

Content Marketing

Priti P. Bokariya¹, Mihir S. Shah² and Vedant S. Sawant³

Guide, Diploma in Computer Science Engineering¹

Students, Diploma in Computer Science Engineering^{2,3}

SVKM's Shri Bhagubhai Mafatlal Polytechnic, Mumbai, Maharashtra, India

mihirshah4529@gmail.com and vedantsawant02@gmail.com

Abstract: *The size of the Internet interaction allowed the customer to be part of the marketing of any product, product, services, or other organization. To this end, digital internal marketing promotes a customer-cantered perspective where organizations should focus on customer support and engage them in the value proposition process. An important part of digital marketing is creating value and consumer engagement in content marketing. The purpose of this paper was to provide a 'content marketing' test and to gain an understanding of the critical dimensions of this digital marketing strategy, with its basic strategies that companies can use online. The ideas expressed in this study have an impact on the content marketing strategy, as does the effective strategy for other disruptive marketing strategies. In the digital age, the value of digital marketing has increased from one year to the next as part of a marketing strategy developed by organizations of any kind and size. Considering that digital marketing requires the presence of content marketing, the success or failure of a company's online communication depends largely on the quality of its content marketing. In this context, in addition to advertising high quality content marketing, digital advertisers must perform targeted analysis to tailor their content and select the appropriate method to promote it.*

Keywords: Content Marketing, Content Marketing Strategy, Digital Marketing, Implementation, Marketing Strategy

I. INTRODUCTION

One of the utmost changes in the market was determined by the exposure of digital marketing that required a rethinking of marketing strategies for companies that wished to remain competitive in the new digital age. According to Rowley (2008) content marketing can be defined as a management process in which a company identifies, analyses and satisfies customer needs in order to profit from digital content distributed through electronic channels. Information is important for advertising. They gather information about potential customers and customers to improve market value for customers, and the organization. Many customers are activated and connected to the digital world all day because they can access the internet using their computers, laptops and cell phones. The use of online content has become very common among internet users. The use of online content has become very common among internet users. Based on this study, about 48% of users aged 18 to 34 with Facebook accounts have admitted that logging on to their social networking site is the first thing they do when they wake up. Content marketing is different from advertising. Therefore, content marketing is very important in developing and transforming marketing, from an educational perspective, and using online settings to achieve business goals, with a realistic view. Therefore, content marketing has become the key to a successful online marketing campaign and the most important digital marketing tool. In this context, many companies are interested in increasing the use of the content marketing tool in their marketing policy, as they recognize the limitations of traditional marketing communications strategy, as well as the great opportunities offered by digital marketing. Content sharing online is an important part of modern consumer life. Around the world, people post interesting news and articles, share YouTube videos, and read and pass on reviews of hotels and restaurants to their family and friends. This transfer of social content and information has an impact on consumers and products. Interactions between consumers and consumers in

online and offline environments have an impact on emotional states, preferences and ultimately purchasing human behaviour.

1.1 Definition

The term 'content' is based on publication, where the words, images and animations should be interesting enough for the target audience to seek out a publishing platform whether it be a newspaper, magazine, TV or radio station. These definitions define content in general or in a digital framework, the concept of 'content marketing' is still in the process of being developed as an effective online marketing strategy. Content marketing has been part of the digital marketing strategy of online companies for many years. Content marketing is a marketing strategy focused on creating and distributing relevant, relevant, and consistent content to attract and retain a clearly defined audience - and, ultimately, drive profitable customer action. There is no internationally accepted definition of content marketing, but according to the Content Marketing Institute, content marketing is a marketing and Business Process for creating and delivering relevant and attractive content to engage a clearly defined and understandable target audience - with the aim of driving profitable customer action.

1.2 The Importance of Content Marketing

According to statistics provided by the content marketing institute, the importance of content marketing is growing, as 70% of b2b advertisers are creating more content than they did in the last one year. Instead of throwing away your products or services, you bring in information that makes your customer more intelligent. The core of this content strategy is the belief that when we, as businesses, provide consistent, ongoing information to consumers, they ultimately reward us with their business and credibility" (content marketing institute, 2015).

It is important to know that Content marketing has benefits in keeping readers attention and improving product credibility. The idea of sharing content as a way of soliciting decision-making has led content advertisers to make their once more intellectual property available to selected audiences. Alternatively, many content marketers prefer to create new information and share it with any media and all.

