

SERVICE OVERVIEW

Content Marketing Services: Build a Content Engine That Earns Revenue, Not Just Pageviews

Key insights and actionable frameworks

Our content marketing framework

Content strategy development: Every engagement starts with a strategy. We map your buyer's journey, identify the questions they ask at each stage, audit where competitors have content gaps, and assess which topics AI platforms actively cite sources for. The strategy defines what to create, in what f

Content types we produce

Long-form guides and pillar content: Comprehensive resources of 3,000-5,000 words that establish topic authority. These serve as the foundational content that internal linking structures and topic clusters reference. They rank for competitive head terms and get cited extensively by AI platforms beca

How content marketing integrates with SEO and GEO

Content marketing at upGrowth isn't a standalone service. It's the fuel that powers both SEO and GEO programs. Content feeds SEO: Every content piece is built on keyword research, search intent analysis, and technical SEO requirements.

Content marketing results

Lendingkart (fintech) : Built a comprehensive content engine spanning educational lending content, city-specific pages, and expert financial guides. The content program drove organic traffic, generating 5.7x growth in lead volume with a 30% reduction in cost per lead.

Conclusion

Content marketing in 2026 requires optimization for both Google organic rankings and AI platform citations. Content that only ranks on Google captures half the opportunity. Buyers discover solutions through ChatGPT recommendations, Perplexity comparisons, Google AI Overviews, and Gemini summaries al

Ready to Take Action?

Get expert guidance tailored to your business goals.

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