

The Insight of Content Marketing at Social Media Platforms

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ABSTRACT

The marketing scenario is drastically changing, with the focus shifting from traditional marketing towards digital or electronic marketing. Enterprises must recognize the new paradigm which focuses on customer relationship and which ultimately helps in creating and retaining loyal customers. A recent tool of creating a loyal trustworthy customer relationship is by using content marketing, meaning providing customers with valuable information in the form of content and enabling two-way communication. For the creation of successful content marketing, it is very crucial for an enterprise to know how consumers perceive contents, what does attract them about the contents, what do they expect from contents, etc. Social media platforms are now providing common platforms for exchanging ideas and knowledge and for building social networks. Enterprises can make use of different social media platforms like blogs, videos, infographics, photo sharing on posts, etc. to reach targeted customers. Content marketing and social media both are complementary for each other because good content has no value until and unless it is not promoted on social media and in the same way social media marketing will fail without a good content strategy.

This research paper is concerned with a deep understanding of content marketing and how social media platforms help in carrying out the value contents from producers to potential buyers. The present study is a review of books, research papers, thesis, and various articles. The study is based on secondary data.

Keywords: Blogs, Content marketing, Insight, Social media, etc.

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INTRODUCTION

With traditional ads, companies design ad content that interrupts customers in the forms of bill boarding, magazine ads, Tv ads, radio ads, etc. Each of these advertisements does not provide any value to customers because their emphasis is on what they want a customer to know rather what customers exactly want to know. Traditional ads mainly rely on the usage of smart wordings, exceptional creativity, etc. to gain customer's attention. The only objective of these ads is to capture the attention of the customers for at least a few seconds so that the brand message could be communicated with the target audience. But it does not work in reality in the long run.

In today's highly competitive era, if an enterprise wants to sustain in the long run, then it has to win the trust of consumers. With content marketing, instead of developing ads that irritate customers, companies create content such as blogs, value providing youtube videos,

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etc. Social media platforms give entrepreneurs voice and a path to communicate with peers, customers, and potential customers. It personalizes the brand and helps in delivering a message in a relevant and conversational way. Abundant no. of success stories are enough to justify the importance of social media. So if a value content would be provided to the target customers, it would eventually help marketers in terms of building a sustainable relationship with the customers.

Objectives of the Study

The objectives of the study are mentioned as under:

- To know about the insights of content marketing
- To know about roles played by social media in delivering value content to the target customers.

RESEARCH METHODOLOGY

The present study is a review of books, thesis, research papers, and various articles related to content marketing and social media marketing. The study is entirely based on secondary data.

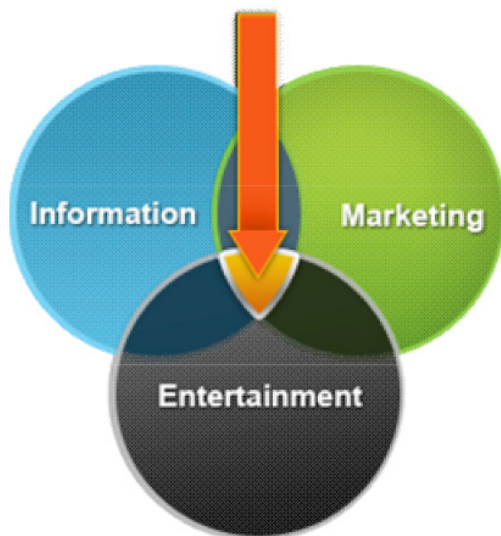
REVIEW OF LITERATURE

A study by Loredana Patrutiu Baltes, 2015, in his paper, "Content Marketing-The Fundamental tool of Digital Marketing," discussed the importance of content marketing in an era of digitalization and found that content is marketing the present and future of digital marketing in general. Therefore, a digital marketing strategy cannot be successful without a quality content marketing.

A study by Angel Wong An Kee, Rashad Yazadanifard, 2015, in their paper, "The Review of Content Marketing as a New Trend in Marketing Practices" discussed about evolution of content marketing and concluded that six strategies companies use during implementation of content marketing in their business.

CONTENT MARKETING

One of the major reasons behind the applicability of content marketing is that the audience is online,



Content marketing definition (Mandloys Digital Agency, 2013)

and they perceive that content is no longer king but the galactic emperor. Content marketing is the most efficient way to reach the customer wherever they are. According to Mandloys digital agency (2013), content marketing is:

"The creation of content that is relevant, compelling and valuable, and this content must be consistent must be provided to maintain or change the behavior of customers. Content marketing is an essential marketing activity that helps retain customers, acquire new ones, and helps companies to build a strong brand image."

