

A Theoretical Review to Understand the Concept of Content Marketing in Globalized Era

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Abstract – The aim of this article to comprehend the rising enthusiasm for sharing brand content online much has been expounded on utilizing content marketing as a component of the organization's marketing blend. Content marketing is commonly comprehended as sharing brand content by means of possessed media to increase earned media trying to energize discussions about the brand to make, among others, more brand awareness. This examination plans to give learning and comprehension of how content marketing influences client commitment from a buyer's point of view. This article examines about the utilization of content marketing in organizations and how it conveys advantages to the organizations.

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BACKGROUND OF CONTENT MARKETING

What is content marketing? When all is said in done, content marketing is a marketing system which includes making and spreading contents significant from the perspective of beneficiaries of the content, went for illustration consideration and in this way captivating a network assembled around a specific target gathering. Content is the thing that clients need to peruse, find out about, watch or experience. From the viewpoint of business, content is significant data displayed on a site, in an application or by methods for other accessible channels of digital introduction, which have the mission of conveying.

These days content marketing isn't only an alluring thing, it's an unquestionable requirement have. Additionally, it is important to make exceptional content. Normally, this can't be customary content, however it must be dependable, brilliant content. Over that it must be sufficiently significant to give the beneficiary advantages that can fulfill his needs and desires' in course of collaboration. A significant part of content marketing is additionally characterizing the objective gathering, which should get the content of the message. This thusly makes the need to make and later circulate such data that will bring the beneficiary into the brand, product or service area, which is the subject of the message.

Content marketing is, more often than not, mixed up with viral marketing or comparative terms like buzz marketing or informal exchange 2.0. Individuals who know about the business regularly notice effective instances of viral bits of contents. The individuals who are not master in the business or have not contemplated a content marketing effort before

would not perceive the examples of virality in these contents.

Despite the fact that the significance of utilizing the content marketing methodology has been perceived by many marketing specialists, numerous ongoing examinations investigated the basic job of this system in reinforcing the company's brand and its connection to shoppers' frames of mind and buy goals. Nonetheless, a writing audit demonstrates that because of the oddity of this system, it isn't contemplated enough by researchers. The presence of a complete structure for perceiving measurements of content marketing is a prerequisite of its powerful execution and requires profound research to be appropriately planned and actualized. Accordingly, the fundamental inquiry of the examination was that "how is the process model of content marketing which covers every one of the measurements and parts vital for its execution?"

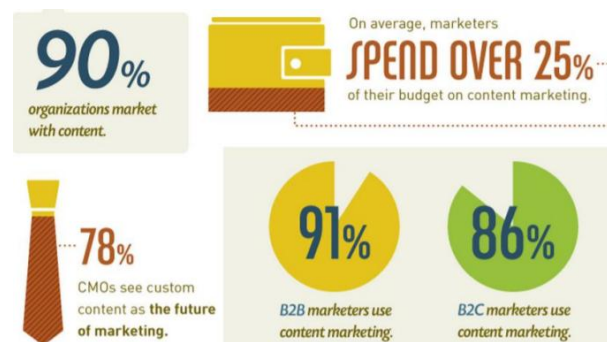


Figure 1. General statistics of content marketing usage by companies

Content marketing in its presumptions did not depend exclusively on powerful activities focused at a picked gathering of beneficiaries and its outstanding character to a vast degree is for the most part about furnishing the beneficiary with specific contentions and potential outcomes of advantages. Regularly, content marketing is characterized as the specialty of speaking with purchasers, since discourse reveals their necessities and gives specific arrangements. Besides, content marketing is a technique where advertisers concentrate on the acquiring cycle itself, yet in addition, to a similar degree, on the cycle of offers. In their moves they need to make into thought numerous viewpoints related with the right usage of system, for example, customer service, notoriety the executives, building brand mindfulness, situating and public relations in the web, increasing potential customers and caring for the customer.

History and Evolution of Content Marketing

Content Marketing is a triumph originating from the past, it is something of a drilled specialty with a more extended history than we may anticipate. The narrative of content marketing traverses the previous 120 years, starting with a preparing powder maker that distributed a revolutionary down to earth cookbook. Coincidentally, we regularly read or catch wind of "Content Marketing", for example the creation and sharing of media and publication content by organizations so as to gain clients, it is normal to imagine that we are looked with something moderately "new" and structured explicitly to be passed on through online networking, however we should take a gander at this infographic made by the Content Marketing Institute, which delineates, to put it plainly, the history of the Content Marketing.

REASONS TO ADOPT CONTENT MARKETING

There are some specific reasons businesses are rolling out the improvement to content marketing:

- There is an adjustment in purchaser frames of mind toward traditional media and the believability of content: Buyers need content that makes them more intelligent and increasingly learned.
- Traditional media sources can't be relied on to help you in achieving your customers: Social media tools can give preferable and more purchaser information over traditional media accomplishments.
- Media companies are contracting their financial limits, hence decrease content quality: These proceeded with reductions uncover noteworthy open door for businesses to turn into the distributor

themselves to pull in the data parched customers.

