

Content Marketing

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What is 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.

A content published within the frames of a marketing activity, does not have to be only about the brand itself or towards direct sales.

The main goal of the content is to catch the attention of the user by interesting, creative, fun or useful content or according to users needs or solving their problem.

“People don't read ads. They read what interests them, and sometimes it is an ad.”

Howard Gossage

Why Content Marketing ?

Perhaps more important than understand what content marketing is, is understanding why content marketing is important to your business. First we need to understand the four steps of the buying cycle:

Awareness: Prior to awareness a customer may have a need, but they are not aware there is a solution.

Research: Once a customer is aware there is a solution, they will perform research to educate themselves. For example, a car buyer will try to find out what different types of cars exist, and which one will fit their needs.

Consideration: At this point the customer starts comparing different products from different vendors to make sure they're getting a high quality product at a fair price.

Buy: Finally, the customer makes their decision and moves forward with the transaction.

Traditional advertising and marketing is great when it comes to the second two steps. Content marketing taps into the first two stages of the buying process by raising awareness of solutions and educating consumers about a product they may have never considered before.

Implications

The rise of content marketing has turned traditional businesses into media publishing companies.

For example:

Red Bull, which sells a high-energy beverage, has published YouTube videos, hosted experiences, and sponsored events around extreme sports and activities like mountain biking, BMX, motocross, snowboarding, skateboarding, cliff-diving, freestyle motocross, and Formula 1 racing. Red Bull Media House is a unit of Red Bull that "produces full-length feature films for cinema and downstream channels (DVD, VOD, TV).“ The Red Bulletin is an international monthly magazine Red Bull publishes with a focus on men's sports, culture, and lifestyle.

The rise of content marketing has also accelerated the growth of online platforms, such as YouTube, Yelp, LinkedIn, Tumblr, Pinterest, and more.

For example:

YouTube, a subsidiary of Google, is an online video platform driving (and benefiting from) the surge to content marketing. As of 2016, YouTube had over 1 billion users, representing 1/3 of all internet users and reaching more 18-34 yrs olds than any cable provider in the U.S.

References

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