A Study of Content Marketing Strategy in E-Commerce with Respect to B2C

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Abstract: Internet as a tool of global digital communication is evolving constantly. Every entity which wants to achieve profit through the exceptional potential of the message which is its source should use the instruments it provides to the greatest possible extent. Along with the quality of the published content, the quantity and distribution play a major role, as through broader dissemination of the created content its influence grows. Current research work is an attempt to understand the role of content marketing and its role in e-commerce business. Researchers have studied various past work on this topic and e-commerce company (Amazon) content writing strategies, and on the basis of secondary data (literature review) findings has been elaborated. Main findings reveal the role of content marketing in e-commerce business. These are, creating brand awareness, building credibility/trust, Nurturing subscribers/audiences, generating sales/revenue, Content leads to follow/quit the brand, and Content leads E-WOM communication.

Key Words: *Content Marketing, Online Marketing, E-commerce, Digital Marketing*

1. INTRODUCTION:

As Internet usage expanded, social networks rose, becoming yet another channel through which brands could enter consumers' homes. Facebook, originally called "The Facebook," started in 2003 and remains the channel of choice for consumer marketers. In 2006, Twitter joined the social network club and brands quickly started using it to engage in real-time conversations with consumers about products and other issues. YouTube rose in 2005 and created a ground-breaking precedent for videos in content marketing. Today, big brands dominate the web, and social media platforms have supplanted traditional advertising vehicles. It's virtually impossible to succeed as a B2C or B2B enterprise without leveraging content marketing in its modern form. The explosion of digital platforms in recent years has fractured traditional marketing channels. To adequately engage consumers, brands need to navigate a wide variety of touch points and fine-tune their message for each scenario and platform.

As explained by (raj, 2017) digitalisation has been spread in almost all the sector of business. The growth of digital market has arrived from the great use of internet access and social media. Youth of India, is techno friendly and opt digital medium of platform to explore their business. Digitalisation have made a substantial impact on marketing and advertisement as they reach new mediums to reach the end number of users. In the same line (Sharma, 2017) mentioned that the electronic network makes the transaction convenient and easily available, allow people to browse the wider range of goods, specific product and compare prices more easily. This is only possible due to availability of e-commerce platform to various businesses. This helps in faster growth of the business. Current research work is an attempt to understand that the role of content marketing and e-commerce with respect to B2B. As this research work is based on secondary data, researchers studied various previous works on the topic like content marketing, e-commerce, and role of content marketing on e-commerce. Researchers also analysed the e-commerce company Amazon's content marketing strategies. Findings and conclusion of this research work are based on the secondary data studied by researchers.

First this, research work explains about the e-commerce industry followed by content marketing. Next section of the work is literature review, container study of research work related with content marketing and its role in e-commerce, followed by the case analysis of Amazon.com. At the end of this work researchers mentioned findings and conclusion.

1.1. INTRODUCTION TO E-COMMERCE INDUSTRY:

Electronic commerce, commonly written as E-Commerce, is the trading in products or services using computer networks, such as the Internet. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as E-Mail. The e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US$ 200 billion by 2026 from US$ 38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 636.73 million in FY19. India's internet economy is expected to double from US$ 125 billion as of April 2017 to US$ 250 billion by 2020, majorly backed by ecommerce. India's E-commerce revenue is expected to jump from US$ 39 billion in 2017 to US$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.

Biggest contributors to e-commerce revenue have been the regions of Europe, America and Russia. E-commerce in China has been increasing greatly among nations like Brazil, India and Middle-East. Amazon, E-bay, 360buy.com, Groupon, Sony store, iTunes, Alibaba, Microsoft, Amway, Barnes & Noble, Symantec and Wal-Mart are a few well-known e-commerce facilitator sites. Start-ups such as Snapdeal, Flipkart, Lenskart, Jabong and Myntra, to name a few, have revolutionized the e-commerce scenario in India, inspiring other brands to dive into the online competition.

