

Project Report on

AN EMPERICAL STUDY ON USER’S PREFRENCE TOWARDS CONTENT MARKETING AND ITS SIGNIFICANCE & METHOD OF IMPLEMENTATION

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CERTIFICATE

This is to certify that the Project Report titled “**An empirical study on users’ preferences towards content marketing and its significance & method of implementation**”, is a bonafide work carried out by Mr. Pushpdeep Shokeen of MBA 2012-14 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide (Mr. Abhinav Choudhary)

Signature of HOD (DSM)

Place:

Date:

DECLARATION

I Pushpdeep Shokeen, student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Project Report on “An empirical study on users’ preferences towards content marketing and its significance & method of implementation” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship

Pushpdeep Shokeen

Place: New Delhi

Date:

ACKNOWLEDGEMENT

On the very outset of this report, I would like to extend my sincere and heartfelt obligation toward all the personages who have helped me in this endeavor. Without their active guidance, help, cooperation and encouragement, I would not have made headway in the project.

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1. Introduction

Social media is the new power house for marketers in the world. Most companies use it these days and it turned out to be a powerful tool. Using social media properly will result in a better brand image, sales and customer satisfaction.

However, social media marketing is still a new subject that speaks to all merchants and business owners. A new trend is coming up in the Internet industry in recent years called content marketing.

Content marketing is, most of the time, thought of as the viral marketing or similar terms as buzz marketing or word-of-mouth. People who are familiar with the industry often cite instances of successful viral content pieces. Those who are not experts in the industry or have not studied marketing campaign content before would not recognize the reasons for the virality of such content.

The experts considered the most viral content on the Internet has seen, or in other words, gave birth to. These contents are moved from a national website, and then spread to the entire World Wide Web through social networks and other means of communication. Some viral cases have appeared in traditional media such as television.

1.1 Purpose of the study

The study focuses on four main issues to find:

- How to use their own website content to attract users?
- What types of content are most effective in marketing?
- How to implement the strategy?

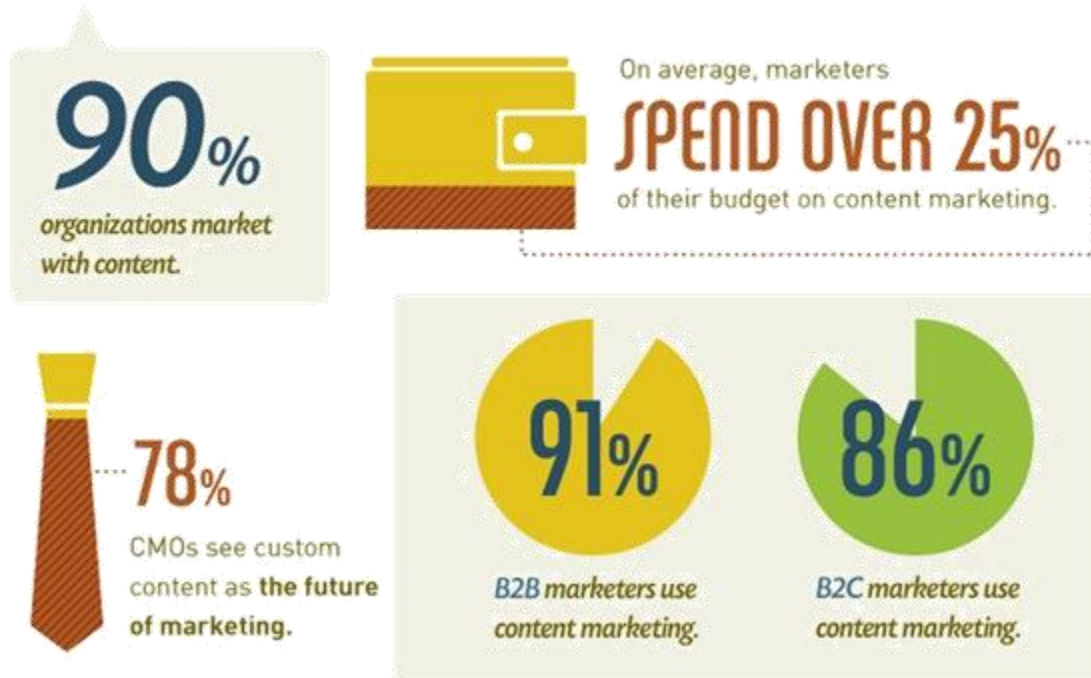


Figure 1. General statistics of content marketing usage by companies (Demand Metric 2013)

1.2 What is Content Marketing

Since the term is relatively new, there are many similar definitions of content marketing.

According to Mandloys Digital Agency (2013), content marketing is:

“The creation of content that is **relevant, compelling, entertaining** and **valuable** and this content must be consistently provided to maintain or **change the behavior of customers**. Content marketing is an essential marketing activity that helps retain customers, acquire new ones and helps companies to **build a strong brand.**” (*bold intended*)

This organization suggests that the goal of content marketing is to educate consumers by providing valuable information. Then, the content will create brand loyalty and purchases will be made in the future. They also claim that this relatively new form of marketing normally does not involve direct sales. Instead, the public is invited to proceed with the purchase of this company whenever they are ready.

Content marketing can be described vaguely by this figure below:

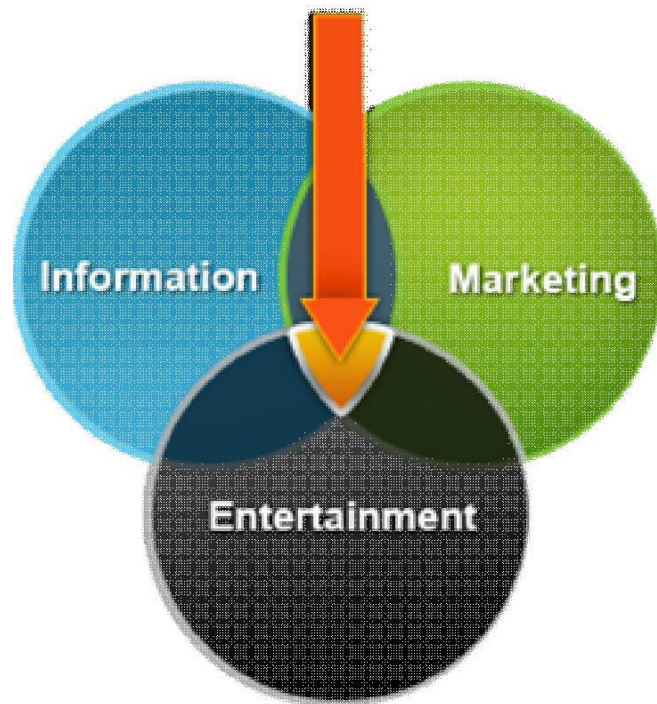


Figure 2. Content Marketing Definition (Mandloys Digital Agency, 2013)

However, there is one thing Mandloys digital agency did not mention in their definition of content marketing that Copyblogger (2013) does, which is: "Content Marketing means creating and sharing valuable free content to attract and convert prospects into customers and customers into repeat buyers. "They think that content should be free to encourage the public to access, consume and share. Copyblogger also think the content that is shared must be linked to the domain and the category of the business so that the public is educated. Then they "know, like and trust" the company to be able to do business in the future.

1.3 Few more terms used in content marketing

Viral: is today's the electronic equivalent of old-fashioned word of mouth. It is a marketing strategy that involves creating a post online that is new or entertaining enough to encourage consumers to switch to other - the dissemination of messages through the Web as a toll for the virus advertiser. (Howard 2005.)

Pipeline: is often the warehouse to collect active prospects who have a certain level of qualification monitoring (InsideSpin 2013).

Pipeline Value: \$ value of all sales opportunities in your pipeline (Gladen 2008).

Conversion funnel: is a technical term used in e-commerce transactions to describe the track a consumer takes through advertising on the Internet or a search, navigation of an e-commerce site and then convert to a sale (Ozolins 2012).

Click-through rate (CTR) is a way to measure the success of an online advertising campaign for a particular site , and the effectiveness of an email campaign by the number of users who clicked on a particular link (American Marketing Association 2013).

Qualified leads : Potential customers who has a demonstrated interest in the product or service being sold , the ability to pay, or the power to make a purchase decision. (Answers Corporation 2013).

Quantitative measurement of social media is a method that focuses on counting the volume of certain types of content on the social web (Barker et al , 2013, 285.) .

Qualitative measurement of social media is the process of assessing the opinions and beliefs about a brand (Barker et al , 2013, 287.) .

Sentiment analysis and opinion mining : using computer algorithms to automatically detect the mood of basic attitudes, emotions or content creators on the social web (Barker et al , 2013, 287.) .

Net Promoter Score: is a qualitative measure used to assess the fidelity of relationships with customers of a company. The score is obtained by asking customers how likely they are to recommend the company to their connections. The scale ranges from 0 to 10, where those who get 9-10 are promoters. Those 7-8 Liabilities and the rest are detractors. (Barker et al. 2013, 295)

Reach: is the percentage of people in a target market who are exposed to an advertising program at least once (Barker et al., 2013, 296).

Frequency: the number of times a person sees an advertisement in a particular advertising program (Barker et al 2013, 296.).

1.4 Why businesses use content marketing

Social media has proven to be successful when implemented with content marketing. Aboriginal content on social networks will increase engagement with the target audience and the opportunity to achieve a desirable viral scale. That is why companies are switching to content marketing.

Figure 3 below for the metric request (2013) summarizes the four main reasons why companies around the world are increasingly adopting content marketing in their marketing strategy.