- Pitching to your customers is ending up all the more testing: Even however traditional marketing will dependably work, unmistakably the eventual fate of marketing will be focused on discussions and commitment among business and customers.
- Since technology is both shoddy and simple to utilize, even little companies can convey extraordinary content answers for a focused on client base: By turning into the distributor themselves, businesses can assemble a tremendous measure of information identifying with present and future customers effectively and economically. They can bid a fond farewell to the agent.
- High-quality editorial from the business expert is believed: Company ought to be the expert of their own field; along these lines, they ought to have the most confided in content asset that will pull in and hold customers and prospects.
- On the off chance that you don't make content, nobody will discover you: If web indexes can't locate your content, your business can't be found by the client either.
- Quality content gets shared: In this world overwhelmed by social systems, the shareability of content characterizes the achievement. Virality is the thing that each content advertiser should go for.
- Expert content forms trust: Similar to Pulizzi and Barrett, Bizzuka Blog likewise concurs that content composed with expertise by the business itself will make trust.
- Content produces traffic and leads: Lead age is particularly significant in B2B segment and great content can help increment traffic to the organization site, along these lines increment more brand mindfulness and shot of interfacing with prospect purchasers.

PROCESS MODEL OF CONTENT MARKETING

1. Planning (P): makes the initial step of a content marketing process model. This stage includes three stages: "assignment business destinations from content marketing", "assignment target groups of onlookers", and "making an editorial calendar". The editorial calendar for

content altering is a course of events that indicates the recurrence of content distributing and content distribution channels. The planning stage is a turning process. This implies there are three stages from the planning phase of the forward and backward course for modifying the means.

2. Production (P): The second phase of the content marketing process model alludes to content creation; at this stage, the content identified with the expectations and worries of target gatherings of people will be delivered. In such manner, it is important to focus on the characteristic elements in the production of content and content elements. Content natural elements incorporate all elements that help marketers create important content. The most significant of these are: esteem, pertinence, unwavering quality, sharing, amusement, select, intelligibility, and intentional content.
3. Distribution (D): At this stage, the advertiser ought to pick a media that is highly intuitive and fit for being generally utilized between customers dependent on the sort of content. It is likewise vital at this phase to decide the sort of content distribution strategy (pull/push/or both).
4. Measurement (M): At this stage, content marketing encounters and exercises are assessed utilizing the fundamental measurements (utilization, share, lead age and sales), and the outcomes acquired from this phase for settling on choices and planning are utilized to adequately execute of content marketing.

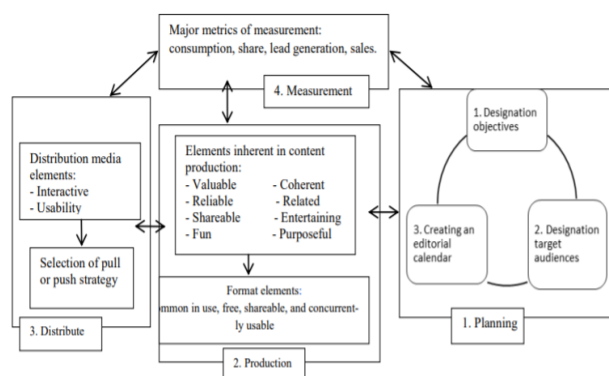


Figure 2. Basic framework of the content marketing process model

Be that as it may, the model has a relative legitimacy due to being founded on the past research. By the by, so as to decide the level of concurrence on the stages, steps and parts acquired and its estimate to a progressively logical perspective.

CONCLUSION

Content marketing is otherwise called story marketing. It is tied in with educating and inducing group of onlookers with strong content to bring issues too light or change their observation about a brand. Better content can rouse customers to purchase merchandise or services, change them into faithful customers and even have them to spread the message to other people. Content marketing additionally goes about as a strategy to manufacture and support relationships by means of publishing profitable contents to target crowd. It upgrades the purchasing process by adding esteems to customers. Content marketing changes marketers to distributors as the present pattern of marketing practice develops. In spite of the fact that it is difficult for marketing experts to radically change their method for marketing products, the quantity of bigger brands that execute this progress is expanding bit by bit.

Brands will currently achieve their marketing objectives, not fundamentally through interruptive media, however by making and appropriating the most important information on earth for that specific specialty. Content marketing has been presented long time prior, anyway very few associations participate in it in those days. By the by, it is turning into the new pattern in marketing world of late because of the move in purchaser practices and innovative viewpoints. Customers understand the intensity of learning and information can prompt better purchasing choices. Therefore, they begin to interest for more information. In addition, they are getting more astute and more brilliant so marketers must choose the option to create exact and incredible contents since control of information does not work in this digital age. Customers trust that client created contents are unquestionably progressively trustable in light of the fact that they are not paid to spread positive verbal exchange about specific brands. In conclusion, it is significant for firms to be moral and fair with public. Public hates to be swindled and controlled. Thus, content marketers must ensure that the contents are genuine and straightforward to fabricate trust and keep up client reliability. Marketing pattern is developing such that publishing is supplanting marketing.

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