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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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ROLE OF CONTENT MARKETING IN THE MINDS OF DIFFERENT CUSTOMER AUDIENCE

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ABSTRACT

This study shows the state of minds in customer audience on Content marketing. This marketing is focused on creating, publishing, and distributing content for a targeted audience online. It is often used by businesses in order to achieve the following goals: attract attention and generate lead, expand their customer base, generate or increase online sales, increase brand awareness or credibility, and engage an online community of users. Content marketing attracts new customers by creating and sharing valuable free content. It helps companies to create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to purchase products from the company in the future. Content marketing starts with identifying the customer's needs. After that the information can be presented in a variety of formats, including news, video, white papers, e-books, infographics, email newsletters, case studies, podcasts, how-to guides, question and answer articles, photos, blogs, etc. Content marketing requires continuous delivery of large amounts of content, preferably within a content marketing strategy. Though it has many years of history yet it is unknown to lot of people, reason is people are not used to this, but after this Covid it has taken more important place. still more awareness to be developed in the minds of people.

KEYWORDS

content marketing, content prospects, new customer, customer's needs.

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INTRODUCTION

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online. It is often used by businesses in order to achieve the following goals: attract attention and generate lead, expand their customer base, generate or increase online sales, increase brand awareness or credibility, and engage an online community of users. Content marketing attracts new customers by creating and sharing valuable free content. It helps companies to create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to purchase products from the company in the future.

Content marketing starts with identifying the customer's needs. After that the information can be presented in a variety of formats, including news, video, white papers, e-books, infographics, email newsletters, case studies, podcasts, how-to guides, question and answer articles, photos, blogs, etc. Content marketing requires continuous delivery of large amounts of content, preferably within a content marketing strategy

What is Content Marketing?

Useful content should be at the core of your marketing. Traditional marketing is becoming less and less effective by the minute; as a forward-thinking marketer, we all know there has to be a better way. Therefore, we have to enter content marketing. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. Instead of pitching your products or services, you are providing truly relevant and useful content to your prospects and customers to help them solve their issues in regard to. Content marketing is used by leading brands.

PROBLEMATIZATION

Is content marketing works well?

Just because everyone is doing content marketing does not mean that they are winning at content marketing. According to Content Marketing Institute, only 5% of B2C marketers consider their content marketing efforts to be “**very effective.**” In other words, all this content production doesn't seem to be working.

REVIEW OF LITERATURE

Traditional marketers have long used content to disseminate information about a brand and build a brand's reputation. Taking advantage of technological advances in transportation and communication, business owners started to apply content marketing techniques in the late 19th century. They also attempted to build connections with their customers.

Year	Author\Organization	Action taken
1732	Benjamin Franklin	Issuance of Poor Richard's Almanack to promote his printing business
1888	Johnson & Johnson	introduced a publication called "Modern Methods of Antiseptic Wound Treatment" targeted to doctors that used bandages. They also released two publications that contained tips for the medical community
1895	John Deere	launched the magazine The Furrow providing information to farmers on how to become more profitable. The magazine, considered the first custom publication, is still in circulation, reaching 1.5 million readers in 40 countries in 12 different languages
1900	Michelin	Developed the Michelin Guide, offering drivers information on auto maintenance, accommodations, and other travel tips. 35,000 copies were distributed for free in this first edition
1904	Jell-O	Jell-O salesmen went door-to-door, distributing their cookbook for free. Touting the dessert as a versatile food, the company saw its sales rise to over \$1 million by 1906

Others

During the **Golden age of Television**, between the **1940s to 1950s**, advertising had taken over the media. Those days' companies focused on sales rather than connecting with the public. There were very few ventures into content marketing and not many prominent campaigns.

During the **baby boom era**, **Kellogg's** began selling sugary cereal to children. With this change in business model came sociable animal mascots, lively animated commercials and the back of the cereal box as a form of targeted content marketing. **Infographics** were born in this era. This represented a new approach to make a brand memorable with the audience.

But in the **1990s**, everything changed for marketers. The arrival of computers and the Internet made websites and blogs flourish, and corporations found content marketing opportunities through email. So, **E-commerce** adaptations and **digital distribution** became the foundation of marketing strategy during this times. **Internet** also helped this new concept of content marketing which became a mainstream form of marketing. All the Traditional media such as newspapers, magazines, radio and TV started to lose their power in the marketplace. Companies started to promote and sell their products digitally.

