

Content Marketing: The right way of putting across your content to customer

Ms. Surbhi Roy*, Ms. Mayuri Tayal**, Ms. Usha Pandey***, Ms. Juhi Kaushik****, Dr. Megha Kansal*****

Abstract

Content marketing is a digital marketing technique that focuses on creating relevant and valuable content for customers on a consistent basis and distributing it through various available media. If we can emphasise, we can see the word 'valuable' before the content. This speaks volumes about the significance of content. Content marketing is not a new concept in the world, but the strategies for creating and distributing content have evolved. The rise and emergence of new media platforms, which are now a major source of content consumption, have compelled marketers to revise their strategies. This paper discusses various strategies that can be used to maximise the benefits of the content. Most data are wasted and not chosen by users if it is not delivered at the right time and through the right mediums.

Keywords Content Marketing, Content Marketing Funnel, Search Engine, Reader Persona.

Introduction

Every digital marketer faces the challenge of promoting their brand on the first page of search engines. This desire to be first does not stop with Google; businesses also want to excel on Bing, Yahoo, Baidu, and a variety of other search engines. To me, this passion is justified because digital marketing is breaking down the barriers of national marketing; in fact, marketing is now being targeted at the global level.

Samsung A multinational corporation involved in a variety of businesses ranging from electronics to shipbuilding believes in the power of advertising and is the world's fourth largest advertiser, spending \$9.7 billion on media last year, resulting in a \$200 billion profit. Of course, they increased their media spending in the face of a global

*Department of Management, IAMR-India, 4Department of Management, IP College-India
surbhi.contact@gmail.com, mayuritayal20@gmail.com, ushaanandpandey@gmail.com,
kaushik28juhi@gmail.com, meghakansal1306@gmail.com*