

CONTENT MARKETING - KNOW HOW?

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ABSTRACT

Content marketing is a digital marketing technique that focuses on creating relevant and valuable content for customers on a consistent basis and distributing it through various available media. If we can emphasise, we can see the word 'valuable' before the content. This speaks volumes about the significance of content. Content marketing is not a new concept in the world, but the strategies for creating and distributing content have evolved. The rise and emergence of new media platforms, which are now a major source of content consumption, have compelled marketers to revise their strategies. This paper discusses various strategies that can be used to maximise the benefits of the content. Most data are wasted and not chosen by users if it is not delivered at the right time and through the right mediums.

Keywords: *Content Marketing, Content Marketing Funnel, Search Engine, Reader Persona.*

INTRODUCTION

Every digital marketer faces the challenge of promoting their brand on the first page of search engines. This desire to be first does not stop with Google; businesses also want to excel on Bing, Yahoo, Baidu, and a variety of other search engines. To me, this passion is justified because digital marketing is breaking down the barriers of national marketing; in fact, marketing is now being targeted at the global level.

Samsung A multinational corporation involved in a variety of businesses ranging from electronics to shipbuilding believes in the power of advertising and is the world's fourth largest advertiser, spending \$9.7 billion on media last year, resulting in a \$200 billion profit. Of course, they increased their media spending

in the face of a global pandemic, and they clearly came out on top. So, what went in Samsung's favour? According to Karyn Johnson, Samsung's Chief Investment Officer, it's not just metrics that have helped, but also the selection of the right type of media, which we call the Portfolio approach. Many people have been educated and enlightened through various media, and clearly content was their best bet in this strategy. In another beautiful example shadi.com made a brilliant attempt by utilising women's day and came up with #takethepressureoff. This campaign was about appreciating decision of a lady to This advertisement was beautifully designed and depicted the pressure that a girl feels when she doesn't like the boy but can't say no. Many people were moved by the beautiful content. Similarly, there are numerous examples and advertisements that pique our interest.

The success of brand building and recognition is dependent on content.

The solution is content

Consider the following issue, and you will see that content marketing can solve all of a digital marketer's common problems:

Problem #1:

How can I expand my organic reach?

Solution:

Every company wants its products or solutions to be visible to customers; if they are not visible, how will they be sold in the market, especially in today's scenario, where approximately 93 percent of people's purchasing cycle begins with filtering their search on a search engine. According to Kuno Creative, organic media accounts for 51% of content consumption. This provides a huge platform for companies and organisations to fall for these 51% areas. If people can find solutions from your content, you will undoubtedly see an increase in your reach.

Problem #2:

How do I transition from a general brand to a preferred brand?

Solution: Engaging content will be required to solve this problem. The engagement increases brand preference because the content emerges as a trustworthy and dependable source. This will undoubtedly establish a trusted source relationship, which will result in brand preference as a result of the relationship.

Problem # 3:

After realising the value of content, I devised a content marketing strategy that fails to engage my customers. How should I proceed?

Solution:

You misunderstood the basics; content is for building relationships and trust in your brand, which will eventually lead to engagement. If customers believe that the information they have is so valuable that it cannot be obtained elsewhere, they will not only engage but also trust the source. This will also be translated into sales.

Why content marketing is important to organisation?

Content marketing is essential for digital marketers because it not only helps to bring the website to the top of search engines, but it also accomplishes a few important vital firm goals. As a result, rather than aligning the benefits to the digital marketer, they are also aligned to the organisation. Let's go over the four steps of the purchasing process:

