

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.*

1. INTRODUCTION

Content marketing is a management method in which a company uses digital content supplied through electronic channels to detect, analyze, and satisfy client demand in order to profit. Marketing relies heavily on data. Market analysis and customer behavior have a strong relationship. They gather data about customers and future customers in order to improve the market exchange's value for customers and, as a result, the organization. Customers serve as the foundation for all marketing efforts. In the market, customers and businesses are intertwined. Companies want and need to carry out marketing operations in order to meet the needs of their customers. Customers demand factual and valuable information to guide them in their decision-making process in this knowledge era. Sharing relevant material with a target audience is the art and science of content marketing. Customers today are savvy and well-informed. They are aware that they have the right to select what information they receive, in what format it is delivered, and whether or not they believe the content.

Because they can access the internet through their pcs, laptops, and mobile phones, most customers are tuned in and connected to the digital world all day. Online material consumption is becoming a frequent practice among internet users. According to a survey, almost 48 percent of

Facebook users aged 18 to 34 admit that the first thing they do when they get up is go on to their social media site. Furthermore, certain audiences choose different channels such as traditional media, television, radio, billboards, and others. This audience expects to be answered and entertained 24 hours a day, seven days a week. As a result, businesses are investing substantially in offering the most up-to-date information through various marketing platforms in order to pique customers' interest. Content marketing differs from advertising in that it emphasizes storytelling over swagger. To put it another way, a company can advertise if it wants to tell the world that it is a rock star, but if it wants to demonstrate and prove it, it must have amazing content. Here are some examples of how content marketing can be used to develop an effective marketing plan[1].

1.1 Localization:

When doing business abroad, most multinational firms (MNCs) engage in content marketing and focus on customizing their message to target the correct audience (Content Marketing World looks at the significance of linguistics in brand strategy, 2014). It is critical for marketers to adapt material so that it is culturally relevant while also ensuring that it is appropriate and truthful in order to maintain a good brand reputation. People, business processes, and system are the three essential components in managing global content. In order to develop a clear and uncluttered brand image in each international office, all branches in different countries must work together. Localization has historically aided multinational corporations in surviving and prospering in nations other than their home country. This is related to cultural differences, as well as differences in client values and perspectives. As a result, using the same standards and tactics in multiple countries is nearly impossible. According to Pierce, having standards on which people disagree is a much bigger issue than not having sufficient norms (Content Marketing World looks at the significance of linguistics in brand strategy, 2014). Content is more successful when it is localized and translated for the target market and culture. The necessity of having localized content is to ensure that the message is delivered in a language and format that local customers can comprehend. Brands cannot presume that "this is how we do things in the United States" and apply the same concept to another nation (Content Marketing World looks at the significance of linguistics in brand strategy, 2014). Brands that adopt this mindset are doomed to fail because they focus solely on who they are and what they can do rather than attempting to understand what customers want. In this competitive economy, customers are given options and choices. When customers choose them, businesses must ensure that the content operates the way they want it to. Within a culture, it's not enough to have the appropriate words; it's also necessary to have the right location and timing[2].

1.2 Personalization:

Customers are increasingly expecting individualized customer experiences that represent their individual wants, attitudes, and circumstances. Customers want to be treated as individuals and to feel like they are part of a community. This is referred to as a requirement for "inclusive individuality." They're looking for sensations of independence while also being dependent. They want to be recognized as individuals, and they also want to be respected as part of a group. They don't want to feel like outcasts in their neighborhood. Content marketers can satisfy their need for "inclusive individuality" with the help of digital technologies. Marketers have the ability to create customized content that is relevant to each individual customer. Consumers, on the other hand, have the ability to personalize their experience and then share it with the communities to which they participate, regardless of geographical location, so because internet connects

individuals all over the world. Content marketers are being pushed to develop new marketing techniques that appeal to both individualism and inclusion as a result of changing consumer behavior. Marketers use content marketing on the internet to better customize information for their customers. Customers use social media sites on a regular basis in order to receive useful, relevant, and up-to-date content such as articles, videos, blog entries, and other types of content. They are looking for a personalized and high-quality experience while accessing content on the internet[3].