1.3 The Objectives and Strategies of Content Marketing

The content marketing strategy has been adapted to each company, but should consider the following: content marketing objectives, target analysis, the type of content marketing used, advertising channels, content marketing timetables (frequency), and metrics for measuring the impact of content marketing. Regarding content marketing objectives, the most common are:

1. Increase product awareness;
2. Attracting new leaders;
3. Solving problems related to low audiences;
4. Creating the demand for a particular product;
5. To improve customer loyalty;
6. Evaluating product / business vision;
7. Building an audience

In addition to verbal monitoring and sharing, interacting with people who respond to content can be a very powerful way to spread your reach and communicate with potential prospects or industry stakeholders. Metrics used for content advertising should consider:

1. Visiting the company site;
2. page views;
3. number of newsletters subscribers;
4. fans on social media;
5. jump rate;
6. time spent on a company site "(DeMers, 2014).

Also, it should consider 4 types of metrics:

1. Usage metrics (Google Analytics, Traffic, Open Rates).
2. Metrics sharing (Retweets, Forward, Favorites).
3. Leading metrics (Lead produced).
4. Sales Metrics (Deals).

A well-defined content marketing strategy has the potential to create special relationships with the target audience by creating a positive brand image. Thus, content advertisers can attract, engage and retain long-term audiences.

II. CHARACTERISTICS OF CONTENT MARKETING

Focusing into a business-to-business framework, identified three aspects of content marketing, namely "Paid", "Paid", and "Social". These features can also be added to business-to-consumer advertising:

- "Free" content is developed by an organization that aims to benefit: customer interaction and improve relationships, information, sales of products and services.
- "Paid" content is developed by the organization and has the same objectives as presented above, and in addition aims to sell created digital content.
- "Community" content created by members of the product community who intend to express their views; to learn from the organization and other users.

III. TACTICS ASSOCIATED WITH A CONTENT MARKETING STRATEGY:

There are different types of content, from basic ones, such as video, image, text, to more specific, to more specific, such as the ones we will explore in this section. All content marketing strategies are also related to another aspect of digital marketing, namely the development of search engines, which are some of the strategies that should be used to increase the visibility and accessibility of each type of content. In any online setting, organizations can choose from a variety of formats and strategies for effective content marketing strategy. However, these strategies need to reflect the needs of the target audience and the goals of the organization. The most common content marketing formats and strategies are presented below:

1. **Blog posts** - As the most common type of content marketing, blog posts are published on the website and shared on social media, once developed using search engine optimization properties. Blog posts should be published regularly to attract new and emerging visitors, and should focus on providing relevant content for the target audience to engage readers in promoting.
2. **eBooks** - This type of content reflects a broad and in-depth information resource on a specific topic for potential buyers, and can provide a new source of trust for the company responsible for the creation of this content. With the practice of online marketing, eBooks are considered a leading production tool because in order for potential customers to access the free service, they often have to provide their contact details.
3. **Templates** - Templates and worksheets used by organizations in online settings to help potential customers with specific issues, saving them time and effort. By downloading a useful template or worksheet, companies help make it easier for potential customers, who will, in the future, partner with a particular company in the future.
4. **Infographics** - This type of content can process data in a visual way, thus providing a compelling and attractive opportunity to transmit information. Infographics is essential for large sets of information and data that can be clearly defined and easy to understand.
5. **Videos** - This content format has the highest level of engagement and transmission on social media and other websites. Videos can be used as a content marketing strategy to explain certain stories, showcase a product or service, or present an interesting topic to a target audience.
6. **Podcasts** - Podcasts represent pre-recorded interviews with scheduled radio programs that are used to debate various topics of interest to the target audience of the company. Podcasts are also used to produce producers, by

asking listeners to subscribe to updates, thus this content strategy can build an audience and establish a particular brand as a source of information.