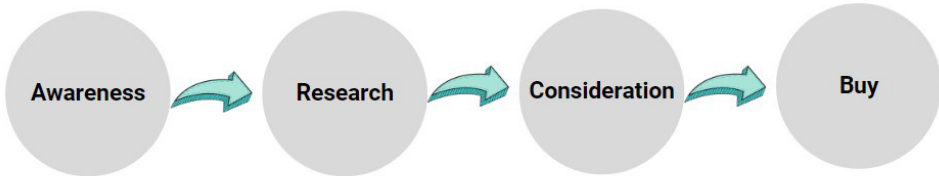


Fig 1. Four steps buying process

1. **Awareness:** Every purchasing process begins with the customer recognising a need, and once he has identified a need, he requires a variety of alternatives to meet that need. This is the stage at which he should be aware of various brands that can serve as a solution to his needs. Brands that fail to act on product awareness are no longer considered.
2. **Research:** During this phase, the customer conducts extensive research on the available alternatives, their pros and cons. For example, if the customer wishes to purchase a laptop, he will research what types of laptops can meet his needs, brands, price, and so on.
3. **Consideration:** This phase includes an evaluation of the available alternatives. The customer will compare the various products available, their vendors, and the best deal, bringing him to the point where he will have the best goods at the best available price.
4. **Buy:** After careful consideration, he will select the best product for his needs.

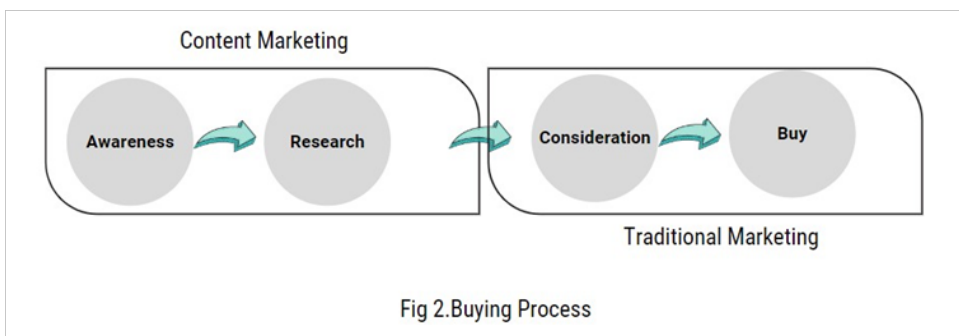


Fig 2. Buying Process

When it comes to the first two stages of the buying cycle, awareness and research, content marketing excels. Awareness of the alternatives of solutions that a company can offer, as well as the pros and cons of each solution, will motivate them to evaluate the alternatives.

How to build successful content marketing strategy?

Prior to comprehending the strategy to be used for perfect content. Let's take a look at what content is.

Most businesses are perplexed as to what the ideal content is for them. As a result of their confusion, they miss out on the chance to create perfect content for their reader. So, what exactly is the definition of a perfect brand? It is not only about your brand and your company, but also about the information that your users are looking for. Let's take a look at Grammarly's page.

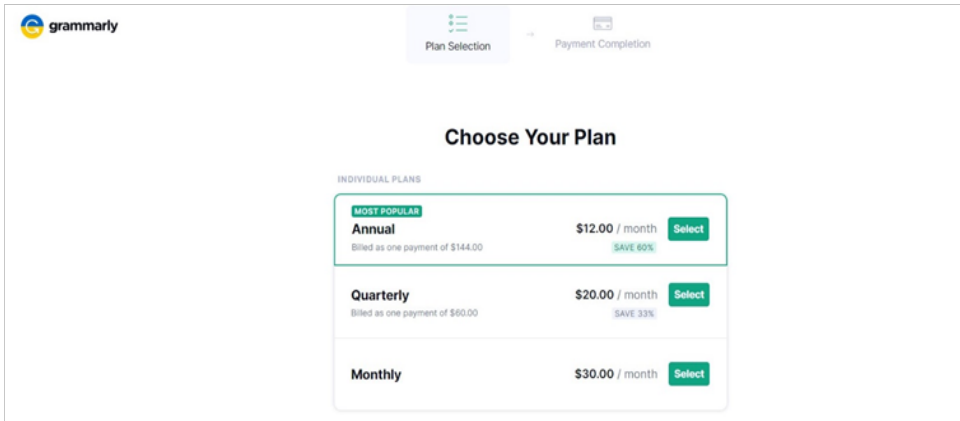


Fig 3. Grammarly Subscription Page

This page is an example of perfect content for users who are interested in Grammarly pricing and deciding whether to buy or not. As a result, pricing can also be content. So, let us begin our strategy by creating perfect content.