Content marketing is the process of attracting and retain customers by continuously creating and curating content to change or enhance customer behavior. It is such marketing where brands plan, create, curate, promote, and analyze content to meet strategic goals. A good content marketing strategy helps a brand to track offers for lead generation, measure engagement of social media posts, and more. The definition of content marketing can be divided in three parts:

- Content marketing is the art of providing relevant, useful content to customers without interrupting them.
- Instead of pitching products or services, content marketing helps in delivering information that makes customers more informed before they buy.
- If the consistent, ongoing, valuable information is delivered to customers, then they will also reward the business with their loyalty.

Objectives of Content Marketing

Content marketing is at the heart of the most successful digital marketing campaigns. Behind every well-known brand is a wealth of valuable and important content that actually connects with the company's audience. Some important points justifying the objectives of content marketing are given as follows:

Keeps Reader Attention

Content marketing plays a vital role in keeping the reader's attention. Because by updating blogs, sharing posts, uploading videos, it is always in the limelight.



Source: Demand Metric 2013



And as we are aware of famous marketing proverb, i.e. "out of sight out of mind" works in the field of content marketing also.

Improves Brand Reputation and Build Trust

In today's busy digital market space, it's important that business works to build trust with leads and customers. Good content will help in building trust with customers. If the customers find engaging, educational and valuable content, then automatically a faith would be generated in their minds.

Generates Leads

Lead generation is important for all businesses that rely on consistent traffic to grow their brand and boost sales. According to the demand metric, content marketing costs about 62% less than traditional marketing costs and generates about three times as many leads.

Increases Direct Sales

Content marketing also helps in increasing direct sales because when customers would not have any fear of being cheated, then they will also turn up into loyal and sustainable customers, and it will help an organization in increasing its sales.

Significance of Content Marketing

In the current scenario of digitalization, the importance of digital marketing is gradually increasing as part of the marketing strategy practiced by the organization of all types. And digital marketing requires the existence of content marketing because the success or failure of any company's online communication depends to a significant extent on the quality of its content marketing. According to Pew Research, 26% of US adults are almost always online. They are part of the 77% of US adults who go online from once to several times. Worldwide stat says that the global digital population is over 4 billion, and out of them, 3.7 billion are internet users, and out of them, 3 billion are social media users. According to stats provided by Content Marketing Institute (CMI) 2018, 91% of B2B marketers use content marketing to reach customers, and 86% of B2C marketers think content marketing is a key strategy. The CMI says content is one of the most effective ways to promote a business. Majority marketers plan to use content to reach their customers. Their research shows that 60% of B2C marketers are committed to content marketing. CMI's digital content marketing stats show that 72% of marketers say content marketing increases engagement. Besides, 72% say it has increased the number of leads.

Meanwhile, Twitter stats show great content marketing ROI for that platform:

- 66% of people have found a new business on Twitter
- 69% of people bought something because of a tweet
- 94% plan to make a purchase from a business they follow

It is important to know that "Content marketing has benefits in terms of grabbing reader attention and improving brand loyalty. The idea of sharing content as a means of persuading decision-making has driven content marketers to make their once-proprietary informational assets available to selected audiences."

The motivation behind content marketing is the belief that educating the customer results in the brand's recognition as a thought leader and industry expert". (Content Marketing Institute, 2015)

That's why to be relevant to your audience and create a powerful brand; you must win their trust and admiration. With the creation of valuable content, you build interest that transforms into lasting relationships.

5 C'S of Effective Content Marketing

Calibrate

Before putting content in the actual world, we need to think about the objectives we want to accomplish. In other words, we need to calibrate first because through calibrating, we find a standard that would help in dictating content.

Create

When we are done with calibrating, the next step is of creation. Creation is only stepped, which can lead us to our defined goals. For creation, first of all, we have to see what the audience finds engaging and then creating our content accordingly.

Curate

Curating is a big part of most content campaigns, and often the sharing of content is as important as creating one. Finding and organizing a good content is a skill. Good content has no meaning until and unless it is not shared with the target audience.

Circulate

After curating, we have to make sure that the right people see the content, i.e., we have to think about distribution channels deeply. Until and unless the enterprise would not have a clear understanding of how the audience consumes content, it will be hard to get circulation.