With the diversification and increased sophistication of the small business, the marketplace is expanding in the area of ecommerce. Mobile and internet market avenues have allowed B2B, B2C, E-financial services, e-tailing and online marketplaces a venue for anyone to sell or market products and services. With the diversification and

increased sophistication of the small business, the marketplace is expanding in the area of ecommerce. Mobile and internet market avenues have allowed B2B, B2C, E-financial services, e-tailing and online marketplaces a venue for anyone to sell or market products and service.

Growth and developments of e-commerce

Propelled by rising smartphone penetration, the launch of 4G networks and increasing consumer wealth, the Indian e-commerce market is expected to grow to US$ 200 billion by 2026 from US$ 38.5 billion in 2017. Online retail sales in India are expected to grow by 31 per cent to touch US$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

Smartphone shipments in India increased eight per cent year-on-year to reach 152.5 million units in 2019, thereby making it the fastest growing market of the top 20 smartphone markets in the world. During 2018, electronics is currently the biggest contributor to online retail sales in India with a share of 48 per cent, followed closely by apparel at 29 per cent. Some of the major developments in the Indian e-commerce sector are as follows:

- In January 2020, Divine Solitaires launched its e-commerce platform.
- In the Union Budget of 2020-21, government has allocated Rs 8,000 crore (US$ 1.24 billion) to BharatNet Project, to provide broadband services to 150,000-gram panchayats.
- In August 2019, Amazon acquired 49 per cent stake in a unit of Future Group.
- Reliance to invest Rs 20,0000 crore (US$ 2.86 billion) in its telecom business to expand its broadband and E-commerce presence and to offer 5G services.

- In September 2019, PhonePe launched super-app platform 'switch' to provide a one stop solution for customers integrating several other merchants' apps.
- Flipkart, after getting acquired by Walmart for US$ 16 billion, is expected to launch more offline retail stores in India to promote private labels in segments such as fashion and electronics. In September 2018, Flipkart acquired Israel based analytics start-up Upstream Commerce that will help the firm to price and position its products in an efficient way.
- As of March 2019, Flipkart launched its internal fund of about US$ 60-100 million to invest from early stage to seed innovations related to e-commerce industry.
- Paytm has launched its bank - Paytm Payment Bank. Paytm bank is India's first bank with zero charges on online transactions, no minimum balance requirement and free virtual debit card.
- As of June 2018, Google is also planning to enter into the E-commerce space by November 2018. India is expected to be its first market.
- Reliance retail is going to launch online retail this year. It has already launched its food and grocery app for beta testing among its employees.
- E-commerce industry in India witnessed 21 private equity and venture capital deals worth US$ 2.1 billion in 2017 and 40 deals worth US$ 1,129 million in the first half of 2018.
- Google and Tata Trust have collaborated for the project 'Internet Saathi' to improve internet penetration among rural women in India.

The e-commerce industry been directly impacting the micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. The Indian e-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest e-commerce market in the world by 2034. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in e-commerce sector will also boost employment, increase revenues from export, increase tax collection by ex-chequers, and provide better products and services to customers in the long-term. Rise in smartphone usage is expected to rise 84 per cent to reach 859 million by 2022. E-retail market is expected to continue its strong growth, by registering a CAGR of over 35 per cent and to reach Rs 1.8 trillion (US$ 25.75 billion) by FY20.

1.2. CONTENT MARKETING:

In era of digitalization and fast-moving information driven world marketers have realised the need of online presence of their business and services for targeting the digital audience widely. This digitalization has catered new opportunities for the marketer for expansion of their business reach, results to adopting new marketing practice and strategies over the conventional techniques for targeting customers on online platform. Online platform has established a new segment of business through e-commerce channels. The main factor which influence the customer in online presence is visibility of their business, visibility is possible only through creation of engaging strategies used by marketers with adoption of new contemporary technique of their business on e-commerce platform is through engaging content creation.

