

Content Marketing Features

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Summary: The article analyzes content marketing, its concept, advantages and disadvantages of content marketing, content marketing strategy process. Content marketing is a marketing method based on the constant creation of useful content. The ultimate goal of this strategy is to attract customer attention and drive higher sales. In the content marketing process, instead of offering your products and services in vain, work together to create useful content that helps solve problems, find answers to questions from customers.

Keywords: content marketing, advantages and disadvantages of content marketing, content marketing process, content marketing strategy

1. Introduction

Content marketing builds communities, inspires sharing, and improves positions through high-quality, problem-solving content. As a result, it influences consumer behavior, which improves sales and at the same time increases the interface between the consumer and the brand. Content marketing is a great way to improve conversions. Its main goal is to meet the expectations of target audience. A content marketing strategy helps stand out from the competition by other brands while providing quality and valued information to customer [14]. Content marketing is designed to improve brand awareness and reputation. The purpose of this article is to evaluate the peculiarities of content marketing. Tasks: to analyze the concept of content marketing, to analyze the advantages and disadvantages of content marketing, to examine the content marketing process, content marketing strategy.

2. Content marketing concept

Content marketing is a marketing method based on the constant creation of useful content. The main goal of this strategy is to attract customer attention and drive higher sales. Instead of offering their products and services empty-handed, companies create useful content that helps them solve problems, find answers to questions for their customers. Content marketing is much more than content creation. A successful content marketing campaign needs to be designed for all parts of the sales funnel and the content is effectively distributed to the target audience. Content marketing is one of the digital marketing techniques that creates informative and useful content. This marketing attract customers by providing them with useful information. By sharing content that creates value and addresses customer concerns, also promote goods and services. Content marketing is an effective way to attract potential customers by publishing quality and engaging content that adds value to your customers. Like every type of marketing, content marketing has its own nuances and subtleties. Content marketing definition presented in Table 1. According Charmaine du Plessis (2017) content marketing create and share engaging content on social media that enhances daily lives. Świeczak, W. (2012) content marketing define as art of communicating with consumers. Pažėraitė, A., Repovienė, R. (2018) define content marketing as it provide valuable information they can expect to benefit the customer response. Kee, A., W., A., Yazdanifard, R. (2015) define content marketing change the content to suit the culture and at the same time ensuring that the content is relevant and accurate. Ahmada, N., S., H Musab, R., Harun, M., H., M. (2016) present content marketing is the active participation of users in the program sharing and being active in the media space that becomes their hobby. Wilcock, J. (2017) stated that content marketing encourages their work to be more aggressive and expands to achieve. Elisa, R., Gordini, N. (2014) define content marketing create value and high return along with financial means of customer distribution.

Table 1. Content marketing definition

Author	Definition	
Charmaine du Plessis (2017)	Content marketing has become a leading marketing technique in the digital field marketing co create and share engaging content on social media that enhances daily lives.	create and share engaging content on social media that enhances daily lives.
Świeczak, W.	Content marketing is defined as the art of	art of communicating with consumers

(2012)	communicating with consumers because dialogue reveals their needs and provides concrete solutions. Also, content marketing is a strategy in which marketers focus not only on the purchase cycle itself, but also on the same sales cycle.	
Pažeraitė, A., Repovienė, R. (2018)	Content marketing concept based on the assumption that ever companies provide valuable information they can expect to benefit the customer response.	provide valuable information they can expect to benefit the customer response
Kee, A., W., A., Yazdanifard, R. (2015)	It is important for marketers to change the content to suit the culture and at the same time ensuring that the content is relevant and accurate to maintain a consistent brand image.	change the content to suit the culture and at the same time ensuring that the content is relevant and accurate
Ahmada, N., S., H Musab , R., Harun, M., H., M. (2016)	Content marketing is the active participation of users in the program sharing and being active in the media space that becomes their hobby. So, the main thing in creating content marketing is distribute valuable and consistent content itself to the target audience to attract a profitable customer action.	is the active participation of users in the program sharing and being active in the media space that becomes their hobby
Wilcock, J. (2017)	Content marketing is successful because it also serves researchers and authors. Authors benefit from content marketing because it encourages their work to be more aggressive and expands to achieve. This is very important for publishers who must remain satisfied with their authors and constantly attract new ones.	it encourages their work to be more aggressive and expands to achieve.
Elisa, R., Gordini, N. (2014)	Content marketing as a tool not only to share content, but also to create value and high return along with financial means of customer distribution, attraction, involvement, acquisition and maintenance	create value and high return along with financial means of customer distribution

