

# Role of Content Marketing in the Digital Age

Dr. Y. Sathyanarayana

Principal

Government Degree College for Women Jagityal, Telangana

## Abstract

With consumers being inundated with information from an endless supply of sources in today's digital world, content marketing has become an indispensable tactic for companies trying to establish a connection with their customers, increase brand recognition, and spur expansion. Digital and electronic marketing are rapidly replacing traditional marketing in the marketing environment. Therefore, it is now industry standard for all marketers to try to increase client engagement through content. In the modern world, it is indispensable. Content marketing has several dimensions and will continue to grow in the future. These days, it's commonplace. Conventional marketing is ineffective. Content marketing provides value to the consumer instead of eye-catching sales and advertising. This research paper aims to explain content marketing to marketing instructors and the client in an understandable, useful, or beneficial manner. This essay aims to analyze the leading Indian firms that use content marketing techniques to draw in customers. It also covers the different aspects of content marketing, from its inception to its potential future applications. We will talk about in this essay. Content marketing's function in the digital age.

**Keywords:** Content Marketing, Digital Age, Consumers, Build Brand Awareness, Marketing Landscape, Electronic Marketing, Customer Engagement, Blog Post, Online Visibility, Nurtures Leads, Driving Conversions, Podcasts, Lead Generation

## Introduction:

Content marketing, which is a subset of digital marketing, has emerged as a key tactic for companies trying to engage with their target market, raise brand awareness, and boost conversions. With more and more people relying on the internet for information and entertainment, content marketing is crucial. [1]

The capacity of content marketing to draw in and hold on to consumers is one of its major effects. Brands attract potential customers who are looking for important information or solutions to their problems when they regularly produce informative and high-quality content. Brands may draw in their target audience, hold their interest, and eventually win them over as devoted supporters by providing them with high-quality content. Through search engine optimization strategies, content marketing also helps to raise organic traffic and search engine ranks. Brands may make themselves more visible in search engine results and make it simpler for potential customers to find them online by optimizing their content with relevant keywords, meta tags, and links.

Content marketing is a marketing tactic that involves producing and disseminating pertinent articles, videos, podcasts, and other media in order to draw in, hold on to, and grow an audience. When it comes time for customers to purchase what you sell, this strategy creates expertise, increases brand recognition, and keeps your company front of mind. The creation and dissemination of pertinent, helpful material for present and future clients, including blogs, newsletters, white papers, social media posts, emails, videos, and the like, is known as content marketing. Expertise and a company's value for its customers are communicated through well-written content. [2]

The digital world is a dynamic ecosystem where customers are empowered, trends change quickly, and innovation is the currency of relevance. It is not only a place where businesses operate. In light of this, content marketing becomes crucial, offering a strategic framework that helps companies not just survive but flourish in the digital environment.

This blog post explores the complexities of content marketing and explains its importance within the larger field of digital marketing. Content marketing is the glue that holds together the several components of a strong online presence, from its mutually beneficial interaction with SEO to its amplification through social media. Come along on this journey through the digital frontier as we analyze the value of content marketing in the modern era and discover the tactics that lead companies to long-term success in the dynamic field of digital marketing. [3]

## **Key Benefits of Content Marketing**

### **1. Builds Trust and Credibility**

In the age of digitalization, trust is a precious commodity. Businesses can establish themselves as thought leaders in their sector by continuously producing insightful, superior content. This increases potential customers' perception of your brand as trustworthy and credible, increasing the likelihood that they will select it when it comes time to make a purchase.

### **2. Improves SEO and Online Visibility**

Websites with consistent updates of original, pertinent material are favored by search engines. Businesses may increase their search engine rankings and facilitate online discovery by putting into practice a robust content marketing plan.

### **3. Supports Other Marketing Channels**

Other digital marketing initiatives are built upon content marketing. It offers content for email newsletters, social media posts, and sponsored advertising campaigns.

### **4. Nurtures Leads Through the Sales Funnel**

Not every visitor to a website is prepared to buy right away. Businesses may cultivate these prospective clients by offering insightful content at every stage of the buyer's journey through content marketing.

### **5. Enhances Customer Engagement and Loyalty**

Social media conversations, shares, and comments about your brand are all encouraged by engaging content. By creating a community around your brand, this interaction promotes repeat business and client loyalty.

### **6. Provides Value Beyond Products or Services**

Businesses may offer their customers more than just their main products and services by utilizing content marketing.