Figure 3. Why companies are using content marketing (Demand Metric 2013)

However, it is necessary to discuss about the advantages and disadvantages of content marketing. Pulizzi and Barrett (2009, 9-20) describe six reasons businesses are switching to content marketing:

1. There is a change in buyer attitudes towards the traditional media buyer and credibility of content: Buyers need content that makes them smarter and more competent.
2. Traditional media sources cannot be count on to help you reach your customers : the social media tools can provide data of the buyer and better than traditional media partners .
3. Media companies are shrinking their budgets, thus reducing the quality of content : These continuous cuts reveal significant opportunity for companies to become the editor themselves to attract customers thirsty for information.
4. Selling to your customers is increasingly difficult : While traditional marketing still works , it is clear that the future of marketing will focus on conversations and engagement between the company and customers.
5. Because technology is both cheap and easy to use, even small businesses can provide solutions to large content base of target customers: Becoming self- publisher, companies can collect a huge amount of data on current and future customers easily and inexpensively . They can say goodbye to the intermediary.
6. Editorial quality of the expert of the company is trustworthy : Company should be expert in its field and, therefore , they must have the most reliable resource content that will attract and retain customers and prospects.

Kapost (2012, 17) sharing a graphic below in one of their ebooks which compares the cumulative number of leads generated per \$ 1,000 spent from content marketing operation of the study (large organization) and paid search campaign . In other words, content marketing product 3 times more prospects for a dollar.

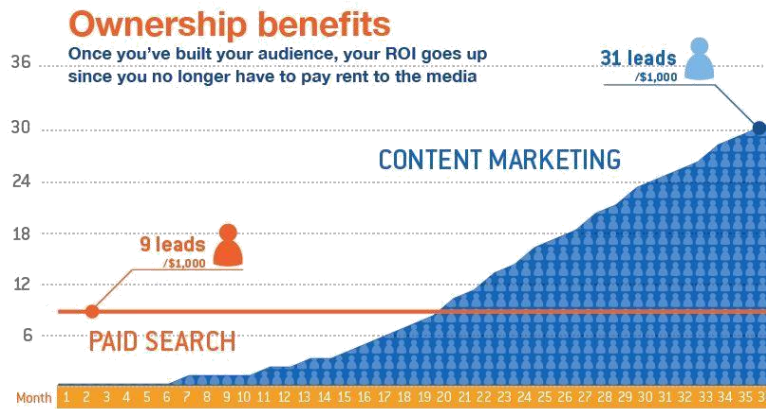


Figure 4. Ownership Benefits of Content Marketing. (Kapost 2012)

Here is a chart by Hubspot (2012) to prove that companies that blog fifteen or more times per month get five times more traffic than companies that do not blog at all.



Figure 5. Impact of monthly blog articles on Inbound traffic for B2B&B2C companies (Hubspot 2012)

Hubspot also indicates that companies that increase blogging from three to five times per month to six to eight times per month almost double their leads:

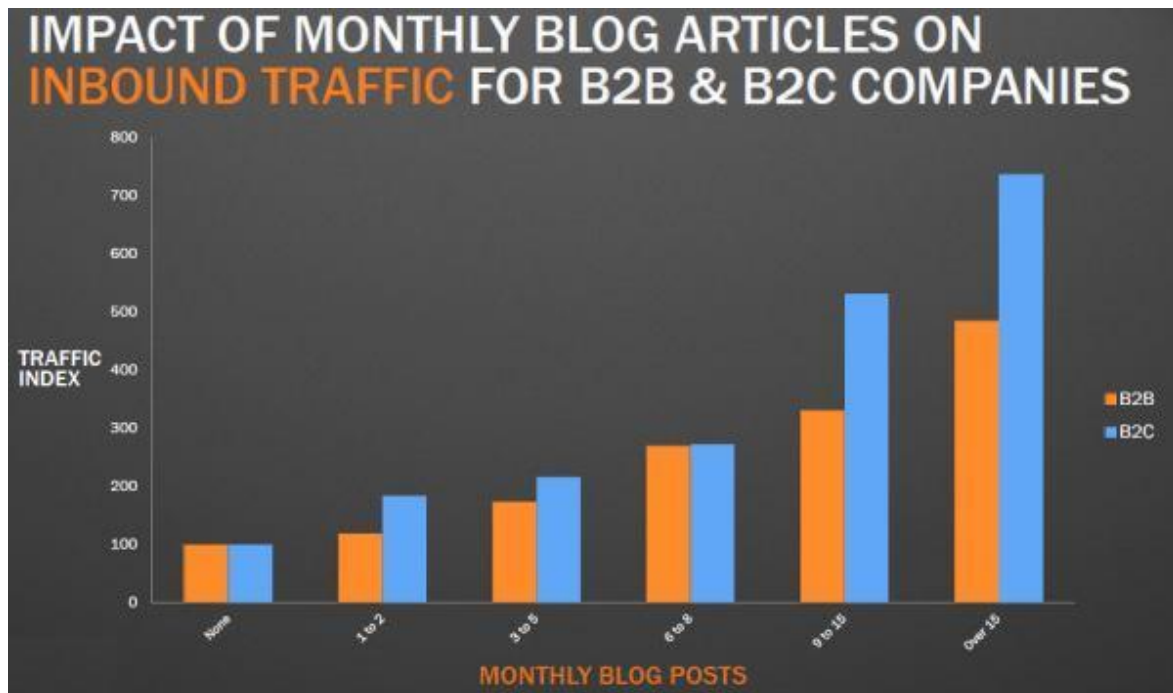


Figure 6. Impact of Monthly blog articles on Inbound Leads for B2B&B2C companies (Hubspot 2012)

In an interview with Mashable.com, Mark Walker, senior vice president of Disney Interactive Entertainment, said his company is looking for ways to deepen their connection to their wider social public as it was a natural extension of content they have already developed for other social channels. Walker also said that since the marks and characters from Disney and Disney Pixar have a massive social footprint, they were able to build their own audience by creating great content that promotes emotional connection to the brand. (Murphy 2013).

To summarize, Hahn (2013) listed the benefits of content marketing:

- Support research and SEO
- Building credibility and value
- Building relationships
- Reducing dependence on external sources
- Provide more control over the messages of the company
- Differentiate themselves as an expert on a topic
- Provide versatility of the marketing strategy of the business, including planning, content creation, distribution and measurement.

1.5 Examples where content marketing was used effectively

OREO India

In a Rs.5500 crore premium cream biscuit market, making their way into it was not very easy, especially as brands ITC, Parle, Britannia were already established players in the market. As part of its strategy to take leaders down, or TLD's team called the, the brand team began its campaign of brand awareness, keeping solidarity as the core message .

Taking its basic strategy of rapid fame to another level, Oreo India has launched a social media campaign led by Facebook, and it was one of the rapidly growing Facebook pages in the world, as Business Today said.

Oreo's Daily Dunk:

The brand must be regarded as an example of how it used Facebook to spread interesting content. Facebook page Oreo India has taken its cue from the Amul print campaign and created content units that connect the brand with an important event of the day on which the post is made. For, June 21, he posted a visual update to remind people that it was the longest day of the year, a move that seems clearly adults, and connected it with the brand, by using a packet of OREO biscuits as the graphics

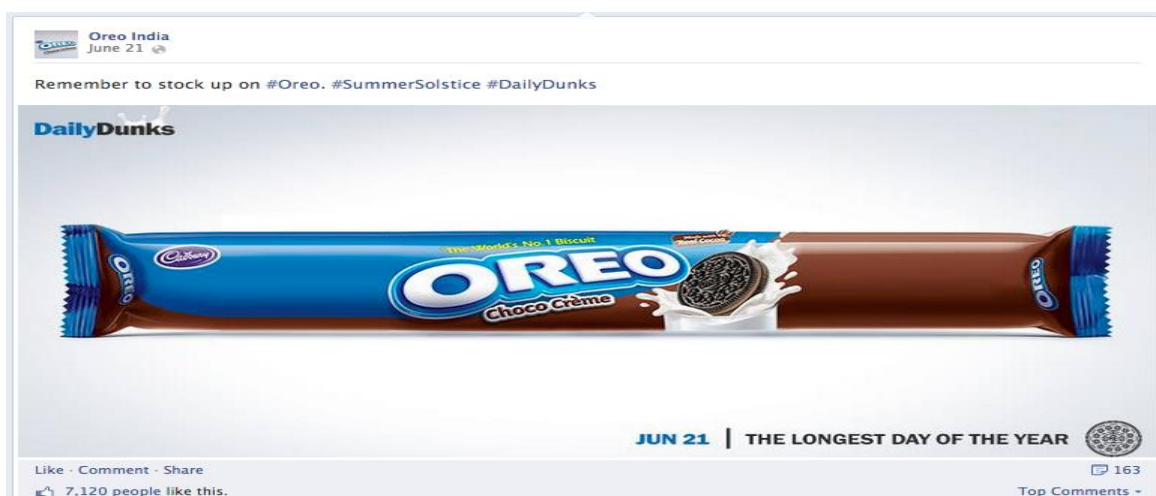


Figure 7: OREO: Longest day of the year

What's Unique About Oreo India's Campaign?

The first thing noticed about the post is the use of the product and its packaging as a visual device to explain what it speaks in the post. For example, in the image below, published on June 6 when Tetris (the famous video game) was released, an Oreo cookie was broken into small pieces to resemble Tetris blocks.



Figure 8: OREO: The day when Tetris was released

Another thing you will notice in the messages is the use of hash tags. The brand hashtag, #DailyDunks is not the only one to be used, but it is also grafted onto the relevant hashtag for days. For example, he used the hashtag #DoctorsDay on July 01 with a relevant picture to celebrate the Day of doctor. The use of these various hashtags had acted to expand its reach.



PHILIPS India

Agency Name

Ogilvy One

Introduction

LED technology has been around for some time, but the strongest associations were on TV or a laptop and a mobile screen. LEDs have also been there on the market, best seen as the Chinese festival of lights or torches. Luminaires in the house, even if the LED technology is available with Havells, Osram and Philips, there is almost no conscience. Price levels are nearly three times the existing solutions resulting need not strong.

Coupled with this, no great player has taken the initiative to move the category, unveiling LED as the most futuristic lighting with endless possibilities. So with that, they had the opportunity and a double task.

Objectives

Philips, the existing leader in lighting technology and the only brand currently to have evolutionary high-end LED products can be the first brand and thus the thought leader to open up the market for LED.

Task 1: Create a strong need for customers to move to this new futuristic technology in lighting.

