DELHI SCHOOL OF MANAGEMENT

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MAJOR RESEARCH PROJECT – MGT 44

Topic:

Content Marketing in the Digital Marketing Era

SUBMITTED TO

Mr. Mohit Beniwal

SUBMITTED BY

SIDDHARTH SAHARE (2K20/DMBA/124)

Section B - M.B.A. (2nd Year)

CERTIFICATE

This is to certify that the work titled 'Content Marketing in the Digital Marketing Era' as a part of the Final year Major Research Project submitted by Siddharth Sahare in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2021 is, **according to the student Siddharth Sahare**, his original work and has not been submitted anywhere else for the award of any credits/degree whatsoever.

The project is submitted to Delhi School of Management. Delhi Technological University in partial fulfilment of the requirement for the Award of the degree of Master of Business Administration.

Mr. Mohit Beniwal
Faculty Advisor

Dr. Archana Singh,
Head of Department
(DSM, DTU)

DECLARATION

I hereby declare that the work titled **'Content Marketing in the Digital Marketing Era'** as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2021 under the guidance **of Mr. Mohit Beniwal**, is my original work and has not been submitted anywhere else.

The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/cited/acknowledged.

Siddharth Sahare
(Roll No 2K20/DMBA/124)

ACKNOWLEDGEMENT

Before I get into the thick of things, I would like to add a few words of appreciation for people who have been a part of this project right from its inception. This project's writing has been one of the significant academic challenges I have faced. This project would not be completed without the support, patience, and guidance of the people involved. It is my deepest gratitude to them.

It gives me incredible pleasure to present my Major research project report on "**Content marketing in the Digital Marketing Era**" It has been my privilege to have such project guides who have assisted us from this project's commencement. This project's success results from sheer hard work and determination put in by me with my project guide. I now take this opportunity to thank **Mr. Mohit Beniwal**, who acted as my mentor despite his many academic and professional commitments. His wisdom and insight inspired and motivated me without his understanding and support this project would not have been exciting, and neither would have reached productivity.

I also feel the heartiest sense of accountability to my family members & friends, who helped me collect data & resource material even in processing and drafting the manuscript. This project is devoted to all those people who helped us while doing this project.

MRP

Executive Summary

HIGHLIGHTS:
- Understanding the key-concepts and analysing the needs of the two tools SEO and Content development.
- Literature survey and in-depth review of journals and papers from the field.
- Case Studies in the particular field were also studied to understand the implementation of the practice.
- Interview sessions: One expert from digital marketing, one expert from content marketing and one expert from Market Research/Management field (to show a neutral ground).
- Using the findings from research, case studies and interviews to compute and conclude the more future trends and strategies that the organizations might follow in terms of content marketing.

ABSTRACT

While both sound similar, there is a major difference between SEO and content marketing. Yes, the platform is the same for the two, they both run on search engines, social media channels, websites and streaming platforms, though SEM is the idea of running ads, attracting customer where the engagement is the highest, it also focuses on SEO (Search Engine Optimization) and PPC (Pay per click), on the other hand, content marketing is the smaller field, but yet focussed on segmentation, It includes blogs, graphics, designs etc. to make the website more attractive for the users. In simple language, SEO is promotion on other Search Engine platforms and content marketing is your product (Websites) self-promoting for the users. The first stage of this paper is to understand and explore the key-concepts behind the two, to the unfamiliar world. These two are pretty much the same, but as we go deep into the work and research practices in them, we see that they are worlds apart from each other. The next stage of the paper would be a literature survey, this survey will help in understanding how research scholars have explored this field, by doing so, and the detailed ideologies would be clear for the topic and will also give us a comparative analysis. The core stage of this paper will be going through the real experience, this will be done by conducting interviews of the experts in the field, One expert from digital marketing will give the insights of SEO and PPC, the ideas and strategies they use for promotions, the digital marketing is a huge field and involves many practices, our goal will be to understand how many human resources are involved in their field of work and what knowledge do they require to work in their department. The expert in the second interview from content marketing will show us how the research is done, what different types of practices are involved in creating meaningful contents and what skills do they require from their design teams as well. The final interview will be conducted with a Market research analyst who can be the neutral ground between the two fields, being in the marketing sector, a research analyst goes through all these strategies through their management career and so his insights will give us the importance of the two. Finally, the paper will be concluded based on the entire two stages and computing the importance of the two. This will give us the idea that among the two is a more powerful tool when it comes to making a choice and what are the trends for future in terms of content marketing.

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1. Introduction

1.1 Background

The digital marketing is on the rise in the modern world, since everything has become digital, so has the field of marketing, especially for new/small businesses, whenever a small business starts their first ever goal is to identify their target customers and bring them to their doors, what differs one business from the other is their marketing strategies, and it is fair to observe your competitor's methodologies and develop an even better strategy to lead the market. One thing that some businesses take time to develop is showing their web presence, and this is what digital marketing is all about, today whenever a customer wants to choose between brands, the first thing that they do is look for the product online, compare prices, compare services, compare features and finally choose the best suitable option. So a business already loses the fight if there is no web presence at all. Now supposedly, you are online, but it is very difficult for Google or any other search engine to find you first you are again at loss, and supposedly you are easy to find but fail to attract the consumer, you lose again, so this paper basically covers about both the aspects of digital marketing, making yourself visible through **Search Engine Optimization (SEO)** and attracting customer on your visibility through **Content Marketing**. A simple solution is to be quickly available and be attractive, if a business succeeds in these two aspects, they secure a spot in the minds of the consumer, which creates an image in their mind and their loyalty in large sets creates a brand. Digital marketing should be thought as buying more land so that your shops and outlets can reach larger audience, but the good thing about digital marketing is that it is not limited to land and walls, it is a totally large horizon where there are no limits of brand promotion but everything is not as easy as it sound, with so much room to showcase your product the competition is also high, every small and large business can easily be highlighted on the digital platform, it is just the matter of design and skills that what can outperform the other, it is not very expensive method either, hence many small businesses become competitors to a large brand, in terms advertisement, yes, the digital platforms can be expensive but in terms of SEO and Content development, the skill is the only price.

1.2 Objectives

In this project, a brief comparison would be done on both the aspects of digital marketing, i.e. Search Engine Optimization and Content Marketing, this will be based on literature surveys, survey analytics and case studies. This research focuses upon each strategy individually and then the conclusive findings from each paper will be used to analyze the importance of these strategies altogether. The second part of the project focuses on knowledge and information about SEO and Content Marketing, how these two were developed, what makes them so essential for businesses and how they are used in the modern world. The final aspect of the project focuses upon interview transcripts which will be used primary data for the research, these interview transcripts are from the experts in the field of Marketing, their view on the subject will not only give us valuable real life experience but will also give us an insight of what all workgoes behind to develop a successful digital marketing model.

Using all the insights on the comparison, we will come up with a final conclusion which can be used by organizations to create their strategies accordingly in the Digital Marketing era regarding the future of the trend.

1.3 Scope of the Study

The study focuses on two aspects of digital marketing: search engine optimization and content development strategy. Both of them are classified as SEM (Search Engine Marketing). "SEM (search engine marketing) is a digital marketing technique used to increase a website's visibility in search engine results pages (SERPs). While the term once applied to both organic and paid search operations such as search engine optimization (SEO), it now almost exclusively refers to paid search advertising. Other phrases for search engine marketing include paid search and pay per click (PPC)." Our research not only covers SEO in the previously described field, but it also covers a new category, Content Marketing.
Content Marketing – It covers some broad content development tools like Blogs, Graphic Elements (Vectors, Photographs, Videos, Illustrated elements and other related aspects), Articles, and Educational Content Generation etc.

The scope of the study is research based in the field of Marketing and Information Technology, with focus on tools in the forms of software and importance of the same for MSMEs and Large Scale businesses.

2. Research Methodology

Methodology of Descriptive Research: - "Descriptive research is a form of study that focuses on describing the characteristics of the population or subject under consideration. This methodology prioritizes the "what" of the study topic over the "why" of the research issue."