Convert

Now, the last step is to convert the potential buyers into buyers by making them realize the worth of the product. After getting all the relevant information about the content, the buying decision is made as a sign of trust.

Theories of Content Marketing

Marketers around the world are getting to know content marketing. There are many theories of content marketing available. Some of the major theories are discussed below-

The BEST formula and The Four Pillars theory

This BEST formula is given by Pulizzi and Barrett to create a content marketing roadmap. They want this formula to make it easier for enterprises “to make the transition to the creation of valuable and relevant content” for the target audience. The BEST formula aims to simplify a complicated process of marketing so that a company’s marketing strategy would be:

- **Behavioural:** Everything a business communicates with its customers has a purpose. It is essential to realize the goal of such communications/ conversations.
- **Essential:** Deliver information that the target audience needs or useful to their success at work or in life.
- **Strategic:** The content marketing effort must be an integral part of the overall business strategy.
- **Targeted:** The content must be precisely targeted to a specific audience so that it is truly relevant to the buyers.

The SAVE formula

The SAVE framework was initially given by Richard Ettenson, Eduardo Conrado, and Jonathan Knowles. They think the classic 4P’s marketing model is not necessarily important to the current marketing landscape anymore, and it is required to be reinterpreted.

<i>Traditional 4P’s Model</i>	<i>The SAVE Model</i>
Product	Solutions
Price	Access
Place	Value
Promotion	Education

Source: comparison of traditional 4P and SAVE framework (Emerson *et al.* 2013)

- **Solution rather than Product**

“Define offerings by the needs they meet, not by their features, functions, or techno Logical superiority” (Ettenson *et al.* 2013). Senic (2013) thinks the content

strategy must be customer-centric since it is looking to offer solutions to the customers instead of making them buying the products without understanding the reason. Thus, they make the purchase with a knowledge of how it matches their needs better than the others and develop a sense of loyalty.

- **Access rather than Place**

“Develop an integrated cross-channel presence that considers customers’ entire purchasing journey” (Ettenson *et al.* 2013). Senic (2013) states that this is about knowing where your prospects/customers hang out and what exactly they are doing there. So developing a content distribution plan matters here. So a company’s brand should be accessible across the net but should not waste their time in any social network that isn’t important to their customers.

- **Value rather than Price**

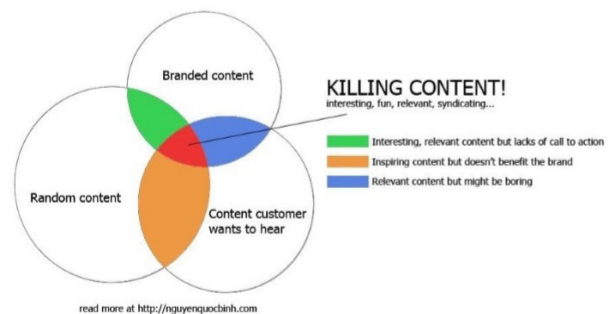
“Articulate the benefits relative to price, rather than stressing how price relates to production costs, profit margins, or competitor’s prices” (Ettenson *et al.* 2013). One of the most frequent faults that salesmen made is that they don’t convert the technology on-the-box into the important benefits to customers, so they would value such technology and ignore the price difference.

- **Education rather than Promotion**

“Provide information relevant to customers’ specific needs at each point in the purchase cycle, rather than relying on advertising.” (Ettenson *et al.* 2013). Prospects need information that is helpful, relevant, and timely to make a purchase and keep coming back confidently. Valuable content can make the customers come back more efficiently, willingly, and much less costly.

The killing content

Nguyen Quoc Binh uses this approach in his blog to suggest the type of contents that should be most effective in content marketing:



Nguyen categorizes contents into three different types that are:

- *Random content*: Can be anything, for example, shocking news or entertainment news that is easily forgotten.
- *Branded content*: Contents that are relevant to the company or the industry.
- *Contents customer wants to hear*: Contents that solve problems.

Nguyen suggests that the contents must be interesting, educational, and important and help customers to solve their problems. If missing one of the three characteristics above, the prospect will not be converted into purchasers.

Benefits of Content Marketing

There are many content marketing benefits regardless of whether you are marketing to businesses (B2B) or consumers (B2C). Content marketing:

- Increases visibility of brands and develops lasting relationships with the audience.
- Improves brand awareness and recognition.
- Creates loyalty and trust, with both current customers and prospects too.
- It helps in building authority and credibility.
- Positions business as an expert in the industry.
- Generates traffic to the site to improve lead generation.
- Opens a channel of communication through social shares and comments.
- It helps customers to move through the purchase decision more quickly.

