

PAPPER SUMMARY ASSIGNMENT

NAME : A'ISYAH BELQIS FEBI AULIA

CLASS : IT 05-02

NIM : 1202230050

---



## Understanding digital content marketing

Jennifer Rowley, *Manchester Metropolitan University, UK\**

**Abstract** This article argues that as the importance of digital content to business and society grows it is important seek a holistic perspective on the definition and nature of digital content marketing (DCM). Along the journey it becomes evident that a recurrent theme in DCM is customer value, and this leads into the second major contribution of the article, an exploration of the notion of customer value in digital content marketplaces. Digital content is defined as: 'bit-based objects distributed through electronic channels'. A structured analysis is conducted on the basis of a set of questions in order to surface some of the unique characteristics of digital content marketing. The analysis is informed by a literature review, and the exploration of numerous web sites which deliver different types of digital content. The conclusion summarises the unique characteristics of digital content, and associated consequences for digital content marketing. It focuses on the impact of the difficulty in developing a notion of 'value' in the context of digital content, and its consequences for value chain structures, pricing strategies, marketing communications and branding, and licensing and digital rights management. In addition, the customer's experience of digital content is influenced by all stakeholders in the value chain as well as requiring the customer to participate in learning and co-creation of the experience. The potential of the 'value-in-use' notion of customer value as a basis for ensuring that consumers are fully engaged as stakeholders in the content economy is discussed. On this basis recommendations for practice and further research are developed.

**Keywords** Digital content marketing, Internet marketing

## **1. Research Question(s)/ Problem Statement**

This article aims to explore perspectives on the definition and nature of digital content marketing due to the increasing importance and usefulness of digital content for businesses and society. Specifically, the issue is what fundamental characteristics all digital content has and the consequences for digital content marketing.

## **2. Motivation/ Relevance**

This research is dominated by concerns about business models in the online music and online news/magazine sectors. Its main motivation is to build and expand contributions by considering markets in various digital content categories in order to understand and accept the consequences for such marketing.

## **3. Theoretical Frameworks**

defined within the framework of a product called digital content. Digital content is defined as bit-based objects distributed using electronic channels. This analysis is also based on marketing to group the marketing consequences of the unique characteristics of digital content. The concepts discussed are customer value and value in use.

## **4. Method**

using structured analysis supported by literature reviews and in-depth studies of numerous websites that provide various types of digital content. Many structural statements will be used to bring out unique characteristics.

## **5. Results/ Arguments**

The main challenge is the difficulty consumers have in determining the concept of value, which leads to a complex value structure where content is often licensed to intermediaries who may provide the content to end users for free. Prices must be developed from the perspective of customer value, not production costs. Branding and communication also play an important role in helping customers build the concept of value and require active customer participation in learning.

## **6. Conclusion and My opinion**

In my opinion, the structure of the analysis is very effective, and the author has successfully revealed the main issues. Although this publication is quite old, its insights into the difficulty of pricing and the need for co-creation are still central issues in modern content strategy. This journal provides a strong theoretical basis for any project involving digital content. Understanding the complexity of the value chain is very important when negotiating with platforms or content distribution intermediaries.

Stephen L. Vargo & Robert F. Lusch

# Evolving to a New Dominant Logic for Marketing

Marketing inherited a model of exchange from economics, which had a dominant logic based on the exchange of "goods," which usually are manufactured output. The dominant logic focused on tangible resources, embedded value, and transactions. Over the past several decades, new perspectives have emerged that have a revised logic focused on intangible resources, the cocreation of value, and relationships. The authors believe that the new perspectives are converging to form a new dominant logic for marketing, one in which service provision rather than goods is fundamental to economic exchange. The authors explore this evolving logic and the corresponding shift in perspective for marketing scholars, marketing practitioners, and marketing educators.

## 7. Research Question(s)/ Problem Statement

This journal discusses the premise that marketing using the exchange model from economics, which focuses on the exchange of goods, real resources, embedded value, and transactions, is outdated and needs to be revised into Service-Based Dominant Logic. The main problem is that the goods-dominant logic, with its embedded value and transaction processes, fails to adequately explain and guide emerging marketing practices.