Uncontrolled variables: "In descriptive research, none of the variables are influenced in any way. The research is conducted by observational methods. As a result, the researcher has no influence over the nature or behavior of the variables."

In this particular topic our "what" is **Content Marketing Practices** which are carried along the Search Engine Optimization strategies in order to attract and retain the crawlers on the digital platform. We are trying to investigate this topic to find out various trends in the Search Engine Marketing and Digital Marketing areas using Content as the key and will try to give insights to the upcoming businesses that may use this technique to improve their digital presence.

The research is fully qualitative in nature, with Respondent Characteristics serving as primary data and expert interviews serving as secondary data. Closed-ended questions are used to draw precise conclusions about the responses. This could be because to the need to determine the patterns, traits, and habits of the respondents. It could also be to determine a respondent's attitude or point of view on the subject. For example, knowing how many hours a week millennials spend on the internet. All of this information assists the research firm in making sound business decisions.

Case Study Approach – We used a few unstructured case studies as samples, as well as one thorough case study, to highlight the topic and provide detailed conclusions and success rates for the technique. "Case studies focus on organizations and need substantial investigation and analysis. Case studies help to develop a theory and widen the scope of a research into a phenomenon. Case studies, on the other hand, should not be used to determine cause and effect because the researcher's bias prevents them from making accurate predictions. Another reason why case studies aren't a reliable approach of doing descriptive research is that an unusual respondent may be included in the sample. We get flimsy generalizations and a move away from external validity when we try to characterize them."

3. Literature Survey

3.1 Search Engine Optimization and Business Communication Instruction
- Jenna Pack Sheffield

The mode of research for this paper was entirely interview based research i.e. descriptive model with primary data collection and conclusions through supporting literature. The search Engine Optimization has very different approach and importance than other Marketing methods, the first topic of the paper focuses what value does the SEO hold for any functioning business. The search engines are basically the platforms where the user looks for content, to make your content visible, such as blogs, posts, websites etc. SEO is done, which involves very high set of skills. Why businesses use it is because they want that whenever a consumer searches for a product, service, event or any other item which is related to their company their website should be the first to pop op on the screen. Basically, it is a competition of ranking, whichever company does a better job at this, they lead the ranking board, if they fail to showcase or highlight themselves, the consumers or potential consumers, the connections and other important potential stakeholders will never be able to find out about the company and hence they will never be able to compete properly relating to their products and services. The studies and research show that more than 90% of the Google searchers do not go beyond the first page of the search results, now in this case it will a bad situation for any company if they are standing on the third page of the Google search results (Study by van Duerson and van Djick, 2009). Organic rankings, these are referred to the tips and tricks of naturally getting high ranks on search engine results without using the skill and money based Search Engine Marketing (SEM), The SEM on the other hand requires investment, both in employing experts and in purchasing Google ads, this becomes a task for bigger players of the market. The SEO on the other is least expensive method, well SEM depends upon the market, SEO on the other hand depends individual skills and though there are plugins available which help in making the content optimized for search engines, the individuals hired for this position are enough of investment for the firm and this why the SEO is considered to be extremely inexpensive.

The only thing that is task for any company is that SEO skills are difficult to learn, and they cannot be learned in one day, which is why it becomes a tedious task for the company HRs to find the right person for this job. One main reason for SEO to be difficult is that the website rankings and search results are algorithm based, the Search Engine companies like Google, Bing, Yahoo etc. they do not make these algorithms available to public and hence an individual has to aware of the changing algorithms by studying the trend and analyzing how search results are being affected, the thing to remember here is that it is not a one-time fight, it is an everlasting competition and so the team has to keep fighting to stay at the top.

The Interview experts for the primary data collection of this paper were as follows:

EXPERT	ORGANIZATION
1. Travis LeSaffre	SEO Lead at iProspect, a digital marketing agency (Boston, MA)
2. Bryson Meunier	SEO Expert and Mobile Search Specialist for Vivid Seats, an online event-booking service (Chicago, IL)
3. Rebecca Stewart	Lead SEO Manager at Exclusive Concepts, an Internet marketing firm focusing on ecommerce (Burlington, MA)
4. Ammer Steven Naber	Manager SEO-SEM, Belkin-Linksys, a
5. Aidine Curran	SEO consultant for journalists and well-knownweb magazines (Atlanta, GA).
6. Harriet Midgley	Marketing Coordinator at HCMA Architecture + Design (Vancouver, British Columbia,Canada).
7. Nils Cartsburg	Founder and CEO of FirmCatalyst (an SEO consultancy) and SEO strategist for 30SecondsToFly (30STF), an artificial intelligence start-up in the B2B travel industry (Berlin, Germany).

Table 1.0

All these interviews were conducted via telephone except one, Midgley (6), her responses were recorded via email, due to the issues of scheduling and availability. The research questions were prepared based literature survey, research gaps and internet findings. The interviewees were made clear on the fact that this research is based on SEO in terms of business communication pedagogy, the goals to establish the best methods and techniques using two mainframe questions:

1. **What are the current best practices for SEO, and how can practitioners with little background in SEO implement these practices?**
2. **How can business communication and business writing instructors integrate SEO concepts into their pedagogy?**

Findings from the Research:

The Interviews held the source of primary data in this research, many insights came out through the experts and the knowledge that they imparted gave exclusive findings and conclusions for the research. These findings are given below which highlight the important aspects of SEO.

Keywords: The main aspect of SEO?

While using the keywords in articles as frequently as possible to establish a better search is fading out, keywords are still considered to be essential part of SEO strategy and planning. With coming time, the practice of searching, selecting and using the right keywords has become more complex day by day. The interviews with every expert have the same answer and belief that the most important factor of any SEO strategy is the keyword research that goes behind it (Question 1 from main framework, appendix). The entire interview from the experts suggest great value to the keyword research, it usage, the variety and correct placement. So the keyword research basically involves searching for the terms which can relate the blogs, articles, content, etc. to their website, now this term has to have a high popularity quotient which means it should be in the most often searched terms and it should be able to bring the article right on the higher rankings of search results. This brings us to long-tail-keywords, out of the seven, 5 experts mentioned this term in their interview, The long tail keywords are basically more lengthier phrases which people often use while searching for something, the use of phone software such as Siri, has brought the use of long-tail keywords, when people just speak instead of writing, they tend to explain more and hence the log-tail framework comes into picture, for a better SEO strategy, people tend to use more of such keywords.

Keyword variety is another area to focus here, the keyword variety is the primary set created by the field professionals around whom their work revolves, this primary set keeps changing the search engines change their algorithm. It is not correct to simply repeat one good keyword, it makes the content boring and it restricts you reach to that very word, doing too much use of one single word can also be a way to get punished from the engines, it is therefore required to know the concepts and synonyms to develop a proper framework.

Figure 1.0

The bold words can be used as keywords for search on "Search Engine Optimization" on Google.

The Keyword and HTML coding are the quantitative means of SEO; any research is incomplete without the qualitative side of the subject:

<u>Quality of the content: Heart of the matter</u>
It is considered the best way to drive the traffic towards the website; good quality content is always what a company looks forward to in the long run too. Google's guidelines to SEO strategies say that the best way to increase your ranking on any search engine is by delivering good quality content. The Moz (2015) survey shows that quality, quantity and relevance is third most influential factor in reshaping the Google algorithms. The interviews shed light on this concern in terms of content marketing relating with SEO, may factors came across that tend to develop a link between the codes and articles, between algorithm and emotion. Mobile optimization, since the generation is totally moving in a fast pace, the mobile optimization strategies is a new trend in the SEO field. Same goes for accessibility of content, graphics, images, quality available; everything has to thought of now from the Desktop perspective and the mobile perspective too. The style comes second, it is one factor that users do look forward to when looking for quality content, some level of loyalty generation is done with style of content, and this leads us to matching the audience intent because in the end it is very important to focus on what your audience intends to see, because this why they are there in the first place.

