



A STUDY ON THE ROLE OF CONTENT MARKETING IN DIGITAL ARENA

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Abstract

We are in an era of digitalization. Digital marketing has spread its wings further and stands first in the marketing tool used by any organization. Content marketing includes creating and sharing it through articles, videos, podcasts, or any other medium to attract and keep the potential audience/ customer engaged. The purpose of this study is to methodically understand the scope of content marketing, its relevance in digital marketing, and the right strategies that can make content marketing a successful tool for an organization. Any organization must create high-quality content that is both novel and interesting. The organization must know its target audience to create content that is appropriate to the group, based on age, interests, nationality, cultural differences, preferences, etc, the study will also focus on the difficulties and challenges in generating content that the audience will prefer. Finally analyze through available data, if content marketing has been effective in generating business for organizations. Secondary research was conducted using the research papers and articles that have been published in the past ten years.

Keywords: *Content Marketing, Digital Media, Social Media, Potential Buyers, Brand, Target Audience, Customers.*

Introduction

Content Marketing institute an online resource management company defines content marketing as, “Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – to drive profitable customer action.” With the emergence of digital media, the traditional marketing practices came to an end and there was an emergence of content marketing as an important tool in digital media. Content marketing creates a direct relationship with the customer; it helps the customer understand the value of a product better and creates a stable relationship between the product and the customer. Thus, it has become the key to a successful online marketing campaign and an important tool of digital media.

Content marketing collects information about customers and potential customers to increase the value of the economic system in which goods and services are produced, distributed, and exchanged by the forces of price, supply, and demand thereby increasing the value of the organization. Customer serves as the starting point for marketing activities. Both customers and organizations are interdependent. Companies plan and strategies marketing activities to satisfy consumer requirements. In this information-driven era, customers seek out facts and useful information to help them in their decision-making process. The role of content marketing is to share this valuable information with potential customers.

In today’s digital world people are hooked to computers, laptops, and mobile phones. Therefore, the consumption of content through social media platforms is easily accessible and has become a habit. Thus, the onus is on the companies to present the latest information on various marketing channels to gratify the curious customers. Content marketing is not the same as advertising while the advertisement is a bravado, content marketing is storytelling. Content marketing succeeds when the quality of the content, the frequency of promotion, and usage of social media platforms are done after thorough research and best practices are followed. This research paper is going to focus on studying the importance of content media in digital marketing through a literature review.



Review of Literature

Loredana Patrutiu Baltes' article, "Content Marketing-The Fundamental Tool of Digital Marketing," published in 2015, analyzed the relevance of content marketing in an era of digitalization and concluded that content marketing is the present and future of digital marketing in general. As a result, without high-quality content marketing, a digital marketing plan is doomed to fail.

"The Review of Content Marketing as a New Trend in Marketing Practices," published in 2015, **Angel Wong an Kee and Rashad Yazadanifard** studied the evolution of content marketing and found that six techniques are used by businesses when implementing content marketing.

"The Insight of Content Marketing at Social Media Platforms", published in 2019, **Akanchha Singh, Smriti Mathur** stated that Marketing is no exception to the world's transition from analog to digital. Digital marketing, social media marketing, and search engine marketing are all becoming more popular as technology improves. The number of people using the internet is rapidly expanding, and digital marketing has benefited the most because it is mostly based on the internet. Consumer purchasing habits are shifting, and digital marketing is becoming more popular than traditional marketing.

Integrating digital marketing into a company's overall strategy is no longer a choice; it's a need for success. However, this isn't something that everyone has taken advantage of. Affinity marketing is another possibility for an organization to gain a competitive advantage in today's market. Affinity marketing can boost participation, revenue, retention, and create a win-win situation for all parties involved. Despite its success in the late 1980s and early 1990s, however, the scheme's adoption has slowed. While some affinity partners have adopted digital marketing to some level, the majority are not efficiently using it to develop and sustain their affinity marketing program.

Objectives

- To study Content Marketing is a marketing tool that creates a sustainable and trusted brand status.
- To study if social media fuels the scope of content marketing that serves as the breeding ground for it to grow and be accessed by a large group of people.
- To study whether Content Marketing succeeds in understanding the customer's 'information needs.

Content Marketing in Digital Arena

The primary function of content marketing is to let people know the values on which a brand operates its practices and its history. Content marketing builds a relationship between the organization and the customer. It constantly focuses on building trust. Once an organization gains the trust of the customers, it is easy for the organization to make its customers buy the products. Once an organization has created its base customers, it continues to build on bringing in new leads. Content marketing is one of how a company can attract new potential buyers. When a company has not reached many people on digital media platforms any amount of digital marketing will be of no use. Content marketing plays a vital role in attracting a large number of audiences to the digital media platforms of the organization. It creates a need for a specific product. The content on social media has proven to create the need for many products in the users of digital media. Customers who read the blogs of a specific product become more attached to the product and begin to show loyalty to the product.

