The Review of Content and Digital Marketing as a New Trend in Marketing Practices

*Snehal S Prabhu,
Student,
School of Commerce, Jain University Bengaluru 560069

**Dr. G Saravana Kumar,
Professor,
School of Commerce, Jain University, Bengaluru 560069

Abstract

Content marketing has emerged as a powerful marketing tactic in our digital, fast-moving, information-driven world. This isn't a new strategy, but more and more companies are starting to phase in content marketing. So why is content marketing on the rise in today's society? In this article, we'll explore the use of content marketing in business and the benefits it can bring to your business. The conclusion summarizes his six strategies that businesses use when implementing content marketing in their organizations.

Digital marketing is the marketing of products or services using digital technology, primarily on the Internet, but also on mobile phones, display advertising and other digital media. The evolution of digital marketing from the 1990s to his 2000s changed the way brands and companies use technology for marketing. Digital marketing campaigns are becoming more frequent and efficient as digital platforms become more and more integrated into marketing plans and daily lives, and people use digital devices instead of visiting physical stores.

Key Words: Content marketing, Digital marketing, Social Media marketing, Online marketing, Internet marketing.

Introduction

According to Rowley (2008), content marketing can be defined as the management process by which companies identify, analyze, and satisfy customer demand in order to generate revenue from the use of digital content delivered through electronic channels. Information is an integral part of marketing. Market research and consumer behaviour go hand in hand. They collect information about customers and potential customers to increase the value of customer and organization market exchanges. The starting point of marketing activities is the customer. Customers and organizations are dependent on each other in the market. Businesses want to conduct marketing activities to meet consumer needs. In this information-driven age, customers want facts and useful information to help them make decisions. The art and science of content marketing is sharing valuable information

with your target audience. Today's customers are smart and intelligent. They know they have the right to choose whether or not to believe the information they receive, the format of that information, and the content.

Most of our customers are connected to the digital world throughout the day as they have access to the internet from their computers, laptops and mobile phones. Consuming online content is becoming a common practice among online users. According to one survey, about 48% of users aged 18 to 34 who have a Facebook account admit that the first thing they do when they wake up is to log into their social media pages. Others prefer other channels such as print media, television, radio and billboards. This 24/7 viewer of her expects answers and entertainment 24/7. Therefore, companies are busy presenting the latest information through various marketing channels to pique the curiosity of their customers. Content marketing is different than advertising. Storytelling is more important than bragging rights. In other words, the company advertises when they want to tell the world that they are rock stars, but they have great content when they want to show and prove why they are rock stars (Adams et al, 2017). Following are the ways content marketing can be implemented to achieve effective marketing strategy.

Localization

Most multinational corporations (MNCs) engage in content marketing, with a focus on tailoring messages to reach the right audience when doing business globally (Content Marketing World Exploring the Importance of Linguistics, 2014). It is important for marketers to change content to be culturally relevant while ensuring that content is appropriate and accurate to maintain a consistent brand image. Managing global content has her three main components: people, business processes and systems. All branches in different countries should bring all three together to create clear and concise branding at each overseas branch. Localization always helps multinationals to survive and become prolific in countries other than their own. This is due to differences in customer culture, values, and ways of thinking. Therefore, it is almost impossible to use the same standards and strategies in different countries. Pierce says having standards that people don't agree on is a much bigger problem than not having enough standards (Content Marketing World examines the importance of linguistics in brand strategy, 2014). Localization and translation make your content effective for each market and culture. Localized content is important to ensure that your message is in a language and format that your local customers can understand.. According to Beninatto, brands can't just assume "this is us in the United States" and then bring that same idea to another country (Content Marketing World examines the importance of linguistics in brand strategy, 2014). Brands with this mindset are bound to fail because they focus only on what they are and what they can do instead of trying to find out what their customers want. In this competitive market, customers are provided with options and choices. Businesses must ensure that content works as intended when consumers choose to. Apart from the right language, it also requires the right placement and timing within the culture.

Personalization

Customers increasingly expect personalized customer experiences that reflect their individual needs, attitudes and circumstances. Customers want to be treated as individuals and feel part of a group. This is called the need for an "inclusive personality." They want a sense of independence and interdependence at the same time. They want to feel respected as individuals and want that feeling in groups of people. They don't want to feel like outsiders in the community. With the help of digital technology, content marketers have the opportunity to meet the needs of

an 'inclusive personality'. Marketers can create personalized content that is relevant to every consumer. Consumers, on the other hand, enjoy the privilege of customizing and sharing their experiences with the communities they belong to, regardless of their geographic location, as people around the world are connected through the Internet. Changing behaviour is pushing content marketers to create modern marketing strategies that meet the need for individuality and inclusivity. Marketers engage in online content marketing to better personalize content for consumers. Customers constantly visit social media sites for valuable, relevant, and timely content such as articles, videos, and blog posts. They want quality and a personalized experience at the same time when viewing content on the Internet. You can reply to this content privately and privately and share it with other members who share your interests. Digital enables marketers to create rich and engaging content. Strong consumer engagement on the Internet is therefore beneficial to businesses. It's easier to influence the perceptions and behaviours of an engaged audience than an inattentive audience. As the market evolves, a standardized and inflexible brand his message can no longer influence customers. Because we realize that our customers are unique individuals with different needs. Personalized messages stand out from many competitors in the market because the content is relevant to the target audience. Global brands that implement standardized content to promote their brands. But over time, consumers are entering an era of inclusive individuality. It enables marketers to overcome the challenges of global, regional and personalized marketing. Personalized messages help businesses reach quality audiences. A good example of a multinational company successfully delivering personalized messages to consumers is Coca-Cola. Coke Zero hosted an event on their social media site titled "My Favourite Dance Moves" that fits their overarching personality (Hussain, 2013). Customers turn to a brand when they feel familiar with it. Customers stay loyal to your brand when they feel valued as individuals. Consumers develop deeper relationships with brands when they receive personalized, relevant and valuable information. Loyal customers who are passionate about your brand are more likely to spread positive word of mouth. Marketers then nurture their customer base and attract new customers.

