
MARKET FACTS!

MARKET FACT #59

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**HOURS of content have been
streamed across the Internet in the
last 7 minutes.**

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COMMENT: Furthermore, 5,200,029,300 TikToks have been viewed. 2,023,963 photos have been posted on Instagram. This reality of content overload is why we're now living what many marketers know as **The Content Apocalypse**. In this Era where your end consumer is getting his attention bombed by brands and content creators and friends and family, how do you stand out as a business? How do you put your brand in front of their eyes and urge them to buy? No single right answer exists, as **the Internet is a complex ecosystem**. And those who master it, can make a lot of money legitimately.

A MESSAGE FOR BRANDS

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