

The Boom of Content Marketing – Zomato

Abhijeet Singh

Master of Business Administration

School of Business Department, Galgotias University, Greater Noida, UP, India

abhijeet.23gsob2010099@galgotiasuniversity.ac.in

Abstract: *This research investigates how businesses use content marketing and online food delivery platforms to enhance brand visibility, engage customers, and increase sales. Using a mixed-method approach involving 390 survey responses and expert interviews, it identifies key benefits, platform preferences, and barriers to effective implementation. Findings show a strong positive correlation between consistent content marketing and online food delivery usage and customer engagement, with Zomato and Zomato emerging as industry-specific leaders. Despite challenges like limited budgets and strategic clarity, content marketing and online food delivery marketing offers significant opportunities for growth when guided by data and creative planning.*

Keywords: Content Marketing, Zomato, Online Food Delivery, Brand Awareness

