

## ROLE OF CONTENT MARKETING IN FOSTERING BRAND ENGAGEMENT

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### ABSTRACT

*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. Companies today are well aware of all the tactics to gain a higher spot on the search engine search results for which they continuously update their websites. This gaining of higher position on search engine comes as a result of good content marketing. Content Marketing is not only restricted to promotion of products. It is beyond that as it also leads to brand awareness and brand engagement. Content Marketing also helps in executing successful P.R strategies. They may create content that people care about like environment, safety etc. For execution of PPC, it is the content that plays a major role from the back end but supports the overall PPC campaigns. For execution of any Digital Marketing tactic a good content is the key. Content marketing helps in providing detailed information to the customers and thus is a helpful tool for creating brand engagement.*

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**Keywords:** Content Marketing, Brand Engagement, Social Media, Video Content, Digital Marketing.

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### Introduction

Content Marketing is the process of planning, creating, distributing, sharing and publishing content via channels such as social media, blogs, websites, podcasts, apps, press release, print publication and more. The goal is to reach the target audience and increase brand awareness, sales, brand engagement and brand loyalty. Content is the main element of any Digital Marketing strategy. It is the core of Digital Marketing. A special media marketing strategy starts with the planning of content. Social Media Marketing strategy may be executed only when there is clarity about the kind of content to be published on social media. Even for Search Engine Optimization, content plays a vital role. It is the reason that companies keep their web pages, Social media accounts updated regularly.

### Reasons for using Content Marketing

Content Marketing is the process of publishing written and visual material online with the purpose of attracting more leads to a business. These can include blog posts, pages, eBooks, infographics, videos, and more

### Specifically, there are Four Key Reasons and Benefits Of using Content Marketing

- **Increased Sales:** Increasing sales is the key reason for any company to publish content online. The presence of content gives rise to new product information to the viewers. Only when a reader regularly reads about a product, they become aware of the new products in the market. A lot of information also leads to curiosity among customers. This curiosity may also turn to sales. This is the reason that companies keep their web pages, Social media accounts updated regularly.
- **Cost Savings:** Reaching consumers through content is much more economical than other ways of advertisements. Content Marketing is the most reliable and economical way of reaching consumers. Creating content is a onetime task which may be used for lifetime as most of the content are generic and not specific targeted advertisements.
- **Helps in Trust Building:** Content Marketing helps in brand awareness and brand engagement. It engages consumers through different platforms and makes them aware about the company and their products. Consumers become loyal only when they trust a brand. Content marketing helps in creating constant communication with the customers and thus helps in trust building.

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- **Content as a Profit Center:** In Content Marketing everything revolves around content. The content may be in the form of images, illustrations, articles, videos, podcast etc. These are the different ways through which consumers may be reached. These ultimately leads to creating positive relation with the customers. A positive brand engagement ultimately leads to profit.

### **Types of Content Marketing**

There are many types of content marketing that you may choose to incorporate in your strategy — here are some of the most common:

- **Online Content Marketing**

Online content marketing refers to any material that is published online, but more specifically, it refers to the materials that is published on the websites of companies. A strong online content marketing strategy helps companies to rank higher in the search engine results pages. A good search engine results means more interaction with the customers and more online sales.

- **Social Media Content Marketing**

Almost everybody today has a social media account which is why all the companies understand the importance of social media marketing. Social media marketing can be done through various platforms like Facebook, Instagram, Pinterest, LinkedIn and snapchat. There are various type of content that can be shared on social media like photos, live videos, prerecorded videos, stories etc. Companies may create and share any of these contents as per their product type and requirements. With social media account users increasing day by day companies are increasing their presence on social media.

- **Infographic Content Marketing**

Infographics are images that are easy to understand and in graphic format. They explain a content with clear images, short statements and simple wording. They are a great way of effectively communicating content in simplest of ways. They work best for explaining complex topics in a very easy way so that all the people who read it can easily understand the underlying concept.

- **Blog Content Marketing**

Blogs are a very powerful platform for sharing content that are product specific. Blogs allow a lot of creativity to the bloggers in terms of their purpose and topic. The amount of information in blogs is also much more than any other social media platform. Blogs can provide detailed information in the form of articles, pictures and videos. Unlike other social media where readers want to read all the information in a hurry, readers on blogs like reading and receiving every details given in the article or video in detail.

- **Podcast Content Marketing**

Recent years have seen the growth of podcasts and today many people listen to podcasts across Spotify and Apple Podcasts platforms. For this reason, many businesses and media outlets have begun creating and sharing their own podcasts. Podcasts allow for a lot of creativity as they can be about any topic of choice. Additionally, businesses may determine other factors related to the podcast such as cadence of episodes, who's on the podcast, where you advertise the podcast, and how long episodes are.

- **Video Content Marketing**

Many research studies have found that consumers prefer to learn about a brand's product or service through video. Additionally, video marketing can boost conversions, improve ROI, and helps in building relationships with audience members. Businesses may choose to share their video content on social media platforms, landing pages, or on a co-marketer's website. Products with specification details are highly recommended for video content marketing. For example, automobiles whose details and features can be much easily understood through videos than through a brochure. Similarly, for all the beauty product companies make short video tutorials on how to use different beauty products.

### **Content Marketing and Brand Engagement**

Brand engagement can be defined as the act of the company treating consumers as individuals, using its power to influence these consumers and make them engage with the brand. Nowadays, it is evident that brands are seeking to build an almost personal relationship with consumers, which in return makes consumers feel closer to the brand. By providing informative content and product experiences consumers can engage with a brand and also feel a personal connection (Gruen, Osmonbekov & Czaplewski, 2006). In addition, brand engagement facilitates interactions that strengthen the emotional, psychological and physical investment that a customer has with a brand (Sedley, 2006).

Through creation of interesting content on social media brand engagement can be developed. Social media is giving power to consumers, who start to feel part of the brand and can ultimately influence other consumers. By providing various types of informative content on social media, brands can

attract and engage consumers, without selling products directly, driven by the consumer's desire to seek information, an act that constitutes one of the important reasons for people to use social networking sites KY & HP (2011). However, on social media there is also a possibility of negative content and negative engagement. Therefore, brands should regularly monitor negative e-wom on social media, try to find the reasons behind them and ensure that consumers engage positively with the brand.

Today many B2B markets used content marketing and its effectiveness to the marketing. B2B marketers have consistently cited brand engagement as their major goal. Content marketing has an advantage over advertising as it helps in lowering the costs. It can attract customer attention in a short time. Some marketers may have a misconception that content marketing is all about writing a long message but content marketing is beyond a long piece of information. It is an important piece of information that customer may seek today but also may carry it for the rest of his life. The content has been stored and will be used again when they demand (Chang, & Zhu, 2010). It aims to drive customer purchases in the future. If businesses serve the content comply with useful information to customers in a timely manner, customers will reward the company with the purchase and loyalty.

Content Marketing helps in enhancing customer engagement. Content Marketing can be done through various ways like pictures, illustrations, videos, write ups of customer experiences etc. These different types of content marketing methods are beneficial towards fostering brand engagement. It is the compelling pictures of a product that creates an impression of a product in the minds of the consumers. These compelling pictures help in establishing an image as one picture describes a thousand words. Similarly including subtitles in videos helps consumer to know about the product more and engages them towards product learning. A good video backed by subtitles helps consumer to know more about a product and engages them towards product learning. Similarly, brand engagement can happen when consumers interact with other consumers write ups. Reviews of consumers who have already used the product engages other consumers more than any other form of content.

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