Task 2: Use this edge of technology to move from lighting veterans to a dynamic, modern, young and vibrant techie.

Communication Strategy

The task was simple. Show the possibilities that light can do and do this in an interesting and engaging manner. Instead of creating plain vanilla product-related TVCs, they decided to leverage both content and viral marketing techniques to showcase the usage of the product and generate buzz and curiosity around the brand.

Execution

The core of the idea was a 2 minute clip that showed the biggest star Ranbir Kapoor to recreate the magic of the popular Bollywood number " Saara Zamana " by Amitabh Bachchan . In the music video Ranbir Kapoor was presented in a suit of LED lights to exaggerate the notion of " See what light can do."

To make sure that the song and the rest of the message received enough traction , they decided to create buzz by using viral marketing tactics around the song, even before officially released. They did it in a three-step process .

They first flight Decision shooting video tackily through a hand-held device to get people to wonder what Ranbir Kapoor was up in a suit of lights. In a few hours the leaked video has caught the attention of bloggers entertainment, Twitterati , major newspapers and portals.

They then had another video after 7 days in which Ranbir is shown getting angry that his plan was leaked . This was followed by a third video was a teaser 20 second music video leading people to a landing page where they could join the conversation. All the above was seeded and disclosed by influencers , with no mention of the brand.

Finally, the clip was published in full glory after the press conference on the microsite of the official campaign.



Figure 8: Philips: Saara Zamana

Results

The Saara Zamana clip "" on YouTube has 1.6 million views within the first 20 days with a tendency to the YouTube homepage. During this period, Philips India YouTube channel has experienced a higher growth rate (309.2%) than the average YouTube channel Consumer Electronics (3.3%). He managed to gain 535 new subscribers, taking the total subscriber base to 700 + number.

The first leaked video has about a million views in 15 days, without the support of paid media. The buzz around the leaked video was covered by the Times of India, Miss Mallini and Yahoo! Movies with many other top bloggers and news portals. Conversations related to this leaked video with hashtag # RanbirLeakedVideo received a range of 1.4 million within 24 hours and trended on Twitter and YouTube for 48 hours after it was leaked.

The second leaked video has over three lakh points of view. The third video (20 sec hangs) got 0.8 million views on YouTube and microsite SaaraZamana.com got 0.5 lakh unique visitors in 3 days.

In addition, the campaign was widely covered by the media and key bloggers social media. The campaign covered the story ahead of November 7 afaqs.com. Post it became the second most read article on afaqs.com for about 10 days. Bollywood bloggers also focused on the campaign.

2. Literature Review

As a B2B online marketing strategist, he aims its research report at B2B marketing content, and one of the most important points he found lies in the organizational objectives for the marketing initiatives content. Even if the performance measures of the page found in Google Analytics are good indicators of successful B2B marketing content, they do not fully show the breadth of content that is developed and marketed. Important options for reporting for content marketers to benchmark brand awareness are keyword report of Google Webmaster Tools, Bing Webmaster Tools, Social media post performance Web page referral reports. (Edmund.D, 2014)

The implementation of content is very important for digital credibility. While people are open to companies and brands as credible sources in theory, in practice, they rated other sources of digital content as more credible people. This difference means that the problem with the credibility of branded content is not the concept. It is the execution. When companies make their digital content, more polite and helpful, their brand becomes a trusted advisor in the eyes of their customers. With so many companies not making the digital branded content, to mark digital content will distinguish good companies as an authority. Companies do not buy authority, but rather earn with the approach they follow with good content. (Jones. C, 2012)

High-level marketers still win the war for engagement using an "active reading" approach. Active reading as a skill is to help content creators learn more about the subject of their target competition knows. Active reading application force content marketers to work harder to learn the things they teach their disciples. Active reading is an intelligent and challenging for marketers to get back on track. By getting them to really engage with the content they consume, it forces them to focus their attention towards few dimensions, no matter how much they feel like they can miss the other important content that exists . The two best options to become good at reading content are looking for the opinion of the author and searching questions that the content does not respond. (Hayslett. P, 2014)

A high ratio of updated content means that fresh content is hosted on the page, and this activity is based on one of the main factors that search engines look for when analyzing valuable sites - content freshness. In addition, by distributing a large flow of strategic content via social media, brand building and social media optimization social cues could be advanced. In addition, by generating viral social content, natural link popularity for SEO becomes imminent, and therefore a degree of authority is assigned to the page and the website as well. In general, authoritative sites and trust that effectively treat the mechanisms of search engine ranking by gaining powerful backlinks from external sources are more likely to have high places in the search results. (Kostalampros. K, 2012)

There are seven successive questions that companies should ask before launching a marketing campaign content. They are : What are their marketing goals , who are they writing for and what they care about , what type of content worked before and , more importantly , what does not ; What sources have been tested before ? What worked and what did not ; ? Have vehicles been paid in the past used to distribute content ? Has it worked ; ? Do you have a comprehensive analysis on the content of previous marketing program , plan a new marketing strategy content. By taking the time to do a deep dive into the objectives and character of the purchaser, the analysis of marketing program content previously accrued and perform your own analysis, then using tools for appropriate marketing content and best practices, you can do a complete refresh on content marketing programs and target new success of the new project content marketing.(Thorne, M, 2014)

To attract global audience to consider a wide range of cultural differences. Although seemingly minor, some remarks may alienate your audience. Pay special attention to details such as colors, holidays, religious references, even superstitions. Most brands can ensure the overall integrity of their content by the participation of experts in the local area to review before it is published. Unless a mega-brand, building a great team is unnecessarily costly, since the basic message is likely to remain unchanged. It is time to develop a healthy respect for the consumer living outside local boundaries. As globalization moves into the business, and he must infiltrate every part of the marketing strategy of content. (Mitchell. S, 2014)

To create content marketing right, you need to start with a clear understanding of your audience. That gives you, greater ability to anticipate their needs, the more relevant messages will be crafted, and place them where the hungry public is more likely to find them - rather than interrupt them when they are not interested in the least. This is pattern recognition and planning the best way to profit. There are direct simple ways to find the models that could be primary research, social listening, mining call center or any other channel of customer service. (Lane. J, 2014)

HiveFire , an internet company based in Cambridge Massachusetts marketing software solutions , surveyed nearly 400 marketing professionals about the state of, B2B or business-to -business market, and found that traders withdraw tactics traditional marketing such as search marketing and have made content marketing tactics most used brand in their box - improvement tools. the survey shows that " content curation " - which is defined as the process of finding, organizing and sharing content - continues to gain strength as a marketing strategy leading . Seen as a way for marketers to fuel their marketing programs, content curation does have its problems . Nearly 70 percent of conservatives said content Lack of time prevents their efforts , with 66 percent saying a lack of original and quality content is a major drawback . Another 38 percent say difficulty in measuring results is the stumbling block and 37 percent say lack of staff to do the work is the obstacle.(Belicove. M, 2011)

Vaughan. P (2013) sees the main areas of content marketing strategy that must be set to create useful content for the public and to provide a return on investment for a company . These areas are the client's goals is to understand the public and customers, the objectives of the Company which may include a number of different objectives, increasing brand awareness "to" persuade people to buy , subjects content that will help you think about where the company will source the content, this type of company content command (either internally or externally) , the company will share information on social networks and so on, tone of voice to clearly communicate the brand personality or organization through the entire content. It is essential to be in tune with the tone of voice if the company wants to build trust and commitment with quality content .

The content must be mapped to the buying stages as different stages have different information needs. What perspective seeks to achieve each step is different. Therefore, the same type of content will not be used. Until the company knows what they care about and what they need to know they do every little decision that leads to progress, it is almost impossible to create content that will help them make progress with society. If the company creates content mapped to the purchase stages, vendors will not only get quality leads, but they will have quality content for use in conversations with them that continues this momentum through stages that lead to the decision to purchase coveted. (Albee. A, 2013)

Snow. S (2013) gave three steps to measure the success of a marketing campaign content. The first is to understand what the company is able. The objective may be to achieve a kind of conversion or brand awareness. Second, use proxies to measure the initial success. Proxies may be as facebook, retweets, reblogs, comments, back links, followers, Avg. time spent on sites, etc. Thirdly, it is necessary to measure both primary and secondary indicators conversion. In this way, a company can tell if they are past content consumer to purchase a product or paste the page, or dig deeper into the site publisher or any number of shares that the editor might be able to monetize.

Ozonil. M (2012) emphasizes the need to understand how the customer navigates using conversion funnels which are the paths taken by visitors, measured from the original click on the website (reference) all the way to when they complete the ordering process. After obtaining data from software Webmetrics how the company chooses to share this information to improve the profitability depends on company. It should take a look at the visitors which are not converting. Where do they come from? Second, browse through all the paths that could be taken by visitors. What they see on the page? If it is not compelling enough for users to continue through the site, consider using readily available technology to optimize it.

3. Research Methodology

3.1 Research design- Exploratory and Descriptive design was used in this research .

3.2 Data sources- Both primary & secondary data were obtained to conduct this study. Primary data was used to understand the users' preferences towards content marketing and secondary data was used to understand how content marketing is useful and in what way it can be implemented effectively.

1. **Primary Data** – Questionnaire was used to get the primary data. 100 questionnaires were got filled by respondents.
2. **Secondary Data** – Many sources were used for secondary data to conduct this study. The sources include websites like smartinsights.com, contentmarketinginstitute.com etc., e-books like Content Marketing Machine, Content Marketing ROI and some examples of content marketing were also studied.

3.3 Research instrument- Questionnaire was used to collect the primary data for study. Questionnaires are structured technique for data collection consisting of a series of questions written, to which a respondent replies. Then all the responses are recorded accordingly to statistical software to analyze the data.

