

RELEVANCE OF CONTENT MARKETING IN THE ERA OF DIGITAL MARKETING

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Abstract:

The adage "Change is the law of nature" is well suited for traditional marketers and established businesses who have battled to keep up with the rapidly evolving field of internet marketing as consumers, leads, and clients have gotten more savvy in this new environment. However, businesses cannot afford to ignore shifts in consumer behaviour, which is why they have adopted the modern marketing approach. Digital marketing has significantly replaced traditional marketing in the modern day. Through the creation and sharing of social media material that improves customers' daily lives, content marketing has grown to become one of the most effective marketing strategies in the world of digital marketing. Effective content is important in the era of digital marketing since it raises consumer awareness, piques their interest, and helps us keep older customers. Compared to other forms of advertising, it is a low-cost investment. This study emphasizes the value of content marketing in contemporary marketplaces as well as its strategies and consumer awareness. This paper discusses the application of content marketing in businesses and how it helps businesses.

Keywords: Content marketing, Digital Marketing, B2B, B2C, SEO.

1.0 Introduction:

Recently a report says that the digital population across India as of 759 million; which is 50% of the total population, out of 759 million 399 million are from rural India, while 360 million are from urban India; indicating that the trend of internet use in society has recently been rising year over year. By 2025 the number is expected to grow to 900 million. The rising trend of internet uses provides new potential for businesses to continue using the internet as a trading and marketing medium. Digital Marketing can be seen as a new philosophy and business practice emerging with improvements in technology. Nowadays, a lot of businesses employ digital marketing as one of their promotional techniques. Companies should offer consumers something unique, engaging, and educational to compete not just through their products but also through the material they create. Consumers are tired of company advertisements and routine promotions. The term "content marketing" was also coined because of this issue. A key and very successful tactic in the world of digital marketing is content marketing. Content marketing offers a strategic way to engage and interact with your target audience in the fast-paced digital environment of today when consumers are bombarded with advertisements and information.

1.1 Digital Marketing

Digital marketing, often known as online marketing, is the term used to describe marketing campaigns that are displayed on a computer, phone, tablet, or other device. In simple words digital marketing refers to any form of marketing that can be measured by marketing experts across the consumer journey that applies electronic devices to deliver promotional messaging, online video, display ads, search engine marketing, paid social ads, and social media posts are just a few examples of the various formats it can take. Clicks and display ads are among the most common forms of digital advertising and marketing. Due to the global reach of the internet, digital marketing enables a company to appeal to a considerably bigger audience than it could through conventional marketing strategies. Additionally, using this marketing strategy enables businesses to focus on potential customers who are most likely to purchase their goods or services. Recent studies that predict the industry's expansion to \$786.2 billion by 2026 provide evidence of the appeal of digital marketing. There are several ways for businesses to connect with customers online, some of which are included here:

- **Search engine optimization (SEO):** It is the process of getting traffic from the free, organic, editorial, or natural search results on the search engines like Google.
- **Pay-per-click advertising (PPC):** It is an online advertising model where the advertiser only pays when a person clicks on their ad.
- **Social media marketing:** This involves creating and sharing content on social media platforms like Facebook, Twitter, and Instagram to increase brand awareness and engagement.
- **Content marketing:** The term refers to creating and sharing valuable content, such as blog posts, e-books, or videos, thus attracting and retaining a specific audience.
- **Leveraging traditional offline media for advertising:** This involves using radio and TV marketing, billboard advertising, print and in-person events.



There's offline digital marketing like:

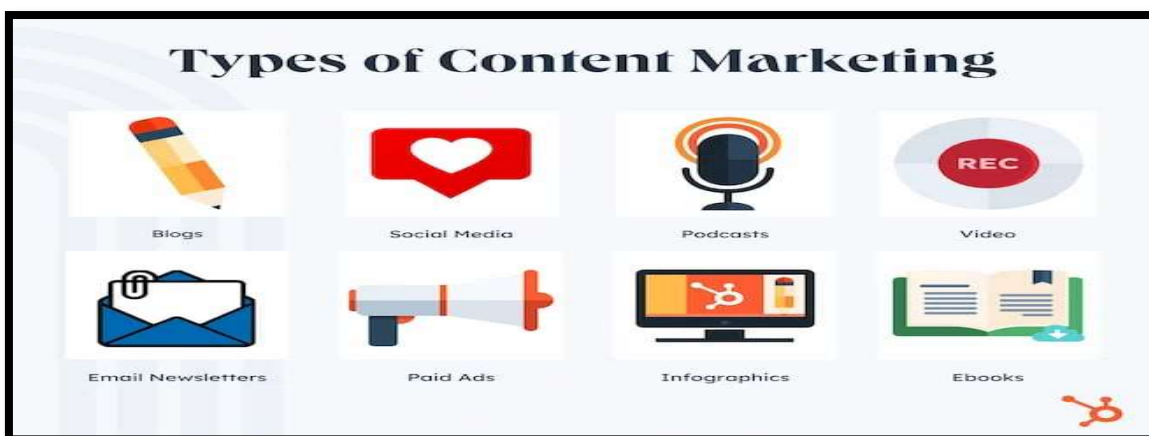
- **Radio marketing:** Trailers and commercials promoting your product to listeners.
- **Out-of-Home Advertising:** This involves using billboards, transit ads, or other types of visual media to promote your brand or product. This can be a great way to reach a broad audience and create a strong visual impression.