Extension of the research:

- The research does focus upon importance of SEO strategy in any organization but the view is only through from the communication point, it is very important to understand what SEO skills are expected on an individual level, on-page, off-page SEO, the explicit knowledge that is expected, PPC strategy, competitor research models. These are some aspects where the research could have had a focus on too, because content is one part of SEO, the main part includes the team behind it, and the team is built by individuals who are aware of these basic ideas in the field of digital marketing.
- The next part which was missing in the research where the author could have worked upon is the Google Analytics, it is the system which not only holds a very important position in terms of providing certification but also is the place where content is stored, social media analytics are monitored, advertisement analytics are stored and finally you can know more about your customer, the Google analytics is the most famous tool and is no secret to any organization, the research paper did not mention anything solid on this side of the field. The digital marketing depends 50% on the advertising field, yes, keyword is the most important aspect but right of that the paper should have focused on the advertising industry of digital marketing which is growing every second, the interviewees did mention something about the area but it could have been explained in detail as a part of the research.

3.2 Content Marketing: Trend Analysis
- Duc Le M

The purpose of this paper was to introduce the new trend in todays fast pace marketing: The Content Marketing, Even though it is a fairly new topic, many organizations and companies have adopted this method for their marketing. Five selected theories of this field were collected, displayed and scientifically shown as the experts who are involved in this field gave the insights on these theories during primary data collection of this paper. The theories give a diverse view on the subject, each theory has been collected from a different expert and hence gives a wider scope of view, they help in understanding how the world is actually using these methodologies and show the perspective of the experts on this. The research also examines the use of content marketing in both the consumer based and the corporate based business environments, hence, the interviews were conducted with a qualitative approach from the experts of three different businesses who are ready and about to employ these content marketing strategies into their businesses. The findings of this research proves these five theories correct, all the experts from the three different industry businesses have used these theories into their respective fields and found that the results were very similar to one another.

According to the Mandloy's Digital Agency (2013),
"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."

This theory by the MDA suggests that the main purpose of content marketing is to provide knowledge to the consumer by giving valuable information to them. The content then creates a sense of loyalty in the consumer which ensures future deals with the business. The basic Idea behind creating such content to – Provide Information, Use it as Marketing and entertain the audience. Buyer needs a content that makes them smarter and more knowledgeable and hence the content should be having the information that is Known as the ‒Audience Intent‖ when it comes to marketing. Social Media and content marketing always go hand in hand and it is a proven strategy, reason being that it is easier to reach the target audience that way and also content can get viral scale of reach in that regard. With this emerging trend, media channels are lowering their costs to reach out smaller businesses too, it therefore increases more competition in this trend, but is well noted that every business needs content marketing.
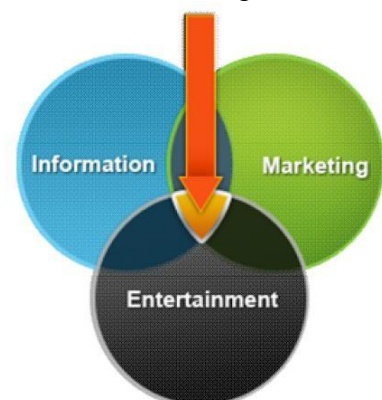
Figure 2.0

WHY YOU NEED CONTENT MARKETING

Keeps Reader Attention

Improves Brand Loyalty

Generates Leads

Increases Direct Sales

Why companies are using content marketing (Demand Metric 2013)   **Figure 2.1**

The findings from the paper are entirely based on the five theories developed by the author through various interviews from the experts of three different businesses in three different industries, the main framework questions were:

- **How to form the content marketing strategy?**
- **How to make use of the website's own contents to attract internet users?**
- **What types of contents are most effective in marketing?**
- **How to implement the strategy?**

(This is just the main framework of the interview; the questionnaire was more detailed.)

Findings from the Research:

As told in the beginning, the goal of the research was to build a theory based model of content marketing based on the expert opinions regarding the model, According to Pulizzi and Barett, 2009, and The Four Pillar Theory (Tucker, 2009), the first step to any content marketing model is **planning,** the companies should first have a set of goals that they wish to achieve through the content marketing channels, the businesses should also see that this new content marketing that they are up for should be well defined, well aligned and integrated with their existing marketing strategies, because giving all of it a fresh start will only create more expenses in the form of cost and employment. The next part of this planning procedure is the selection of target audience, selection is one aspect of segmentation, which is a field based,   existing marketing strategy, and this targeting will give them the demographics for the execution of their plan. After the demographic is cleared up, the second and the main aspect that this targeting will provide is the topic of interests, your content is not just to provide information to the audience or not just to showcase your products and services, it is there to provide a mix of the two, so the proper topic of interests would relate your product and the audience interests creating an everlasting impact on the audience.

The demographics basically tell us where and in what number your target audience is, the demographics could be on digital platforms present in the form of servers or they could be live at original locations where your magazines and brochures could be sent, the basic idea behind it is that the place where the probability of target audience meeting your content is the highest. Your campaign is now all planned out, the next step is solve the question of what channel suits your campaign the most, choosing the correct channel not only lets you highlight your content more but it will also create a sense of attachment with the consumer, be it digital or not, the channel is what reaches the core of the costumer, each content marketing channel has its own sets of pros and cons, choosing the channel correctly becomes easier when the planning is done correctly, when you know your goals, the expectations can be reached out easily, and therefore can create an everlasting impact. The online channels like websites, social media, video content platforms etc. could have a different impact and offline channels like cinemas, brochures, magazines etc. have different impact, the decision is therefore tough in terms of cost as well. Then comes the content bank, Now the content banks have media stored in the form visuals like pictures, illustrations, written scripts, graphic vectors etc. the content bank is basically all the sets keywords, phrases and important references that often come into picture whenever a new content marketing model is being created, it is stated by one of the experts that content stored should be helpful, entertaining, authentic, relevant and timely. The next step is to select the tactics for promotion of the content; these tactics are total 18 in number discussed briefly in the paper, these tactics include audience segmentation, fact based content, audience intent etc. Finally, the last part is the monitoring and measurement of the progress of the implemented model, this is a very important step in the marketing segment, people often believe that by applying a marketing model for content the team becomes free, it their duty to see the flaws in their channel, methods and planning and cut it out right in the beginning, even an efficiently planned model will face threat and hence measuring frequently, the problems in the model makes them stay ahead in the long run.
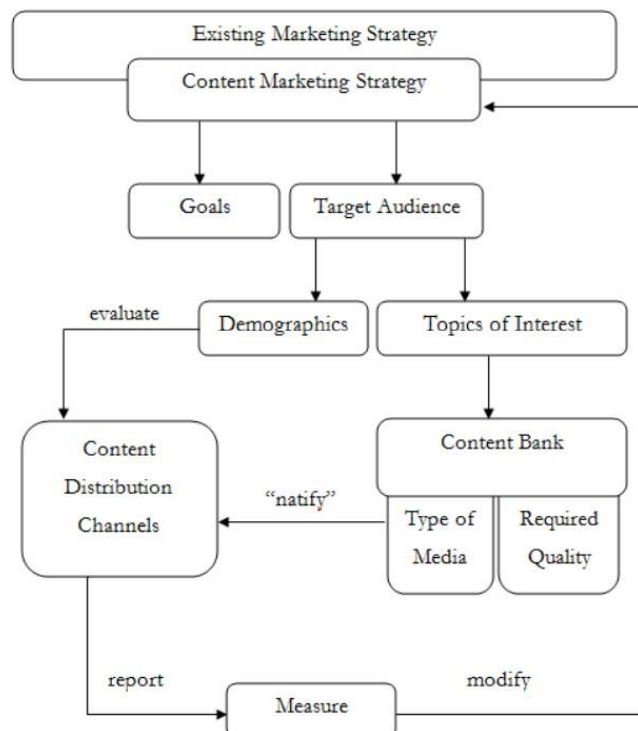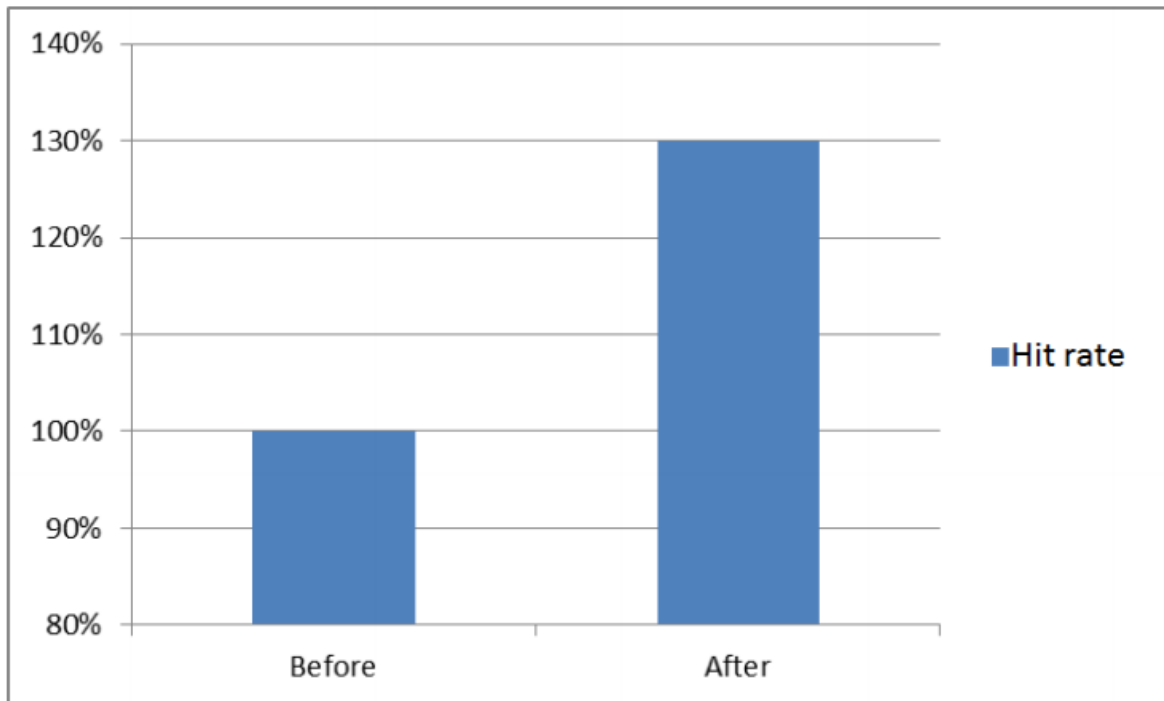