3.4 Survey Method- Self-Administered Survey was used to have the responses of sample recorded.

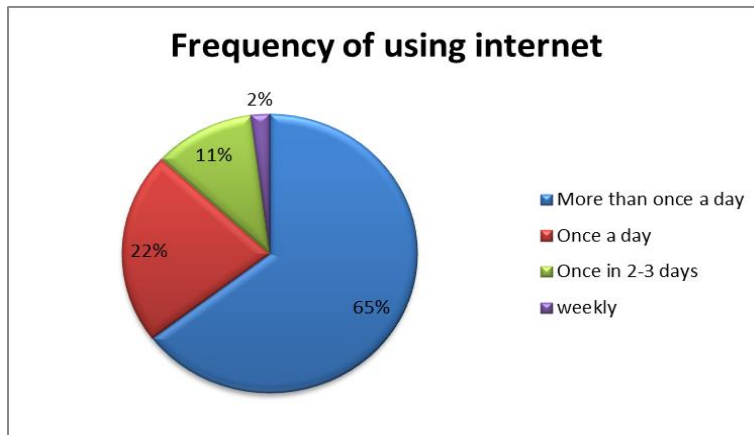
3.5 Sampling Method- Convenience Sampling is used to select the respondents. It is a type of non-probability sampling. Sample was approached according to their occupation & age.

3.6 Area of Study – Maximum respondents are from Delhi & NCR because Convenience sampling is used.

3.7 Participants – Total 100 responses were recorded for study.

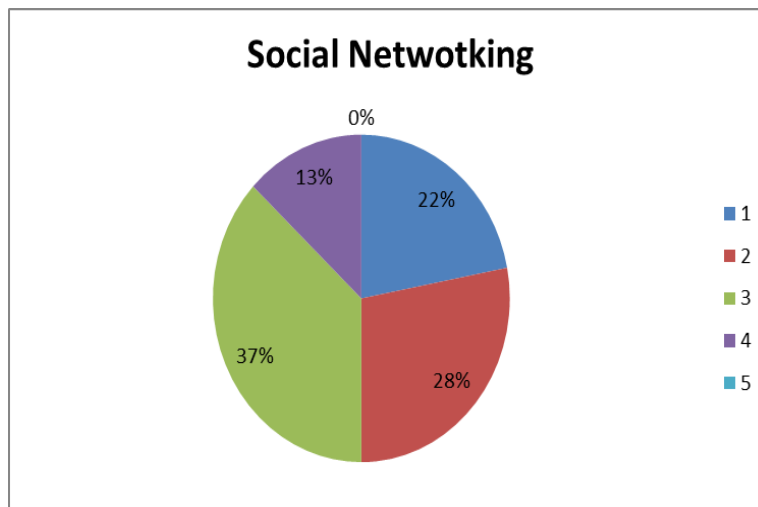
4. ANALYSIS

Question: How often do you use internet?

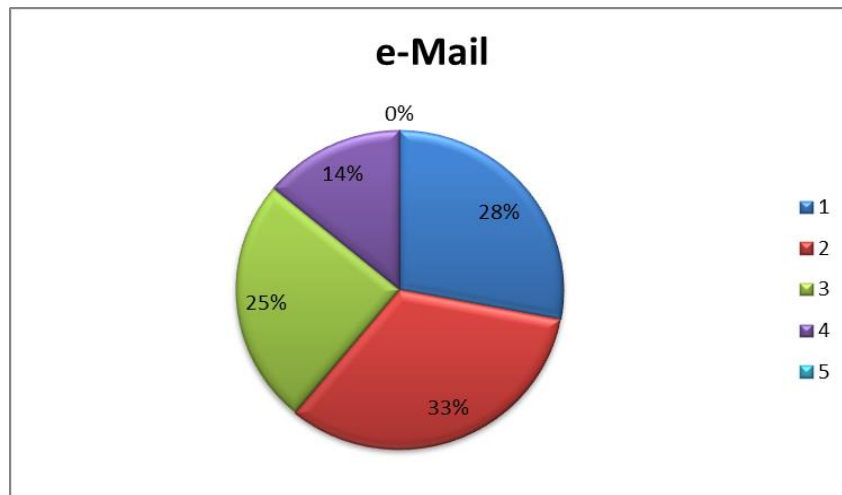


Interpretation: Usage of internet has increased a lot. Most of people access internet more than once a day. This is probably because of the increased usage smartphones and tablets which has made it easier to use internet wherever and whenever required.

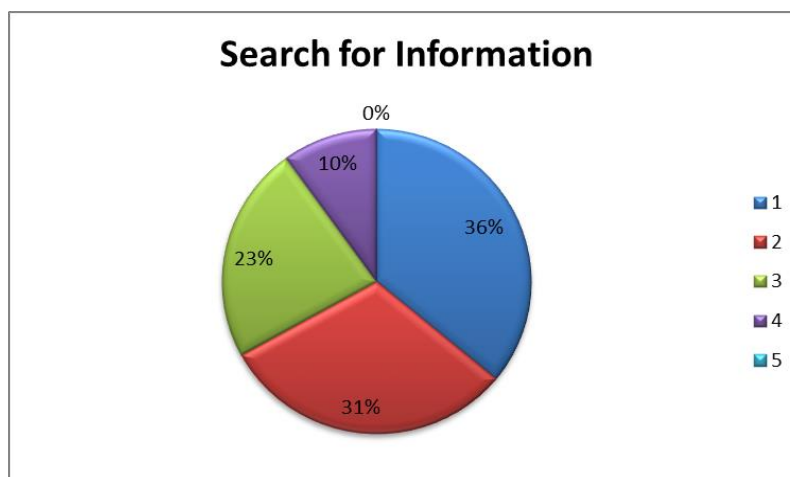
Question: Why do you use internet? (Rank in order of frequency of reasons with 1 being most frequent reason)



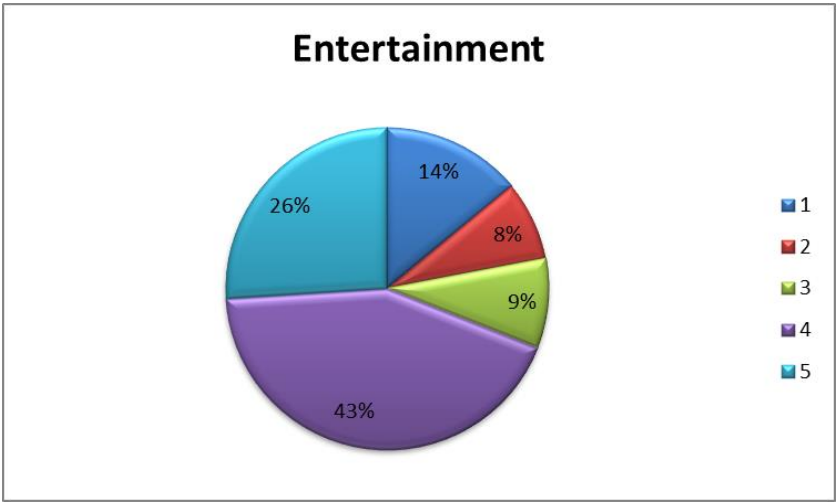
Interpretation: Social networking is one of the major reasons to use internet. Half of the respondents have given it the first or second most frequent reason to use internet.



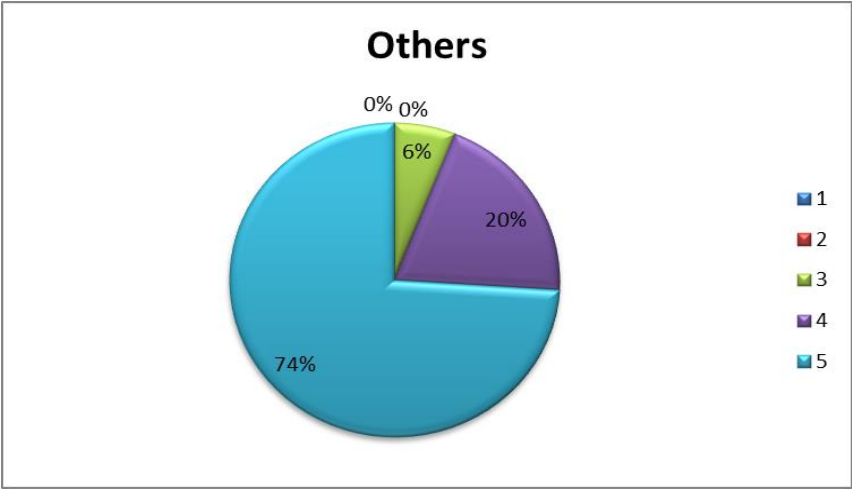
Interpretation:E-mail is also another reason to use internet. People use it mostly to share information or files with one another



Interpretation:Search for information is most frequent reason to use internet. Since every information is available on world wide web, people go online even for the minutest piece of information they require. After the introduction of smartphones people start looking for information whenever and wherever they feel the need.

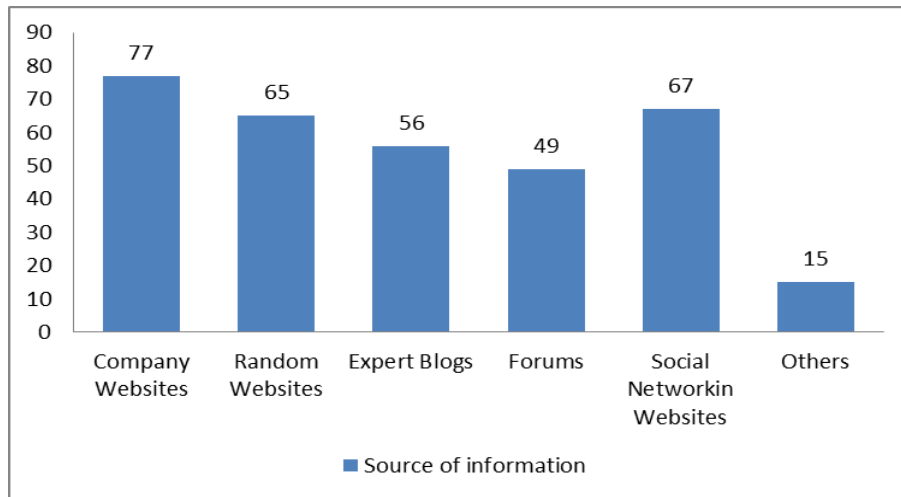


Interpretation:Entertainment is not as important when it comes to internet because internet is not the only easily available source of entertainment but information is not easily available everywhere.