### **7. Offers Long-Term ROI**

Content marketing has the ability to drive traffic and produce leads long after it is published, in contrast to traditional advertising, which ceases to function once payment is stopped.

### **8. Facilitates Better Understanding of the Audience**

Businesses can learn a great deal about the interests, problems, and preferences of their target market through content analytics and audience interactions. Future marketing plans, customer service enhancements, and product development can all benefit from this data.

## **The Importance of Content Marketing in the Digital Age:**

Content marketing is essential in today's digital world for drawing in and keeping customers. In the digital age, content marketing is crucial for the following main reasons:

- **Creating Brand Awareness:** Content marketing enables companies to stand out from the crowd in the face of growing internet noise and competition. Businesses can expand their audience, become more

visible, and build their brand as a reliable authority in their sector by regularly producing high-quality content.

- **Increasing Organic Traffic:** Using content marketing to enhance a website's search engine rankings and increase organic traffic is a good strategy. Businesses may improve their chances of ranking higher in search engine results pages (SERPs), which will bring in more organic traffic and new clients, by producing high-quality and optimized content.
- **Engaging and Educating Customers:** Modern consumers possess greater knowledge and agency than in the past. They actively look for data and resources that will enable them to make wise purchasing choices. Providing helpful material that addresses consumers' concerns, clarifies their inquiries, and proposes solutions to their issues enables businesses to interact with and educate their clientele.
- **Increasing Customer Loyalty and Trust:** Trust is an important consideration when making a purchase. By continuously providing their audience with insightful and timely material, organizations may gain their confidence. Businesses can gain the confidence and allegiance of their clients by offering useful information and establishing themselves as authorities in their field. This encourages repeat business and brand advocacy.
- **Increasing Conversions and Sales:** Content marketing is an effective strategy for increasing sales and conversions in addition to increasing brand awareness. Call-to-actions (CTAs) are a useful tool for businesses to help their audience move from awareness to consideration to purchase by carefully placing them within their content. [4]

### Review of Literature:

It is common knowledge that when the term "content marketing" is brought up, people's subconscious minds are drawn to blog posts and viral films that have gone viral online. But the term's scope is far wider. When the idea of the Internet was unheard of, prehistoric humans spent countless hours generating content in caves (Pulizzi, 2013). Instead of just selling products straight to farmers, companies tried to educate them about new and sophisticated technologies for the benefit of both the farmers and their consumers. The Michelin Guide is another example of content marketing; it has been in publication since 1900. [5]

In 2001, the term "content marketing" was first used, according to Rebecca Lieb, who wrote the book "Content Marketing." This was the first time this phrase had been used or mentioned. The term "branded content," "custom publishing," "customized media," "customer media," "member media," "private media," "corporate media" (including publishing and journalism), and "branded media" (Halvorson K., Rach M, 2021) were some of the terms previously used by the branch to describe actions related to brand creation. Contrary to popular belief, content marketing does not only depend on persuasion tactics aimed at a certain audience. Its unique selling point is that it offers the recipient particular benefits and reasons for doing so. [6]

Using content marketing to offer value to customers requires being relevant to them. Information sharing, which may occasionally but is not generally about the business or its products, can add value for customers. Although content should generally be relevant to your business, product, or industry (Chordas 2018,) you should only include company or product information when it is relevant to the consumer. The objective is to engage customers, and selling attempts do not do this. Businesses utilize a variety of strategies to give customers interesting and relevant material, such as interesting facts, guidance, humor, problem-solving strategies, videos, and narrative. [7]

### Objectives:

- The aim of the study is to focus on how content marketing tools benefit marketers and customers in order to meet their expectations.
- In this context, an analysis of Indian brands such as Amul, Zomato, Oreo India, and FLIPKART etc.
- To understand the insights of content marketing techniques.