Figure 2.2   Summary of Content marketing theories proposed by the author

Content marketing improves sales through improving hit rate

Figure 2.3

The concluding graph shows how the business success (measured in hit rate) has improved after adopting the content marketing model.

Extension of the research:

- The first possible extension to the research paper would the use of creativity, the content marketing channels and methodologies are the qualitative modes to look at it, the basic idea behind proper content marketing is show out creativity, they did not mention this factor anywhere in their model of content marketing, just like advertisements, the content marketing runs entirely on individual creativity and joining variety of opinions to deliver quality content that is what differentiates this type of marketing from the others, there is an open licensing to make content that attracts audience. According to CMI 2020 report, their survey show 92% of successful B2B content marketers say that creativity and open craft is what their models successful in the first place, then channels and other planning had an impact.
- The research was entirely interview based and no other secondary data was used except of reports, the paper did discuss relevant theory but that was the extent of it, there was more room for literature surveys and analysis on the topic, it is known that the trend is new but again, a successful roadmap, so it should include good amount of literature survey and secondary which could beimproved in the research.

3.3 Search Engine Optimization: What is it and whyshould we care?

- Mary Cushman

The article focuses on the wider picture of what SEO is all about and why businesses should focus more on the subject. Search engine optimization is well known concept in the marketing world, though this article gives you an understanding of the SEO from the perspective of a scientist, it states that scientist may never think of themselves as marketers but all the processes in the field of marketing involve science as their backbone to structure the system, to create valuable content and to understand the proper functioning of the strategy involved in it. SEO is well-established method to improve your company's ranking on the web, the basic idea behind the SEO is keep fighting the competition, in scientific terms, it can be explained differently, it can be called a manuscript construction on the world wide web to make a search engine find your content the fastest and hence giving it the highest rank, this manuscript is the main part of your model which allows to you to be listed at the top of the table. The content created should have enough of keywords, better designed web content and by nature it should be an open access content, following all these pointers in a well-established model, your content will definitely be among the top contenders of the market. Take Wiley's Online Library for example, the traffic that is drawn towards it today is all because of SEO, they do not have an office to discuss finances, and their office has the staff to beat the competitors in their segment of market. Suppose you open an online library tomorrow, will your content beat Wiley's Library? I guess not, this is because they have built a network so strong that they have valuable, loyal customers, good keyword banks, content banks and most importantly the authors who are known to people are now associated with Wiley's Online Library, to a manuscript that strong, you have to be good with the Search Engine algorithm, and not just understand it once, but keep beating the algorithm to reach the rankings that they stand upon today.

The SEO today stands as the main operation for any digital marketing team of any organization; the article describes these operations in form of scientific process, the first part of the article states what and how SEO works and the second half gives the tips for improvement of the SEO model. The process can begin with identifying a goal, the goal to achieve a proper milestone and to see your content at least on the first page of the search results having relevant keywords, the keyword bank and research gives you this edge, this creation of content takes years of hard work and is very important for a company, then comes the process of coding, the language for coding is the simplest of its form i.e. HTML, and this process involves recruiting people suitable for the job, then comes the final process which is the monitoring process, here you basically fight to hold your rank or reach an even higher one.

The paper also talks about the tips to improve your Search Engine Optimization model:

1. **Search-friendly and user-friendly article title.**
   The article title should be the main attraction whenever you get a click from the user, article should like bait to the reader, and it should be attractive and tempting at the same time, which is why sometimes users on YouTube call the video title as ‒Click-Bait‖. Make sure that your title does not exceed 65 character limits, it is very important to stick to this limit otherwise try and put some of these characters into the abstract.

2. **Optimize the abstract:**
   The abstract is the section where most of the keywords are placed, so engines usually try and go with the first two lines of the abstract to find the relevant keywords, so make sure it is concise, attractive and full of keywords.

3. **Repeat, Repeat, and Repeat your keywords:**
   The keyword ‒stuffing‖ is very essential when making the perfect manuscript, you have included in your title and abstract now open the content keyword bank and start filling your main article with as many keywords as possible, this gives the search engine a word traffic, which makes you get a higher rank and attracts good amount of traffic to your content.

4. **Consistently use authors:**
   Authors are known personalities which people are attracted to, they might boost your chances of getting noted and once you get notices, it leaves a good impact on the user for future.

5. **Create links to your work:**
   The links are branches of your large network; your content can sometime be used as reference for another, which lets you reach a different kind of audience hence it is always suggested to create links.

4. Content Marketing and Search Engine Optimization
(All you need to know and a comparison among the two)

Search Engine Optimization

When you want to improve your website visibility on any search engine it is known as Search Engine Optimization. In normal language, it is a competitive digital marketing technique to be above the others. The better the visibility of your pages in search results, the more likely you are to attract new and existing clients. Google or any other search engine has a pre-set algorithm and trend that tells which website will be shown at first. When determining SERP rankings, these algorithms have gotten quite complicated, taking into account, there are tons of indicators that show your ranking

In anyways each Search Engine has a given set characteristics that define visibility, the primary three of those are:

- **Links** – How you are linked to the other website is very critical in determining your visibility on any search engine. A simple reason to this is that links represent the quality of the website, any owner of any website will not be willing to link their website to a low quality one. The website that get votes for links from a large number of websites develop authority (in Google, this is referred to as 'PageRank'), especially if the linking site is itself an authoritative one.
- **Content** – Not only the links, but a content also determines the relevancy of the search and helps in matching it with the search query. A large element of SEO is the creation of content that is targeted at the keywords research that each user on a search engine is looking for.
- **SiteMap/Page Structure** – This the third most important part of the SEO. Since pages are written in HTML Language this might influence how a search engine analyses a website. This improvement can be done by including keywords in your titles, descriptions and URL of the page, as well as ensuring that their site is crawlable.

