



Relevance of Content Marketing in Digital Marketing

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Abstract:

In contemporary marketing phenomena, gaining consumer confidence has been a key challenge to marketers, hence market players diving into different strategies to induce customers and take a stronger market position. Among those strategies, content marketing gaining prominence in this space. Marketers adopting content marketing as one of the primary strategies to reach their key target group. In the digital age, effective content promotes greater product & service awareness & create curiosity in the target group. This paper intends to analyse the top Indian brands deploying content marketing strategies to attain customer attention, & also discusses the various facets of content marketing starting right from its genesis to future perspective. The study conducted by exploratory research based on literature review, newspapers, journals, websites etc. This Research paper attempts to discuss objectives of content marketing along with the challenges & also reflect on the necessity of having a strategic approach to content marketing and reviews various approaches for effective content marketing strategies.

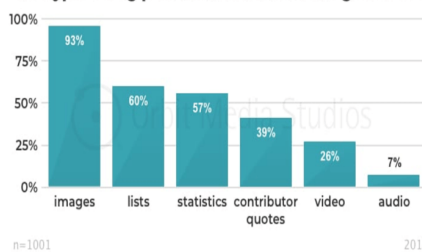
Keywords: Content marketing, Customer engagement, Content effectiveness, Content marketing strategies.

INTRODUCTION

Content marketing has become one of the world's leading marketing techniques in the digital marketing sphere and uses consumers' views to build relationships by creating and sharing social media content that enhances their everyday life. Existing research in social media communities focused mainly on social media marketing and virtual brand community perspectives, while the valuable and unbridled role of content marketing in social media content communities was largely overlooked. The basic tool of digital marketing is content marketing. Content marketing is about creating interesting information that your customers are passionate about so that they pay attention to you." (Joe Pulliz) With traditional marketing,



The typical blog post includes the following elements



you use ads and sales messages to try and attract prospective customers. Content marketing has become a leading marketing technique for digital marketing communications and uses the consumer's point of view to build relationships by creating and sharing engaging social media content that enhances their daily lives. Existing social media group research focused predominantly on the marketing of social media and the viewpoints of virtual brand communities while the valuable and unobtrusive role of content marketing was largely ignored in social media content communities. Content marketing (CM) is where, instead of interrupting people, you put high-quality content on the market for prospective customers. Your help people do what they're trying to do with no strings attached to them. The idea is that prospects will then buy more of what you have to Content Marketing is a relatively new type of marketing that provides free media-type content to customers in exchange for their attention. Content marketing seeks to provide value to the target audience, usually by being informative, entertaining or both, while (organically) linking to the brand's message to product & services. This is why people want to watch a 3-5 minute or a lot longer video (that could be considered essentially a long commercial). Marketing means the social and managerial process through the creation and exchange of products and values between the individuals and groups, which achieve what they need and want. (Philip Kotler, in French). By definition, content marketing is a kind of marketing which includes the creation and sharing of digital content, such as videos, blogs, podcasts, white papers, eBooks, websites, and magazines to promote a company's perspectives on specific topics. In other words, content marketing represents a long-term marketing strategy to strengthen relations with your target audience by consistently generating and promoting high-quality, helpful and relevant content. Content marketing has become an important part of marketing because it helps build trust, gain customer confidence and fosters customer loyalty. Content marketing agencies are a key part of digital marketing campaigns. To attract a marketing audience, content marketing uses any type of content such as newsletters, blog posting, video, Tweets, podcasts, wall posts to capture the audience groups attention through a great deal of content allows interacting with companies to buy or try your product or service. Content marketing is a practise in which a small segment of potential customers consistently creates, promotes and distributes multimedia's that can solve the problems. Thanks to mobile technology and apps that promote deliveries

and also users gather the content with giants such as Facebook and Google, the popularity of video continues to increase. Most importantly, the preference for video production over other types of content continues to grow, making it vital for marketers and brands. In the core business models, especially if it's a start-up or a small business. To make start-ups or small businesses more prominent, they should formulate and align their marketing proposition to rich content to communicate correctly with their prospective customers. Content creation has been a top priority for 53 per cent of digital marketers according to the latest 2019 published statistics. This number increases when a start-up is concerned. Therefore, the question is: 'How start-ups and small businesses would produce and leverage the best content for their business models. When consumers read your content, they start to develop an opinion of your brand. The more value you can provide with your content, the easier it will be to build trust with your target audience so we use the content marketing tools such as HubSpot, WordPress, Google Docs, Airstory, Grammarly and Google Analytics.