3. Content marketing advantages and disadvantages

Content marketing is a marketing strategy that consistently creates and shares valuable content designed to attract and retain a clearly defined target audience and thus drive profitable customer actions. Content marketing includes ads, YouTube clips, corporate websites, comments on social media accounts. However, in content marketing, content is used as a means to predict and meet consumer needs. Content marketing for consumer needs.

Table 2. Content marketing advantages and disadvantages (create based on [8,9,11])

Advantages	Disadvantages
<ol style="list-style-type: none"> 1. Build brand awareness, trust and loyalty. 2. To attain audience that can avoid ads. 3. Reduce costs. 4. Build expert positions. 5 Benefits content marketing will bring to consumers and sales with the right approach are inevitable. The most important thing is that customers remember you, recommend you and contact you again and again. " 6. More cost effective than traditional marketing. Typically, content, digital, or inbound marketing costs only about a third of what you would expect to pay for 	<ol style="list-style-type: none"> 1.Help is not fast - content marketing can be a long process. Usually, until you see results, there is a period of trial and error to figure out what works best. 2.Qualifications and resources. Content marketing can take time. You need to create content, publish it in all your marketing channels, and analyze the impact. Creating certain types of content, such as infographics and videos, may require outsourcing or improving internal skills. 3. Choose content ideas. 4. Evaluation - It is relatively easy to evaluate the

<p>more traditional marketing methods, and the quality of potential customers you get in return is also much higher because most of them come from organic search. This makes it a very attractive choice for many businesses as it can give you a relatively cheap flow of potential customers that you can more or less buy when you finally get in touch with you.</p> <p>7. Connect with the right people at the right time. Because you write content for your ideal customers (or buyers - individuals) and you have the right questions and phrases they enter into Google, you attract the right people to your business at just the right time. Contradict, say, if you just paid for ads or bought a listing from some sketching agency online.</p> <p>8. Build trust with your ideal customers. Because you provide useful, practical information without being a salesperson, you connect not only with your audience; you also build trust. So when do you think they'll be back when it's time to buy?</p> <p>9. Shorten the sales cycle over time. One of the magic things about content or inbound marketing is that over time, it can actually shorten your sales cycle. This is because you provide all the information your ideal customers need to make a purchase so they can make informed decisions faster.</p>	<p>impact.</p> <p>5. Complexity of strategy implementation</p> <p>6. Stretching the effect over time implementation of digital marketing strategy.</p> <p>Internet marketing content is a long-term strategy.</p> <p>7. The work may take some time. Content marketing is not a quick fix. It's a more long-term strategy that can pay off in the long run - as long as you stick to your strategy and don't choose. Unfortunately, the time it takes to market content can range from three months to about nine months. Unfortunately, this depends on many different factors and can sometimes be difficult to predict.</p> <p>8. It can be an investment. Another downside of content marketing is that it is not cheap - many businesses see it as an investment. And there is a chance that those investments will pay off. All you have to do is hang out there.</p> <p>9. It's not for everyone. It goes without saying that content marketing is not the best solution for everyone. If, for example, you don't have the time to commit to (or help your agency create) quality content, it's probably better to look for another solution.</p>
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4. Content marketing strategy process