The phrase "**content marketing**" was used as early as 1996, when **John F. Oppedahl** led a roundtable for journalists at the American Society for Newspaper Editors. In 1998, Jerrell Jimerson held the title of "director of online and content marketing" at Netscape. In 1999, author Jeff Cannon wrote, "In content marketing, content is created to provide consumers with the information they seek. "By the late 2000s, when social networks such as Facebook, Twitter, YouTube were born, online content marketing was accessible, shareable and on-demand anytime worldwide.

By 2014, Forbes Magazine's website had written about the seven most popular ways companies use content marketing. In it, the columnist points out that by 2013, use of content marketing had jumped across corporations from 60% a year or so before, to 93% as part of their overall marketing strategy. Despite the fact that 70% of organizations are creating more content, only 21% of marketers think they are successful at tracking return on investment.

Today, content marketing has become a powerful model for marketers. In case of B to C i.e., (Business to Customers) one type exists and there Storytelling is part of it, and they must convey the companies' messages or goal to their desired audience without pushing them to just buy the product or service like **Microsoft and Stories**, the guys at Microsoft know how to tell a good story. And what better place to do it than a blog? Which is aptly named "Stories." And it explains us if you can get your audience to feel emotion with your story, they'll trust you and they'll buy from you.

In fact, author and entrepreneur **Seth Godin's** whole marketing philosophy is based on this principle. The better stories you tell, the better you'll connect with your audience. The better the connection, the stronger the relationship. By this we conclude that Be human. It's the one trait you and all of your customers have in common.

Hub Spot does it with their simple process: Attracting, Converting, Closing, Delighting in that order. And, much like Buffer, they create lots and lots of valuable content to help people progress their marketing. So whether you buy from Hub Spot or not, you'll always think of them as an important resource. Their guides are detailed, authoritative and free: e-books, marketing kits, user guides, webinars and video courses. Thus the odd blog or two. Is there anything this company can't do? Their content is high-quality, relevant and engaging, which is key for great search rankings. Their guides are detailed, authoritative and free: e-books, marketing kits, user guides, webinars and video courses. Oh, and the odd blog or two. Is there anything this company can't do?

From this we can learn that we can create top-notch content. This may seem like an obvious statement, but quality and relevance trump quantity.

GoPro and Visual Content: Visual content is increasingly powerful. Infographics and visual content will boost traffic, and GoPro knows it. Their marketing strategy is all about quality: quality visual content and quality products. The facts and figures? They have 3.4 million subscribers on YouTube and 6.8 million followers on Instagram.

They focus on the user. What do their customers love? Pictures. Really great pictures. So that's what they provide. When used properly, infographics can potentially double traffic, according to entrepreneur **Neil Patel**. Posts with photos are proven to engage users more than those without. So in this you see a funny or great or slightly weird picture or meme on social media and you share it. It creates a personal connection, and it works. It's a visual content for dummies kind of site. They focus on the basics, do them effectively, and always strive to add value.

And also some type of content marketing attracts the customers through creating questionnaire like done by the Mc Donald's Canada decided to take on the challenge of answering customer's questions: all of them. Answering around 10,000 customer questions has a way of helping to build strong relationships. McDonald's stepped out from behind the brand and shared the facts. And, by this people loved their transparency.

As **Joel Yashinsky**, chief marketing officer for **McDonald's Canada**, told author **Jay Baer**, "If you have a good story to tell, tell it. But you have to do it in a way that's authentic."

It shows this builds trust and belief. By this you can conclude that this turn even the worst reputation on its head.

OBJECTIVES OF THE STUDY

1. To create more awareness of content marketing in the minds of the customer audience.
2. To find the different sources of content marketing and to ease more knowledge to our customers.
3. To study the different methods for the content marketing, places of headings.
4. To Learn how to build trust and belief of our product in marketing.
5. To increase more people to prefer the content marketing especially during this pandemic situation.

RESEARCH METHODOLOGY

In this study we have taken 50 respondents randomly selected from the different kind. The study has been conducting using the primary data which was collected through the direct interviews and through questionnaire. To gain an in-depth knowledge about the study, survey method is adopted. Along with this, as it is related to e-content most of the data are collected through the secondary data which has been collected from various published sources like books, newspapers and internet.