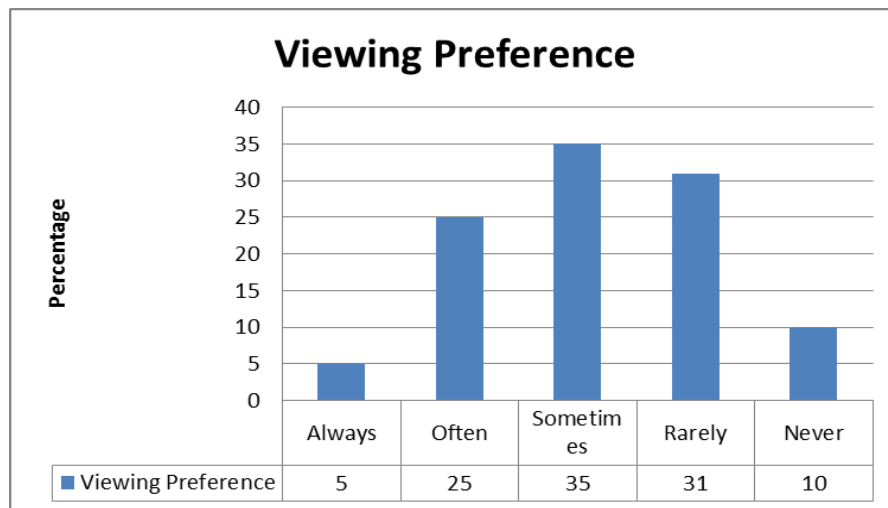
Interpretation:Others come last when it comes to prioritise the use of internet. It include online shopping, downloading etc.

Question:Where do you look for information about a product on internet? (You can choose more than one option)



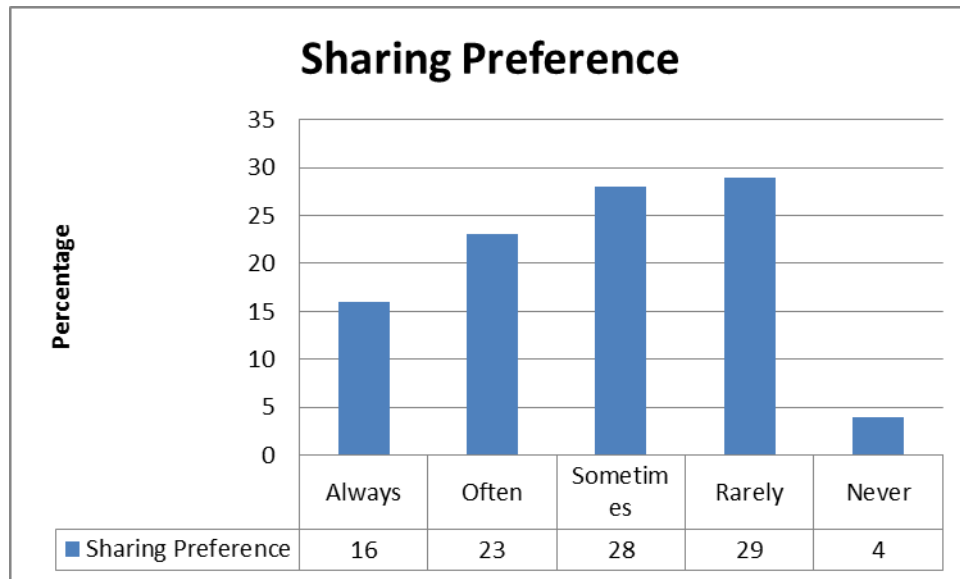
Interpretation:People tend to look for information anywhere and everywhere. They want to get as much information as they can

Question:You view marketing efforts made by companies on social media:

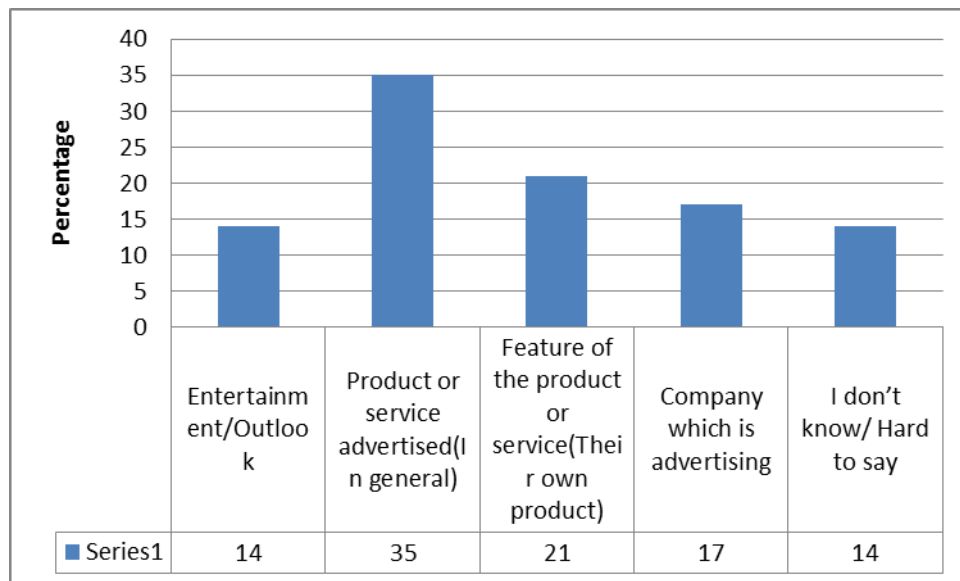


Interpretation:It is reckoned that no one always click on the advertisements present on the social networking sites. People only click the ads which they feel is interesting or is of any use to them. Also, they feel that if they need any information they can look for it explicitly

Question: You share content which you feel is new & interesting on social media:

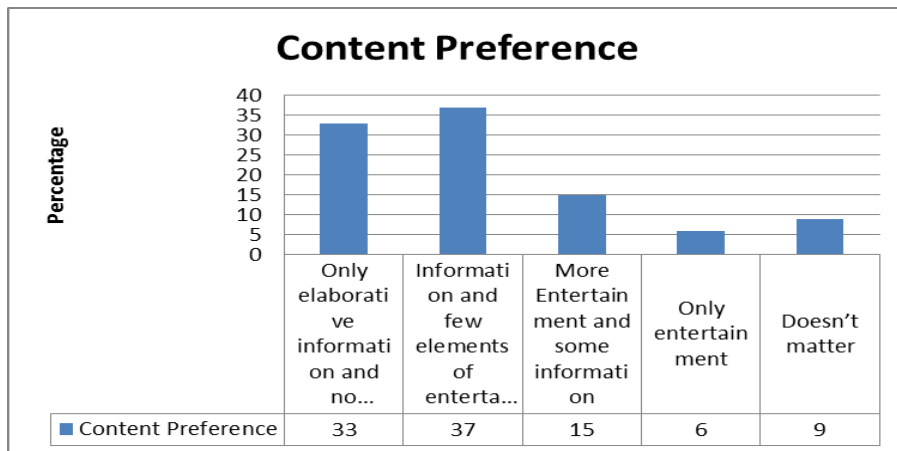


Question: What do you look for in an online advertisement?



Interpretation: People usually look for only information in an advertisement be it related to the product, features of the product or the company which is advertising. Very few respondents said that they look for entertainment factor in an advertisement.

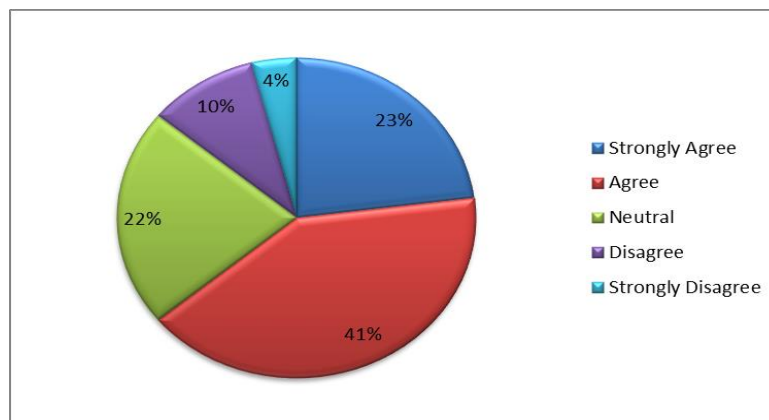
Question: You prefer advertisements with:



Interpretation: Most of the respondents said that they want information in the ads rather than the entertainment factor. They feel that advertisements are meant to provide information and that should be the prime motive of the advertisements. Entertainment should be the additional factor rather than the prime or the only factor.