•**TV Marketing:** where you promote your products in the form of adverts, infomercials, or even demonstrations.

1.2. Content Marketing

The term content marketing refers to a method of marketing that includes creating and sharing online content that doesn't just promote a brand, but rather is designed to encourage its audience to visit a brand's website. Brand awareness is increased by using storytelling and sharing information. The goal is to get the readers to take a step toward becoming a customer, such as requesting more information, signing up, or making a purchase. Generally, content marketing is about offering benefits to the consumer rather than only marketing a brand. Content marketing can include blog posts, white papers, digital books, podcasts, digital videos, etc; with content marketing you can build a sustainable relationship with your clients that can lead to numerous sales over time. Content marketing is a fundamental and highly effective strategy within the realm of digital marketing. In today's fast paced digital landscape, where consumer are inundated with advertisement and information, content marketing offer a strategic approach to engage and connect with your target audience. It focuses on creating and distributing valuable, relevant and consistent content to attract and retain a clearly define audience. In other words content marketing in digital marketing is a strategic approach that revolves around creating valuable content tailored to target audience's needs. A content marketing strategy is a broad plan for producing and disseminating content to increase audience size and accomplish a number of corporate objectives. Examples of content marketing include:

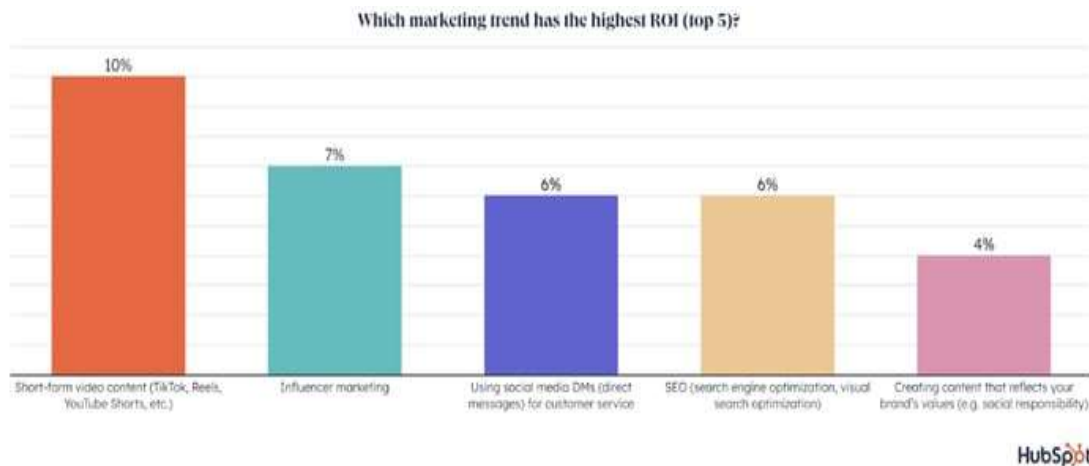
- Blog posts
- Emails
- Newsletters
- Social media posts
- Podcasts
- E-books
- Videos