The phrase "content marketing" was born in 1996 at a discussion for journalists at the American Society for Newspaper Editors. Little did John F. Oppedahl know, when he said the phrase that it would quickly become one of the most important terms in marketing. In 1994, the first blog was created by Justin Hall of Swarthmore College. While some blogs have always been used as a kind of digital diary, blogs introduced the opportunity for brands to connect with their audiences, share more content, and continue to build their brand and tone. "Blog" became a term in 1999 when it was shortened from the word "weblog." The Internet became a dynamic channel – a laboratory where content marketers could continually find new ways to connect with audiences. In fact, so much content joined the web that in the early 21st century, ranking algorithms had to be developed to somehow manage the huge amounts of content.

Content Marketing Institute defines content marketing as an approach of strategic marketing that focuses on attracting and obtaining a clearly defined target audience by creating and sharing valuable, consistent and relevant content, therefore turning this audience into profitable customers **[Content Marketing Institute,** 2016**].**

In another definition, content marketing is described as *creation of content for creating awareness by attracting the target audience and beyond to the firm, making products and services appealing, reaching the target audience, establishing a relationship with them, and acquiring measurable results by mobilizing them* **[Penpece,** 2013**]**

Content marketing is all about creating content that is of real value to your potential customers with the underlying intention of motivating them to take a particular action. Content marketing is one of the most versatile tools in the digital marketing tool belt; it can take on a host of different topics and formats and be developed to impact any stage of the sales funnel. Importantly, content marketing differs distinctly from advertorial content. As Joe Pulizzi – founder of the Content Marketing Institute

The content marketing cycle – via Langley Center for New Media – source Fusionspark media Good content attracts, informs, persuades, serves and engages buyer personas, prospects, customers and other target audiences across the entire life cycle and relationship with your organization and brand. It responds to the questions and needs of (prospective) customers during and after their buyer journey in correlation with direct and indirect business goals.

The key thing for a brand is to establish connection with the customers through content and help them to build for long term loyalty with the good content. The important factor which business focuses on content marketing includes the following: *Increasing customer loyalty; Boost number of prospective customers; Increasing brand awareness; Increasing sales revenue; Sustaining leadership in the sector increasing website traffic; Increasing customer retention; Improving search engine ranks.*

Some of the most popular content marketing techniques are Blogging; Video; Podcasting; Info graphics; Email; Visual content; E-books; Whitepapers; Testimonials; GIFs and Memes; Case study; Courses; Webinars; Free apps; Social media post.

Today, big brands dominate the web, and social media platforms have supplanted traditional advertising vehicles. It's virtually impossible to succeed as a B2C or B2B enterprise without leveraging content marketing in its modern form. The explosion of digital platforms in recent years has fractured traditional marketing channels. To adequately engage consumers, brands need to navigate a wide variety of touch points and fine-tune their message for each scenario and platform. It is vital for marketers to stay ahead of the game and keep themselves immersed in the latest social media marketing trends, as well as those in the future, so they can equip themselves with the technology and skills required to make the most of online platforms. Online platform has shown increased in past years due to mobile usage and shorter attention spans will continue to increase the popularity of short-lived content in 2019, especially with millennial and Generation Z-errs, who thrive on their relationships with brands being authentic and meaningful. Hence, it's vital that social media marketers should establish a solid content strategy for larger audience

2. LITERATURE REVIEW

Authors have studied various research work related with content marketing and here few of the closely related literature review are been presented.

(barrett, 2009), explain that content marketing has given a new survival to the marketing strategies. Author mention that the marketers have reached out the audience not only through the traditional mean of content such as

