

CONTENT MARKETING IS THE FUTURE OF MARKETING

Dr. Sunil Kanoongo

Lecturer, S.M.M. Government Girls College, Bhilwara

Saurabh Kumar

Research Scholar, Maharshi Dayanand Saraswati University, Ajmer

ABSTRACT

A good content now a day we all are looking on internet for different intentions. Consumers search on google before buying a product their review, price, attractive offers, best services then they decide to purchase a product. Online marketing became easier through content marketing. Content marketing is rapidly growing by which method using to target the mass audience. The success of brand depends on how premium content used for the lead generation will be discussed. Finding objectives of the Content marketing and how with the help of KPIs tried to measure and analyze the Content to find number of consumers.

Keywords : Content Marketing, SEO, Digital Marketing KPI's.

INTRODUCTION

Content marketing is about providing customers and prospects alike valuable, relevant information that informs and keeps them connected and engaged with your brand. So, content marketing needs to be aligned with strategy. Content marketing provided conversion rates six times higher than other digital marketing. Online consumers made a purchase after reading recommendations on a blog. Companies surveyed believed content marketing increased their marketing leads. Businesses survey represents video content provided great ROI and increased conversions. The content published regularly on the wall creates a perception of business leader in the industry in consumer's mind. Sharing content with consumers or prospectors can help in building trust with the targeted market.

The Content Marketing Institute defines it as “a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and target audience-with the objective of driving profitable customer action.”

Content can be presented in many formats such as blog posts, infographics, podcasts, videos, and downloadable/gated content such as webinars, ebooks, whitepapers, and industry reports. While all these content formats are not suitable for B2C brands, they use many of these formats in different ways up to a certain degree. For instance, besides product videos and commercials, B2C brands capitalize on product comparisons, product ratings and reviews, etc.

Content marketing is a strategy in which marketers focus their attention not only on the purchasing cycle itself, but also, to the same extent, on the cycle of sales. In their actions they have to take into consideration many aspects associated with the correct implementation of strategy, such as: client service, reputation management, building brand awareness, positioning and public relations in the web, gaining potential clients and look after the clients.

LITERATURE REVIEW

Content is the text, design and graphical presentation that of a web page. Quality content is the key factor to attract customers to visit website frequently. (Chaffey D., Mayer R.,2000)

Content marketing is the process of creating and sharing valuable free content to attract and try to convert prospect customer into regular and repeat customer. Targeted audience with the objective of profitable customer. (Pulizzi J. e Barret N. ,2009)

Content marketing is the process of indirectly and directly promoting a business or brand through value-added text, video, or audio content both online and offline. It can come in long-form (such as blogs, articles, e-books, and so on), short form (such as Twitter updates, Facebook updates, images, and so on), or conversational-form (for example, sharing great content via Twitter or participating in an active discussion via blog comments or through an online forum). (Gunelius, 2011)

“Content marketing strategic approach is a brand story telling method that aims to change inactive consumer behaviour into active brand conversion earning media” (Du Plessis; 2015)

Content marketing is a technique to keep engage exiting and potential customers through effective content creation. It might be blogs, tweets, Facebook posts, campaigns, slogans to your existing and targeted customers simultaneously. (Dan Bergeron;2016)

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and clearly defined audience and ultimately to drive profitable customer action. (Content Marketing Institute; 2019)

According to review there are three main factors identified in this study, as it is used as share content, which is valuable and cause high returns in respect of customer acquisition and retention. Strategy helps us to focus on quality which helps us to develop better relationship with customers.

KEY COMPONENTS OF CONTENT MARKETING

There are many different types of content you can create as part of your marketing strategy, including:

Offsite articles: Articles written for publications and blogs outside your own website.

- **Blog Posts** : Articles published on your website's blog.
- **Videos** : Short filmed content posted on your business's YouTube channel or embedded on your own website.
- **Podcasts** : Audio content offering useful information, guidance, or tips.
- **Landing Pages/Microsites** : Web page that promotes a premium content offer, such as webinar and contain a form to fill prospect information in lieu of content. While microsites are developed for temporary purpose such as project or events.
- **White papers** : In-depth, high-level reports about a specific topic, like a research paper.
- **Webinars** : Online video presentations, often live-streamed, that allow viewers to participate and ask questions in real-time.
- **Infographics** : Explanatory visuals that use a mix of images, statistics, and charts.
- **Templates**: Fill-in-the-blank templates related to your product or service.
- **eBooks**: Online books, typically packaged as downloadable PDF documents, with in-depth information or guidance about your industry.