## 8. Motivation/ Relevance

In recent times, many new ideas in marketing such as relationship marketing, quality management, and intangible resource perspectives have emerged, but they do not fully fit within the G-DL framework. The need to integrate these new perspectives into a cohesive theory motivated the authors to formulate Service-Dominant Logic (S-DL) as a new basis for economic exchange.

## 9. Theoretical Frameworks

The author proposes Service-Dominant Logic (S-DL), which has Service (as a process) at its core, is the application of knowledge and skills, and is the fundamental basis of economic exchange. In S-DL, physical goods only serve as a mechanism for delivering services, rather than as outputs that contain embedded value. The central concept is that value is always co-created between the provider and the customer.

## 10. Method

This journal uses conceptual and theoretical analysis. The author did not conduct empirical data research, but relied on an extensive literature review. The main method was to synthesize various separate marketing perspectives into a unified theoretical framework by establishing eight Fundamental Premises (FPs) that describe S-DL.

## 11. Results/ Arguments

The main argument is that S-DL should replace G-DL. In S-DL, customers are not seen as passive recipients, but as active partners (co-creators) in the process of value creation. Marketers can only offer value propositions that are only realized through customer use. Therefore, a company must focus on developing and exchanging intangible resources rather than tangible resources.

## 12. Conclusion and My opinion

The author successfully changed the way we view all businesses by showing that regardless of what they sell, they are actually in the service business. In my opinion, this journal is the philosophical foundation for all studies of services and content marketing. I can use S-DL to justify why digital strategies should prioritize engagement and education.

## Marketing communication objectives through digital content marketing on social media

Objetivos de comunicación de marketing a través de marketing de contenidos digitales en las redes sociales

Janice J. Nieves-Casasnovas [Jnievescasasnovas@pucpr.edu](mailto:Jnievescasasnovas@pucpr.edu)  
*Pontifical Catholic University of Puerto Rico, Puerto Rico*  
ID <https://orcid.org/0000-0002-6691-250X>

Frank Lozada-Contreras [Frank\\_lozada@pucpr.edu](mailto:Frank_lozada@pucpr.edu)  
*Pontifical Catholic University of Puerto Rico, Puerto Rico*  
ID <https://orcid.org/0000-0002-6137-7798>



Forum Empresarial, vol. 25, núm. 1, 2020

Universidad de Puerto Rico, Puerto Rico

Recepción: 07 Noviembre 2019

Revisado: 26 Junio 2020

Aprobación: 09 Julio 2020

Redalyc: <https://www.redalyc.org/articulo.oa?id=63166575003>

**Abstract:** The purpose of this study was to determine what type of marketing communication objectives are present in the digital content marketing developed by luxury auto brands with social media presence in Puerto Rico, particularly Facebook. A longitudinal multiple-case study design was used to analyze five luxury auto brands using content analysis on Facebook posts. This analysis included identification of marketing communication objectives through social media content marketing strategies, type of media content and social media metrics. Our results showed that the most used objectives are brand awareness, brand personality, and brand salience. Another significant result is that digital content marketing used by brands in social media are focused towards becoming more visible and recognized; also, reflecting human-like traits and attitudes in their social media.

**Keywords:** social media marketing, digital content marketing, marketing communication objectives, social media metrics.

**Resumen:** El propósito de este estudio fue determinar qué tipo de objetivos de comunicación de marketing están presentes en el marketing de contenidos digitales

## 13. Research Question(s)/ Problem Statement

The main objective of this study is to determine what type of marketing communication objectives dominate the digital content marketing (DCM) strategies developed by luxury car brands that are active on social media in the Puerto Rico region. In general, the strategic literature on DCM and Integrated Marketing Communication objectives is still good.

## **14. Motivation/ Relevance**

Although this journal has been widely discussed in theory on the web, empirical research linking strategic DCM research on social media platforms with IMC communication objectives is still very limited and lacks interest. Sellers or marketers currently face the challenge of developing effective DCM that can improve social media metrics with engagement awareness and sales amid the emergence of new digital platform options.

## **15. Theoretical Frameworks**

The research in this journal uses eight communication and marketing objectives from the IMC program defined by Batra and Keller as a framework for analyzing the content of these objectives, such as creating awareness, conveying accurate and detailed information, creating personality, building trust, evoking emotion, inspiring action, instilling loyalty, and connecting people. DCM is defined as the management process of identifying and meeting customer requirements profitably through digital content on relevant media platforms.