The Role of Social Media in Supporting Content Marketing

Content is at the limelight of all digital marketing efforts. Social media helps in providing so many channels to reach the target audience like Email, SEO, Social media, PR, Paid advertisement, and videos. Social media is one of the important platforms in promoting content. Content marketing and social media go hand in hand. Good content has no value until not being promoted on social media. And social media marketing will also fail without a good content strategy. Social media is an efficient and effective way to reach the target audience. It is a vehicle that is fuelled by good content because great content is no good if it does not reach people. According to CMI, 93% of B2B marketers find out social media as one of the top five content marketing tactics. The breakdown of social media platforms used by marketers is given in the table.

Some of the points supporting the roles played by social media in promoting content marketing are given as follows:

Helps in Reaching to the Target Audience

Social media has more than 2 billion users presently. Facebook users alone generate around 3.2 billion likes and comments every day. It is undoubtedly the best platform to reach a large audience and in sharing content with them. Sharing content on social media ultimately helps in getting more traffic and publicity.

Users are the Limelight

The beauty of social media is that users themselves market contents. Content that is relevant and timely will

Percentage of Content Marketers Who Use Social Platforms to Distribute Content

	North America	B2C North America	Nonprofit North America	B2B and B2C Australia	B2B and B2C UK
LinkedIn	91%	71%	53%	86%	85%
Twitter	85%	80%	69%	79%	75%
Facebook	81%	89%	91%	79%	75%
YouTube	73%	72%	65%	74%	65%
Google+	55%	55%	27%	47%	55%
SlideShare	40%	19%	5%	26%	33%
Pinterest	34%	18%	24%	29%	42%
Instagram	22%	32%	17%	30%	20%
Vimeo	22%	16%	15%	20%	25%
Flickr	16%	18%	22%	15%	21%
StumbleUpon	15%	13%	3%	14%	18%
Foursquare	14%	16%	10%	9%	17%
Tumblr	14%	18%	8%	10%	19%
Vine	14%	13%	5%	13%	17%

Source: 2014 Content Marketing Institute annual research <http://contentmarketinginstitute.com/research>

be shared so many times by users. A positive E – Word- of the mouth of brands can help in building the trust of the targeted audience .ex- High ratings, positive feedbacks positively influence the consumers.

Helps In Getting Real-Time Feedback

Social media is a good way to listen to the audience. It opens a two – way communication between business and its users. Many companies use Facebook, Twitter, etc. for customer support, feedback, and online community of customers, which helps them in keeping content relevant and responsive.

Helps In Building A Loyal Community

Social media allows in building a loyal online community that is invested in the business. These community members recognize a brand and share a common purpose with business (which is why they follow business). It can build a sense of community among these users with the right kind of engagement.

Helps In Driving Traffic

Facebook shares, retweets, and Instagram impressions can get huge business traffic. Customers' shares and posts act as baits to lead website and lead pages. Social media drives more than 35% of traffic and is the top driver of website referral traffic. The company's shares and posts can act as baits to lead websites and lead pages. So ultimately, it helps a company in driving traffic.

Distribution of Content Through Social Media Platforms

The trick is not only in the content generation but also in its distribution. And to distribute its content, a company has to think about the best mix of available modes. It should never rely on a single mode because the availability of customers on social media platforms is spread about. Some of the modes are given as follows-

- Writing Articles
- Posting on Blogs, Facebook, Twitter
- Blog syndication
- Sharing in PDF forms
- Sharing in the form of figures.
- Use of Infographics
- Uploading videos, etc.

CONCLUSION

Content marketing and social media go hand by hand. Content marketing and social media both are complementary for each other because good content has no value until and unless it is not promoted on social media and in the same way. Social media marketing will fail without a good content strategy.

Social media platforms give entrepreneurs voice and a path to communicate with peers, customers, and potential customers. It personalizes the brand and helps in delivering a message in a relevant and conversational way. Now, content marketing became a leading marketing technique in digital marketing communication and used the point of view of consumers to build relationships by creating and sharing engaging content in social media that enhance their daily lives. The research paper has shown that if a company would have a good content strategy, it would never face failure in terms of retention of customers. If the relevant content would be shared with users, the users also revert back to the company in terms of their long-lasting loyalty and faith, which would provide an edge over the other competitors.

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