1.3 Content Marketing Trends in 2023

I. Short term video takes centre stage in 2023

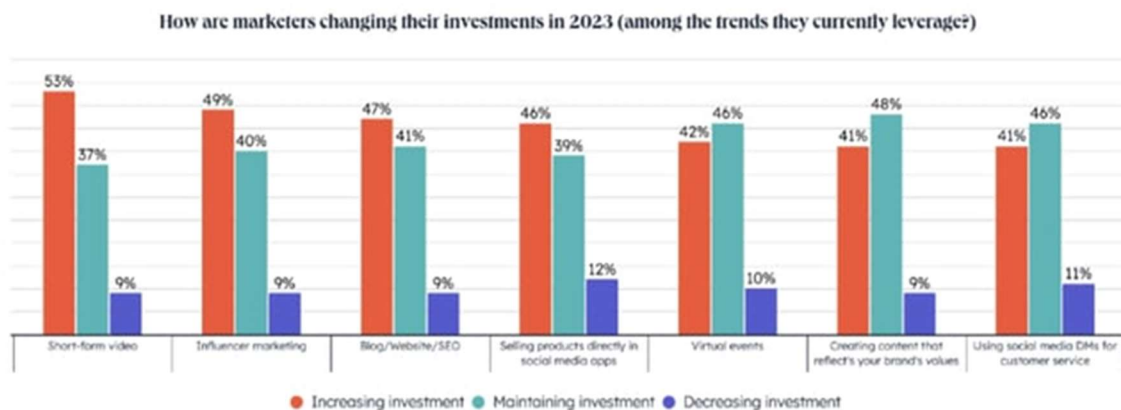
- Short-form video is the marketing trend that is most in demand, offers the best return on investment, and will expand the fastest in 2023. More than any other trend, marketers want to invest more on short-form films.
- In fact, 21% plan to use short-form videos for the first time in 2023, while 90% of marketers who currently use them plan to expand or maintain their commitment.



As 73% of consumers prefer to watch short-form videos to learn about a service or product, this is consistent with the types of videos that consumers like to view. Due to this shift in consumer behaviour, short-form videos have become the main media format for all content strategies for the past four years.

II. More brands will emphasize their values in their marketing content.

According to a recent survey funded by Google Cloud, 82% of consumers want a brand's values to match their own. The same study also revealed that 75% of consumers would stop supporting a brand if their beliefs clashed. Therefore, it should come as no surprise that one of the most well-liked trends in marketing is the 30% of marketers that create content that matches their brand's beliefs. The trend will advance in 2023 and has the fifth-highest ROI.



III. Influencer Marketing will remain vital to reaching audiences online

Nearly half of shoppers, according to the Digital Marketing Institute, rely on influencer recommendations when choosing the products they want to buy. Additionally, 1 in 4 marketers use influencer marketing, which has the second-highest ROI of any trend. With 17% of marketers planning to invest in it for the first time in 2023, influencer marketing is predicted to experience considerable growth. Why is influencer marketing so advantageous, then? 42% of Americans, according to Nielsen Scarborough, ask for advice before making purchases, and they prefer counsel from people they can relate to. Influencers use their relatability to create strong ties with their audience since they are perceived as being more relatable than brands and businesses. Influencer marketing is the way to go if you want to humanize your business and establish a stronger bond with customers.

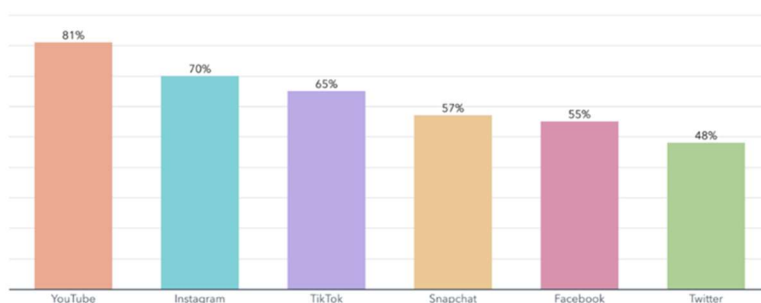
IV. Funny, trendy, and relatable content is crucial

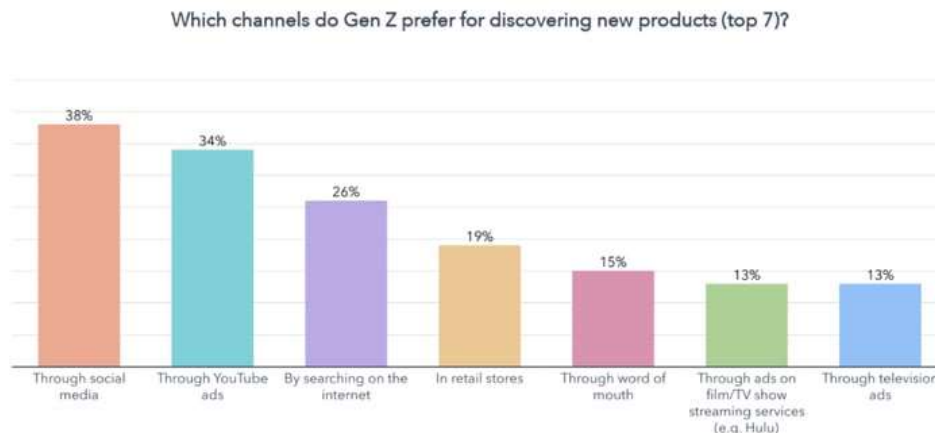
Since 46% of social media marketers will use it for the first time in 2023, relatable content will experience tremendous growth in that year. 49% of those who use it intend to raise their investment, while 43% intend to maintain their current level. Additionally, in 2023, investment in humorous content will rank second among all content types, and 33% of social media marketers want to utilize it for the first time in 2019. Do not be hesitant to rely on influencers if you are unsure of what is popular with audiences or what is generating the most laughs this year. Influencers regularly engage with what their audience cares about and finds funny in addition to being relatable.