newspaper or magazines but also through emphasising new media promotion through technology like search engine optimization (SEO), video series, blogs, podcast and more which helps the companies to meet the promises of the customer. Thus, content creation is a new domain for marketers post advertising age. (rowley, 2008), mentioned that digital content marketing (DCM) plays a vital role as a part of commercial landscape. The approach focuses on the uniqueness of digital content which creates value for content created by the marketers. The format of content can be images, text, multimedia, music etc. which can be channel on various platforms. According to (Le, 2013)**, c**ontent has converted traditional four P's into solution, access, value, education framework. This helps to educate customer instead of focusing on sale cycle. Valuable content makes more customer-oriented network which possibly leads to creating more purchases. Thus, the goal of using content marketing in business to create customer, base building brand engagement and improving leads. (Puro, 2013) Explain the effectiveness of content marketing in corporate branding is created through linking the corporate identity with marketing content creating to build the corporate brand. Interesting and valuable content can be distributed in various forms and the main goal of content marketing strategy is to increase brand equity to enable the growth. Author mention that content marketing is the best marketing method in building corporate brand and creating leader position within competitive B2B markets. Above research work explain the role and usefulness of content marketing. (Kee, 2015), reveals that content marketing shows a new pattern of marketing through story marketing. It is all about informing and perusing audience to raise awareness or to change their perception upon the brand. Brands will accomplish their marketing goals not only through interruptive media but by creating and distributing valuable information for the niche**.** (palekar, 2016), mentioned that content marketing creates a vital importance for improving sales and profit, and helps to ensure satisfactory increase in sales and profit through advertising direct and internet marketing the B2C marketers work to convert shoppers into buyers. (Rathor, 2017) explain that digital market has targeted different medium to popularize their business which focuses on *Search engine optimisation, Search engine marketing, content creation, digital display advertising, interactive marketing* and more. The consumer is looking and searching more on internet and thus marketer's tries to influence through above mentioned sources. Thus, growing digital marketing in India is evident that to showcase your business and create effective consumer e-commerce plays a vital role. (Chua, 2017)**,** explain Content marketing as a solution to the declining effectiveness of traditional marketing. Author suggested that there should be a comprehensive strategic approach. Further author mention that content should be customised according to target market and group. According to (hakkaraiinen, 2016) companies can attract the early adopters and opinion leaders can be proved favourable by adopting content marketing. Content marketing can be part of strategic program, to attract the customers and creates value for the company. (Plesis, 2017)**,** mentioned that **c**ontent marketing helps to create and build brand loyalty by engaging the target audience with the valuable content, social media had widely adopted this strategy to attract the market. The role of content marketing is broadly categorized by building communities, platform specific content and understanding channels.

Above literature reviews explain about the importance of content marketing in business. Next section of literature review deals with the content marketing and e-commerce.

(simon, 2005)**,** mentioned that Internet has become more dynamic and multilingual more companies are adopting the website approach to meet the requirement of multilingual users and increase sales on e-commerce platform. E-marketing content has a crucial role in e-commerce activity which results to effectiveness and leads to success. (hardey, 2011), mentioned that most of Gen C make decision about product and service based on experience, recommendations shared on websites and thus it results to content creation provides a reliable role for establishing online models which get influence through such contents, it somehow influences purchase decision of consumers. Such content is created by consumers in form of feedback; thus, it is very important for marketers to create a connecting content keeping consumer choice and preferences, which influences buying decisions. (hop.online, 2014)**,** mentioned that content

marketing enhances the e-commerce platform by custom approach to users according to their interest. E-commerce create content that relate to the current needs and helps to bridge your service to their reality by knowing the customer and offering a solution. (jaya, 2016)**,** shows that a narrative content marketing communication strategy exists that may be applied through digital media to market community-based e-commerce products. The strategy covers related narrative contents publication based on the interest and attraction of the target community that is able to manage and maintain the existence of the target community. Through the application of the said strategy, the owners may drive the community to make e-commerce purchases, while still being influenced by other factors related to their e-commerce businesses model.