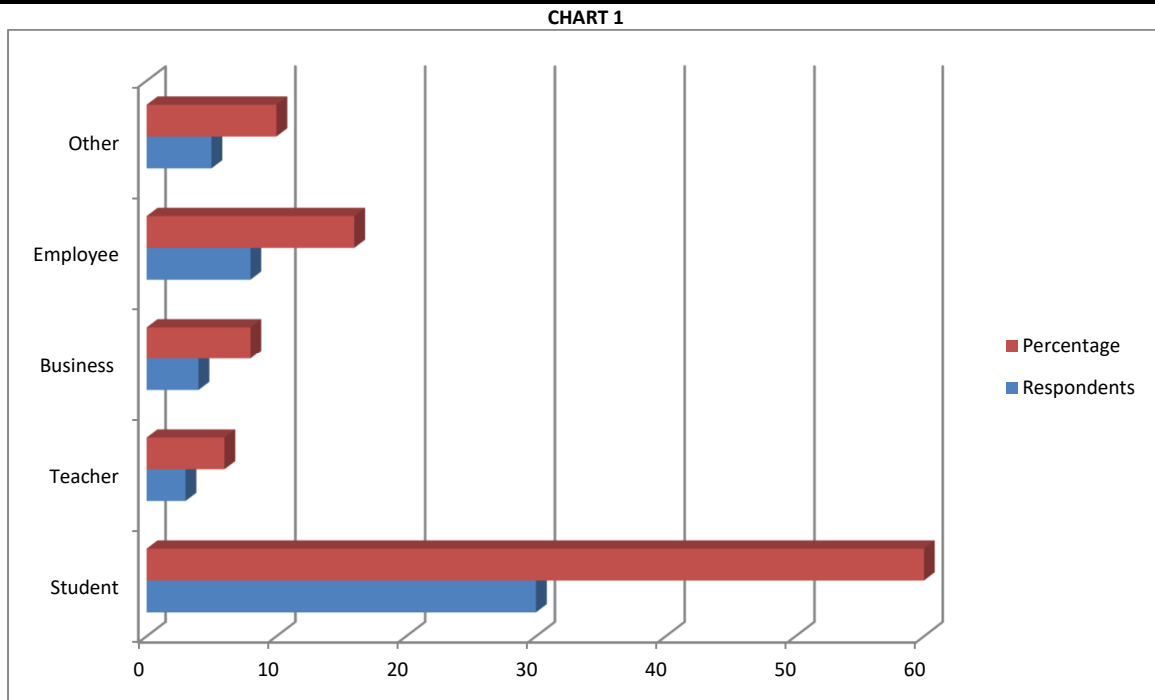
ANALYSIS AND INTERPRETATION

1. Table showing the Status Area of Respondents:

TABLE 1

Status	Respondents	Percentage
Student	30	60
Teacher	03	06
Business	04	08
Employee	08	16
Other	05	10
TOTAL	50	100

Source: Raw data



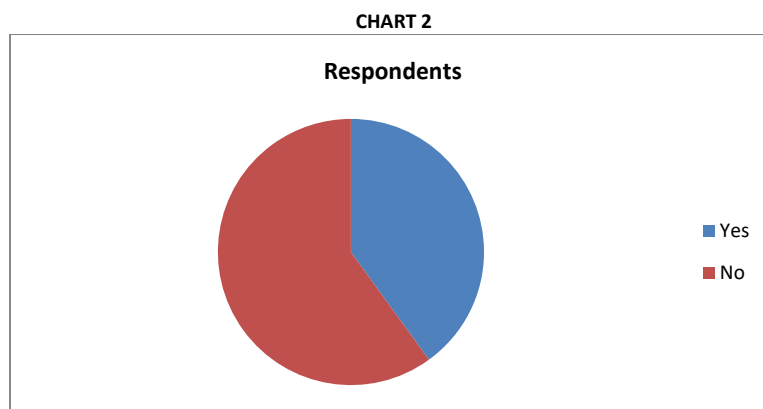
Interpretation: Status area of respondents tell that most of the respondents are students for about 60% who belongs to Y Generation of this present modern world of century compared to business and employee. This Youth power is having more knowledge about this modern type of marketing.