V. Social media remains the best way to reach Gen Z

The best way to connect with Gen Z consumers is through social media. We discovered that 93% of Gen Z spend an average of four hours per day on social media, and that 57% of them recently used social media to learn about a new product. In addition, 28% of Gen Z customers made a purchase via a social media app. In addition, Gen Z consumers prefer to find new items via social media, which is the marketing medium they use most frequently.

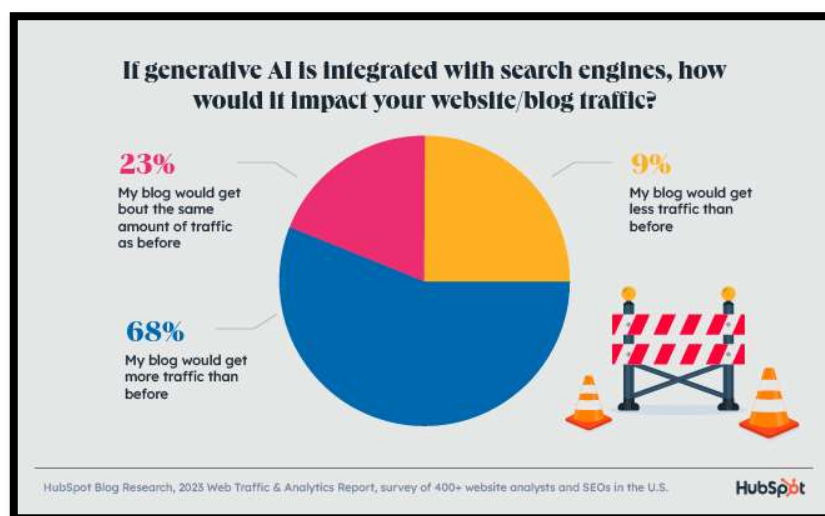
Which social media apps has Gen Z used in the past three months (top 6)?





VI. Strategic SEO tactics are a must-have

Although SEO is not exactly a new concept in marketing, it is still very important in content marketing strategies, particularly for digital content. According to our data, about one-third of marketers utilize their websites to draw in and convert leads, and the majority of site visitors originate from search engines. SEO has the fourth-largest ROI when a combination of B2B and B2C marketers are surveyed, and the majority of those who use it (88%) will grow or maintain their investment in it in 2023. When we focus on B2Bs especially, we observe an increase in these figures.



2.0 Literature Review:

In recent decades, interest in the ideas of content marketing in digital marketing has grown. Many research papers have been published on this subject, some of which are summarized here

Charmaine Du Plessis (2017), Paper named “**The role of content marketing in social media content communities**” this article explores content marketing’s role in social media content communities to engage with the target audience innately. This study made use of a directed, inductive content analysis of 51 practitioner documents relating to business-to-consumer content marketing practices to add another perspective to existing research on communities in social

media. Three categories emerged from the data namely building content communities, platform-specific content and understanding channels. These categories provide sufficient evidence of how brands make use of social media content communities to connect with the target audience in an unobtrusive manner, in addition to being present in virtual brand communities. The findings make several contributions to the existing literature. Firstly, it provides a clearer distinction between brand and social media content communities. Secondly, it extends conceptions about social media communities to include content communities and, thirdly, it provides sufficient evidence of how content marketing could benefit a brand by naturally becoming part of social media conversations. **Singh Akanchha & Mathur Smriti(2019)**, Paper titled “The Insight of Content Marketing at Social Media platform,” in this paper authors found that company content marketing has become the leading marketing technique in digital marketing. Social media contributes to the growth of sales through fast communication, efficiency, real-time feedback, and a loyal online community. **Poradova Monika (2020)** “Content marketing strategy and it’s impact on customers under the Global Market Condition,” this paper examines that content marketing on digital platforms is the key factor of modern market strategy. Global content marketing should be content tailored to a multination audience. A company expands its reach and connects with a huge audience on a global scale.