(Ferrari, 2016)**, c**onsumer is increasingly emphasising the use of online buying and thus to promote their product company uses internet network to increase their customers. Making visible their brands on e-commerce platform they try to present content which is valuable, engaging helps customer to discover their service and present visual content which reflects products, helps B2C and B2B in operating their activities**.** (Alifahmi, 2016)**,** explain that the conceptual framework of e-commerce marketing functions through narrative content of marketing communication influencing purchase behaviour of society at large. (buzzsumo.com, 2018), mentioned that content marketing helps to build deeper relations and educate the customers towards their buying decisions and create positive brand appeal with the targeted audience. The content which companies share through e-commerce platform can be cause-based content which shows emotions, through social sharing, interactive content which makes your content interactive and increase the perceived value of information. According to   According to (Sihare, 2018)**,** E-content marketing in recent time is leading and emerging in perspective in E-business, E-learning process. E-content marketing focuses on brand story, audience interest and unique perspective of content medium which creates a better model to promote E-business. It focuses on how to approach B2C targeting different geographical places and changing it accordingly and emphasis on growing personal brand through E-content, it needs to be modified frequently according to requirement of customers. (Brendan, 2019), . explain that, the best way to produce original content is SEO, blog, article with the use of appropriate key words helps your business to reach out to the greater number of users. (Rose, 2019), write that content marketing is more than a branding for B2C marketers and they are still discovering more than just a customer journey by enhancing their brands through

the various e commerce platforms by building credibility and trust and generating better sales revenue through there engaging strategy. (kuramoto, 2020), mentioned that most of the marketer's programmes through inbound marketing focuses on creating content through blog the important strategy is content operations which helps to drive business through technology, which may change over the time the basic element for success includes right foot to creating consistence, compelling, impactful content at scale.

From the above literature review it can be concluded that the explosion of digital platforms in recent years has eroded traditional marketing channels. To adequately engage consumers, brands need to navigate a wide variety of strategies to capture the market, Creating and maintaining a strong brand image on digital channels is also extremely important, giving B2C companies more opportunities to connect with consumers and nurture brand loyalty. Local search, SEO, brand websites and social media are all important facets of B2C marketing, helping businesses reach prospective customers and raise brand awareness Modern B2C marketing is driven by data, personalizing brand interactions and making every customer experience unique. There's a great deal of opportunity to boost engagement, but also plenty of drawbacks for companies to run into.

2.1.Case of AMAZON

There is no digital retail success story greater than Amazon's. There are 310 million active Amazon customer accounts worldwide, 90 million of which are Amazon Prime members who spend an average of $1,300 per year on the platform, with the remaining 220 million non-Prime members spending an average of $700.

Put it all together the most popular and most valuable online store. Annual net ecommerce sales of physical goods totalled $52.8 billion in 2017 - nearly four times that of Amazon's closest ecommerce rival Walmart - which, combined with Amazon's service sales, gives the company a brand value of $139.29 billion.

The story of Amazon's success comes down to a variety of factors. But one thing in particular that the company has got right over the years is its handling of its content marketing strategies used over platforms- which indeed it to master the art of marketing.

Amazons driving customer engagement at every Level with following content marketing strategies:

- Email marketing
- Info graphics
- Testimonials/ feedback
- Social media strategies

- **Email marketing**

In the average marketing department, email marketing relies heavily on promotional messaging and newsletters. Coupons, sales and content sent to massive lists of customers and prospects, occasionally segmented by purchase history of the users.

Amazon takes an entirely different approach. Every email is personalized using every scrap of information they have about their users: on-site behaviour, past purchases, amount spent, location, age, gender, etc. detail analytical study in email-done-right with right a template and content that can be used to send the right emails, at the right time, every time.

The Amazon works functional. The entire shopping experience is streamlined from top to bottom. However, have templates that can be personalized based on behaviour. And the longer you are a customer, the more data they have to create customised and tailored made approach for the customers.

The content of E-mail is classified into nine categories which are as follows:

- Welcome
- Receipt
- Shipping

- Upsell
- Invite
- Thank you

- Festive offer
- Review
- Browsing
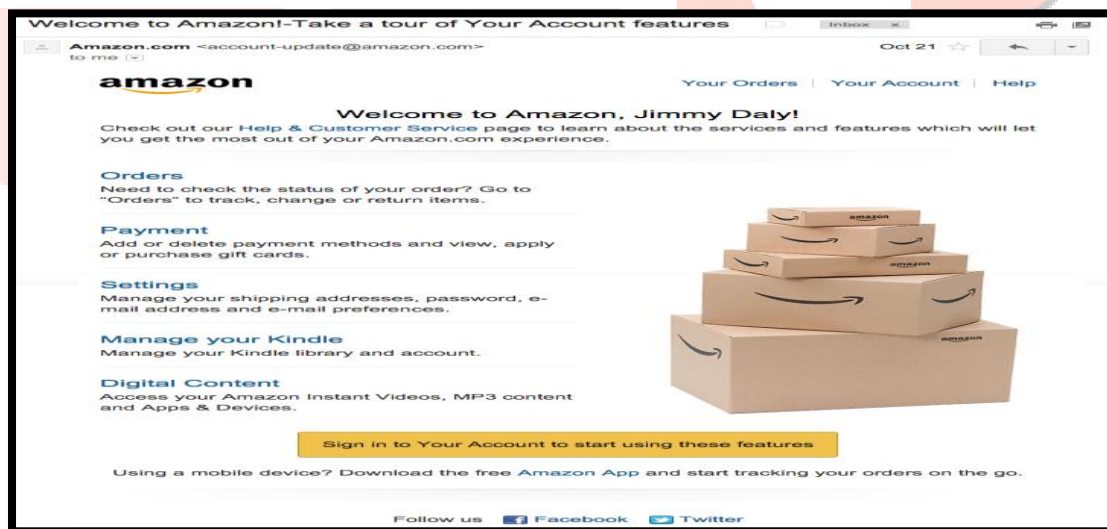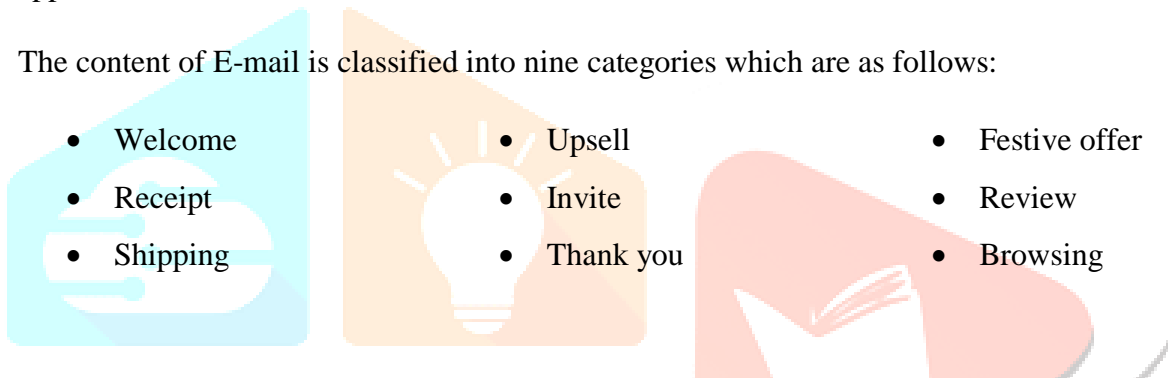
- **Info graphics marketing**

In recent years Amazon info graphics have become an essential tool in the e-commerce marketer's arsenal. High quality product photography is always going to be an essential element of any successful Amazon listing, but only photography alone is not enough to convince viewers to add it to their shopping baskets amazons collectively use info graphics as well as narrated product description to elaborate product and make it look attractive and appealable to audience. The term info graphics refers to any method of displaying information

in a visual form that is simple and quick for the viewer to understand. Long lists of cold, hard technical data, or endless paragraphs of repetitive and confusing user instructions will go unread by all but the most motivated of viewers.
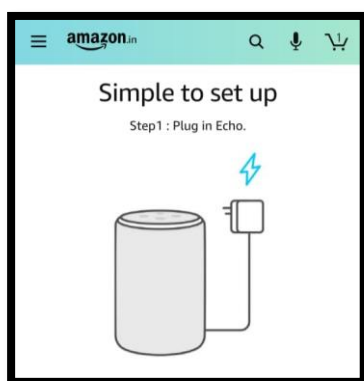
Step - 1

Step - 2

Step - 3

Instead, even quite large quantities of complicated information can be made fun to look at and easy to understand at a glance by using infographics. Typically, infographics will take the form of charts, diagrams or illustrations. Info graphics have become an almost essential part of our lives, helping us to easily gain an understanding of all kinds of information with a minimum of fuss or intellectual exertion. Info graphics make it easy to digest lots of information at a glance. In this age of ever shortening attention spans, people generally won't have, or won't want to spend, too much time reading about how your product works or what advantages it may offer, or risk losing sales as customers rapidly skip on to the next product page. But some items need further explanation beyond that which can be clearly communicated by a simple product shot. Whether it's a product comparison, an illustration of how a product works, or a guide explaining how to use the item, an infographic is often the most effective way of communicating this kind of information in an easily digestible visual form.