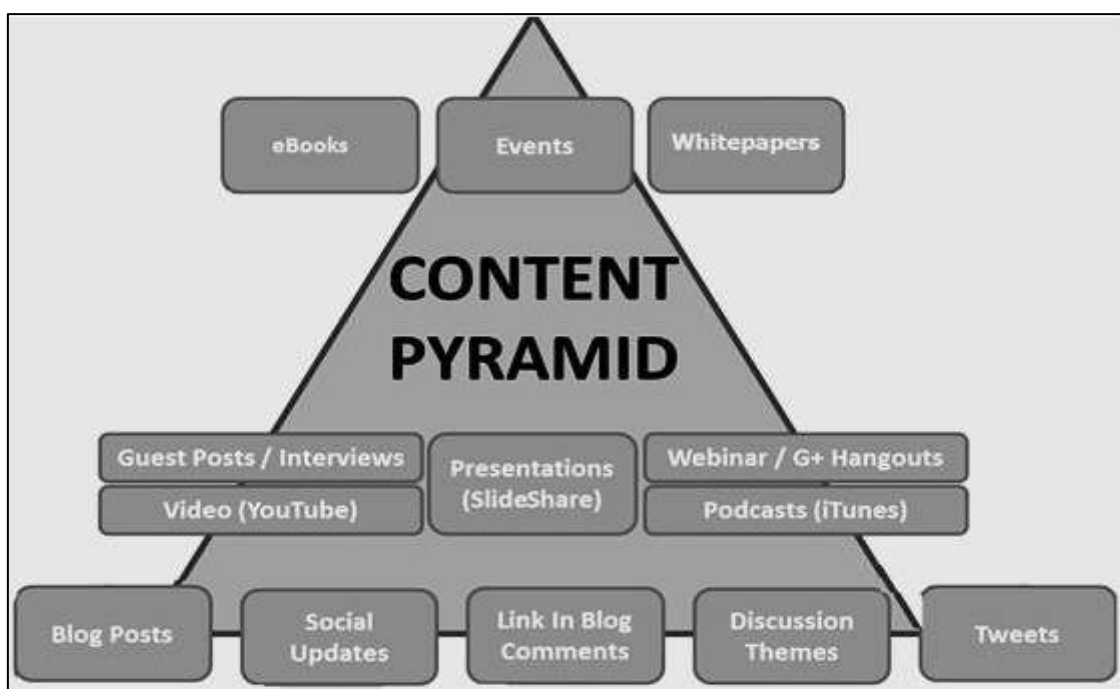
- To discover the significance of content marketing in the digital arena.
- To learn the key drivers for companies to adopt content marketing.
- To understand how content marketing strategies constitute customers awareness

### Research Methodology:

The study used a combination of secondary data collected from public domain, business magazines, company websites, literature reviews, and certain research materials to analyze the extent and relevance of content marketing in digital marketing and reach the target audience. The study delves into the ways in which Indian firms have modernized their business models and included content marketing to effectively promote their products. An examination of a few leading Indian brands has been conducted in this regard.

### Result and Discussion:

With the goal of attracting and keeping a precisely defined audience, content marketing is a strategic marketing method that focuses on producing and disseminating worthwhile, timely, and consistent content. In the end, it wants to spur profitable consumer behavior. [8]



**Figure 1: Content Pyramid (Source: [www.tutorialspoint.com](http://www.tutorialspoint.com))**

The phrase "content marketing" refers to a broad range of methods, approaches, and strategies used to meet customer and corporate objectives through the use of the most pertinent material to engage, attract, convert, and serve customers. Social media platforms, blogs, podcasts, and videos are used as content delivery channels. Currently, 86% of organizations employ this strategy. Effective content marketing is harder to come by, though. [9]

### Goals of Content Marketing

There are no objectives that content cannot help with because it is used in almost all marketing strategies and tactics. However, while looking at content marketing, we can find that marketers prioritize a few important objectives such –

- Brand awareness
- Lead generation
- Engagement

- Sales
- Lead nurturing
- Customer retention and loyalty
- Customer evangelism
- Up-selling and cross-selling

### Indian brands that strongly believe in content marketing:

#### Amul:

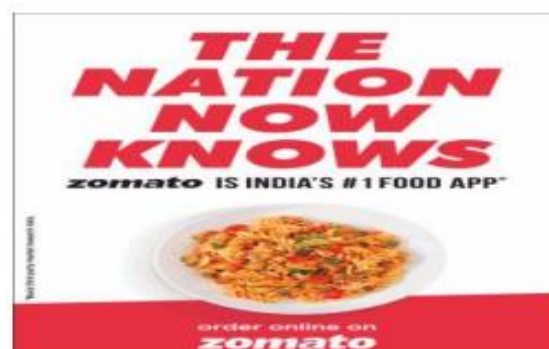
The biggest exporter of milk products from India is GCMMF. It has been given trading house status. Numerous countries, including the US, the Gulf States, Singapore, the Philippines, Japan, China, and Australia, carry our items. The opportunity known as "AMUL," the highest body of the Gujarat dairy cooperatives, was established with the dual goals of giving farmers a profit and satisfying the needs of online customers by offering high-quality, reasonably priced goods. [10]



Top Competitors of Amul: United dairymen, Dairy farmers, Michigan milk producers Association, Gay Lea Foods cooperative, California Dairies, Associated milk producers etc.