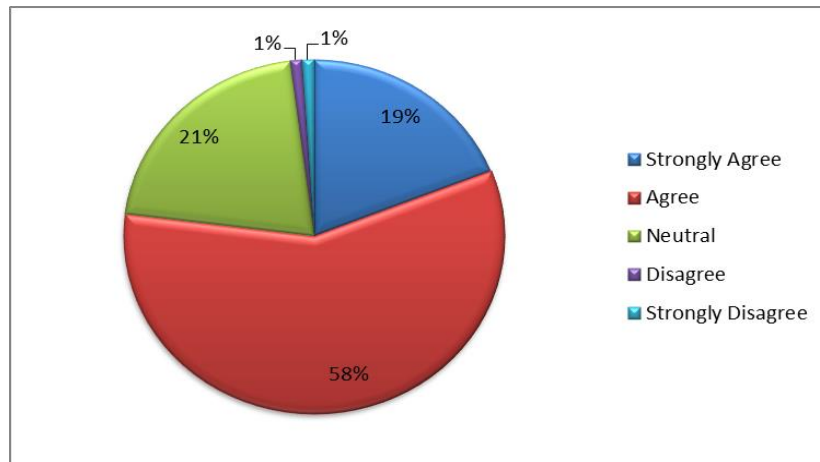
All the questions asked below are in context of advertisements/links with large amount of information

Question: These advertisements/links affect your final decision:



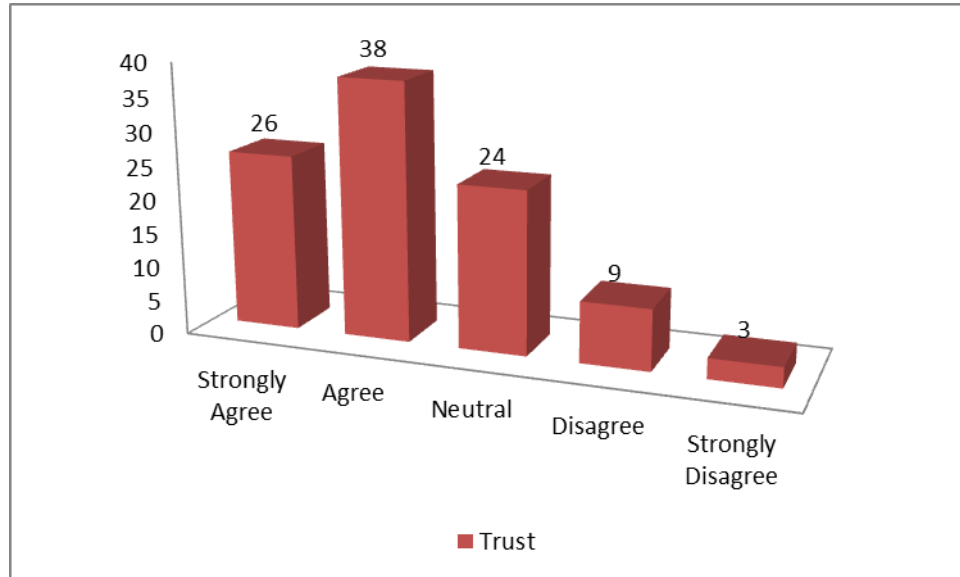
Interpretation: The information people get on the internet affect their final decision significantly. Based on the information they obtain, they assess the alternatives and accordingly make their choices which suit them best. This indirectly indicates that they trust the information on the internet.

Question: You consider the company advertising in future purchases:



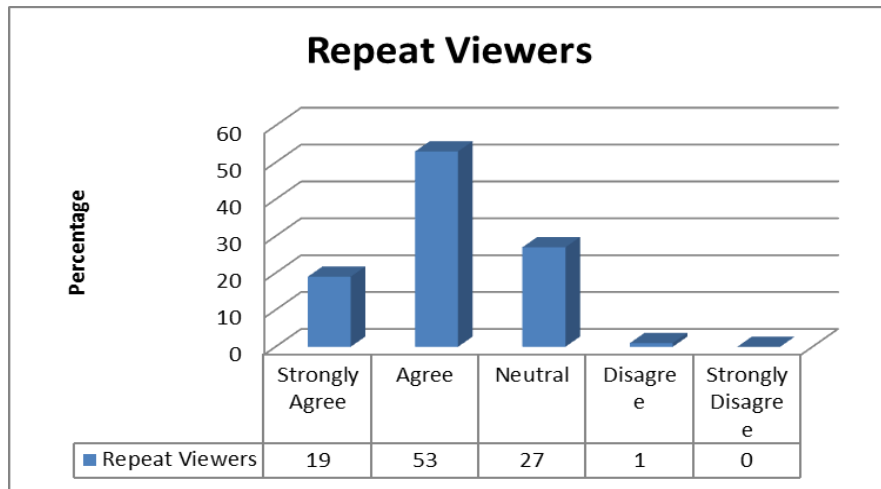
Interpretation: People also consider the source of information to buy things from. If people feel that the information given is correct then their product will also be a good alternative.

Question: You trust the opinions shown in advertisements/links:



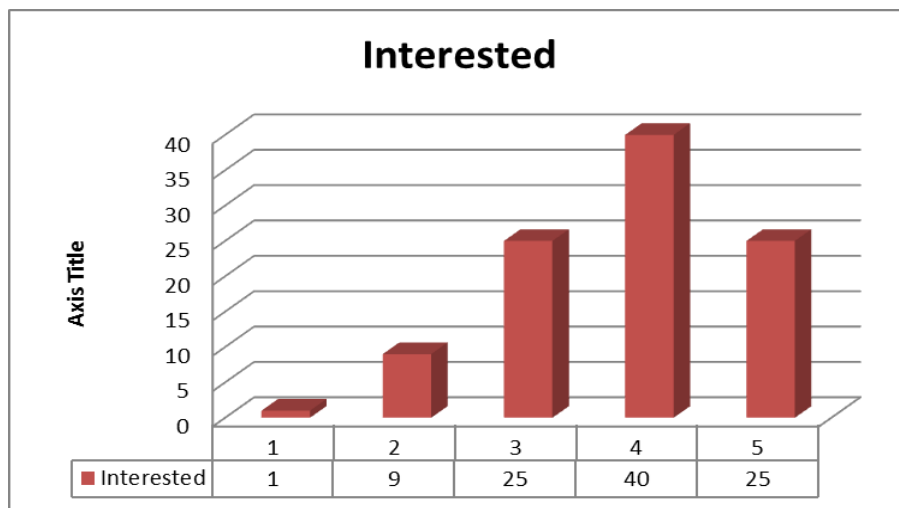
Interpretation: Majority of respondents are positive about the trustworthiness of the information. They feel that they can rely on the information to make their decision about the product.

Question: You visit same websites for more information in future:

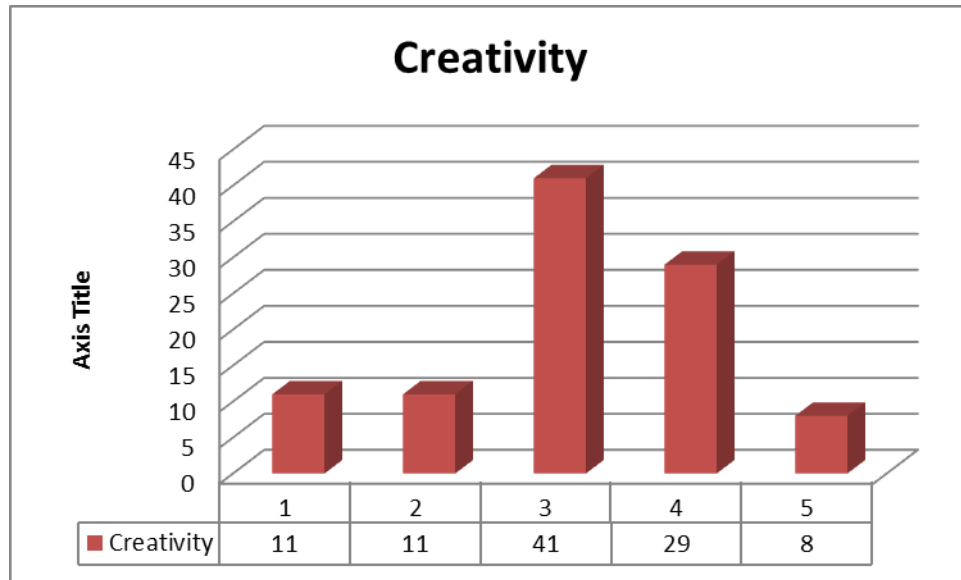


Interpretation: Response show that people visit same websites over and over again if they need same kind of information in future. This is only possible if the previous information was true and had helped the person to make better choices.

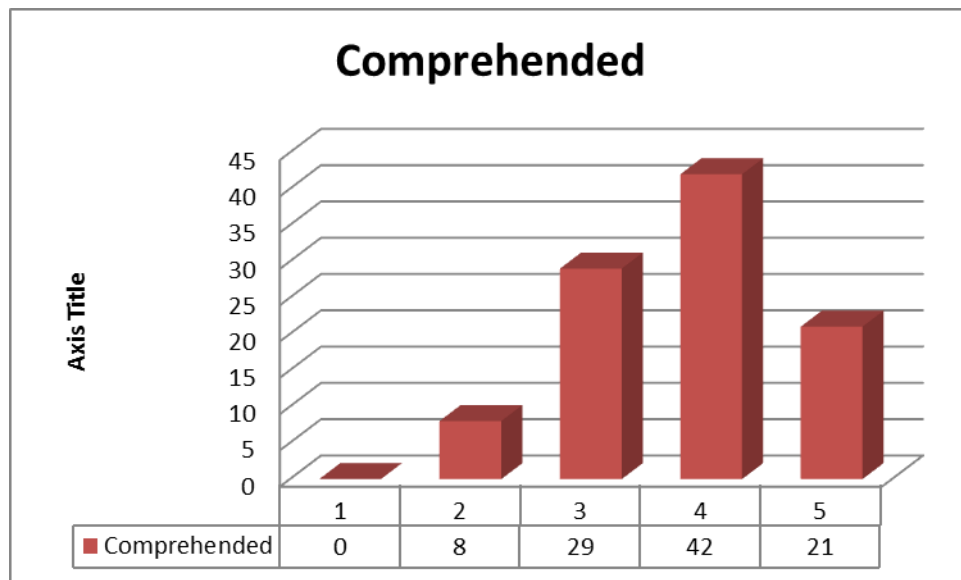
Question: Rate your feeling about the content with 5 being very strong feeling and 1 being opposite feeling



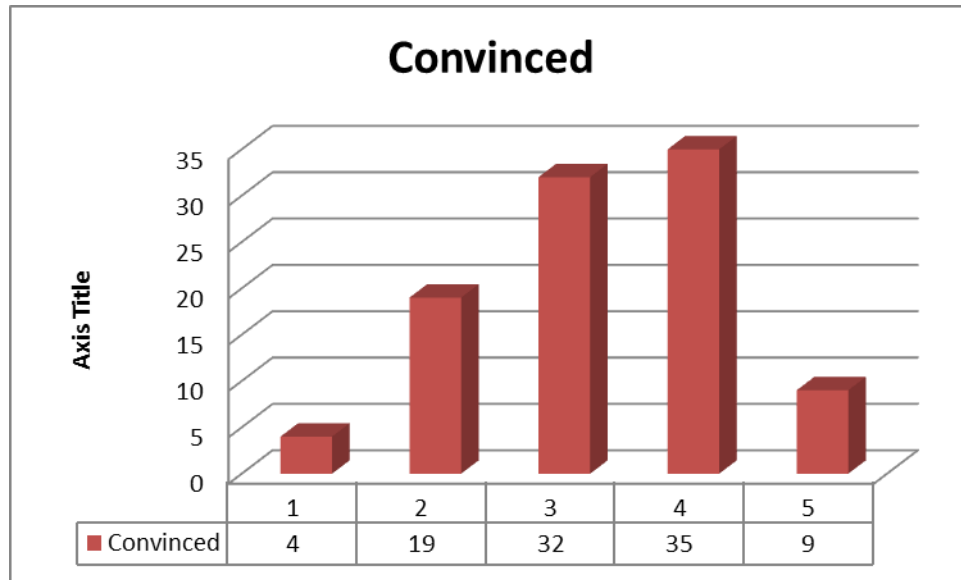
Interpretation: People find it interesting to get more and more information. They feel that more the information made available to them, it is easier for them to make decision.