2. Table showing Awareness among the respondents:

TABLE 2

Awareness	respondents	Percentage
Yes	20	40
No	30	60
Total	50	100

Source: Raw data



Interpretation: When we analyse the awareness of this content marketing in respondents we find only 40% are aware about this marketing. Still more 60% must give awareness in this type of promotion strategy.

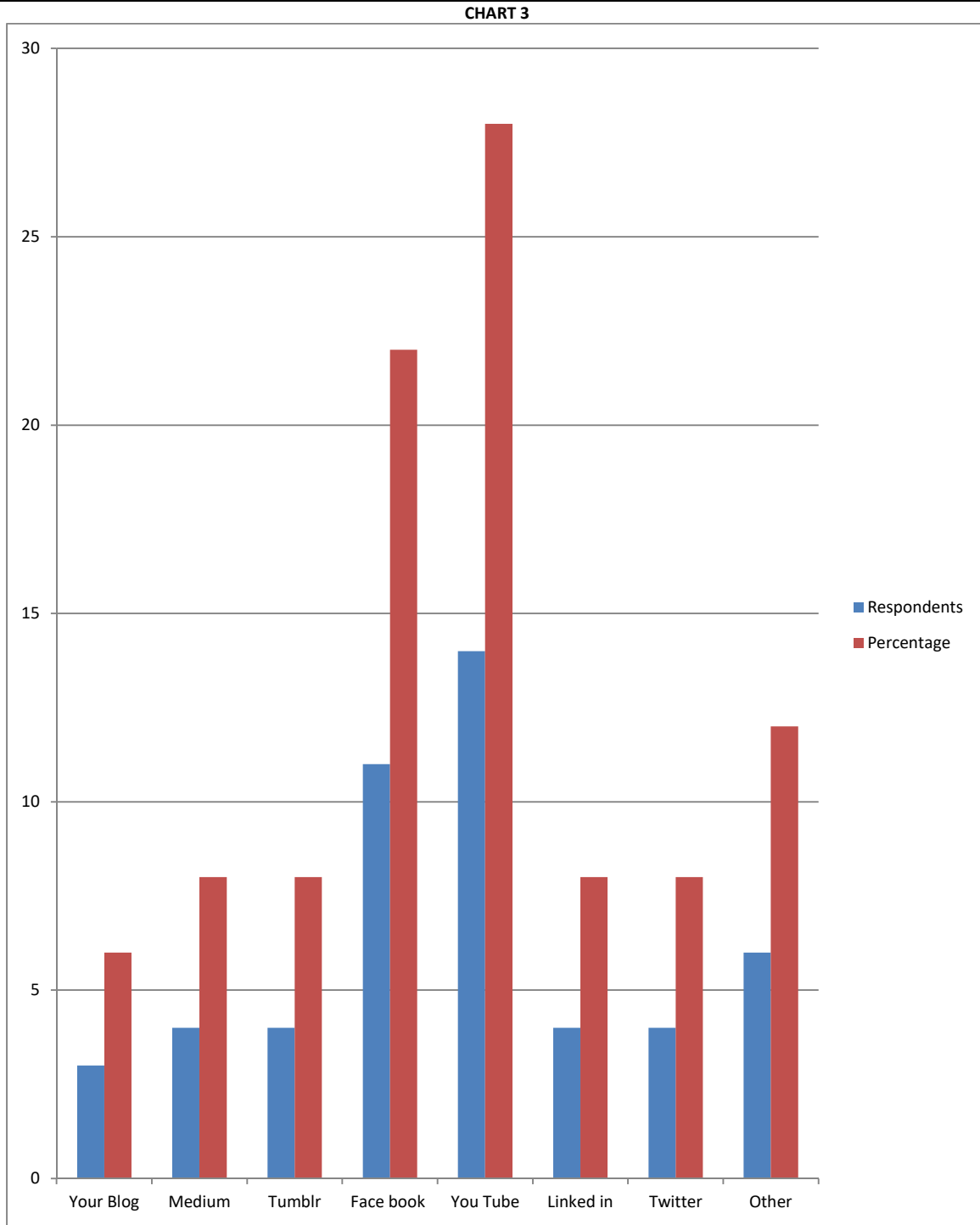
3. Heading Place of Content Marketing of the respondents (User's):

TABLE 3

Heading	Respondents	Percentage
Your Blog	05	10
Medium	02	04
Tumblr	03	06
Face book	11	22
You Tube	14	28
Linked in	04	08
Twitter	06	12
Other	05	10
TOTAL	50	100

Source: Raw data

Interpretation: Here we conclude that Users of this content marketing is more under Facebook 22% and You tube 28% which is most commonly used in every common people. This are being more influenced in this type of Marketing technique users.

