



## **THE PROSPECTS OF CONTENT MARKETING IN THE NEW MARKETING ERA: A STUDY**

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### **ABSTRACT**

*Content marketing emerges as major tool of marketing in the new arena in the field of marketing. As traditional marketing is becoming less effective strategic marketing approach is required attract and retain a clearly defined audience. Content marketing builds long term relation with the customer based selling proposition with less promotional cost. Content marketing acts as a bridge between the customer and the producer focusing on the relation based marketing instead of only introducing the product to the consumers. The world of marketing is stepping ahead in achieving consumer based customized marketing where content marketing acts as tool for it.*

**Key words:** content marketing, customized marketing, strategic marketing.

### **INTRODUCTION**

The trend of content marketing has taken its turn in the marketing era by building a relationship marketing with customers. The base of content marketing in India started with the media industry. Companies spend huge funds globally on content marketing.

In the emerging days content marketing has evidenced as the important aspects for professional marketers. It is analyzed by the researchers that content is always remain the priority irrespective of marketing era. United States, Canada, Australia, and United Kingdom are the global economies seeing growth in content marketing roles. The marketers are in high compression to differentiate their products and to position themselves to engage with customers.

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Content marketing is a higher perspective of creating, distributing and sharing content in order to engage audience, generate leads, improve branding and other marketing goals that can serve with content marketing. In other words it is a strategic marketing approach focused on creating and distributing valuable relevant and consistent content to attract and retain a clearly defined audience and ultimately to drive profitable customer action.

It is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience- with the objective of driving profitable customer action.

The key indicator is valuable which differentiate marketing and advertising which judges on the whether the recipient has received the value from it or not. The aim is to provide much higher value from content marketing to the target audience.

### **CONTENT MARKETING STRATEGY**

Content marketing strategy is a plan for building an audience by publishing, maintaining and spreading frequent and consistent content that retains customers. In other words a strategy means plan, method or series for obtaining a specific goals for content marketing.it involves the planning, creation, governance and maintenance of content which focuses the discipline of marketing content.

Content marketing strategy helps business to prepare a strategic plan which is reliable and cost-effective source for ascertaining goals to develop a successful plan for target audience. It defines audience and highlights the benefits to create a mission for the business. The best way a company can achieve goals is to make specific and measureable key performance indicators for content marketing strategy. It also enables by providing milestones for the strategy.

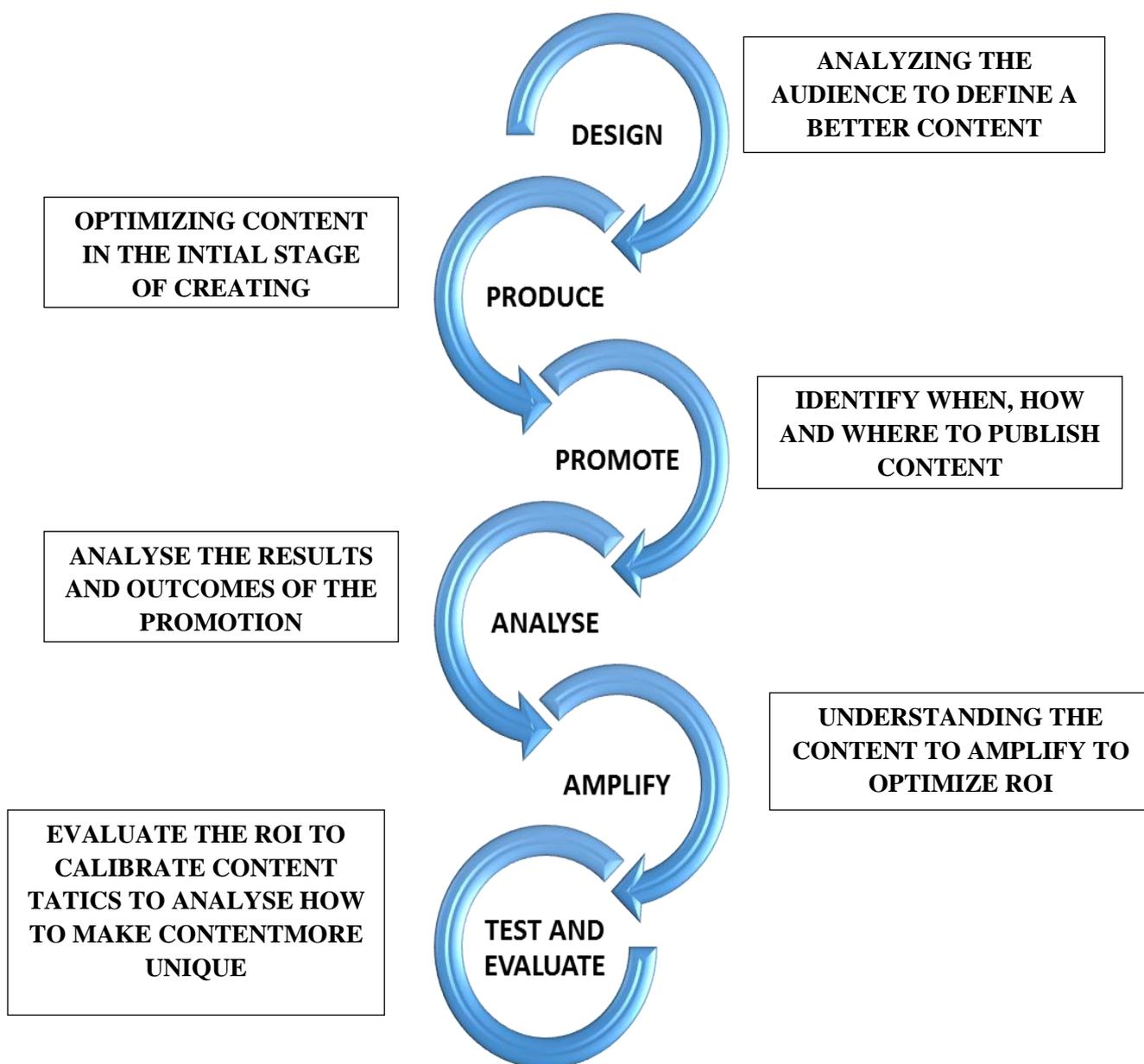
The content marketing goals focuses on creating strategy to increase brand awareness, increasing website traffic drives towards targeted audience towards the site which leads to convert customers from sales point of view. A strong customer base keeps the interest of retain and resell current customers in order to inflate profit from content marketing investment. Each goal has complex set of key performance indicators with specific, measurable, attainable and relevant section to determine a well performed content performing.