Search engines such as Google and Bing utilize bots to crawl the web, travelling from site to site, acquiring information about specific sites, and indexing them. Then, using thousands of rank based variables or signals, algorithms examine index pages to determine the order in which they should show in search results for a given query.

Figure 3.0

Importance in Marketing:

SEO is a key component of digital marketing since individuals conduct trillions of searches each year, typically with commercial intent to discover knowledge about goods and services. Search is the key source of digital traffic for brands, which is augmented by various marketing platforms. A higher search engine ranking than your competitors might have a major impact on your bottom line. However, search results have changed in recent years to present consumers with more obvious answers and information, which are more likely to retain users on the results page rather than sending them to other websites.

It should also be noted that search results features like as rich results and Knowledge Panels can boost exposure and give users with more information about your business directly in the results.

SEO Methods:
- Content Marketing
- Link Building
- One-page optimization
- Symantec Markup
- Keyword Research
- Site Architecture Optimization

Search Engine Tools:
- SEO Platforms
- Social Media
- Google Ads Keyword Planner
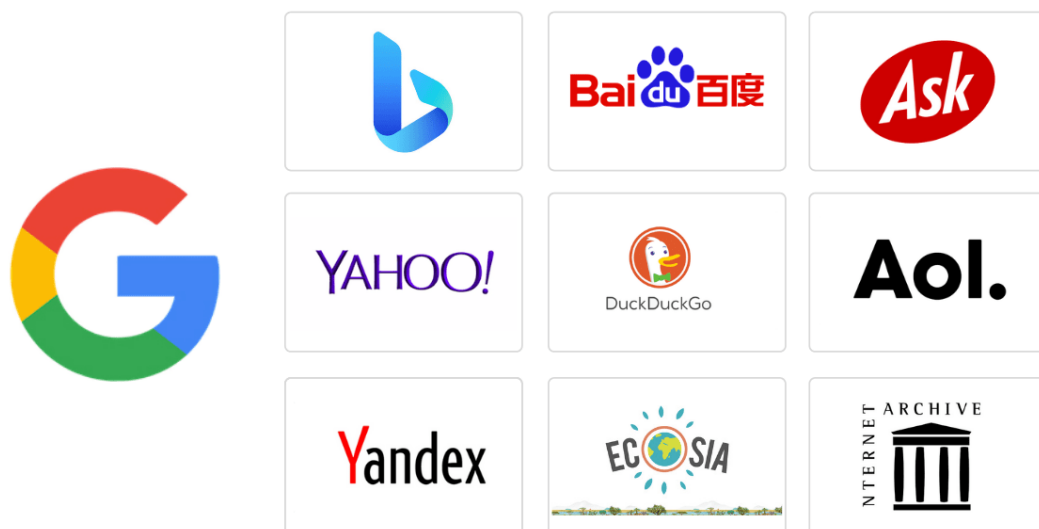- Backlink Analysis Tools
- Google Search Console

Figure 3.1

Content Marketing

Material marketing is a strategic marketing technique that focuses on developing and delivering valuable, relevant, and consistent content in order to attract and maintain a specific audience – and, eventually, to drive profitable consumer action. According to The Content Marketing Institute, this is the correct definition of Content Marketing.

Rather than pitching your goods or services, you provide appropriate and valuable content to your prospects and consumers to assist them in resolving their problems. It's a long-term approach that focuses on establishing a rapport with your target audience.

When it comes to making a buying decision, your audience has already pledged their allegiance to you. You've already shown that a) you have the necessary skills and b) you care enough to share it with them. You can drive consumers down the know-like-trust (and ultimately buy) route with high-quality content without pushing their hand.

Figure 3.2 Typical Elements of Content Marketing – Source www.mediacrush.com

Traditional Marketing	Content Marketing
• It involves field research, to determine proper target audience and demographics. This is the practice that involves typical marketing like advertisement, campaigns and promotions.	• This is section of the digital marketing world, it does not require research to determine target audience or demographics, it requires research on content and focus is attracting the online traffic with that practice.
• Requires a promotional message, this type of practice has to be product centric and therefore every information is to tell about the Product.	• The content is not product centric, rather it focuses on providing useful information to the audience in order to gain loyalty and showcase their products and services.
• Product – Focused campaigning.	• Audience – Focused campaigning.
• Unilateral – Only for the target audience in order to promote product.	• Can be used by anyone since it is just fact based information and public domain content.
• Non-Specific.	• Personal and Targeted (or at least segmented).
• Instant	• (Semi-) Permanent.

Table 2.0

Content is the key:

Be it in the form of media like video, infographics, charts, images, podcasts or be it in the written format like blogs, articles, transcripts etc. content is the main factor of this technique, I mean it's there in the name itself. There are many ways to put together the brand's content development team. Each has its own set of advantages, disadvantages, and practical implications. Consider variables like the nature of your market, your content competition, the skills your content needs, and team and budget resources when determining the best contributor model – and whether to use it in tandem with other methods. Some things one can do as content marketing manager:

- Hiring a dedicated writing and skill staff.
- Hiring Internal Subject Matter experts who can determine the value of content.
- Outsourcing to freelance experts.
- Soliciting external contributors.
- Automating the entire process.

Creativity & Strategy - Any content brand should strive to share interesting, useful stories that their audience would enjoy. However, a successful marketing intent must, of course, back up the love fest. In other words, if you aren't using the right content formats and styles to attract your target audience's attention, or if you aren't positioning your content in the right way to drive interaction and conversion, you'll be spinning your content engine's wheels for no purpose.

5. Concluding Statement

When we compare the two in today's digital marketing environment, I feel Content Marketing is very small as compared to Search Engine Optimization, the world where you get to choose the traffic, your efforts can make an entire population base is something that Content Marketing cannot do, SEO basically makes the traffic come to your content and the Content Marketing on the other hand improves the loyalty of that traffic, so in simple words, SEO is the road to your product and Content Marketing is the garden surrounding your product, so clearly, one may or may not use the garden, but one will definitely have to use the road to reach the product, the garden just makes the attraction more in volume. This does not mean that Content Marketing is waste of time, using the same analogy, if someone has a product with plain background and the otherhas the product surrounded by garden (Content which is useful) they will obviously try and reach the product surrounded by a garden because it gives them an added benefit.

One may ask what if we don't use SEO and only channel content marketing as our strategy? Well, to answer that, it is simply a challenging thing to do but it is possible, this how content creators work, if you compare Technology sector in terms of content creators and SEO users, Technical Guruji (a YouTuber) creates content and still reaches people while on the other hand, Reliance Digital uses SEO and they do not fail to reach the audience either, it is about excelling in the field, Technical Guruji creates content regarding the product review of any newly product by ‒unboxing‖, the audience gets to learn information about and apart from the product, that becomes content marketing for both the product and the channel, without theuse of SEO, while on the other hand, Reliance Digital does not get involved in any such content creation and yet still beats up Amazon in departments of sales by simply using SEO and brand name, each strategy to promote and market the product is different, it is better if you go and try your strengths in both the practices, but if you are completely dedicated to one side of it, you may excel in that too, the website www.jobscan.com is known for its blogs and articles regarding HR Sector (Resume building, Interview tips etc.), they are not involved in the SEO sector as much as content marketing, still they are able to make their product and services reach the audience and also provide them with valuable extra information, to conclude I would say yes, one is more stronger than the other, but in the end, it's in the hands of the team that how well they utilize their resources.

It is also very evident from the above research that content marketing is a trend based setup, and any organization can use it to attract, engage, gain, retain or even share a large audience in order to market themselves in the digital platforms. So in a way, this practice is like an advanced further step after SEO, where retention can be considered as the main added advantage. Taking it objectively, you are doing this not only to bring customers to your site but also doing this to make stay, so that they come again and give the website a brand value.