- **Testimonial/feedback**

Online customer reviews/testimonial/feedbacks are practically synonymous with Amazon. Indeed, garnering buyer reviews has always been fundamental to the Amazon strategy to create raw content straight from the audience, reviews are promoted throughout - both before and after purchase. Every item that's listed on Amazon has a star-rating - awarded by Amazon customers - and is normally accompanied by numerous reviews left voluntarily by previous buyers of the same product. Reviews have always been critical to the Amazon model. Since buyers cannot touch or test a product before they commit to a purchase, previous customer appraisals provide accountability, and serve as an indicator of quality for buyers.

But, equally important, is the fact that reviews generate genuine consumer engagement with the platform. Indeed, the highly active customer reviews columns found all over Amazon.com could almost be described as a consumer-driven social network in its own right. Thus, Amazon knew exactly how to play the online community game to its Customers get to know their sellers and engage with them. They also get to know their reviewers and trust their opinions, star-ratings, and recommendations. To make product reviews even more useful to customers, Amazon also enables community moderation by encouraging customers to vote on the usefulness and relevance of each review that's left, and shoppers can even post follow-up questions advantage.

- **Social media**

Almost exclusively posting product promotions across its various social networks, Amazon is able to drive more sales than any other online merchant.

- *TWITTER*

Amazon's Twitter campaign is nothing but a content oriented promotional strategy and it serves as a vehicle for driving its 2.7 million followers towards Amazon's additional services such as Prime Video and Amazon Music. The Amazon Twitter feed is also used to promote the company's blog content - a lot of which offers small business advice to those selling on Amazon - and deliver news about the various things and innovations the company is involved with and up to. Essentially a platform for content marketing rather than driving direct sales, Amazon's activity on Twitter nonetheless serves to create and nurture an engaged community of customers, and encourage as many as possible towards Prime membership.

SPARK

A new content strategy introduced by the amazon Last year. Amazon launch its own Instagram/Pinterest-like Amazon Spark, which could be described as a social network for shopping. Residing within the Amazon app, Spark is designed to create social engagement that will lead directly to product purchases. The move ensures that Spark content is product-focused and engaged with by active shoppers. When users sign up, they are asked to identify topics of interest from an extensive menu, which includes product categories as well as lifestyle areas such as travel, art & design, fitness, and so on. Users then receive images of products and other items of interest in a shoppable news feed, where they can leave comments, make recommendations, and of course click through to make a purchase. Spark also generates data, and gives the company a whole new set of signals for customer targeting that it can use to inform targeted ad campaigns in the future.

All the above are the content marketing tools used by e-commerce company AMAZON. Next section of the research paper deals with the findings and conclusion.

3. FINDINGS

While B2C marketers are using content marketing somewhat in a successful manner, on building the overall brand at the top of the funnel, marketers have focused on some of the deeper journey or core content marketing concepts. This section presents the finding obtained according to the objectives created as result of six different focus group includes following -

1. Creating brand awareness
2. Building credibility/trust
3. Nurturing subscribers/audiences
4. Generating sales/revenue
5. Content leads to follow/quit the brand
6. Content leads E-WOM communication

1. Creating brand awareness

Content marketing helps to create brand awareness by describing the outline of the company's profile in a unique manner through understanding the audience in the first step and making promotional strategy according to the

audience so that they get connected through content and create interest and value. Brand awareness is created through the company's story and customer centric approach.

