

CONTENT MARKETING - OVERVIEW

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Content marketing is known by many names such as inbound marketing, corporate journalism, branded media, native advertising, and customer publishing to name a few. However, the basic idea behind the strategy remains the same, i.e., to create and distribute content that engages and attracts a targeted audience, while encouraging them to take action which is profitable to a business.

What is the Use of Content Marketing?

The growth of the World Wide Web, social networks, and mobile technologies has changed the relationship between consumers and businesses. Average consumers today don't buy a product just by passively watching its advertisement on a billboard. They research on Google to compare similar products, read the product's review online by experts, and even ask their friends on social networks, before spending their money.

As a result, businesses need to rethink their traditional marketing strategies and channels if they want to earn the trust of their customers and influence their buying decisions. This is where content marketing plays an important role. It helps businesses to attract potential consumers' attention towards their products by highlighting and promoting their key features.

Content Marketing Strategy

Before you create a content marketing strategy for your business, you need to define the goals first. What are you trying to achieve with your content? Is it more subscribers to your blog? Or is it traffic acquisition? Or maybe, you want certain sales pages of your website to convert? Whatever they are, you need to clearly list the goals before you even begin laying down the strategy.

That being said, there are certain overarching elements to a content marketing strategy which are the same, regardless of your goals. They are listed in brief below, as we will look into them in detail later in this tutorial:

- Understanding your customers
- Building your brand message or story
- Defining the content you want to create
- Measuring the success of your content marketing efforts