Content Marketing

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Content Marketing is a type of marketing which creates and distributes appropriate information to the target audience with the objective of persuading them to productive and profitable actions. While according to (John, 2019), Content Marketing is *“a retail method of producing and dispersing material and costly content to entice, achieve and involve a particular audience, with the purpose of stimulating customer’s action.”*

The successful content marketing plan consists of five components; content, audience, offer, promotion & distribution, follow up. Knowing customers is hugely important in content marketing because it assists that what are their preferences and how to find them. Second is content development, which means developing what you say. The third is offering a value proposition to audiences where you don’t only talk about your product while your focus would be to create value for your audience instead. Lastly, once the audience has been engaged by content marketing then, follow them up for the purpose to switch them to customers (Baltes, 2015).

The best part of content marketing is it is the process of telling the story that develops relationships with individuals. As learned in the course, developing relationships with clients is a marketing trick which introduces customers to products and assists to create customers’ loyalty.

The perfect example of content marketing is GE’s InstaWalk. They invited customers and fans to their location and then encouraged them to get connected via social media. This led to huge customers’ following (Ashley, & Tuten, 2015). Beyond this, another super example is the “Share a Coke” campaign by Coca Cola where they printed name son bottle. Here, everyone wanted to purchase a bottle that has their name or name of someone special, so they can share with.

Content Marketing can bring loss if it has not properly integrated into the marketing strategy. A number of communicational channels and tools exist in today’s world. While, through using content marketing into the entire marketing plan and practices, you make sure that every element work collectively towards a common goal (John, 2019).

**References**

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