OBJECTIVES:

1. To understand the insights of content marketing techniques.
2. To discover the significance of content marketing in the digital arena.
3. To learn the key drivers for companies to adopt content marketing.
4. To understand how content marketing strategies constitute customers awareness.

METHODOLOGY:

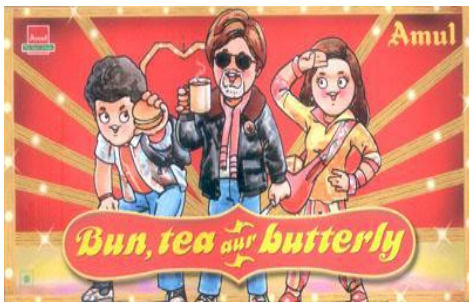
The study carried out by the blend of secondary data, gathered through company's web, a business magazine, public domain, literature reviews and some the research materials to analyse, in the digital marketing, identify the relevance and scope of content marketing to reach the target audience. The study also substance to how Indian to brands transformed their business models and integrated content marketing to market their product effective, in this context analysis undertaken on a few Indian top brands.

SIGNIFICANCE OF THE STUDY.

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 OLX etc... The product & service contents leveraging to reach their target group quickly and attractively and the point of view of the customer, the customers who are clearly aware of every detail of the products and services, this approach enhances consumer confidence and credibility in the eyes of markets or companies.

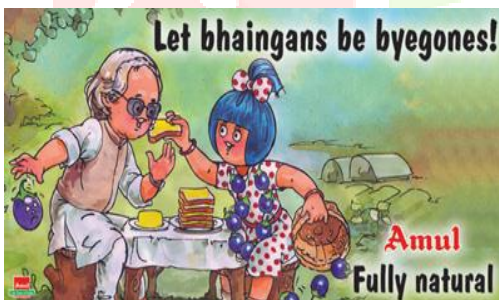
Indian brands that strongly believe in content marketing.

➤ Amul :



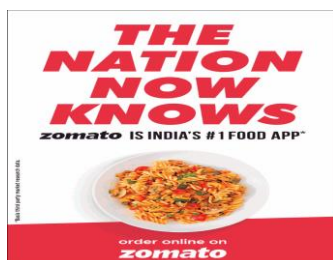
GCMMF is India's largest exporter of milk products. The status of a trading house has been granted. Many of our products are available in the United States, the Gulf States, Singapore, the Philippines, Japan, China and Australia. It is the apex organisation of the Gujarat dairy cooperatives, an opportunity known as 'AMUL,' which aims to provide farmers with remunerative returns

and also to serve the internet of consumers by providing quality products that are good value for money. It is the exclusive marketing organisation of 'AMUL' and 'Sagar' branded products. It operates through 61 sales offices and has a dealer network of 10000 dealers and 10 Lakh retailers, one of the largest such networks in India Its range of products includes milk, milk powder, health drinks, ghee, butter, pizza cheese, ice cream, paneer, chocolate and traditional Indian sweets, etc. Total milk handling capacity per day-35 million litres per day, Milk collection daily average 2018-19 – 23 million litres per day Cattle production capacity-9200 MT per day, Sales turnover – (2019-20) – Rs. 38,550 Crore. The revenue of Amul is \$92 million. The consolidated turnover of the Amul brand of products exceeded Rs 52,000 crore in 2019-20, said the Gujarat Cooperative Milk Marketing Federation (GCMMF), which sells and produces Amul products on Saturday. The federation stated that it aims to achieve a group turnover of Rs 1 lakh crore by 2024-25. (Standards of Business July 18, 2020).