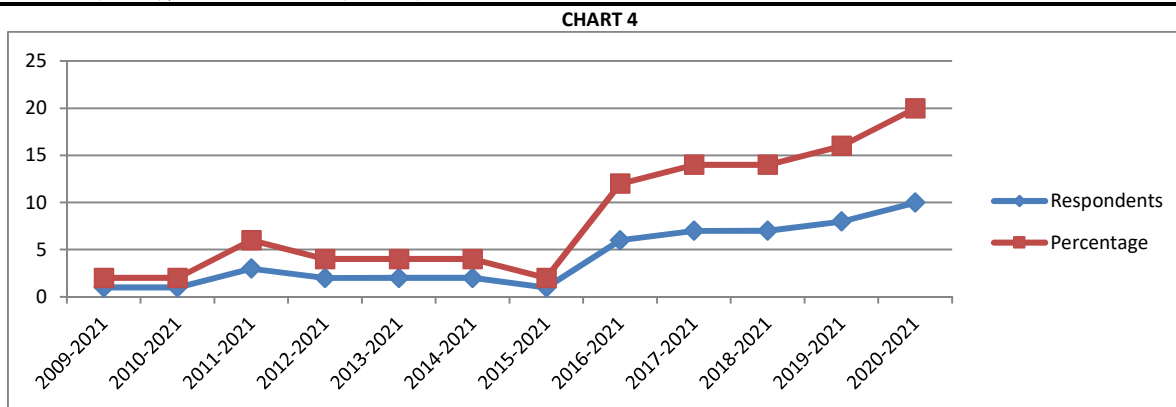


4. Table showing Posting of Time period by the respondents:

TABLE 4

Posting Period	Respondents	Percentage
2009-2021	01	02
2010-2021	01	02
2011-2021	03	06
2012-2021	02	04
2013-2021	02	04
2014-2021	02	04
2015-2021	01	02
2016-2021	06	12
2017-2021	07	14
2018-2021	07	14
2019-2021	08	16
2020-2021	10	20
TOTAL	50	100

Source: Raw data



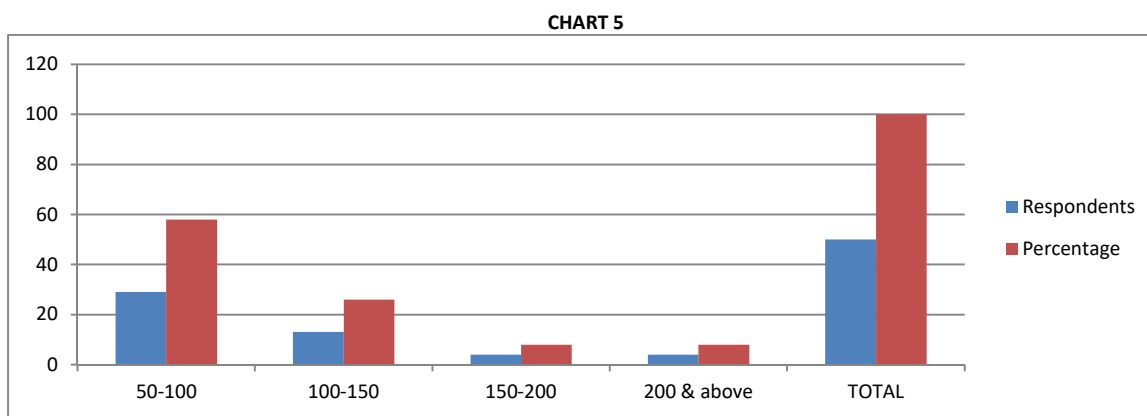
Interpretation: In this we can analyse and conclude that even though since from the period of 2009 onwards only this content marketing has been implemented our most of the people are not aware of this type of marketing. It can be seen that after recently from the period 2015 onwards slowly the range has come up for posting the content of their business in current digital period of marketing.