Branding guidelines that set a consistent style and understanding the needs of audience helps in clear description that clarifies informative, engaging and entertaining content for target

audience. Content inventory grows quickly making use of tools helping to execute plan quicker and more efficiently.

### LIFE CYCLE OF CONTENT MARKETING

To be effective the content must be relevant, varied, personal, fresh. Effective content and differentiated content is about offering to the prospects in function of their needs, desires, preferences etc.



### TERMINOLOGIES

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- CUSTOM PUBLISHING

It originated in US now known as Content Marketing. The marketing is ambitious for a company with the information for the target audience which occurs through the delivery of content via print, internet or any other media, which drives the recipient towards desired direction. It is created by the publishers also called as customized publishing. They differentiate the business from their core business.

- BRAND STORYTELLING

It is the use of authentic, emotional stories by an organization to drive growth and foster customer loyalty. It is delivery of a single message or story narrative consistently across multiple channels. The brand storytellers look to achieve the right balance between an audience-centric approach to the story and commercial objectives which includes raising brand awareness, changing consumer perceptions and increasing revenue.

- ADVERTORIAL

It is a form of advertisement in a newspaper, magazine or a website which involves giving information about the product in the form of an article, usually a brand pays the publisher for an article. It is used by marketers to educate prospective consumers about the features of a product. It can be used to target a specific set of people by choosing the right medium to publish the advertorial.

- CUSTOM MEDIA

Also termed as customer media. It is marketing term which refers to the development, production and delivery of media designed to strengthen the relationship between the sponsor of the medium and the audience.

- CUSTOMER CONTENT

It means marketing using user-generated content (UGC) or content created voluntarily by customers and shared publically, to drive marketing campaigns. In other words it means fueling campaigns with customer-created content such as reviews, photos, videos, feedback, word of mouth referrals, social media posts, blog posts etc., it is a strategy whose sole purpose is to drive new, relevant traffic to a brand and build brand loyalty with the existing customer.



- BRANDED CONTENT

It is a marketing technique that involves content linked to a brand that allows consumers to make the connection with the brand. It is focused on the values of the brand rather than its products or its services.

- INFORMATION MARKETING

It is process of creating, promoting and selling digital products which help to solve a common problem within a specific niche or topic. These are often created in the form of e-books, video training courses, software, live coaching programs, audio interviews.

## CONCLUSION

Content marketing provides a clear cut distinction about the brand, product and its values to its customers. It extends content communities and provides sufficient evidence of how marketing could benefit a brand naturally. It provides the brand manager finding alternatives to build in customer relation with the existing customer and also to analyze the prospective audience to convert as targeted audience. Effective content marketing holds significant in the messages raised in the global market as the target audience cultures differs from place to place .customers are more likely to form deeper relationships with a brand the message is personalized and contains stronger emotion.

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