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Content Marketing has become a large industry. Almost all Fortune 500 corporations and myriads of SMBs invest billions of US-\$ in their Content Marketing strategies. The market reflects this complex ecosystem: a plethora of freelancers, agencies, specialists, consultants and gurus of all kinds have begun to focus on Content Marketing. It is just like with any hyper-growth industry: the primary market drives the secondary market and new value chains emerge on a meta level. Consultants are a typical example, or agencies, congress platforms as well as software developers with their Content Marketing services.