6. A Content Marketing and Strategy Case Study:

Enilon is an agency that focuses on performance, presence and strategies is an organization that covers the digital aspects and improves performances of companies in the digital domain. They use data and are driven by specific technology expertise that help them deliver customized campaigns for unique needs of their valuable customers, overall they help their customers become more "visible" in the digital platforms.

Enilon had a very unique case of their client where they not only worked upon their clients SEO strategies but also worked upon a very trendy concept known as content marketing.

A well-targeted SEO and content marketing strategy can significantly increase the quantity and quality of traffic to your website. Learn how an SEO and Content Marketing strategy helped this customer boost qualified traffic and leads by 50% in just 90 days.

Every company's major goal is to be present on the Google search of every possible user of the website. However, getting there can be a long and difficult journey. If you chose to go for paid methods of digital marketing you can be there at the top quickly but what if you don't have the money for the same, well you're stuck then. So a client was stuck in a similar situation and they were seeking help from Enilon who were consulting and working in this domain. They were in huge trouble with many digital issues and the impact of COVID-19 was even stronger on them where Enilon came not only as a lifesaver, but also came as the digital experts that reduced the gap of digital knowledge in the client organization and helped them stay in competition with the other market players using SEO and the use of Content Marketing strategy.

Now in this case study we will discuss in brief the issues that this client went through, the strategy Enilon created to help them and where the firm is today after the span of three months. Our goal is to keep updated the readers with strategies and implementation methods so that SEO and Content Marketing, when used together, create a digital plan that enables all organizations to compete in this new era.

Challenges

- **Non-Branded Visibility** — Despite having a well-known brand and high branded search visibility, the client was almost invisible for non-branded search phrases. The company had mostly depended on Paid Media efforts to increase its non-branded search presence. However, these advertisements were expensive, and it was unclear how much qualified traffic was generated as a result.

- **Budget constraints** — When COVID-19 struck, the corporation halted all development activities and suspended paid PR campaigns. They had a tight budget for SEO and content generation, but they handled the majority of marketing with an internal team that wore many hats.

- **Competitors** — This Company's brand had become well-known for a single product category, but they offered a level of service and knowledge that easily surpassed that of its competitors. In a non-branded search, their top competitors had considerably higher Domain Authorities and Backlink profiles, making it harder to compete.

Solution:
Within these financial and material limits, the only solution Epilon could think of was a well-planned and perfectly executed SEO Content delivery. Reorganize, Refresh, and Repurpose were the three key content processes that were the emphasis of the content-related operations.

Results
They had put in efforts and hard work for 3 months, the client were happy since both the quality of the traffic as well as the quantity had increased, helping them in better lead generation and content involvement from organic traffic crawlers.

52%
INCREASE IN ORGANIC TRAFFIC

64%
INCREASE IN RESOURCE DOWNLOADS

52%
INCREASE IN FORM SUMISSIONS

Figure 4.0

The Process

Reorganize: In the first site audit the main issue that came up was the structure of the organization. The site map had hidden many important architectural facts like the pages and the categories of the main items sold, so the users found it difficult to find out what they were looking for. Crawlers have a difficult time finding, indexing, and ranking pages when the site structure is disorganized. There was no budget so the URLs could not be rearranged and altered. To address the organizational issues, Enilon started working on virtual content silos. They achieved this by strategically interlinking related pages, indicating to crawlers the relationship and importance of various content and product lines.

Results: The main indicators of performance were the content being downloaded and the query or contact forms brought up. The below graphs indicate how the Download rate and conversion rate had taken an upward shift.
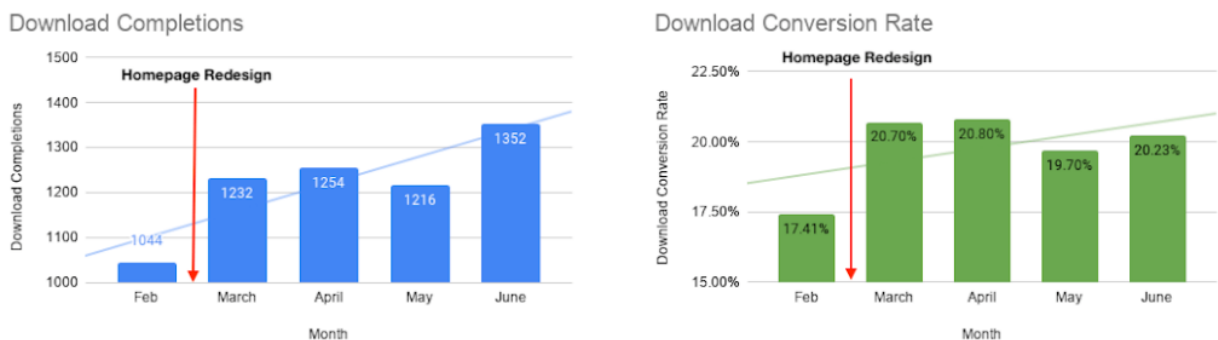

Figure 4.1

We cannot just focus on internal matters and develop a strategy, what Enilon did was it changed many sitemap files on the page to restructure the content, they moved the main items and resources at the top of the page and Meta titles and descriptions at main points so that they can be easily located.

Refresh: During the content audit, Enilon discovered that the majority of the site's pages had useless portions of content and lacked effective keywords. People could not easily understand they kind of services or items they sold on their site, it also required clarity as to what was their USP and specialty. Overall, the site's content required a significant update. Starting with the highest-level product offerings, they conducted extensive keyword research to determine what opportunities existed and where their competitors were succeeding.

The keyword strategy could be useful but they could not win the war against the competitors because they had higher domain rating, so they had to go different in terms of keywords and make an open space to compete. Enilon proposed that only a single keyword will dominate the page based on relevance, along with relevant terms in a lesser quantity, then the refresh rate had increased and the focus was only on those keywords.

Result: The graph below shows the growth of non-branded keywords on the site since we implemented our SEO Content Strategy. We were able to help them achieve the following in three months by focusing on keywords with high commercial intent but low competition from competitors:

- 32 new non-branded keywords were placed in the top three.
- Increase organic traffic by 50%
- 64 percent increase in downloads
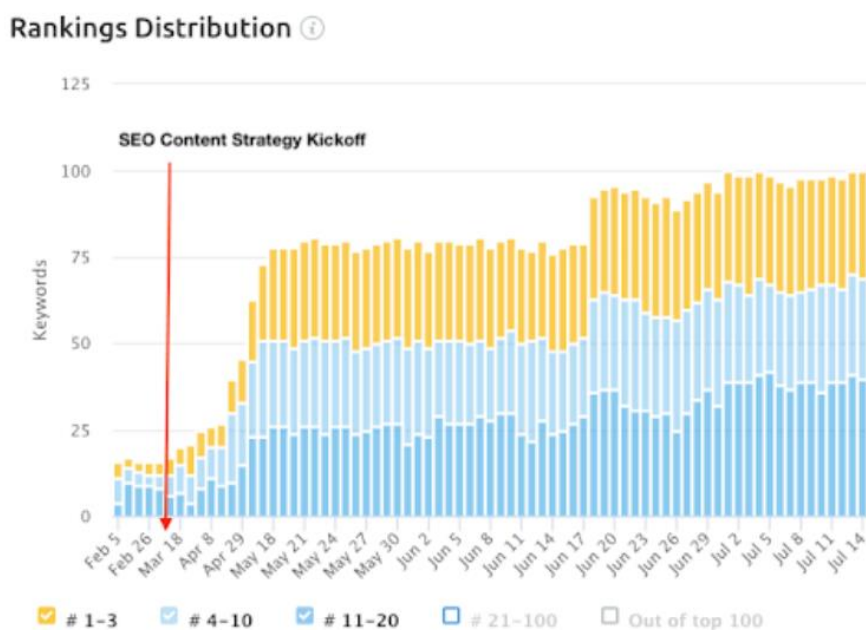- Increase Contact Us form submissions by 52%

Figure 4.2

Repurpose: Getting their products in front of the proper people and explaining the value that their products, services, and field knowledge could bring was one of the most difficult issues this company faced. As the market was impacted by COVID-19, a substantial percentage of their customer base sought remote solutions. The company had the answers customers needed, but they hadn't completely expressed the scope and depth of what their goods could achieve. The organization offers a plethora of resource materials, including old magazine articles, blog entries, webinars, product pdfs, and images.