When an organization launches a new product, content marketing is used as one of the tools to test the product idea. It not just test the product idea but also generates and improvises the idea for a new product. Content marketing for any product becomes the breeding ground for the target audience with similar interests, hobbies, and preferences to grow and socialize. Multinational companies use content marketing extensively. They focus on altering the content to target the given audience when working with different countries across the globe. Marketers need to redesign the content which is culturally relevant for the target group and at the same time ensure that the company maintains a consistent brand image across the globe. Localization helps the MNC's



survive and become flourish in different countries. The potential customers understand the brand better and can create a personal bond with it when localization is given importance. The content marketers must make sure that they use the right words, make the right placement of words, and say it at the right time that exists within a culture. A tailored message assesses a business 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 posted a social media event called “**My favorite dancing moves**” which reflects accepting individuality (Hussain, 2013). Customers trust brands when they experience familiarity. Customers grow loyal to brands when they feel recognized as individuals. If customer receives tailored, relevant and helpful information they will build stronger bonds with the brand.

Honey-made Graham Cracker Company has produced a documentary series called “This is a whole meal”. It tells the audience about the lives of three distinct families and how they deal with their problems (Adams, 2014). It is not a typical advertisement in which these families revolve around the company’s products. Only a few times in the documentaries do honey-made graham crackers appear. The tale focuses on these families’ struggles and as the movie unfolds, it hints at what makes their family live pure. This advertisement stands out because it is enthralling, heartfelt, and real. People were inspired by this advertisement and it was a popular hit. It has been proven that when people can relate to an article, they will share or forward it to their friends.

Marketers must strive to utilize a diverse regimen to overcome the issue of content marketing overwhelm (Harad, 2013). It can be exhausting for content marketers to come up with new innovative ideas and inspiring phrases on regular basis to keep consumers’ attention. Consumers may grow tired of hearing the same voice of marketers who have run out of ideas. Consumers 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 shopper’s shoes have appealing brands and fresh content. The following should be used to shake up a company’s routine. Hiring a talented journalist aids the marketing department in creating effective content and offering new ideas from a different perspective (Scott, 2007). The main topic ideas can be provided by content marketers and the journalist can compose the publicity. Voice is a wonderful aspect to incorporate when presenting a message to an audience. When communicating concepts or giving thoughts in conversation, some marketers perform better. There are three options for doing so. Marketers begin by recording and transcribing the file. Second, podcasts are an excellent tool for marketing to deliver valuable content and ideas (Marzec, 2015). Third, host and record a teleseminar or a webinar. The audience will be sent links through emails.

Co-creation occurs when online users seek opportunities to contribute to the generation of information for enterprises seeking consumer insights. The modern concept of co-creation is based on three factors (Ind, Iglesias, and Schultz, 2013). First and foremost, because of technological advancements and the rise of digital communication, people have been able to communicate with others all over the world. Online users with similar interests can create their communities and trade ideas on goods and services using digital technology. The second aspect is that businesses encourage customers to engage in their operations 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 (Golden berg, Oestreicher-Singer, and Reichman, 2012). The rising emphasis on the exchange of intangibles within marketing has shifted the attention away from the act of purchase towards the usage of the product. This notion brings the marketers and consumers together, allowing enterprises to reach out to customers and consumers to participate in brand operations. Traditional methods of marketing and selling items are no longer viable for businesses. Consumer trust collaboration and co-creation are the new logic of brand and branding. Consumers are more likely to trust businesses that pay attention to their needs and ideas. The goal of co-creation is to assist enterprises in improving customer experience and stakeholder relationships. In addition, social media and brand communities provide a platform for businesses to monitor and analyze client dialogues. This is a method in which customers express their opinions.



Customers dislike push marketing because it forces them to receive information. They prefer to 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. To grab customers' attention, a content marketer should never use deception. Brand partners and the general public must be fully informed about the policies on sponsored content. Customers should be able to see and understand disclaimers throughout the advertisements. To avoid misconceptions and conflicts, sponsorship should be open as possible. In today's environment marketing products and services by lying, offering misleading figures, and concealing the truth no longer works. At the end of the day, content should be relevant, authoritative, and genuine.

Conclusion

Rather than depending on outward marketing such as advertising, promotions, public relations, and sales, brands will achieve marketing goals by producing and spreading the greatest value information on the planet for a certain product. Few organizations have used content marketing, although it has been around for a long time. It has recently become a new trend in marketing as a result of changes in customer behavior and technological factors. Customers have gotten savvier, leaving marketers with no choice but to provide accurate and appealing content, as data manipulation is no longer successful in the digital age. The study also proves that content marketing is an important tool that persuades customers to develop brand loyalty and become regular customer.

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