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### RESEARCH ARTICLE

#### THE ROLE OF CONTENT MARKETING IN THE ERA OF DIGITALIZATION

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#### Abstract

The marketing landscape is quickly changing, with conventional marketing giving place to digital or electronic marketing. Businesses must recognize the new paradigm, which emphasizes customer relationship and thus helps create and retain loyal customers. Consumers are more loyal and trustworthy when they receive information in the form of content and are able to interact with the brand. To establish effective content marketing campaigns, an organisation must first understand how customers perceive material, what draws them, and what they want from it. Content marketing has evolved beyond the Boardroom Buzz. Thanks to remarkable advances in information and communication technology, customers today have instant access to information. As a result, online content development is vital in marketing, a winning strategy. As a result, all marketers should attempt to boost customer engagement through content, which is now an industry standard. It is essential in today's world. There are Numerous facets of Content Marketing, with its future trends. These days, its standard fare Traditional marketing fails. The consumer gains value via content marketing instead of attractive advertising and selling. This research paper can be understandable, informative, or helpful to the client and to introduce Content Marketing to marketing instructors. As Existing textbooks and most educators don't have time to thoroughly examine this fast developing topic, Content Marketing knowledge can help students learn all current marketing methods.

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#### Introduction:-

When people and technology work together, a winning approach may be achieved. Automation and semantics can assist to filter, facilitate, and unearth hidden resources, but it is the thus Content Marketing "Information marketing is a strategic marketing technique focused on developing and delivering useful, relevant, and consistent content to attract and maintain a clearly defined audience—and eventually, to generate lucrative consumer action." Unlike advertising, content marketing is a non-intrusive strategy. It's all about focusing on what the customers genuinely desire, rather than merely attempting to cram the logo into their peripheral vision. When the companies are targeting specific customers instead of a broad demographic, they are more likely to succeed. As a result, it's not a distraction, but rather a beneficial addition to the whole experience. Advertisement has evolved into something more effective, more efficient, and less obnoxious throughout time. Content marketing can't be simply switch on and off and expect it to be successful. C.C. Chapman and Ann Handley, the authors of Content Rules, stress the need of adopting a mindset that encourages innovation.

A company's main brand features are reflected in its content marketing strategy. The brand's or company's narrative is conveyed using a number of media forms such as text, video, pictures, audio and presentations, e-books, and infographics. It can be read on a wide range of devices, including computers, tablets, and smartphones. For example, it is delivered through owned, third-party, and social media channels, and it generates quantifiable outcomes through the use of relevant calls-to-action and promotional coupons.

### **The Evolution of Content Marketing over Time**

It is known that when the word "content marketing" mentioned, people's subconscious minds are pulled to blog posts, viral videos which have created a buzz on the Internet. However, Scope of the term is far broader. For countless time, the primitive people creating material on caves when there was no idea about Internet as a concept (Pulizzi, 2013). Companies, rather than directly selling things, attempted to teach about modern technology among farmers which was unfamiliar to the benefit of the farmers and its customers, rather than just selling items directly. Another example of content marketing is the Michelin Guide, which has been around since 1900. (Patrutiu Baltes, 2015). The other example is the Jell-O cookbook, which was published in 1904 (Nosrati et al., 2013). In 1859, John Deere, the owner of an agricultural machinery firm, started a journal called Furrow to provide information to his readers about farming (farmers). Content marketing can be defined by many definitions, still the popular definition is given by CMI which is as follows "the marketing and business process of creating and distributing relevant and valuable content in order to attract, acquire, and engage a clearly defined and understood target audience – with the goal of driving profitable customer action" (Pulizzi 2012a).

The following is a definition from Pulizzi (2013): "content marketing is a marketing and business process for creating and distributing valuable and compelling content in order to attract, acquire, and engage a clearly defined and understood target audience with the goal of profitable customer action". "content marketing is a management strategy in which a firm detects, analyses, and satisfies consumers' demands through the use of digital material in conjunction with electronic channels in order to enhance profit" Rowly (2008). According to Pulizzi (2008), content marketing is not only limited to internet platforms; it may take on three different forms, each of which should be taken into consideration:

- Create a printout
- On the internet (Digital Magazine, e-Newsletter, e-Book Series, Webcast Series, and Online Trade Show).
- Face to face communication.

Countless factors contribute to firms' decision to employ content marketing as a viable option. In reality, these are frequent causes for all forms of marketing practises, regardless of the industry. This paper helps the academicians and companies to understand the term content marketing and its takeaways.