To market their brands, global brands used to employ standardized content. Consumers, on the other hand, are entering the age of inclusive individualism as time goes on. As a result, marketers are able to overcome the problems of global, regional, and personalized marketing. A tailored message assists businesses in reaching a high-quality target audience. Coca-Cola is a fantastic example of a multinational firm that has successfully sent individualized messages to customers. Coke Zero hosted a social media event dubbed "my fave dancing movements," which reflects accepting individuality[4].

1.3 Emotions:

The ability of a content marketing message to go viral is one of the success markers. A company's article or video is regarded successful if it receives a large number of clicks and shares. It was established that the success of an article was determined by two elements. A military family, a single father, and a same-sex couple with two children are featured in the video. It is not a typical advertisement in which these families revolve around the company's products. Honey Only a few occasions in the documentaries do made graham crackers appear. The tale focuses on these families and their struggles, and as the novel unfolds, it hints at what makes their family life healthy. This advertising stands out because it is enthralling, heartfelt, and real. People are reminded of their own families as a result of the story, and are inspired to fill their lives with more love every day. It has been proven that when people can relate to the message, they would share or forward articles to their friends[5].

1.4 Diversification of Methodology:

Marketers may adopt a diversified regimen to overcome the issue of content marketing overwhelm. It can be exhausting for content marketers to come up with new innovative ideas and inspiring phrases on a regular basis in order to keep consumers' attention. Customers may grow tired of hearing the same voice from marketers who have run out of ideas. Customers may become disinterested and finally detach from a brand if the same marketer consistently shares similar content formats. There are many alternatives on the market, and shoppers choose appealing brands and fresh content. The following strategies should be used to shake up a company's routine. Hiring a talented journalist aids the marketing department in producing effective content and presenting new ideas from a different perspective. The main topic ideas can be provided by content marketers, and the journalist can compose publicity material as he or she pleases. A good journalist can come up with unique stories about the company and convey them to customers in a new way. Another option is to engage a professional editor. Marketers will offer their material and the editor will extract it from the facts. By converting a PowerPoint presentation into a fascinating video clip, a video editor can help spice up the information[6].

1.5 Trust and co-creation:

Co-creation occurs when online users seek a way to contribute to the generation of information for enterprises seeking consumer insights. The modern concept of co-creation is based on three

factors. First and foremost, because to technology advancements and the rise of digital communication, people have been able to communicate with others all over the world since the 1990s. Online users with similar interests can create their own communities and trade ideas on goods and services using digital technology. The second aspect is that businesses encourage customers to engage in their operations in order to gain a better understanding of them and to instill a sense of belonging in them. Some businesses have taken advantage of this chance to engage customers and transform them into partners and co-developers. According to a study, allowing customers to contribute information to businesses makes content exploration easier. Organizations that implement co-creation into their operations reap a slew of benefits[7]. It improves the capacity for consumer insights, establishes good relationships with consumers, and reduces risk, in addition to bringing value to new products.

1.6 Honesty and ethics:

Customers may be resistive to a hard pitch when paid and owned media are insufficient to attract them. Customers dislike push marketing because it forces them to receive information. They prefer pull marketing, such as content marketing, on the other hand. Customers have the flexibility to explore and read while marketers generate appealing and unique content and broadcast it on numerous channels. Even though he believes that successful native advertising is indistinguishable from journalism, McCambley believes that brand sponsors must provide complete transparency. He quotes, "If your stuff is good, own it." He further points out that labeling is only questioned when the content is poor. To grab public's attention, content marketers should not use deception[8].

1. LITERATURE REVIEW

Rowley et al. studied about the relevance of digital content to business and society increases, this paper argues that a comprehensive view of the concept and nature of digital content marketing is needed (DCM). Along the way, it becomes clear that customer value is a recurring issue in DCM, which leads to the article's second key contribution: an examination of the concept of customer value in digital content marketplaces. 'Bit-based things disseminated through electronic means' is how digital content is defined. In order to uncover some of the distinctive aspects of digital content marketing, a structured study is undertaken based on a series of questions. The research is based on a review of the literature as well as an examination of a number of websites that provide various forms of digital information. The conclusion summarizes the distinctive properties of digital content as well as the implications for digital content marketing. It examines the influence of the difficulties in defining "value" in the context of digital material, as well as the implications for supply chain architecture, pricing strategies, promotional tools and branding, and license and digital rights management. Furthermore, all stakeholders in the supply chain affect the consumer's experience of digital content, and the customer is required to engage in learning and co-creation of the experience. The 'value-in-use' notion of customer value is presented as a possible foundation for ensuring that consumers are actively involved as stakeholders in the content economy. On this foundation, practical recommendations and further research are built[9]. According to Baltes et al. In this era of digitization, the role of online marketing has grown from year to year as a component of marketing strategies used by businesses of all types and sizes. Because digital marketing necessitates the presence of a content marketing strategy, the success or failure of a company's online communication is largely determined by the quality of its content marketing. In this context, in addition to enhancing high-quality content marketing, online marketers must do a