Fixing the Goal

Let us begin by considering where you want to go and what you want to accomplish. Goal formation should be business-specific and well-aligned with organisational marketing and business goals. Bringing traffic to a website, developing leads, branding, and product awareness are all examples of goals. We can travel in the right direction once we know what we want. The more specific our goal, the easier it will be to devise a strategy and tools to achieve that goal.

Creating Reader persona

As in digital marketing, we create a buyer persona, which includes the characteristics of a person who is likely to buy our product, his characteristics, and so on. The process of creating a reader persona will be similar. Designing the persona will aid in the context of content, allowing us to feed the right type of content to the right reader at the right time. People will read your content to find a solution to their problem. Because everyone's time is limited, they want to make the most of it by finding the best solution to their problem. So, while creating this persona, we'll also try to figure out where the reader goes to find solutions to their problems.

Creating funnel

Customers have different needs at different stages of the buying cycle, as discussed previously. We will divide them into funnels, and each level of the funnel has different needs. Content at the top of the funnel should facilitate awareness, content in the middle of the funnel will help the customer evaluate the alternatives, and content at the bottom of the funnel will create conversion. For each level, different tools and strategies are required to complete the idea. These tools are listed in the funnel below.

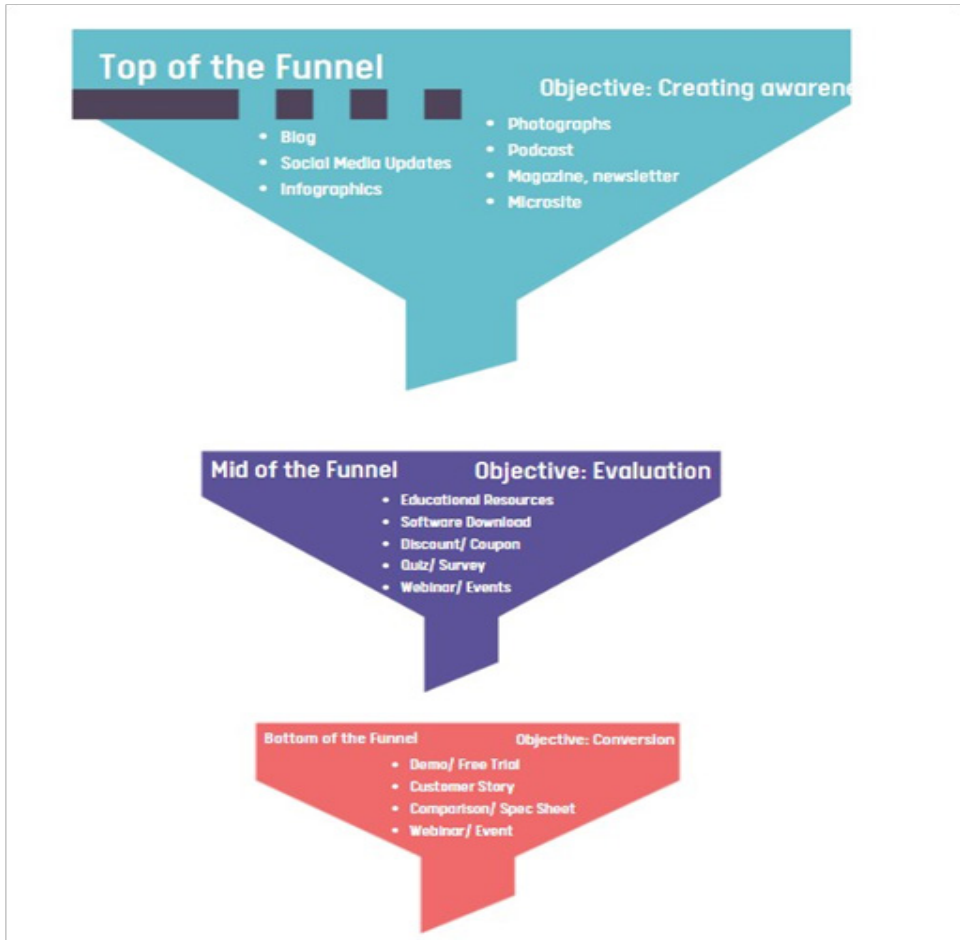


Fig 4. Content Marketing funnel

Let's start with content marketing at the top of the funnel. As previously stated, the top of the funnel will be for customer awareness. This will assist them in learning more about the problem they are experiencing and possible solutions. The user will not want to subscribe, share their information, or be tied to any source, so we need data to be available without any basis for sharing their information. The information must be entertaining, inspiring, and frequently

inspiring. A company can use a variety of tools to make this type of data available to their users. They can use the following tools to accomplish this:

- Blog Post
- Social Media Updates
- Infographics
- Photographs
- Digital Magazine
- Podcast
- Microsites
- Newsletter

So, you do not have to use all of these tools; rather, you can use any of them depending on the availability of your customers on these platforms. While social media channels are popular these days, most organisations use them for awareness purposes as well. You can also choose blogs if you want to be more descriptive in your approach. The fact that you must keep the goal of awareness (problem or solution awareness) in mind when selecting any of the tools.

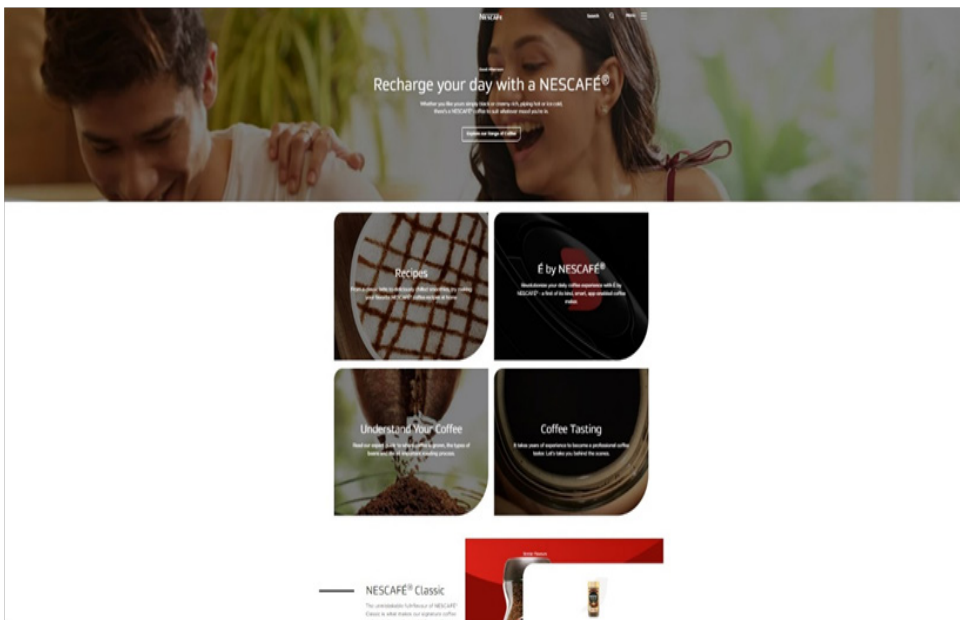


Fig 5. Nescafé Blog

Examine Nescafé's blog; they have beautifully added their products and on the same page they have shared recipes and their exclusive products. They have shared information about coffee as well as career advancements as professionals in coffee tasting. This content is ideal for educating your customers about topics that are of interest to them. This concept of sharing content is universal across industries.