### **Review Of Literature:-**

"Content marketing" was coined in 2001, according to Rebecca Lieb, author of the book "Content Marketing." There had been no mention or use of this phrase until that point. The branch previously used a variety of terms to characterize actions surrounding brand creation, including: custom publishing, customised media, customer media, customised publishing, member media, private media, branded content, corporate media (including publishing and journalism), and branded media ( Halvorson K., Rach M, 2021) (for example, branded content). Content marketing does not, according to its assumptions, rely exclusively on persuasive efforts directed at a certain set of receivers, and its special nature is primarily based on the fact that it provides the recipient with specific reasons and benefit possibilities.

Content marketing is frequently characterised as the art of interacting with customers, because discourse reveals their wants and enables them to find specific answers to their problems. Furthermore, content marketing is a technique in which marketers concentrate their attention not only on the purchase cycle itself, but also, to a similar level, on the sales cycle. There are several issues involved with the proper execution of strategy that they must consider in their activities, such as: client service, reputation management, brand recognition, positioning and public relations on the web, obtaining future clients, and looking after the client (Handley A., Scott D. M., Chapman C. C, 2010)

Despite the fact that the phrase "content marketing" was created by Pulizzi (2010) of the Content Marketing Institute (CMI) in 2010, it is still in its early stages of development. It has been difficult to define content marketing since its

meaning changes depending on the context in which it is used. Content marketing is becoming increasingly popular among marketers as a means of replacing proclamation and attracting people towards their brands (Du Plessis, 2015)

This is perfect because of using non-obtrusive pull strategies rather than push approaches to entire people regarding brand information (Liu et al., 2015). This marketing strategy puts into practice ideas, such as integrated marketing among others (Cronin, 2016) and relationship marketing. The dissimilar from product/ service promotion, however, this marketing is a technique of branding which involves creating, distributing quality material in lure for engaging niche (Brieger, 2013). Specialists share online stories of brands to get familiar with audience. Researchers (Du Plessis, 2015) has recognized the ramification of procedure in content making and is to be perfectly manageable. As the theoretical lens through which content marketing is evaluated in this study, Pulizzi's (2012b) claim that genuine brand stories are the major emphasis of content marketing is supported is used as the basis for this research. These also providing customers with additional storytelling possibilities might help them engage with the business on a more emotional level.

According to a research conducted by Laroche et al. (2012), customers join brand communities for a variety of reasons, all of which are beneficial to the brand in the long run. When consumers identify with a brand, they not only represent themselves, but also how they wish to be seen by others in the same community. Being a member of a community also helps to foster sentiments of belonging, which in turn helps to build brand loyalty (Munting et al., 2011).

Content marketing has been studied from a variety of perspectives recently, including strategy of B2B (Holliman et al., 2014), practical performance, online marketing strategy (Augustini, 2014), brand engagement, company branding its fundamentals (Du Plessis 2015 ; Koljonen 2016), the ad campaign like Consumer satisfaction, optimization, possibilities and problems (Salojarvi, 2016), the search advertisements effectiveness.

### **Aim of the Research**

The following are the study's objectives:

1. To get the insights of content marketing uses and importance.
2. To study the modern trends and statistics related to content marketing.

### **Methods of Investigation:-**

An examination of books, theses, research papers, and numerous articles on the topics of content marketing is the focus of this investigation. In this study, all of the information comes from secondary sources.

### **Marketing strategy centered on content**

In the absence of a strong content marketing strategy at the heart of the process, all content marketing tools and platforms are worthless and ineffectual. A sound marketing strategy is essential for the success of any marketing effort. In order to attract consumers and reach the company's objectives, content marketing as a marketing campaign requires a solid plan. As stated by Pulizzi and Barrett (2009), firms should consider a number of crucial factors while implementing a content marketing strategy. An organization's aims should be described and specified as a first step; this is an essential component of any marketing plan. Marketers and organisations' should do research to determine what information is required by their target consumers and audiences in the second phase. When it comes to the third phase, customers' informational requirements should be met. The fourth phase follows after the problem has been identified. The Organizations' may think about what they want their audiences and clients to do, and how the actions of those audiences or customers will benefit the company, at this stage. When these questions are answered, the corporation will be able to paint a clear image of the products and content mix that should be introduced to the market.

### **Content Marketing Models and Theories**

Marketers all across the world are becoming familiar with the concept of content marketing. There are a plethora of content marketing theories to choose from. Some of the most important hypotheses are described in further detail below:

The BEST formula, as well as the Four Pillars of Success of it. Pulizzi and Barrett provide this BEST methodology for creating a content marketing plan in order to help you get started. They hope that by using this technique, businesses will be able to "make the shift to the development of useful and relevant content" for their target

audiences. The BEST formula tries to simplify a difficult marketing process such that a company's marketing strategy would consist of the following elements:

Every piece of communication a company has with its clients has a specific function.