Content marketing is one of the types of internet marketing. Content marketing includes opportunities to advertise content as a form. Content marketing is more of a theoretical thing taken care of by the company's marketing department or internet marketing department. A content strategy is a specific plan that outlines a sequence of actions that must be taken to promote one or another product or service, brand, or simply a company. The strategy provides for specific circumstances, methods, delves into the subtleties of advertising a specific service. A content strategy can be long-term, short-term, and content marketing has nothing to do with time because it is an ongoing process. Content marketing can involve multiple content strategies that are applied to different brands, services, or goods at the same time. A content strategy is where content is not always distributed by a company associated with the content (not publishers, newspapers, printers, etc.). It all started back in the 19th century. In 1891, when US housewives bought Oetker flour for pancakes, bread, cakes and other baked goods along with flour mixes, they received not only the main ingredient, but also a recipe printed on the package. A content strategy is a plan that describes how company information is managed. A plan is a specific action, what is done, when and under what circumstances, what are the specific goals of the advertising media, what audience is the content-advertising intended for.

The content strategy process consists of several stages [15]:

1. Analysis - analyzes the market, competitive environment, existing content. Audience and user profile are also clearly defined (e.g. seniors, 65-80 year olds, middle and higher income households, internet users on a daily basis, etc.)
2. Strategy - decides what content is missing from the market, what content the company can prepare, what are the goals of that content (increase sales, bring more visitors to the page, promote the brand, introduce a new product to the market, etc.)
3. Scheduling - clearly defines the dates on which content will be made available to the public, the resources on which it will be made available, the circumstances (paid content, exchanges, viral content, etc.)
4. Content Creation - Specific tasks are provided to developers and distributors. Articles, messages, press releases, videos and other content provided in the strategy are written. The content is published according to a set plan.

5. Support - published content is advertised on social networks, other content provides links to already published content, creates discussions in forums, comments, etc.

6. Content curation could be seen as an extension of the content strategy, although it becomes a separate service.

A successful content strategy depends on several things [13]:

Clearly defined target audience;

Original, relevant and interesting content;

Clear links between the publication, the content and its customer (people do not like direct push advertising);

Clearly formulated content goals and timely measurement mechanisms - attendance, purchase statistics, measurement of social signals, etc.

The enduring value of the content should be higher, as in this case the strategy can be extended by using the content sorting service already mentioned.

Content is important in all marketing situations, but can prove difficult in taking the first steps in developing the strategy itself. The key factors in developing a content strategy are [16]:

Niche - Think carefully about the niche in which you want to be visible. Is it goods / services? You will need to create content and strategy accordingly. Let's say you're a restaurant. It will probably be relevant for people to see the menu news, promotions, maybe some interesting recipes. These are just a few directions you can write about. Niche knowledge is the key to a successful content marketing strategy.

Challenges - Use your plan to find out what challenges you may face. Maybe you don't have the ability to create videos on a regular basis? Maybe you could just write to the blog and write often? In this step, it is important to focus on what is best for your company's niche. If you don't have time to write it yourself, you can always hire professional content creators to help you implement the best strategy.

Relevance Research - Find out what content would be most relevant to your potential customers. These can be videos, texts, and so on. Find out how you can solve the problems your customers want to solve, instead of offering something they don't need at all. The main goal in this step is to create content that is fun, and it should be done on a regular basis.

The ultimate goal of the strategy - You need to have a clear goal for your strategy. Do you want more traffic? Want to sell more? This will give you a better idea of what kind of content to create.

Measuring Strategy - When creating a strategy and creating a content plan, you need to think about tracking its success. One such tool is Google Analytics, which allows you to track the success of your campaigns.

Conclusions

Content marketing is a great way to effectively deliver your services. However, content marketing needs to be looked at carefully and responsibly. Content marketing is often given too little attention and the principles of this type of marketing and its impact on the target consumer segment are not understood. The goal of content marketing is to create and share valuable content that will help attract and retain your target segment by encouraging it to engage in profitable activities. A properly planned strategy becomes a powerful tool to increase the flow of potential customers and sales.

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