

MARKETING STRATEGY

The editor in chief should have the following traits which are necessary for the job description.

1. Content ideation and prioritisation
2. Content taxonomy
3. Ability to find and manage writers
4. Content workflow and scheduling
5. Basic understanding of SEO
6. Editing capabilities
7. Content repurposing

understanding of SEO and social optimization: While SEO is only a small part of content marketing, it's important that your managing editor **understands the basics** so every piece of content your company publishes gets optimized for its specific marketing goals.

Another major way of marketing is social media platform and platforms like Pinterest or blog websites. Someone who might not be connected to the conventional media such as new papers might run a great organisation or even a solo campaign online.

Most of the giant players in traditional media have entered the online platforms then wether it be Instagram pages or Facebook livestream. Even Companies with a large marketing budget are

adapting to the modern ways of marketing and not depending on the traditional print media marketing.

8. Search engine optimisation has played a vital role in the change we've seen regarding the marketing strategy since the dot com bubble. **Search engine optimization (SEO)** is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.^[1] SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search,^[2] news search, and industry-specific vertical search engines.

The top ten ways of marketing a B2C business are as follows:

- Social Networks and viral marketing
- Paid media advertising
- Internet marketing
- Email marketing
- Direct selling
- Point of purchase marketing
- Co branding, affinity and cause marketing
- Account based marketing

It has been observed that 9 out of 10 buyers say online content has a moderate to major affect on their purchase decision.

More than 80% of corporate decision makers favour getting brand information through an article or blog series more than ads. This fact makes it very clear how important online presence is going to be while choosing the perfect candidate, after all the candidate is nothing but the brand he has created of himself in all his working days