target analysis in order to adjust their content and determine the best strategy to promote it. This article discusses the notion of content marketing, its role in marketing policy, and the necessary methods for establishing a successful content marketing strategy[10].

2. DISCUSSION

Story marketing is another term for content marketing. It all comes down to providing quality content to enlighten and persuade audiences in order to raise awareness or influence their image of a brand. Better content may encourage customers to buy goods or services, turn them into loyal customers, and even encourage them to tell others about it. Material marketing is also a strategy for establishing and maintaining relationships with a target audience by distributing valuable content. It improves the purchasing process by giving clients more value. As the present marketing strategy evolves, content marketing converts marketers into publishers. Although it is difficult for marketing gurus to change their ways of marketing items substantially, the number of larger firms that do so is gradually increasing. For example, Kelly Service's marketing budget is estimated to be spent on content generation and distribution operations at above 60%. Content marketing is becoming increasingly important to businesses. In 2011, Google launches the Zero Moment of Truth research initiative. It looks into how people look for information, how information influences their behavior, and also what brand decisions they make. In comparison to the previous year, buyers look through twice as much content online, resulting in a purchase decision. The number of items of material viewed by average customers increased from five to ten between 2010 and 2011.

Organizations must ensure that they have successful content marketing techniques in order to avoid being eliminated by consumers in the current trend of content marketing. User-generated content also encourages people to participate in crowdsourcing, submit brand ideas, and provide relevant information to other users. Consumers consult online product reviews during the purchasing process because they trust what other customers have to say about the companies. As a result, marketers start to understand how internet reviews are formed. Many firms make an attempt to encourage consumers to engage with one another and subscribe to one another in order to increase the number of reviews on their website. Another benefit of a content marketing approach is that it allows businesses to position their items. Positioning is determined by a company's market reputation as well as the quality of its goods and services. Marketers develop and distribute useful material that helps to reinforce a company's positioning. Who'd have predicted that the future of marketing is actually publishing, rather than marketing? Exaggeration and marketing tricks will not satisfy customers. To activate purchasing behavior and impact buying habits, appropriate, valuable, and rich information is required.

3. CONCLUSION

Brands will now achieve their marketing goals by generating and disseminating the best useful information on the world for that specific niche, rather than relying on interruptive media. Although content marketing has been around for a long time, few businesses used it at the time. Nonetheless, due to changes in customer behavior and technology considerations, it has recently become the new trend in marketing. Customers understand the value of knowledge and how it may help them make smarter purchasing decisions. As a result, people begin to demand more information. Furthermore, they are becoming increasingly intelligent, leaving marketers with no choice but to create truthful and engaging material, as information manipulation no longer works in the digital age. To create good content marketing, a few characteristics must be considered. The importance of message localization increases the likelihood of reaching the intended

audience. Due to regional differences and varying client expectations, using a single message globally is dangerous. Following that, it is preferable to have personalized content because consumers expect uniqueness. They want to be treated as unique individuals who are valued. When a message is customized and incorporates powerful emotions, customers are more likely to build deeper relationships with the company. On the other hand, it is better if content is prepared in a variety of ways: outsource, collaborate, and use voice. Different methods of communicating a message might pique the audience's interest. When marketers and customers work together to create information, the results are entertaining and trustworthy. Because they are not paid to create favorable word of mouth about certain products, consumers believe user-generated material is considerably more trustworthy. Finally, it is critical for businesses to be ethical and truthful with the public. The public despises being duped and exploited. To develop trust and preserve client loyalty, content marketers must ensure that the contents are authentic and transparent. The marketing trend is evolving to the point where marketing is being replaced by publication.

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