Enilon worked with the team to repurpose or renew these great materials into new informational sources that could be shared and posted on social media. We felt that LinkedIn would be the greatest medium for generating awareness about our client's products and services because the client knew exactly who they were marketing to.

Results: Enilon was able to assist them in increasing their topical authority within their area by transforming old documents into new blog pieces, tutorials, case studies, and other relevant resources, which were then shared through the various channels their audience frequented. They witnessed an increase in impressions and visibility for relevant keywords that they weren't even targeting in their SEO strategy as these pieces of content were shared and linked to!

The team concentrated on creating and sharing content featuring their vibration monitoring and analysis equipment during the month of June alone

Some exceptional case studies regarding Content Marketing:

1. Lenovo

Lenovo is a significant computer hardware manufacturer, producing desktop computers, laptop computers, and other technological goods.

This Laptop Manufacturing Company's marketing team had developed content marketing strategy to increase recognition and, and increase loyalty and trust, which is mostly made up of IT professionals. The idea was to assist them in making informed purchasing selections while keeping Lenovo in mind.

Goal of the Campaign: To create educational content and distribute it amongst various channels to target specific customers.

Method:

For the main content marketing plan, The company came up with new ideation content center - "The Tech Revolution" so that the Asian potential consumers could who were the reach audience could get tech savvy news and information related to the IT field. And as expected, the audience came up to this content centre where the relevant information was reaching them. Tech Revolution's always lead the readers directly to Lenovo's page, where sales professionals could easily engage with clients.

Result:

Lenovo's content marketing strategy was incredibly effective in helping the corporation establish itself as a thought leader. There were over 250 articles, 34 million impressions, 308 link hits, and 1,70,000 new online users on the digital content centre. In terms of sales, this programme alone accounted over $300 million.

2. Salesforce

The Customer Relationship Management also known as CRM Systems by salesforce is highly aggressive trend in the field of information technology. As the world's leading vendor of CRM solutions, Salesforce commands a commanding position in this sector.

While Salesforce was successful in most foreign regions, the company struggled to retain regular traffic and leads in the United Kingdom. In order to accomplish business expansion in Search Engine based paid traffic in the United Kingdom, Salesforce chose to make a difference in the content delivery for audience.

Goal of the Campaign: Create a content marketing plan to help the company develop in the UK region and get more clients.

Method: Salesforce developed the following digital assets:

• A really interesting and enjoyable sales and marketing video.
• The world's first stop-motion slide show.
• A Prezi presentation featuring a client success story.

Result: As a result of this content marketing campaign, the Salesforce team in the United Kingdom saw some impressive results.

The web traffic had drastically increased by 85%, over 10,000 downloads electronic books which were custom made, email newsletter had 6566 new subscribers, and a staggering the social media sites had crossed a 2500% new user rate.

3. SAP

SAP is a monster, possibly the largest worldwide ERP software vendor, serving nearly every industry and diversified business on the planet. SAP wants to reach out to all of its clients across 19 distinct sectors by implementing an effective content marketing strategy.

The campaign's goal is to create a consistent message on a popular issue for all 19 client categories. Using case studies and samples to show the use of SAP's solution in IT domain while also teaching the audience who were potential customers on various facets of SAP's world-renowned ERP system.

Method: Customer segmentation was done to identify customized needs. In addition they decided to run an educational campaign to teach general audience about digital technology.

SAP delivered appropriate content via the following channels after developing it:

1. Tweets
2. Radio ads
3. Virtual events
4. In person events
5. Account based marketing
6. Individual account meetings
7. Emails
8. LinkedIn status updates
9. Post On SAP community network

Result: As a result of SAP's content strategy, many advantageous economic opportunities have arisen. For example, the value of marketing produced (MGS* – Marketing Generated Sales) opportunities was assessed to be over $4 million.

*MGS are new opportunities generated by marketing leads that have been accepted by sales and converted into customer orders.

As a result of this content marketing strategy, SAP's MTP (Marketing Touched Pipeline) was anticipated to be more than $50 million.

4. Scripted

Scripted is a marketplace for authors who can help businesses create content. Scripted is basically a network of freelance writers who may write on a wide range of topics and industries.

These writers have set charges for article creation that can be used by any individual or business. Upwork and Fiverr are Scripted's main competitors. Scripted intended to offer one-of-a-kind services. Scripted, they claimed, was more than simply a marketplace; it also provided the best subject-specific authors.

Goal: The primary goal of their content marketing strategy was to persuade consumers that scripted offered the greatest solutions by enabling them in finding the best writer for their customers' individual needs.

Method: Scripted developed a content marketing strategy by evaluating several stages of their consumers' problem-solving process.

The following steps in a customer's path to address a problem were scripted:

- **Higher side of the funnel**: Scripted published blogs and podcasts in this early stage to highlight the main challenges encountered by those in search for content experts. Improvement was seen in blogs and graphic content and also podcasts in response to comments.

- **Centre of the funnel:** Here people came for specific requirements and required help in content development. They were requested to take part in email subscription, online seminars and white papers. The objective was to direct consumers to the specific answer they sought and how to achieve it.

- **At the bottom of the funnel:** Here real time case studies and solutions were used to show what businesses use to develop content and take help from Scripted. Customers were also made aware of Scripted's offerings and how each of its services suited specific demands, in addition to case studies.

Result: The method of guiding potential consumers through three steps, as well as the initiative to persuade them of the utility of the various solutions on offer, was incredibly effective.

Expert's Opinion:

Anoop Sajjan
Digital Marketing Head,
(Senior Consultant)
BLEWMINDS.

1. How do you determine the style or tone of a piece of content?

I think every person or organization has a way of communicating their content & that defines their Brand Personality. The tone of your writing sets the stage for your content. It can be informal, highly technical, business like, humorous/fun, or casually conversational communication. This will set the Brand Voice. The best way to determine the style/tone you want to use is to think from a customer's perspective. Whenever one is writing content, I always believe they should put themselves in customer's shoes & keep things simple. Once you set this, try to keep consistency, the content will be different every time but the voice/tone can be similar which will define your Brand Voice/Personality.

2. Describe the role of data in content; it could be statistics, fact-based, graphs, or any other form.

As quoted by W E Deming, "Without Data, you are just another person with an opinion"

Data plays a very critical role in content. It can be numbers, facts, or even infographics. Data adds more credibility to your content; it is just like you providing proof.

For example, if I say, "Most of the people in this world use Social Media", you might say Ok, Cool.
Imagine If I say, "More than 3.96 Billion people in this world use Social Media actively right now", you might be like WOW!

And, that is the role of Data!

3. Which metrics do you look at when measuring the success or failure of a content marketing campaign?

This is very subjective as it is dependent on the type & purpose of the campaign

For me, the most important metrics are Engagement, Shares & Impressions. I do not believe in Likes & Followers too much, although they are important metrics for a Brand. What matters is how many people did our message reach? Did they learn something from it? Did they feel like sharing the same with others?

If these three things happen, I feel rest will follow.

As the famous saying - Content always remains the King!

4. How does your organization plan on staying at the top in content marketing since so many organizations are adopting this strategy, How do you plan on eliminating the competition?

As a StoryTelling organization, we believe that Stories can impact people. They help people understand things easily & more effectively.
We use our StoryTelling frameworks & ensure the message is conveyed in all the content work we do.

There is no plan as such. I believe it is all about adaptability to new audiences/changes. If we keep our audience in mind & keep things simple, we need not worry much about competition. And, even if others are doing well, it is important to appreciate & learn, rather than worry about it.