## **16. Method**

This journal research uses two case studies, namely longitudinal and qualitative, with content analysis of Facebook posts. It covers five luxury car brands (Acura, Alfa Romeo, Audi, Lexus, and San Juan Lincoln) based in Puerto Rico as the selected region. Data collection was conducted over 45 days, gathering a total of 109 posts. The researchers or authors created a content analysis rubric that separated and categorized the messages in the posts into 10 derivative sub-objectives.

## **17. Results/ Arguments**

The most frequently used objectives are brand awareness, brand personality, and brand salience. This indicates that these brands focus on becoming more visible, recognizable, and reflecting human-like traits or attitudes in their messages. The most frequently used media are text and photos.

## **18. Conclusion and My opinion**

In my opinion, it provides practical guidance for tasks involving social media planning. The most valuable finding is that combining multiple objectives increases engagement, which encourages me to create content that is both informative and evokes emotion, rather than just one or the other.

## VALUE CREATION IN E-BUSINESS

RAPHAEL AMIT<sup>1\*</sup> and CHRISTOPH ZOTT<sup>2</sup>

<sup>1</sup>The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania, U.S.A.

<sup>2</sup>INSEAD, Fontainebleau Cedex, France

*We explore the theoretical foundations of value creation in e-business by examining how 59 American and European e-businesses that have recently become publicly traded corporations create value. We observe that in e-business new value can be created by the ways in which transactions are enabled. Grounded in the rich data obtained from case study analyses and in the received theory in entrepreneurship and strategic management, we develop a model of the sources of value creation. The model suggests that the value creation potential of e-businesses hinges on four interdependent dimensions, namely: efficiency, complementarities, lock-in, and novelty. Our findings suggest that no single entrepreneurship or strategic management theory can fully explain the value creation potential of e-business. Rather, an integration of the received theoretical perspectives on value creation is needed. To enable such an integration, we offer the business model construct as a unit of analysis for future research on value creation in e-business. A business model depicts the design of transaction content, structure, and governance so as to create value through the exploitation of business opportunities. We propose that a firm's business model is an important locus of innovation and a crucial source of value creation for the firm and its suppliers, partners, and customers. Copyright © 2001 John Wiley & Sons, Ltd.*



### 19. Research Question(s)/ Problem Statement

From what I have read and understood, this study aims to identify and explain the main sources of value creation in the unique and distinct realm of e-business. The author questions whether existing theories such as entrepreneurship and strategic management (such as Value Chain, RBV, and TCE) are sufficient and adequate to explain some of the potential values of the virtual market, or whether an integrated theoretical framework is needed.

### 20. Motivation/ Relevance

Although e-business actually promises great wealth opportunities and changes many rules of competition, academic research on this phenomenon is still limited and fragmented. This article aims to fill this gap with this theory, by seeking unique value-driving factors in virtual markets or social media and integrating them into a single framework.

### 21. Theoretical Frameworks

The journal integrates several or various strategic theories (Value Chain Analysis, Schumpeterian Innovation, RBV, Strategic Network Theory, and Transaction Cost Economics). Several models have been developed to identify four interdependent value drivers, namely Efficiency, Complementarity, Lock-in, and Novelty. The author or

researcher also proposes Business Models as a more appropriate unit of analysis than traditional units such as companies or industries, because business models encompass the content, structure, and governance of transactions.

## **22. Method**

This study uses a single methodology, namely theory development rooted in data. It involves an in-depth case study of 59 American and European e-business companies that have gone public. The research design uses replication logic with multiple cases and multiple researchers to ensure that theoretical findings emerge from empirical evidence rather than researcher bias.

## **23. Results/ Arguments**

This journal identifies four key drivers of value in e-business, namely Efficiency: Reducing transaction costs through online speed and simplicity. Complementarity is value created by combining products, services, or assets (online/offline) so that the total is more valuable than the sum of its parts. Lock-in is a strategy to retain customers (e.g., switching costs, loyalty programs, customization, network externalities). Novelty is innovation in the way transactions are conducted or in the business model architecture (e.g., reverse auctions by Priceline.com), not just new products.

## **24. Conclusion and My opinion**

In my opinion, this value driver is very practical for analyzing any technology business model, not just early e-business. The idea of using the Business Model as a unifying unit of analysis feels very appropriate because e-business activities often cross the boundaries of traditional companies.