

## A STUDY ON CONTENT MARKETING AS A NEW TREND IN MARKETING

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### ABSTRACT

*Content marketing evolves to be a powerful marketing tactic in the digital, fast moving, information driven world. It is not a new strategy but more and more enterprises begin to engage in content marketing gradually. So what are the reasons of the rise of content marketing in today's society? This paper discusses about the use of content marketing in businesses and how it brings benefits to the companies. The conclusion summarizes six strategies companies use during the implementation of content marketing in their businesses. Consumers believe that user-generated contents are far more trustable because they are not paid to spread positive word of mouth about certain brands. Lastly, it is crucial for firms to be ethical and honest with public. Public hates to be deceived and manipulated. Five carefully selected theories of content marketing proposed by experts in the field has been collected, compared and displayed as originally and scientifically as possible in this thesis. The chosen theories provide a diversified perspectives of content marketing from different experts. Thus, this gives a bigger picture of how marketers around the world are perceiving and experiencing with this new form of marketing.*

**KEYWORDS:** *Content Marketing, Implementation, Benefits, Information, Digitalization.*

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