5. Table showing Average number of social shares posted by the Respondents:

TABLE 5

Social Shares	Respondents	Percentage
50-100	29	58
100-150	13	26
150-200	4	8
200 & above	4	8
TOTAL	50	100

Source: Raw data



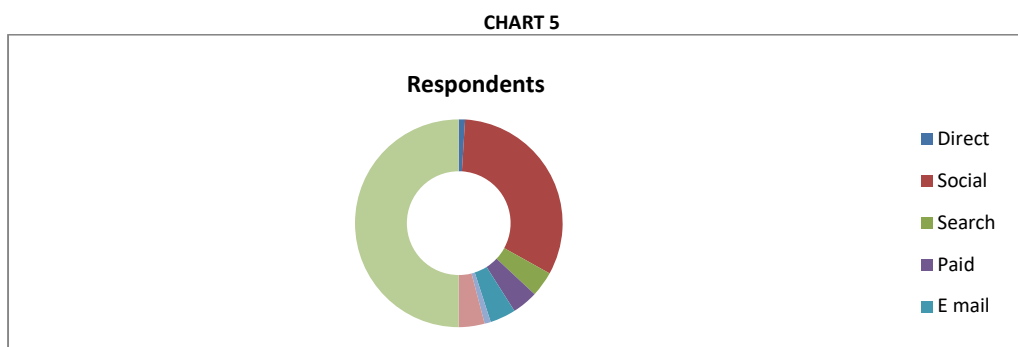
Interpretation: The total range of shares in social media is only up to the range of 50 to 100 not more than that. So it's necessary to increase the part of shares to be done through this research and should find the way of development in future.

6. Table showing Popular Traffic Channel for the Blog:

TABLE 6

Traffic Channels	Respondents	Percentage
Direct	01	02
Social	32	64
Search	04	08
Paid	04	08
E mail	04	08
Referral	Nil	Nil
Push	01	02
Other	04	08
TOTAL	50	100

Source: Raw data



Interpretation: Here the most Traffic channels we found is through Social and Search and in Email. And as we find i the source is mostly the investment is necessary so we can see the traffic channel is paid also a choice can be seen here.

FINDINGS OF CONTENT MARKETING

- It will take a while to see results because Content marketing is not a quick fix. It changes rapidly due to the high competition.
- It can be an investment. Video content can help to provide a great ROI and significantly increase conversions, according to businesses surveyed.
- A Person probably can't do it by himself alone because he may find difficult to find content ideas and to measure.
- Inbound marketers are able to double the average site conversion rate (from 6 to 12%), in part due to their content marketing efforts like inHub spots.

SUGGESTIONS

Using social media for content marketing can be relatively expensive. What is a big downside of social media content marketing? Knowing your audience and creating content that you know they are interested in is a great way to get them to pay more attention to you.

- One thing is for sure brands will need to create more content than ever.
- It should be in a structured way to attract their own audiences.
- It's still a new world, and a lot will change.
- Create value for your community.
- Design brand rich experiences for your audience.
- Focus on trust building in every interaction.

CONCLUSION

While content marketing costs 62% less than outbound marketing, it generates more than three times as many leads. Because content marketing is effective, easy to begin, and popular with consumers, it can drastically reduce the money marketers spend on advertising their brands in the past few years, social media has grown from being a medium where people socialize to one of the most powerful avenues for marketing and promotion of businesses. Social media marketing describes any marketing effort which is carried out via any social media platform; Facebook, Twitter, Instagram, LinkedIn etc. The sharp rise in social media marketing is occasioned by the tremendous advantages that this marketing effort offers. More and more businesses are including social media marketing as part of their advertising plan, while those that already have a social media marketing campaign are doubling their budgets in this regard. After reading recommendations on a blog, 61% of online consumers in the U.S. then decided to make a purchase. Content marketing provides conversion rates about 6 times higher than other digital marketing methods. According to 74% of companies surveyed, content marketing has increased their marketing leads, both in quantity and quality. But there are two sides to everything; including social media marketing. Social media marketing will only prove successful if done properly and effectively. Just like everything on earth, there are rules, failure to abide by the rules of social media marketing will cause it to have a detrimental effect on your brand or business. Do not follow the bandwagon and jump unprepared into social media marketing; you may get burnt. It is important you carry out proper research and be well informed about all aspect of this marketing effort before you subscribe to it. Content marketing helps to improve conversions because it allows you to connect with and educate your leads and customers. Not only are you working to build trust and relationships, but you are also encouraged conversions by giving consumers the information they need to make an educated purchasing decision.

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