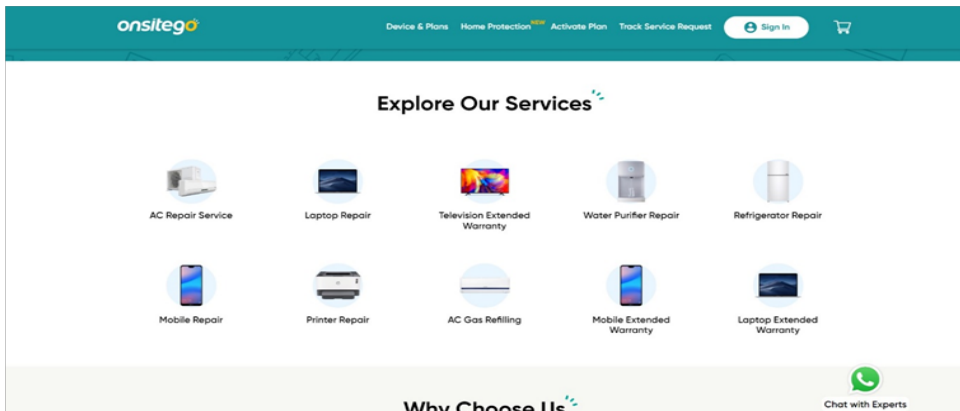


Fig 6. On site Go website

Let's look at Onsite Go's website, where they've listed problem areas for their customers and solutions. This is based on our concept of identifying problems and providing solutions to those problems.

Most content marketers excel at the top of the funnel and awareness ideology, but that is only the first step toward identifying a problem and raising awareness about a solution. The middle section of the funnel exercise is always overlooked, and as a result, the entire exercise fails. With a little bit of work up on the middle level of the pyramid, the company can do wonders.

Mid-Level of the funnel

This level focuses on customer associations with brands; this is the lead generation area, also known as the Lead Magnet. Remember that there are numerous websites that offer you discounts, coupons, free samples, and educational resources in exchange for your contact information. Lead magnets are free contents that entice prospective buyers and compel them to share.



Fig 7. On site Go website

HubSpot does the same thing by providing a free digital marketing course as an incentive to obtain the user's contact information. They are now being asked for their information as soon as they click download.

Bottom of the pyramid

So, once you've finished collecting leads, you move to the bottom of the pyramid and focus on converting these leads. We can use free trials, comparison sheets, demos, webinars related to the cause, or even mini-cases in this situation.

Consider the Salesforce website, which provides trials and demos. They are converting their leads using both options at the same time. In addition, they used their customers' experience just above trial.

So, in order to succeed, each level of this funnel must be pursued; if any of the levels are skipped, your plan is doomed to fail.

Budget

Since content marketing is a time-consuming process, marketers also use paid media to develop content as needed. Marketers are expected to analyse the need for organisation of this paid media development, or expenditures on graphic design, new staff required to develop this graphic content, or even paid advertising. Among the questions that may be useful are:

- Do we need any software or paid technology for development of content?
- Does company require paid content developer or designer?
- Do we need to invest into paid advertising?
- Do we require access to specific tools to work on the quality of the content or measure its efficiency?

These questions can help us to develop the content as per the objectives of organisation.

Content Creation and distribution

Consistently posting content to various media is also a challenge for many organisations. This task can be simplified by creating a social media calendar and an editorial content calendar. These calendars will assist us not only in organising our content but also in understanding the timing of posting content.

Performance Review

The final and most important strategy is to comprehend how our content is performing. This can be accomplished by developing key performance indicators that are linked to each piece of content. For example, if our goal is brand awareness, our KPI could be site traffic, media followers, current mentions, trends, followers on our social media pages, subscribers to our email marketing services, signups for our downloads, or other content that we have mentioned on our website.

CONCLUSION

According to Lee Orden "Content is the kingdom, not the king." The significance is reflected in the quote. Content marketing is more than just the creation of blogs or any written material published on your website; it is a comprehensive process that focuses on raising awareness, providing alternatives, and converting leads into sales.

It must be understood that content marketing strategies affect your customer's purchasing process. It is purposefully designed to pique the customer's interest in the content so that they believe it is a solution to their problem. If the plan is followed correctly, content can act as a magnet to attract customers..

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