- **Slide decks**: Slide presentations that offer information, guidance, or tips.
- **Case studies**: Up-close examinations of your customers, often taking the form of blog posts, that tell success stories about them using your product.
- **User-generated content**: Content such as videos, images, and more created by users and then shared or endorsed by brands.

OBJECTIVE OF CONTENT MARKETING

- Increase web traffic
- Attract new customers
- Create brand spokesperson
- Establish credibility
- Build awareness
- Generating and converting leads
- Improve customer service
- Enhance upsells and repeat business
- Inform prospects regarding changes

MEASUREMENT OF CONTENT MARKETING PERFORMANCE

It is necessary to understand what your purpose behind your content marketing strategy is in relation to your business goals. These things must be considered:

Brand Awareness: Content marketing is for building customer loyalty and build brand awareness. Strategy built with intention to provide outstanding values to customers and maintain their loyalty.

Leads: It represents to how many prospects you have for future activities.

Revenue: The goal is obvious improvement of ROI will lead to company growth.

Loyalty/Retention: Customer relationship play a vital role in terms of content marketing. The best strategy you follow will keep them engage otherwise not.

Commitment: It is very important to keep engage them not only through sharing content but also sharing extra engagement activities.

KEY PERFORMANCE INDICATORS (KPIs) FOR CONTENT MARKETING

It is used to measure your marketing objectives in a concrete way and allow you to identify your success factors, fill in your gaps and finally gradually optimize your strategy. There are common KPIs for content marketing:

- **Brand awareness**: Number of visitors, Page views, Videos viewed, Activities on social networks.

- **Leads:** Conversion rate, Request form, Email, Newsletter subscriptions
- **Revenue:** Subscriptions, Downloads, Sales
- **Loyalty/Retention:** Subscribe and Unsubscribe to the newsletter, Time remaining on a page, Bounce rate (bounce rate indicates the percentage of visitors who stay on the page for a certain time and who are active, compared to those who move directly to something else)
- **Commitment:** Social cues such as Likes, Shares, Retweets, Blog comments.

CONTENT MARKETING ANALYSIS TOOL

There are so many tools available in the market, but it depends on your skill, needs and budget. So analytical tools are:

- **Google Analytics:** It is a powerful tool that offers many possibilities for content analysis and optimization. you can evaluate how many users have read your different content, understand the relationships between various channels, and find the basic numbers which you can then interpret as per your choice.
- **Chartbeat:** It will not only analyse your most effective content, it also provides real-time user analysis: sources, user behaviour, time spent on pages, and path to the desired page. The dashboard clearly presents this data in real time, which means that site administrators can react and interact quickly with users.
- **Social Mention:** It is a quick and free way to check trending topics and keywords. It's a social media monitoring tool that allows you to track and measure what people are saying about your brand anywhere on the globe, in real-time.
- **SumAll:** This analytics tool is a user-friendly system for sharing and monitor social content across over 20 different channels.
- **Socialbakers:** It is great for monitoring and managing your social media. It offers, for instance, a clear view of likes and comments and it allows you to compare your performance directly with your competitor. To analyse your campaigns, you will have access to the number of retweets, likes, comments, answers, or traffic level, etc.

CONCLUSION

As we know internet revolution changed every aspect of

communication. Consumers widely used internet and every company want to target worldwide consumers. Website play a key role for all marketing efforts. The company tried their best to target maximum audience to reach at their goal. They use a roadmap as guide to cover all the important contents within a specified time frame so that the traffic on website increase. Key performance indicator helps us to know where we stand and prepare better strategy to compete in the market. Through blogging you can improve your search engine optimization (SEO). Website, SEO, Mobile marketing, E-mail marketing, Digital advertising, Social media marketing, Content mix are used to channelize the content marketing strategy. Today, analytical and measurement tools allow you to track activity in real-time By creating strategic, optimized content that ranks above your competitors' and resonates deeply with your audience, you'll be able to drive high-quality traffic to your website, and obtain happy customers as a result for long term.

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