1. Behavioral: It is necessary to achieve the purpose of such communications/conversations in order to be successful.
2. Essential: Provide knowledge that the target audience requires or that will assist them in their professional or personal success.
3. Strategic : Marketing material must be strategic in nature, and it must be included into the company's entire business plan.
4. Specifically targeted to a certain audience: The material must be properly tailored to a specific audience in order to be really relevant to the purchasers.

The SAVE formula is an abbreviation for "save as much money as possible."

Richard Ettenson, Eduardo Conrado, and Jonathan Knowles were the first to propose the SAVE framework. Because of this, they believe that the old 4Ps marketing paradigm is no longer relevant in today's marketing environment and that it has to be re-interpreted. Model of the traditional 4Ps The SAVE Model is an acronym that stands for "Save the Environment, Save the People, Save the Environment" , (Singh, A., & Mathur, S. (2019)). Accessibility Location Promotional Pricing Comparing the old 4P framework with the SAVE framework in terms of education.

Consider the value rather than the price. "Explain the advantages in relation to the price, rather than emphasising how the price relates to manufacturing costs, profit margins, or the pricing of competitors". One of the most common mistakes salespeople make is failing to translate the technology on the box into the crucial advantages to clients, causing them to place a high value on the technology while disregarding the price difference.

#### **Consider a solution rather than a product.**

"Select offerings based on how well they fit customer demands, rather than on their features, functions, or technological supremacy" content strategy should be customer-centric since it is intended to provide answers to consumers rather than forcing them to purchase things without knowing the reasons for doing so.

#### **Rather than a specific location, access is preferred.**

Create an integrated cross-channel presence that takes into account the whole purchase experience of the clients, the ability to pinpoint exactly when / where the potential clients or consumers spend their time online. As a result, having a content distribution strategy is critical. As a result, a company's brand should be available throughout the internet, but they should avoid wasting their time on social media platforms that aren't relevant to their clients.

#### **Education, rather than promotion, should be prioritised.**

"Instead of depending on advertising, provide customers with information that is relevant to their unique needs at each stage of the purchasing process". Prospects want information that is useful, relevant, and current in order to make a purchase and return again and again with confidence. Customers that receive valuable material are more likely to return more frequently, more voluntarily, and at a lower cost.

#### **Today's customer places a high value on content.**

Gokhale, N. (2016), People no longer want advertising when making purchase decisions since there is a plethora of information available to them. Instead, they want quality information, which is known as content, when making purchasing decisions. As a result of social media's ability to distribute material, effective content marketers may generate significant word-of-mouth exposure for their brands. Volkswagen's "Game Day" commercial from 2014, which has been seen almost 18 million times on YouTube, is an excellent illustration of this strategy in action. In other words, was it a Magical Advertisement or a Magical piece of content? Because it was interpreted differently by each person who was exposed to it, the answer is both yes and no. The same holds true for each piece of content marketing production, depending on whether or not the target audience derived value from the piece of material. Google wants to rank well in the search results so that those individuals who are looking for the business may discover it since it is material that people want and are looking for. One way to assess if content is the type that might be used in a content marketing campaign is whether people seek it out, if they are interested in consuming it

rather than simply ignoring or avoiding it. Finally, the purpose of content marketing is to deliver as much value as possible to as many members of your target audience as feasible.

#### **Content Marketing's goals are as follows:**

Several primary aims of marketers that opt to implement content marketing are listed in the Content Marketing Handbook, including the following:

Increasing brand recognition; converting leads into customers; lead creation; customer retention; establishing a reputation as an industry leader; customer engagement; website traffic; and sales growth. The objectives might be stated more or less precisely depending on the technique taken. The generation and conversion of leads into consumers are, according to some marketers, two entirely separate activities. However, there is a great deal of truth in the viewpoints of those who merely simplify the aims to three categories: Customer loyalty and brand awareness increase as a result of increased sales.

#### **The Importance of Content Marketing in the Business World**

Understanding why content marketing is vital to businesses is maybe even more important than understanding what content marketing is Gokhale, N. (2016). This may be explained in terms of the four phases of the purchasing cycle, which are as follows. Prior to awareness, a consumer may have a need, but they may not be aware that there is a solution available to meet that need. Customers will conduct research to educate themselves if they are aware that there is a solution available to their problem. Possible clients discover the firm's content, find value in it, and by the time they approach the company, the trust that is often formed over the course of a lengthy sales cycle has already been established through Content Marketing, even before we are aware that a potential client exists.