7. **Guidelines** - Introduction guides or guidelines help potential buyers with step-by-step guidelines in achieving different goals and activities.
8. **Kits** - This content format represents a collection of content on the same topic. Online companies use this strategy to redistribute pre-published content, and combine it under one donation.
9. **Tips and Checklist** - This content format provides guidance and short tips or best practices for potential buyers who want to complete a specific task. Also, this content provision forms the basis for a long-term relationship with customers, who will work closely with the company.
10. **Webinars**- Another type of content used by companies to gain more credibility among targeted webinars. Often compiled as a series, webinars provide information on a particular topic and include gathering experts and leaders in specific fields to share their ideas on a major topic.
11. **White papers** - White papers are similar to educational papers in their purpose, authoritative, detailed and informative about research results and reports. eBooks often present in-depth content in a creative, visual and often informative way, while white texts provide impartial information about the trend or evolution in a particular industry or business environment.
12. **Case Studies**- This content strategy can provide potential buyers with a transformative motivation. Online companies use examples to share customer success stories that explain how their products or services helped a particular customer.
13. **Surveys / Research Reports** - As an alternative content marketing strategy, companies use surveys and their results to reflect respondents' perceptions of the industry situation or to solicit potential customers about features of a particular product or service.
14. **User-generated content** - This type of content may capture any type of text, images, video or audio created by users of the product or company. This content created by trusted customers may also be targeted and redistributed by the organization's audience, in order to increase your visibility and generate more credibility among customers. More recently, based on the diversity of the social media platform, research has focused on the impact of user-generated content on branding and product development, as well as product design.

IV. CONCLUSION

In our paper, we have tried our best to present the need, value, profit and strategies associated with content marketing. There is a lot to learn about the market, consumer demand, their interest, new strategies, etc. We also need to update and innovate in this digital era. In order to engage with your audience and create a powerful brand you have to gain their trust and admiration. Therefore, content is the atom of all digital marketing as content is the reason why search begins.

ACKNOWLEDGEMENTS

The authors would like to express our heartfelt gratitude and sincerely appreciate the firmly efforts and valuable time given by our guide Mrs. Priti P. Bokariya. Her valuable guidance and feedback helped us complete this paper. We would also like to thank our peers and all those who helped us and encouraged us to work on paper.

REFERENCES

- [1]. Bauer, Emily. A Brief History Of Content Marketing (Not New As You Think), 2014. Available At: Hub.Uberflip.Com/H/I/11305110-A-Brief-History-Of-Contentmarketing-Its-Not-As-New-As-You-Think. Accessed: 03 Oct 2015.
- [2]. B2B Content Marketing, 2015 Benchmarks, Budgets And Trends -North America ", Content Marketing Institute.Available At: [Http://Contentmarketinginstitute.Com/Wp-Content/Uploads/2014/10/2015_B2B_Research.Pdf](http://Contentmarketinginstitute.Com/Wp-Content/Uploads/2014/10/2015_B2B_Research.Pdf), 03.10.2015).

- [3]. Cohen, Heidi. Content Marketing Description: 21 Experts Rating. Available At: [Http://Heidicohen.Com/Content-Marketing-Definition/](http://Heidicohen.Com/Content-Marketing-Definition/). 03.10.2015.
- [4]. Adams, C. (2014). How They Use The 3 Big Brands To Tell Stories To Make Everyday Products Fun. Retrieved From: [Http://Www.Bruceclay.Com/Blog/How-To-Use-Storytelling-Forcontent-Marketing/](http://Www.Bruceclay.Com/Blog/How-To-Use-Storytelling-Forcontent-Marketing/)
- [5]. Botha, E., & Reyneke, M. (2013). Sharing Or Not Sharing: The Role Of Content And Emotions In Viral Advertising.
- [6]. Cherry, K. (N.D.). What Is Internal Motivation? Adapted From: [Http://Psychology.About.Com/Od/Motivation/F/Intrinsic-Motivation.Htm](http://Psychology.About.Com/Od/Motivation/F/Intrinsic-Motivation.Htm)
- [7]. Baer, J. 2012. Why You Need To Turn Down Your Content Marketing And Transform [Online]
- [8]. Berger, J. And Milkman, K., 2012. What Controls Internet Content? Marketing Research Journal, 49 (2), Pages 192-205. Doi: 10.1509 / Jmr.10.0353
- [9]. Bloomstein, M., 2012. Workplace Content Strategy. Waltham, MA: Elsevier. Content Marketing Institute, 2017. What Is Content Marketing? [Online] Available At: Www.Contentmarketinginstitute.Com/What-Is-Content-Marketing [Accessed August 12, 2017].
- [10]. Du Plessis, C., 2015. Educational Content Marketing Guidelines: Research-Based Recommendations For Best Practice. ECSM2015- Proceedings Of The Second European Conference On Communication 2015: ECSM 2015, Pp. 122.