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

➤ Zomato:



Zomato is one of the largest food aggregators in the world, as Zomato knows its audience well. They know what makes them use their service, and they never fail to bring out the foodie. With most food consumption shifting to restaurants, believe that there is a unique, once-in-a-lifetime opportunity to fundamentally change the future of food, a future where everyone in the world eats clean food,



no matter where they are, and what they can afford. Everything that we do at Zomato today is uniquely suited to this future. As the industry standard for restaurant reviews, and as one of the largest delivery and dining players, we have unparalleled access to user insights and relationships with restaurateurs. This helps us to design and scale business models that make this future



via. Restaurants that purchase ingredients through Hyper pure are recognised by the 'Hyper pure Inside' tag on Zomato, allowing users to trust that the food they eat is made from fully traceable, high-quality ingredients. Hyperpure zomato helping farmers develop better, pesticide-free and chemical-free crops, providing assurance of demand cycles and improved pricing throughout the year. Hyperpure solves several supply chain problems and, at the same time, builds a more ecological model with plans to integrate rainwater harvesting and waste composting. Better food for more people was a key driver in the consolidation of Feeding India and Zomato. Hunger and food-waste are important problems to solve, and what better way to tackle the challenge head-on than by motivated starvation heroes working on innovative and sustainable programmes to ensure all excess food from different restaurants and venues that would otherwise go to landfills is donated to people in need. The Zomato Feeding Foundation aims to be the largest and most powerful non-profit organisation to address hunger in the developing world. The COVID-19 crisis hit the day-to-day wagering community badly – leading to widespread hunger across the country. Springing into action, Feeding India (India chapter of the Zomato Feeding Foundation) launched 'Feed the Daily Wager' campaign to raise money and provide food support to daily wagers who lost their livelihoods during the COVID-19 lockdown.

Top Competitors of Zomato.

Swiggy, delivery hero, Deliveroo, Grubhub, Skip the Dishes, Door dash etc.

➤ **Oreo India:**



Oreo India has successfully cracked the code to keep its audience engaged in its content. At first, as the Indian market was dominated by Britannia and Parle, Oreo faced major challenges. So, they started a brand awareness campaign with Daily Dunks and Bollywood's Ranbir Kapoor Celebrity. "Despite the COVID-19 pandemic and the subsequent

lockdown, it is clear that people's desire to connect, share and innovate has not dampened. It's on the rise if anything. Oreo has always been a brand that encourages and facilitates playful family moments, and the At Home with Oreo campaign seeks to inspire and encourage people to playfulness while indoors. From fun recipes with Oreo to keeping your hands busy with Oreo Art, and even giving adults a break from their WFH madness, we've made sure the spirit is alive and well. We have further amplified the campaign with MakeWayForPlay. A fun challenge that brings people into the fold by practically passing the Oreo baton. After all, the playful spirit is at its best when it is shared. Oreo India's top competitors: Tango, Delta automation, Adult daycare, Moula, close the gap, Yello springbok, Winkflash, Coinloan, etc.

➤ **Flipkart:**

The Flipkart Wholesale app, which currently offers fashion products to retailers in 23 cities, has seen a 75 per cent month-on-month increase in customer base since its launch in September, according to a statement. Encouraging trends have emerged from retailers in small towns who have opted for e-commerce as a preferred way of doing business at ease, the statement said, adding that one out of every five customers in Flipkart Wholesale is from Tier 2 or Tier 3 cities. (Last update: 28 Dec 2020, economic times of the industry)