Diversification of Approach

To overcome the problem of content marketing being overwhelmed, marketers can try to adopt a diverse regime. Content marketers are constantly coming up with creative ideas and inspirational phrases to grab consumer attention. Sometimes marketers run out of ideas and customers get bored with the same opinion. If the same marketer constantly releases information in a similar format, customers may become indifferent and eventually leave the brand. There are many alternatives on the market and customers love attractive brands and fresh content. Businesses are encouraged to replace routines with the following tactics: Hiring highly talented journalists can help marketing departments create effective content and provide new ideas from different perspectives. Content her marketers can provide her topic ideas and give journalists the freedom to create promotional materials(Kee W A & Yazni fard,2015). A good journalist can write an interesting story about a company and bring it to customers in a fresh way. Another option is to hire an editor. Let marketers provide the writing and let editors filter the content from the facts. Video editors can inspire your content by turning your PowerPoint presentations into compelling video clips.

Partnering up is also a good way to make your content more interesting, for example interviewing people interesting to the company's target group in a video. Creating visuals to support your content increases conversion

rates and increases content effectiveness. Additionally, you can increase consumer expectations by inviting guests to provide newsletter, webinar, or blog content. Marketers also need to find strategic partners to partner with for training her seminars and other training opportunities. Finally, audio is a fun element to include when delivering your message to your audience. Some marketers are great at explaining concepts and sharing their opinions in a conversation. He has three ways of doing this. First, a marketer records and transcribes the files. Second, podcasts are a great way for marketers to share great content and thoughts. Third, host and record a teleseminar or webinar. A link will be emailed to the audience. Marketers should pay attention to the key point of distributing links to the right audience.

Literature Review

Beaty C & Eric Riedel (2017) has stated in his research to overcome the problem of content marketing overload, marketers can adopt several strategies. As a content marketer, it's hard to constantly come up with creative ideas and inspirational phrases to grab your consumer's attention. Sometimes marketers run out of ideas and customers get bored with the same opinion. If the same marketers keep posting information in similar formats, customers may become indifferent and eventually abandon the brand. There is lot of choice in the market, and customers love attractive brands and fresh content. Executives can benefit, among other things, from developing strategies that foster stronger connections with stakeholders and increase brand visibility and competitiveness in the industry.

Francesca Bria (2017) has reviewed on the status and effectiveness of organizations and the impact of social media on these issues. The paper not only articulates the broad theoretical contributions of the papers, but also connects the three papers and explores the implications of the results for future research. In addition to discussing the limitations of the study, the substitutability of the process under study is discussed. At the end of the work, potential topics for future research that can be done in the light of the results of this work are identified. However, despite the fact that more work has to be done in this area, it is becoming more clear that social media is becoming increasingly crucial for businesses. Networked publics are becoming increasingly involved in organizing collective activities based on affiliations and shared interests, as well as posting and sharing information about themselves, as well as about organizations' actions, goods, and services, as a result of widespread use of social media.

Madhubala & Deepak Verma (2018) have stated in their study on Digital marketing that the most important aspect of your Digital Marketing is Web Analytics. Essentially, Web Analytics helps you to collect, measure, understand, analyze, plan, report and predict the web activities for your business.

Zhu and Chen (2015) stated that in developing a marketing strategy, business leaders should do research on the customer's wants and/or needs and then decide on the best delivery method.

Hassan et al., 2015 have stated in their study that Social media technologies were the most cost-effective medium for marketing and suitable for small businesses Small business leaders could use the findings that resulted from this study to increase their knowledge about how SMM was used to engage customers. Small business leaders could benefit from this study by developing successful SMM strategies to engage customers.

Murino munoz et al 2016 have found in their study that Facebook, Instagram, and Twitter were the most popular social media platforms used by small business leaders to engage customers and also to remain competitive with larger businesses Time spent on Facebook, Instagram, Twitter, and other chat apps increased from four percent to over 28% from 2015 to 2016.

Conclusion

Brands have come to achieve their marketing goals not primarily through disruptive media, but by creating and disseminating the most valuable information on the planet for that particular niche. It was introduced before, but not many organizations were on board at the time. Yet, changes in consumer behavior and technological aspects are making it a new trend in the marketing world these days. Customers recognize that the power of knowledge and information leads to better purchasing decisions. So they ask for more information. Plus, they're getting smarter, so marketers have no choice but to create accurate and great content. Information cannot be manipulated in this digital age. There are several features to consider for effective content marketing. The importance of message localization increases your chances of success in reaching your target audience. Using a single message globally is risky due to cultural differences and different customer expectations. Second, consumers want individuality, so it's a good idea to personalize your content. They want to feel special and respected as individuals. Customers are more likely to develop a deeper relationship with your brand when their messages are personalized and contain strong emotions. On the other hand, it's best if the content is processed by different routines.

Audio Rentals, Partnerships and Uses. You can engage your audience with different types of messages. Marketers and customers working together to generate information make content fun and authentic. Consumers see user-generated content as much more trustworthy because they are not paid to spread positive word of mouth about a particular brand. Finally, it is very important that companies are ethical and honest with the public. The public hates being deceived and manipulated. Therefore, content marketers need to ensure that their content is authentic and transparent in order to build trust and maintain customer loyalty. Marketing trends are evolving towards publishing, replacing marketing.

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