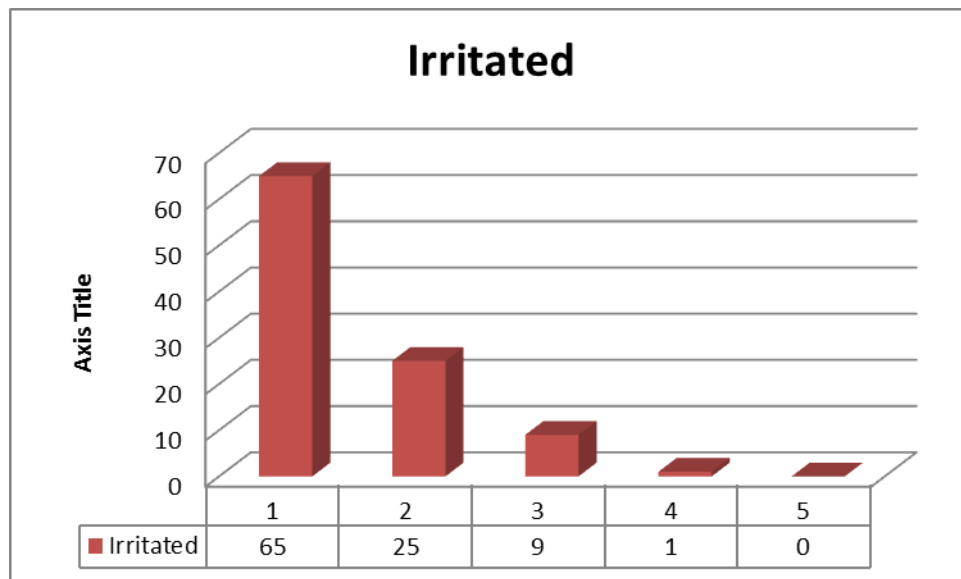
Interpretation: People don't find putting large information very creative. They think that every other company is doing the same. Probably a combination of entertainment with right amount of information would be a creative step to attract customers.



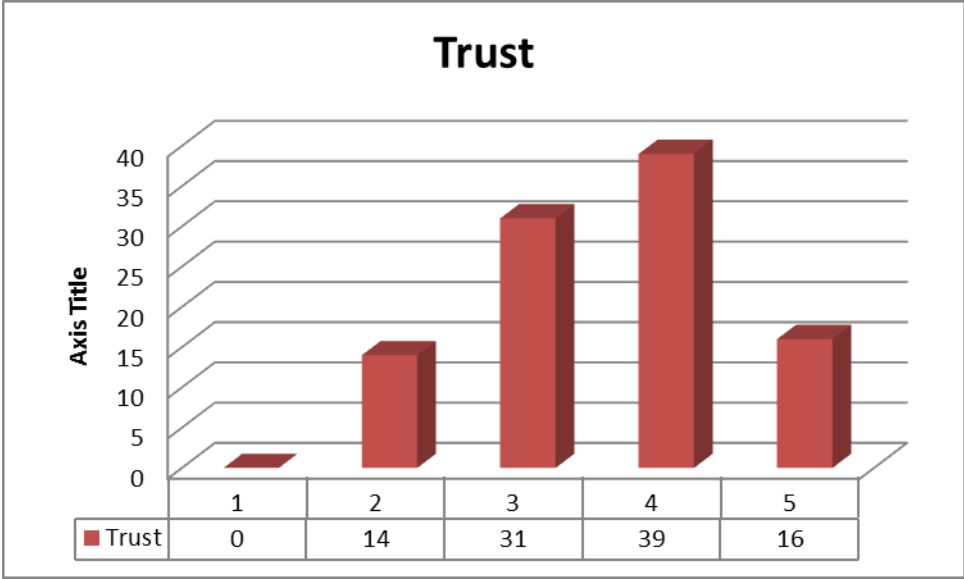
Interpretation: People can easily comprehend what is shown in the advertisement.



Interpretation: People are convinced with the information they get on the internet. They feel that information is correct and eventually would affect their final decision even in the future purchases.



Interpretation: Respondents do not find large amount of information about the product irritating. Rather they welcome the fact that they were able to get more information than they were actually looking for. More the information, more they are clear about their decision.



Interpretation: People trust the information they get from internet. They think that information is correct and this would help them in taking right decisions rather than fooling them and making them end up with taking wrong decisions.

5. Conclusion & Recommendation

- Internet is the most effective way to connect with people than any other source. Since more than 80% of the people go online at least once a day, this makes internet a powerful tool to share the information or content than the other traditional ways.
- The two most frequent reasons to use internet is the search for information or the social media. So it is required for the company to be present everywhere i.e. it should make its presence felt whether the user is looking for information explicitly or not.
- When it comes to looking for information people look for information anywhere they can. So the company has to be actively present wherever a user can look for information. They have to keep the content of their websites up to date and informative, write blogs, take part in forums and share it on social media.
- It is not necessary that a user will look at the content on social media every time he comes across it. It is the outlook that is going to attract the user. He will dig deeper only if he finds it interesting at the first look. Also, If he finds the content interesting or useful enough, he will share it. This can create a space in the user's mind for the company and the user can consider the company in the purchases.
- When asked about the preferences for the content, people want to get information from the content rather than entertainment only. Information can be about the product in general or the features of the company's product. Now that's a task to embed entertainment factor along with the information so that people find it not only useful but interesting too.
- Even if the company does not mention to buy its product and just spread information, content sharing not only affects the final decision of the people, they also consider the company in their purchases and eventually it leads to more sales generation.
- By having expert opinions shared with the people and taking parts in forums, it create a sense of trust among the people that company is coming forward itself to talk with people share information.
- Also, content sharing not affects the purchase decision but it also creates a relationship with the user. When the people need to access more information in future they return to same places and based on their previous experiences.

#1: How to make use of the website's own contents to attract internet users?

Based on research, social media is the cleanest environment to deploy this strategy because it allows the target to have conversations with publishers to develop a public relationship for further sales opportunities later in the future . It is suggested that companies should have their own content to share on platforms dedicated to content distribution as it reduces the cost of content of external subcontractors. However, if companies can find free sources of reliable load content, it would be good as well but it should be used with careful consideration.

However, instead of using existing content to attract more audience, companies must provide the most relevant and useful content for the target audience would be attracted with. The use of segmentation in the provision of content cannot be overlooked.

#2: What types of contents are most effective in marketing?

The killing content

Nguyen Quoc Binh (2013) uses this illustration (figure 9) in his blog to suggest the type of contents that should be most effective in content marketing:

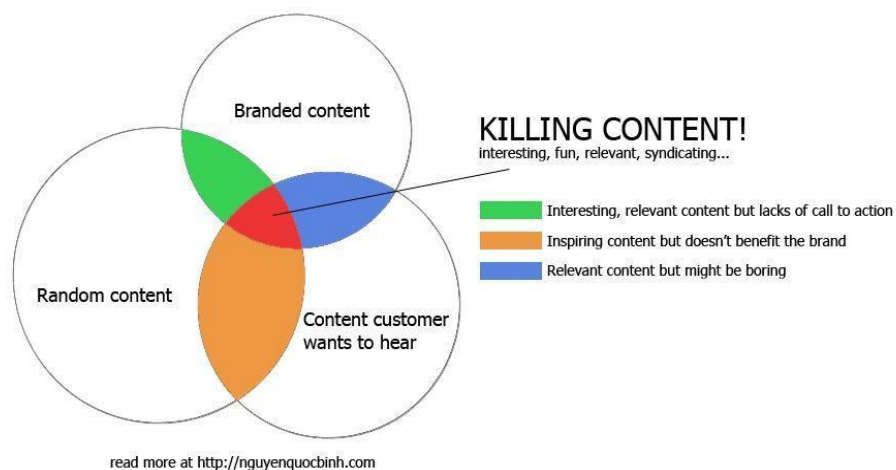


Figure 9. How to make the best out of content marketing? (Nguyen Quoc Binh 2013)

Nguyen categorizes contents into three different types that are:

- A. Random content: Can be anything, for example, shocking news or entertainment news that are easily forgotten.
- B. Branded content: Contents that are relevant to the company or the industry.
- C. Contents customer wants to hear: Contents that solve problems.

Nguyen suggests that the content should be interesting, educational, relevant and help customers solve their problem. If a lack of three characteristics above, the prospect will not be converted into buyers. This statement is supported by Ardath Albee (2013) from the Marketing Interaction.

For example: If the content contains only A and B (green area), the public will benefit, brand awareness but as it has no reason to buy a call to action, there will be no purchase. If the content contains only B and C (blue area), it will be boring if it is not shared by the public networks. If the content contains only A and C (brown area), it will be beneficial for competitors, because it does not have a brand message. Customers will buy but not from the company that produces such content because they were not aware of this company in the first place.