#### Zomato:

Zomato is one of the biggest food aggregators globally since it has a strong understanding of its user base. They are aware of what motivates customers to utilize their services, and they consistently bring out the foodie. Think that there is a rare, once-in-a-lifetime chance to drastically alter the future of food, one in which everyone on the planet consumes clean food, regardless of where they are or what they can afford, as the majority of food consumption is now happening in restaurants. At Zomato, everything we do now is specifically tailored for this future. Being one of the biggest delivery and dining companies and the industry standard for restaurant ratings, we have unmatched access to user insights and connections with restaurateurs.





Top Competitors of Zomato. Swiggy, delivery hero, Deliveroo, Grubhub, Skip the Dishes, Door dash etc. [11]

### Oreo India:



Oreo India has figured out how to keep their audience interested in their content. At first, Oreo encountered significant difficulties because Britannia and Parle controlled the Indian market. Thus, they launched a brand-awareness campaign in collaboration with Bollywood celebrity Ranbir Kapoor and Daily Dunks. People's urge to communicate, share, and develop has not diminished, despite the COVID-19 outbreak and the lockdown that followed. A playful challenge that, by essentially passing the Oreo baton, welcomes new participants. The playful spirit is best shown when it is shared, after all. Yello Springbok, Winkflash, Coinloan, Moula, Tango, Delta Automation, adult daycare, and closing the gap are some of Oreo India's rivals. [12]

### Flipkart:



Since its inception in September, the Flipkart Wholesale app, which presently provides fashion products to merchants in 23 locations, has experienced a 75% month-over-month increase in its customer base, according to a statement. The statement noted that one in five clients of Flipkart Wholesale is from a Tier 2 or Tier 3 city and that encouraging trends have arisen from small-town shops who have chosen e-commerce as their preferred method of conducting business with ease. (Last update: December 28, 2020; industry economic times) TV commercials are the mainstay of content marketing for Flipkart, one of the first Indian e-commerce companies. Flipkart started digital advertisements in May of last year by requiring third-party vendors to pay for their goods. For instance, a seller can use specific keywords to search for the products on Flipkart and have his products appear first if he searches for "casual" things.

Top Competitors of Flipkart: Amazon India, DarazBanladesh, Paytm, Banggood, Lazada, Zalora etc. [13]

## Statistical Analysis of Content Strategy

A unique mix of art and science is content strategy. Whether you're developing a new plan or upgrading an old one, you might find the following content strategy statistics helpful:

- According to eMarketer, 70% of marketers anticipate changing their messaging and targeting approaches by 2020. Content marketing for businesses-to-businesses (B2B Content Marketing, 2021).
- Sixty-four percent of marketers changed their editorial calendars in the past year. Content marketing for businesses-to-businesses (B2B Content Marketing, 2021).
- According to a recent survey, marketing experts have changed their marketing methods and content distribution in the lead-up to 2021. Content marketing for businesses-to-businesses (B2B Content Marketing, 2021).
- More than 80% of B2B marketers report using a content marketing plan, yet just 43% of those marketers have documented their strategy. In the case of the most prosperous businesses, this percentage increases to 60%. Content marketing for businesses-to-businesses (B2B Content Marketing, 2021).
- Regarding content priorities for 2020, 79 percent of marketers stated that "generating more quality leads" would be their top focus. (2020, Semrush) Semrush is a search engine designed to facilitate information discovery. Only 31% of B2B marketers said that their usage of content marketing was extremely or very effective in the preceding year, based on a recent survey. Content marketing for businesses-to-businesses (B2B Content Marketing, 2021). [14, 15]

### Conclusion:

For businesses in the digital world, content marketing is a vital tactic. By offering value, increasing traffic, engagement, and conversions, content marketing helps organizations thrive in an increasingly cutthroat online landscape. Businesses hoping to flourish in the realm of digital marketing must continue to engage in content marketing as customer preferences and technology change. In the era of digital technology, content marketing has emerged as a crucial tactic for companies trying to engage customers, increase brand recognition, and spur expansion. Businesses may build trust, increase their online presence, and foster client relationships by offering insightful, timely material that is relevant to the buyer's journey. The significance of content marketing will only increase as long as customers use the internet to research products and make judgments about what to buy. In the increasingly competitive digital marketplace, companies who make the investment to establish and implement a strategic content marketing plan will be well-positioned to succeed.

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