Flipkart is one of the pioneering Indian online brands that have adopted TVCs as their primary content marketing player. The ads are catchy and cute with kids dressed up as adults. Whether it's a new offer or a service announcement, Flipkart always brings a smile to the face of its customers with its creativity, messaging and sense of humour. Flipkart India's revenue increased by 12 per cent in the 2020 financial year, with losses falling by 18 per cent. (December 2nd, 2020). Walmart-owned e-commerce major Flipkart reported revenue of Rs 34,610 crore for the financial year 2019-2020. On the other hand, expenditure saw a marginal increase of 8.6 per cent to Rs 37,760 crore from Rs 34,766 crore during that period, according to reports from Tofler. Involved in the wholesale distribution business of mobile, television, laptop, tablet, mobile accessories, footwear, clothing, etc., 'Business-to-business purchases of stock or goods in commerce' amounted



to Rs 37,636 crore in the financial year 2020 up from Rs 34,396 crore under expenditure in the preceding financial year. Flipkart is also largely focused on visual ads-whether it's video, creative or reality TV. This is great as a fashion brand and demonstrates that you know both your product and your audience. Flipkart is set to add immense value through advertising innovations to India's ever-growing ecosystem. Leading up to the festive season, Flipkart has introduced exciting new features on its platform for the benefit of vendors and brands, helping them to connect effectively with more than 160 million consumers across India. Video, new display formats and games are some new products now available to brands and sellers in addition to the existing portfolio of display and search ads. In May of last year, Flipkart launched digital ads by getting sellers from third parties to pay for their products. For example, if a seller searches for the "casual" products, a seller can have his products shown in the first place by using certain keywords to search for the products in Flipkart.

Top Competitors of Flipkart:

Amazon India, Daraz Banladesh, Paytm, Banggood, Lazada, Zalora etc.

➤ OLX India:



WHERE BUYERS MEET SELLERS

The OLX marketplace provides a platform for the acquisition and sale of electronic and fashionable products, furniture, home goods, cars and motorcycles. In 2014, 11 billion sites, 200 million monthly active users, 25 million listings, and 8.5 million transactions per month are reported to be available. Video Marketing is also widely used by OLX. You may have heard the song 'Womaniya' with 'Where Buyers Meet Sellers' tag-line. They appealed to senses through marketing psychology. You can get rid of household trouble - every Indian household's common pain. Although OLX India focuses mainly on video and TVs, Facebook and Twitter are equally proficient. And when you joined stand-out comedian Kapil Sharma, a TV star, you added the much-needed power to your marketing effort.

Top competitors of OLX India.

Craigslist, 58.com, sulekha.com, Autotrader, Trader, Naukri. A seven-man Tamil Nadu police team landed in a remote Rajasthan-based village called Barathpur in the past week of February in search of unidentified criminals responsible for a country-wide OLX scam. They didn't know much about the scam that duped thousands of unassuming buyers in ten villages in the area. The investigation leading the TN police to the western corner of the country on the 2,000 km chase culminated in a three month series of complaints received. There have been 14 cases in these unknown scammers from various parts of Chennai, who greeted forward-looking buyers with impressive offers on second-hand cars and double-drive trucks with fake identification documents. In all cases, the scammers became army staff who wanted to kill their vehicle by a long-distance transfer. (March 07, 2020, on Saturday).

OLX advisory:

Don't make any advance payments. Pay only when the product in hand has been received and reviewed. Be careful to rely on ID cards particularly from people who claim to be military personnel because they could be false. By hiding the number in the privacy section when you post an ad, you can choose not to publicly share your number on the OL X app. By using UPI apps and digital wallets, make sure that you are crediting money on your account and not debiting money from your account. If your UPI request requires that you enter your pin, do not do so and immediately report your account to OLX.

CONCLUSION

We live in a technology diffusion era, where usage of digital assets, internet and online communication gaining prominence at a faster pace. From the advent of content marketing, marketers can reach their mass target audience quickly and effectively. The content marketing strategy can do more than survive. Most B2B marketers use content marketing effectively to achieve top range goals such as brand awareness and public education. It provides useful information to prospects, customers and the public. Before, during or after your purchase content marketing integrates the attributes of the brand. Content marketing is building customers trust and confidence on the marketers and creates a competitive advantage for the companies. The success or failure of the company's online communication depends to a considerable extent on the relevance and quality of its content marketing. In this context, in addition to promoting high-quality content marketing, digital marketers must undertake an analysis of the target group to adapt their content and choose the appropriate means of promoting it. This article substantiated the concept of content marketing and the importance it has in marketing policies, strategies, promotional activities etc. by analysing top Indian brands performance.

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