2. Building credibility/trust

Usually brands create creditability and trust through giving user interphase website where they focus on customer centric approach by sharing content with visual designs and providing links to social media, every brand only create content on their website but always shares the link to connect with the larger audience through social platforms. Apart from that brand focuses on video tutorials, testimonials. FAQs which helps the customer to connect with the company.

3. Nurturing subscribers/audiences

Content helps to nurture the audience by giving user generated content, centralising the content at each step and creates leads. B2Ccompanies nurture or subscribe their audience to personalization of e-mail marketing, video tutorials, recommendation, providing guide which helps to converts temporary users into potential customers and leads to increase in revenue by nurturing through informational based content.

4. Generating sales/revenue

 Content campaigns deliver value to the reader and engage material in the best way to increase their sales and revenue the content strategy used by Spotify and Byju's as they offer freemium subscription for a particular set of period and engage them through their content and using their data to convert them into the permanent subscription this type of strategy helps to target the larger audience and over the time it increase their sales.

5. Content leading participants to follow/quit brands

In all focus groups held, participants stated that they follow brands to closely keep up with new products and designs of the brands, and to not miss opportunities of brands such as discounts, campaigns, sweepstakes, etc. Other reasons for the participants to follow brands included reading testimonials/feedback of other users regarding brands and products, usage of the brand. All participants similarly stated that they quit following some of the brands they previously followed. The reasons were listed as sharing of content considered to be unrelated, not interesting rather than the products of the brand, or sharing of political, ideological content; sharing about other brands' products, lack of new updates, constantly sharing the same content, lead to quit the brand

6. Contents leading to e word-of-mouth communication

In E-word of mouth communication the content presented by a brand may surprise them in a positive way about issues like delivery, product characteristics and solutions of various problems, they shared positive comments mostly offline, and sometimes online. Similarly, they also stated that they shared negative comments on social media in cases where they were disappointed. Using it only if the turned out to be true. The majority of the participants viewed negative content shared about brands on social media as a part of marketing strategies of their opponents. In 2018, CMO reported that consumer desire for personalized content reached an all-time high, with

42% of people claiming they get annoyed whenever the content isn't personalized for them. Even if you can't do it on a large scale, you'll still avoid deterring people with generic guesswork content that has nothing to do with their interests. It's worth a try.

These are the findings authors can drive from the current research work.

4. **CONCLUSION**

Content marketing creates value and helps people. It answers questions and provides fundamental, basic information. This in turn leads to a situation in which the recipient, consumer, is educated and informed enough to make a decision concerning a potential purchase, or thanks to having this information he can recommend the purchase to his friends, family or superiors. It is employed by marketers from big and small companies running marketing activities both using the business-to-business and business-to-customer model. Some use content in order to expand the scope of traditional advertising campaigns. Others take advantage of the content strategy to completely replace traditional forms of marketing and advertisement. The message can evoke the engagement of the customer on every stage of the purchasing cycle. It can also help establish lasting contacts, which in the long term expand client base. The message can strengthen the existing relationship, relations, stimulate (lead to) up-selling or cross-selling, and contribute to the reactivation of relations or gaining contacts by recommendation.

Creating good, convincing, educational, funny and helpful content is important, but not sufficient. It is also very important to disseminate the content using all available channels of digital distribution. This also requires working out such a strategy of distribution and dissemination of content that will allow the recipient to find it easily. Publishing content on a website, blog or in the social media may be effective, but it shouldn't be limited to these means. Strong strategy of distribution (dissemination) creates opportunities greatly raising the influence and coverage of the generated message.

At the last research would like to mention that Content allow to connect with your customers only when they have engaging content. For growing your brand, you need to build traffic, you need to convert traffic into leads. To double your traffic on for growing E-commerce business to capture the attention of potential customer, the E-commerce business is operating through merging traditional and modern approach to attract new client. The primary goal is to increase brand authority and grow customer base they started focusing on trafficking on the social media platform by building proactive link through blogging, SEO and e-mail out reach. Remarketing the campaign to encourage the lead and creating social media followers through user engagements which adds value to the business.

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