> *Through Anoop's Interview, We could understand the importance of content marketing, the metrics involved the help it provides to an organization. This interview gives us the idea as to how the content is used, the next interview is from an expert who is a content writer and is responsible for content creation for many organizations. This interview will give us the understanding of how the content is developed.*

Expert's Opinion:

Prabhnoor Kaur
Content Writer and Analyst,
Icheon Consulting Group

1. **What is the importance of keywords when it comes to writing blogs for websites of various organizations?**
   While writing a blog, keywords play a crucial role. It is basically an SEO strategy for the website we are writing for. Making the blog SCO friendly means an increase in the ranking of the concerned website. And, it is then more likely that it will appear in the search bar. More visits to the website indicate what customers are to a trading business.

2. **Short vs. Long blogs. What is preferred by the audience more?**
   It cannot be said categorically if shorter blogs are better than long and vice versa. The type of audience plays a key role. Generally short and crisp blogs are preferred for these are timely friendly. However, the longer ones are more valuable, comprehensive and show the reader's trust if he spends a considerable time in reading the blog.

3. **What do you think are the essentials of good web content?**
   For good web content, it is important to be vigilant about the grammar, write original & accurate content, catchy headlines, use keywords and try to be as precise and informative as possible.

4. **How do you decide the tone of your content?**
   Generally, the tone of content is decided by what is to be said, what impression is to be conveyed and what image is to be presented. It is essentially to engage the audience. Therefore, I decided it according to the type of my audience

Expert's Opinion:

Yatin Pahwa
Marketing Head (Digital & Sales),
Optical Place

As the Marketing Head of Delhi based eyewear chain, Optical Place, Mr. Yatin and team has recently collaborated with GKB Opticals in the beginning of 2020, the collaboration has been a huge success in terms of sales and market value, the SEO has been used significantly well by them. Through this interview we will understand how SEO helped them grow.

1. **What is importance of SEO for any organization or business?**

   If you're a small/medium business trying to reach out to consumers throughout the city or even outside it, SEO is critical because it allows them to find you first. The majority of people learn more about a business on the internet than they do anywhere else. People are looking for your company (or the products/services you sell), and your website is the first place they'll go. That is why it is important to appear on their terms. Our team developed the website with online sales growth targets, with the help of SEO, we able to hit those targets easily.

   ‒Near me‖ type searches have grown so much lately, this is another aspect of SEO. Our team worked very hard in improving this result, because for the main branch people might know where to find us, but for small branches we needed this to improve. This is another important reason to optimize your local search efforts. People are looking for small businesses in the area.

2. **What is the importance of keywords? Can you give an example?**

   The second most critical aspect of developing a successful SEO content strategy is keyword analysis. You want to make sure that your website is ranking for common search terms. The higher your company's website ranks for specific keywords and phrases, the more likely you are to be found by consumers looking for your products, services, or related topics on search engines.

   An example for such would be, for our website the keyword bank includes; eyewear, spectacles, online, lenses, delivery etc. we could also include company names like John & Jacobs, Gucci, Vogue etc. that we sell on our website. Using these help the search engines to give us a better ranking.

3. **Other than content and keywords finding, what all is included in any successful SEO model?**

The content and keywords are the two main factors that provide the ranking, but there other factors too that have to be considered in this practice and they help in supporting this growth.

- Build your website with attractiveness, this may include the main tagline, the indulging design and eye catchy phrases, using them the user will be eager to visit your page.
- Optimize the Metadata for your pages, In other words, you must optimize your titles, Meta descriptions, and body content for each page. Every page on your website needs a unique Meta description and title. This does not mean attractiveness; it means the inclusion of keywords in these Meta Data as well.
- Create a calendar that reminds you for delivering new content and updating your existing content.
- Build authority for your website by creating various backlinks.
- Use the Google My Business Page. A very helpful tool I must say.

4. **How has the COVID-19 affected your website reach?**

So the search traffic has definitely increased, we have seen the online sales have a slight growth, these reports are mainly generated by the owner line of the website i.e. GKB Opticals, so we receive the reports as whole and then we figure our sale data from it. Since people cannot go out, they the only option they have left is the online portal, so the branch sales have faced a big decline and cannot be covered by the online sales but focusing only on website, yes; the traffic is more than before.

What I would say is SEO gains are long term, so only sales perspective cannot be taken here, the COVID has led to more competition online and since the offline business is running low, my entire focus and work has shifted towards this SEO side of the business.

> *Talking to the experts gave an insight of the two areas of this research, the Content Marketing and the SEO; they both have a very important role as I can understand by the experts, Anoop told us the metric and analysis of good content for content marketing campaigns and Prabhnoor told us about how this content is constructed and improved, their perspective was very important in this research. Yatin gave us an insight and the framework that goes behind SEO practices which also depicted the efforts behind them.*

The future trends and Importance of Content Marketing from the research

1. For success, you'll need relevant and optimized content:

Quality content, whether for websites or social media, still requires the correct keywords and optimization to attract attention. The volume of postings and content published on a regular basis will increase as the number of users and marketers on digital platforms grows.

When it comes to content marketing strategy, 90 percent of the most successful content marketers prioritize relevancy above promotions, according to study.

Rather than trying to please everyone, spend time generating material that is relevant and focused on a specific issue. To have an influence on the reader, you'll need to conduct thorough keyword research, grasp popular hashtags, and have a solid understanding of the subject.

2. The importance of content for aesthetic upgrades will be crucial.

Over time, the way audiences interact with content has evolved. Content marketing is no longer about creating lengthy blogs, whitepapers, or wordy website pages, thanks to widespread high-speed broadband. Instead, interactive material is desired, in which the topic is communicated succinctly and effectively.

According to Cisco, video content accounted for 80% of all internet use in 2019, and content is crucial in creating appealing videos. Copywriters and content writers who can express the vital message and hold the audience fascinated will be in high demand in the future!

3. The need for voice-optimized content is expected to rise.

I was a moment of shock for us to even think in the previous times that we could talk to a computer. In just a few years, that technology has made its way into smartphones and home automation devices, making it easier for users to accomplish tasks with their gadgets. People will search in this manner in the future.

According to a survey, 50% of users will use voice commands for their searches by 2020, and that figure will only grow. This includes employing the proper keywords and optimizing material so that it is easily readable and understandable to the listener for content marketers.

4. User-generated content (UGC) will grow in popularity.

The volume of promotional or sales-focused content will no longer enthrall the audience as the number of online marketers and thought-leaders grows. Because the audience is more inclined to trust a fellow user, user-generated material plays a role here. Check out our digital marketing online courses from top colleges if you're a newbie in digital marketing and want to learn more.

Marketers are already focusing on user-generated content, utilizing social media polls, quizzes, challenges, and other interactive methods to encourage their followers to share stories. Because of the word-of-mouth promotion, it helps the marketer acquire more traction and ensures that the brand reaches a larger audience.

5. **Importance of Stories as a Digital Platform**

Stories in the digital age are all about split seconds and visually appealing information that captures the audience's attention. Every social media network is implementing the function to keep up with its popularity, and Instagram stories are already a big deal.

A story is a piece of online content that is only visible for 24 hours before being permanently removed, and can be viewed by followers or others based on the user's privacy settings. Stories blend photos, videos, and text to present the user with the most appealing content. It also includes a direct call-to-action (CTA) for generating interaction and leads from interested audiences.

Content marketing will become more popular since it combines the power of video/picture with text, making content creation more targeted but thought-provoking.

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Mohit Beniwal

to me ▾

This is to certify that the work titled 'Content Marketing in the Digital Marketing Era' as a part of the Final year Major Research Project submitted by Siddharth Sahare in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2021 is, **according to the student Sidharth Sahare**, his original work and has not been submitted anywhere else for the award of any credits/degree whatsoever.

The project is submitted to Delhi School of Management. Delhi Technological University in partial fulfilment of the requirement for the Award of the degree of Master of Business Administration.

Add this to the certificate and get the print.

Warm Regards,
Mohit Beniwal
MBA and Masters(MS)
Ivy College of Business, Iowa State University, USA
B.E. *NSUT, Delhi, India*
Assistant Professor,
Delhi School of Management,
Delhi Technological University (DTU)