#### **Statistical Analysis of Content Strategy**

Content strategy is a one-of-a-kind synthesis of art and science. The following content strategy statistics may be useful to you, whether you're updating an existing strategy or creating a new one (Ziflow et al., 2020) :

- By 2020, 70 percent of marketers expect to have altered their targeting and messaging strategies, according to eMarketer. Business-to-Business Content Marketing (B2B Content Marketing, 2021).
- Over the previous year, a full 64 percent of marketers have made changes to their editorial calendars. Business-to-Business Content Marketing (B2B Content Marketing, 2021).
- Marketing professionals have altered their content distribution and marketing strategies in the run-up to 2021, according to a recent survey. Business-to-Business Content Marketing (B2B Content Marketing, 2021).
- A content marketing plan is reported by over 80 percent of B2B marketers, yet just 43 percent of those marketers have documented their approach. Among the most successful enterprises, this figure rises to 60 percent of the total. Business-to-Business Content Marketing (B2B Content Marketing, 2021).
- In 2020, 79 percent of marketers said that "generating more quality leads" would be their top content priority in the following year. (Semrush, 2020) Semrush is a search engine that helps people find information.
- The use of content marketing has been very or very effective for only 31 percent of B2B marketers in the previous 12 months, according to a recent survey. Business-to-Business Content Marketing (B2B Content Marketing, 2021).

#### **Some Takeaway:**

1. Over the course of the past year, there have been significant developments in content marketing. Marketers have been making significant changes to all elements of their business, regardless of the sector or target population they are targeting.
2. One of the most noteworthy shifts has to do with the way organisations have been updating their content marketing strategies in recent years. On top of altering their weekly and monthly content calendars, they've also taken a broader look at their overall message and messaging strategy
3. It's also becoming increasingly obvious that content marketers must concentrate on more intelligently focused objectives. Being able to clearly demonstrate the return on investment for content marketers in 2021 will be a significant competitive advantage for their team and the firm as a whole.

#### **Content Marketing Faces Difficulties**

According to Gokhale, N. (2016)., It is the primary goal of content marketing to achieve audience engagement through the distribution of targeted and well-crafted content. For a long period of time, content marketing was thought to be primarily a top-of-funnel activity. Businesses, on the other hand, must evaluate how they can use that

content from the top of the funnel to the bottom of the funnel in order to convert customers and win their repeat business today. Because of this, quantifying the return on investment (ROI) from content marketing becomes a legitimate commercial concern. Due to the fact that most consumers travel complicated, multichannel paths to buy (Martin E., 2016), determining return on investment (ROI) becomes difficult. Additionally, it is difficult to acquire a clear view of all of the processes that take place before the final purchase. Furthermore, many marketers do not have their material set up correctly for recognising interactions, and as a result, they are unable to demonstrate the revenue effect of their Content Marketing initiatives

### **Containment Marketing Trends for the Future**

It will no longer be necessary to use the term "Content Marketing" in the context of boardroom meetings (Content Marketing Handbook, 2016). In the future, it will be an integral aspect of every company's marketing strategy.

1. According to a noteworthy analysis (B2B Content Marketing Report, 2016), lead generation (85 percent) and sales (84 percent) are projected to be the most essential goals for content marketers in the near future. Content marketers will now place greater emphasis on the quality of their content rather than the quantity of it. While content marketers will remain strongly focused on providing engaging content (72 percent), it will be the top priority for their internal content creators in the next year, as has been the case for the previous several years.
2. For content marketers, the issues of creating engaging content, assessing the effectiveness of content, and providing content on a constant basis continue to be major obstacles to overcome.
3. To engage their audience and exchange information, marketers use a variety of tools and platforms. Online resources like as social media, blogs, websites, and real-time presentations, as well as infographics and Google Analytics, will continue to grow in relevance and popularity among marketers in the coming years. Companies who recognise the significance of Content Marketing will be more active in their adoption of a strategic approach to it. A specific Content Marketing Strategy will be developed, as well as content marketing skills and teams who are devoted to the task at hand.
4. Given that Content Marketing is becoming increasingly important, it will command a distinct budget allocation in most firms' yearly budgeting process. Companies will develop their own sophisticated and extensive measures to assess the efficacy of Content Marketing, which is now one of the hardest sectors in the business world to quantify. Measurement of Content Effectiveness will be at the heart of this.

### **Conclusion:-**

As global communication improves at an exponential rate as a result of exponential expansion in information and communications technology, no organization can afford to be without an online presence, and particularly without Online Content. After originally placing emphasis on the quantity of content, many businesses have understood the importance of quality content and have shifted their attention accordingly. Throughout history, businesses have experienced a steady shift from using "online content" as a means of maintaining a physical presence to using "online content" to engage prospective consumers and move them through the sales funnel and websites and emails continue to be frequently used Content Marketing tools today, more effective and adaptable platforms like as Social Media and Webinars are rising in popularity. More Consumer Engagement, which in turn leads to more Sales Leads, is the promise of good content marketing.

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