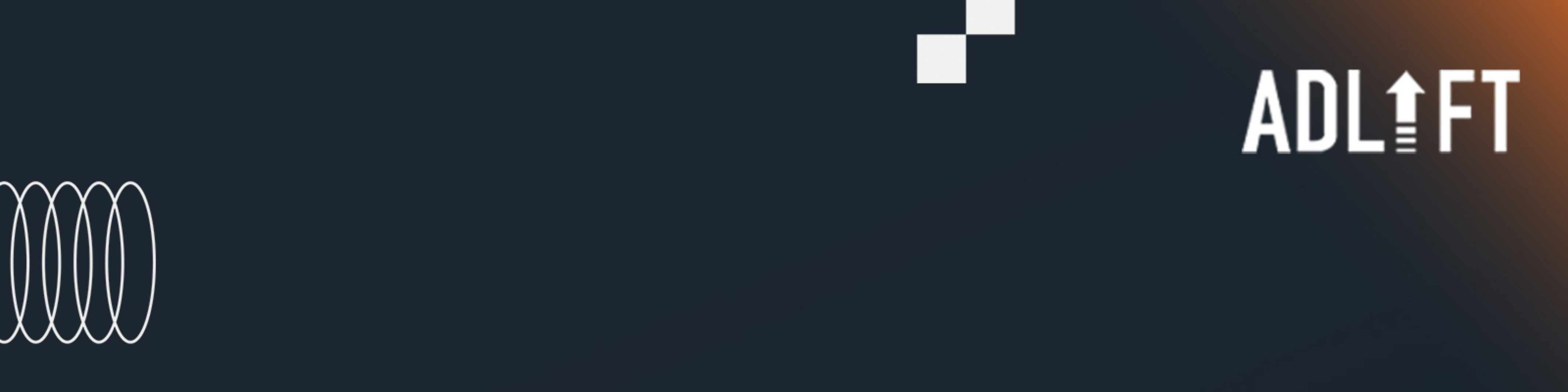
Content Marketing 2026 Predictions



Prediction 1: Data-led content becomes the new brand moat. LLMs will favour content with **unique data**

Prediction 2: Topic ownership replaces **keyword ownership**. Brands win if they control an entire category conversation.



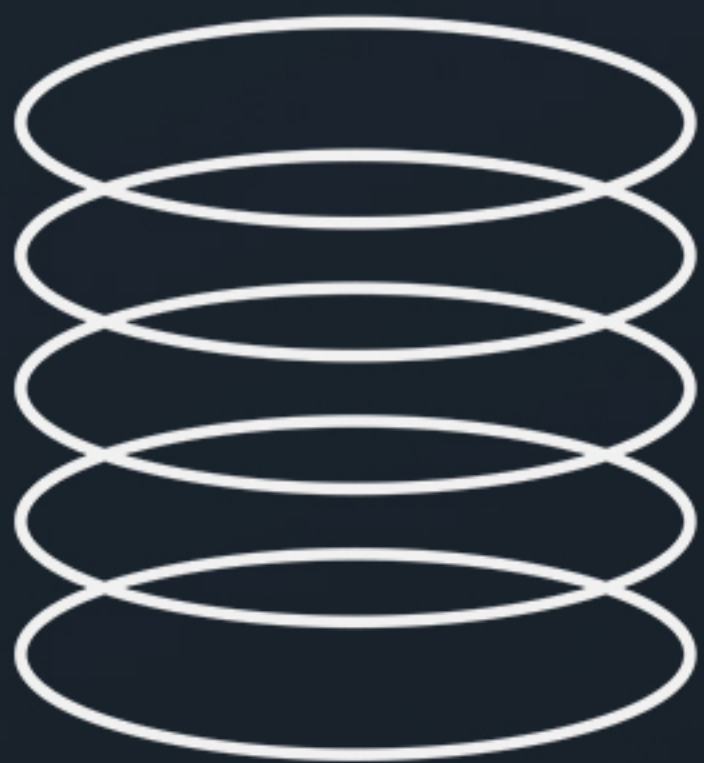


Prediction 3: Content repurposing becomes “**content remixing**” LLMs pull your content → combine it → amplify it → globally.

Prediction 4: Opinionated content beats generic “**SEO content**” Because AI can repeat facts, but not your perspective.



Prediction 5: AI + human hybrid creation becomes the **industry standard**. Far fewer pure GPT-only or writer-only workflows



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