Dr. R. Savita, Roopa J & Keerthana 2023, Paper titled “A study on effect of content marketing on customer engagement concering NIKE” this paper explores that the majority of the audience, approximately 90%, believes that content serves as a link between brands, and its helps in forming a strong bond with their audience based on shared interests, 80% of the customers concur that content marketing plays a pivotal role in driving customer acquisition and brand retention, additionally nearly 60% of the audience indicated that content marketing in hands customer awareness about the brand boosts royalty influences purchasing decisions and maximizes sales.

3.0 Significance of the study:

This study is conducted when the pandemic time just over and the whole world focused on digitalization. During the pandemic when every physical contact-based activity being suspended for a considerable period, digitalization of daily life was the only option, work from home, online shopping, online payment, online classes and tuition are just few examples of the latest technology and digitalization. When we do any task on a computer or any other means of technology some content are displayed on the screen, this content may be a powerful tool in the field of marketing when consumers have a large selection of purchasing and services. The significance of study is to focus on how content marketing tools benefit marketers and customers in order to meet their expectations. The rise of content marketing has drastically changed how businesses and brands approach marketing. After reviewing the literature researcher found that lots of work was done in the area of content marketing and its impact on social media, but only few studies conducted in the aera of relevance of content marketing. So the researcher choose this topic and analysed the relevance of content marketing with special reference to digital marketing.

4.0 Methodology of the study

The study carried out by the blend of secondary data, gathered through Company's web, Magazines, public domain, News Paper articles, Research articles, Business blogs and report on Digitalization issued by different agencies have been used for collecting data. The same has been analyzed by the author to draw the evidences in the support or against the objectives of the study in order to finding the result.

4.1 Objectives of the study:

1. To acquire insight into content marketing techniques.
2. To evaluate the value of content marketing in the modern world.
3. To examine the role that content marketing tactics have in raising consumer awareness.

4.2 Limitations of the study

This study is based on secondary data, so data and time is major limitations of this study. Moreover, business has been of an unprecedented nature and human thinking has failed to analyze it properly due to huge uncertainty and challenges surrounding it. In such unpredictable circumstances it becomes difficult to conduct studies with better precision and perfection. As a result, the author's work is going to have certain fundamental flaws that are out of her hands.

5.0 Suggestions and findings of the study

In this section of the study an attempt is being made by the author to draw some inferences so as to justify the objectives for the purpose of conducting the study.

- Short-form video is the marketing trend that is most in demand. More than any other trend, marketers want to invest more on short-form films. In fact, 21% plan to use short-form videos for the first time in 2023, while 90% of marketers who currently use them plan to expand or maintain their commitment.
- More brands will emphasize their values in their marketing content, 30% of marketers that create content that matches their brand's beliefs. The trend will advance in 2023 and has the fifth-highest ROI.
- According to the Digital Marketing Institute, rely on influencer recommendations when choosing the products they want to buy. Additionally, 1 in 4 marketers use influencer marketing, which has the second-highest ROI of any trend. With 17% of marketers planning to invest in it for the first time in 2023, influencer marketing is predicted to experience considerable growth. 44% of marketers say the most significant benefit of working with small influencers is that it's less expensive.
- Funny, trendy, and relatable content is crucial, Since 46% of social media marketers will use it for the first time in 2023, relatable content will experience tremendous growth in that year. 49% of those who use it intend to raise their investment, while 43% intend to maintain their current level. Additionally, in 2023, investment in humorous content will rank second among all content types, and 33% of social media marketers want to utilize it for the first time in 2019.

- The best way to connect with Gen Z consumers is through social media. We discovered that 93% of Gen Z spend an average of four hours per day on social media, and that 57% of them recently used social media to learn about a new product. In addition, 28% of Gen Z customers made a purchase via a social media app. In addition, Gen Z consumers prefer to find new items via social media, which is the marketing medium they use most frequently. Gen Z ranked Instagram as their favourite social media app in 2022.
- According to our data, about one-third of marketers utilize their websites to draw in and convert leads, and the majority of site visitors originate from search engines. SEO has the fourth-largest ROI when a combination of B2B and B2C marketers are surveyed, and the majority of those who use it (88%) will grow or maintain their investment in it in 2023.
- Marketers say sales, web traffic, and social engagement are the most critical metrics for measuring the effectiveness of their content marketing strategy.
- Instagram is used by 65% of social media marketers, just behind Facebook at 67%. 22% of marketers say Instagram has the most growth potential in 2023 than any other platform.

On the basis of above findings researcher advises that every company to start employing content marketing as one of the avenues for engaging customers in meaningful discussions. Educating the audience and community building should be the first and most important goal. Content marketing is a long-term strategy. It requires high skills and knowledge to consistently create high-quality valuable content. It does not provide immediate result.

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