Thus, in order to strengthen the strategy content, Nguyen suggests the following steps:

1. A Categorize contents by the type A-B-C above. Divide audience into sample sizes for segmentation. Prepare appropriate contents according to the customer segment.
2. In each segment, lists out the possible topics to be discussed.
3. Map the topics together.
4. Set KPIs and implementation strategy according to schedule, and
5. Measure and report to make sure you are on the right track

Research question #3: How to implement the strategy?

The B.E.S.T. formula & The Four Pillar theory

This B.E.S.T. formula is created by Pulizzi and Barrett (2009, 27-29) in order to create a roadmap for content marketing. They want the formula to make it easier for companies "to make the transition to creating useful and relevant content" to the target audience. In other words, it is to say that companies should not start executing a marketing campaign content before having a sound content strategy. It is possible to apply this formula in most media such as online, print and in-person.

The B.E.S.T. formula, which is illustrated in Figure 10, is intended to simplify a complex process of marketing for the marketing strategy of a company would be:

Behavioral: Everything a company communicates with its customers has a purpose. It is essential to achieve the objective of these communications / conversations.

Essential: Deliver information that the audience needs or useful to their success at work or in life.

Strategic: The effort of content marketing must be an integral part of the overall business strategy.

Target: The content must be specifically targeted to a specific audience so that it is really relevant to buyers.

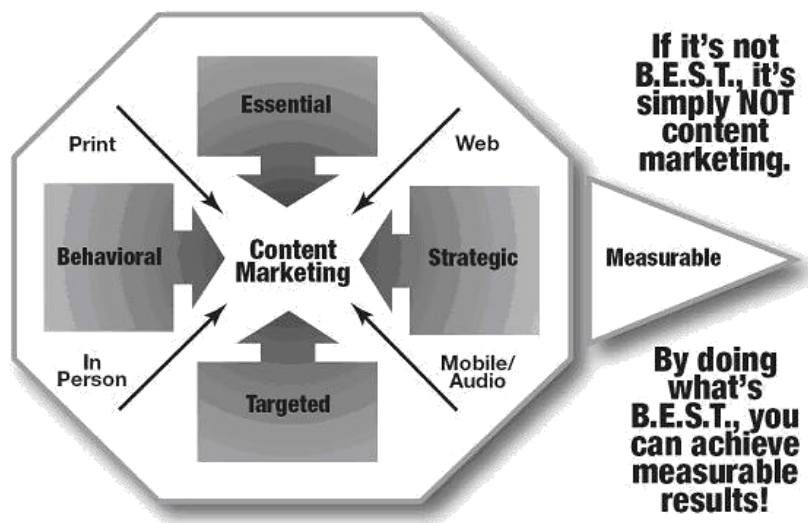


Figure 10. The B.E.S.T. formula (Pulizzi & Barrett 2009)

Pulizzi and Barrett state that businesses must understand their customers first, and then be understood later. So, they have a list of questions companies should ask themselves as below:

Behavioral

- How do we want our customers to feel?
- What effect must we achieve with them?
- What action do we want them to take?
- How will we measure their behavior?
- How will we put them on the path to purchase?

Essential

- What our buyers really need to know?
- What will provide the most benefit, personally or professionally?
- How can we present the content so that it has a maximum positive impact?
- What are the required elements of the campaign?
- What types of media we must include?

Strategic

- Is this content marketing effort to help us achieve our strategic objectives?
- Is it integrated with our other strategic initiatives?

Targeted

- Have we precisely identified the prospects we want to target?
- Do we really understand what motivates them?
- Do we understand their professional roles?
- Do we understand how they view the product or service we offer?

By answering these questions, businesses will have the necessary information in order to create a marketing communications strategy that works.

This B.E.S.T. formula by Pulizzi and Barrett (2009) is actually very similar to another theory by Tim Tucker (2013). Tucker, in a guest blog on chip Insights Blog, presented his theory of content strategy called "The four pillars of content with success."

This model can be illustrated in figure 8 below:



Figure 11. The four pillars of successful content (Tucker 2013)

These two theories are undoubtedly similar in the first three parts which translates:

1. "Reader's Goals" into "Essential";
2. "Your Objectives" equals "Behavioral" and
3. "Content Topics" is similar to "Targeted".

The only difference in these two theories is “4. Tone of Voice” and “Strategic”. However, to look in greater details, The “Strategic” part of B.E.S.T. theory can be combined into the part “2. Your Objectives” in Tucker’s Four Pillars theory. So, in a way of words, Tucker has one more “pillar” than Pulizzi and Barrett’s formula.

Both B.E.S.T. and theories four pillars are absent from these questions below Demers (2012) has listed to assess whether a social network (or channel content distribution) is worth investing marketing efforts of a company :

1. Who are the current users?
2. Who’s likely to use the network over time?
3. Are these people potential customers, or do they have the ability to influence your potential customers?
4. What types of content are those people passionate about and likely to share?
5. How does content get exposed to other people on the network?
6. Can you create new types of content for your business to leverage a popular new social network?
7. How much time and resources are required to participate in this social network?

In particular, the fourth question, companies should consider developing certain types of content to be distributed in the appropriate channels. Not all content work the same across the web. As Mark Walker said that Disney’s content strategy is unique for each platform, but they think it is a network that can work together to create a connected experience. Walker also says that Disney is developing content with the audience in mind first - this is also in line with the theories of content above the targeted strategic content is created for the benefit of the audience. (Murphy 2013).

The S.A.V.E. framework

The S.A.V.E. framework was originally introduced by Richard Ettenson, Eduardo Conrado, and Jonathan Knowles in Harvard Business Review, January / February 2013. They think that the marketing model of the classic 4P is not necessarily relevant to the current marketing landscape and it is necessary to be reinterpreted.

Table 1. Comparison of traditional 4P's model and the S.A.V.E. framework (Ettenson et al. 2013)

Traditional 4P's Model	The S.A.V.E. framework
Products	Solutions
Place	Access
Price	Value
Promotion	Education

Nenad Senic (2013), a published researcher discussed how this framework can be the centerpiece of a customer-centric content marketing strategy as below:

Instead of product, focus on Solution:

“Define offerings by the needs they meet, not by their features, functions, or technological superiority” (Ettenson et al. 2013).

Senic (2013) believes that content strategy should focus on the client, because it is looking to provide solutions for customers, rather than make them buy products without understanding why. The main goal is always to sell products or services. This useful and relevant content to act as a translator to help customers understand the benefits of such a product or service. Thus, they acquire a knowledge of how it meets their needs better than others and develop loyalty.

Instead of place, focus on Access.

“Develop an integrated cross-channel presence that considers customers’ entire purchasing journey” (Ettenson et al. 2013).

Senic (2013) indicates that it is to know where your prospects / customers hang out and what they are doing. Therefore, the development of a plan of content is the issue here. Companies need to know what means of communication are relevant to prospects / customers and start to invade this space. The mark of a company must be accessible through the Internet, but should not waste their time in any social network that is not relevant to their customers.

For example, companies must ask themselves what they are trying to accomplish in establishing a presence on Facebook or a blog. Only until then companies can start to think about what kind of content to publish or level of commitment to wait on these channels.

Instead of price, focus on Value.

“Articulate the benefits relative to price, rather than stressing how price relates to production costs, profit margins, or competitor’s prices” (Ettenson et al. 2013).

One of the most common mistakes that sellers make is that they do not convert the technology on- the-box in the relevant benefits to customers, so that they appreciate such technology and ignore the price difference. Great content marketing can replace the sellers to do these things. So the content production value can be comparable to develop a sales team.

According to Sharon Tanton, valuable content is useful (to answer questions), entertainment (cause a reaction), authentic (genuine and original), relevant (created for the public), and timely (at the right time when people are most receptive) (Tanton 2013).

Instead of promotion, focus on Education.

“Provide information relevant to customers’ specific needs at each point in the purchase cycle, rather than relying on advertising, PR...” (Ettenson et al. 2013).

This point is made clear by many of the content marketing frameworks. Prospects / customers need useful, relevant information and timely to make a purchase with confidence and return. Valuable content can make the customers more effectively return voluntarily and much less expensive. Companies’ educational content will be shared to customers’ networks and perhaps will create more purchases.

This application of S.A.V.E. framework for content marketing shows many similarities with other content marketing frameworks. These frameworks are in agreement with each other and rely heavily on distribution channels (relevance and accessibility) and content quality (very useful, educational, relevant and timely) to help educate clients instead to focus on the sales cycle.

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Annexure

Questionnaire:

How often do you use internet?

- More than once a day
- Once a day
- Once in 2-3 days
- Weekly

Why do you use internet (Rank in order of frequency of reasons)?

- Social Media
- Email
- Search for information
- Entertainment
- Other use

Where do you look for information about a product on internet?

- Company website
- Random websites
- Search engines
- Expert blogs
- Social blogs
- Forums
- Social Networking websites
- Others

You view marketing efforts made by companies on social media:

- Never
- Rarely
- Sometimes
- Often
- Always

You share content which you feel is new & interesting on social media:

- Never
- Rarely
- Sometimes
- Often
- Always

You are encouraged to buy from the company whose marketing content has been viewed or shared by you:

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

What do you look for in an online advertisement?

- Entertainment/Outlook
- Product or service advertised
- Feature of the product or service
- Company which is advertising
- I don't know/ Hard to say

Are you willing to pay to access the content?

- Yes
- No
- Can't say

You prefer advertisements with

- Only elaborative information and no entertainment
- Information and few elements of entertainment
- More Entertainment and some information
- Only entertainment
- Doesn't matter

All the questions asked below are in context of advertisements/links with large amount of information

These advertisements affect your final decision:

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

You consider the company advertising in future purchases:

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I trust the expert opinion shown in advertisements:

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I visit same websites for more information in future:

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Rate your feeling about the advertisements with 5 being very strong feeling and 1 being opposite feeling:

	1	2	3	4	5
Interesting					
Creative					
Comprehensible					
Convincing					
Irritating					
Trustworthy					

Name:

Age:

Profession: