

A Review On Content Marketing : Its Benefits In Organization

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ABSTRACT

The research report is aim to present the problems which are faced by the individual by providing the service within the organization. The top challenges while implementing content marketing strategies. Now this report will give a brief knowledge about the obstacles or challenges facing by the individuals. After studying about content marketing in deep level.

We will face following challenges or obstacles we will face that how to create a engaging content? How to attract target audience ? and last but not the least how to generate need to take service about the content marketing. So the research aimed to analyze the impact of the content marketing , evaluate the effectiveness of personalized public intractions , it gives a access to convert the area of experience in individual's life.

And the used methodologies help to solve the problem which relates to content marketing effects customer work. And help the employees to meet their respective objectives by working under clear strategies and methodologies.

KEYWORDS: *Content marketing, customer statisfaction, media, videos, customer awareness, blogs, social media , strategies, AI tools , content creation, methodologies.*

1. INTRODUCTION

Advertising is not dead , but content marketing is the driver that leading companies, now use to grab the attention and control the mind and hearts of the customer,.

The content marketing is use to create a distributing , valuable ,relevant, and consistent content which can attract the views and targeted audience .with the main goal to drive a profitable customer action.

The traditional advertising is only focus on direct promotion product or services, but content marketing aims to build a relationship with the motive of long term loyal behavior and providing information specifically with addition of entertainment .

There are many approaches find while doing research are blogs , videos, podcasts , social media like-Instagram , Youtude etc. these approaches are not only help to serving like-business brand awareness, but also secure or generate the business leads , retention of potential customers, and create a positive brand value in a customers mind.

It provide information which help to the control over the customer mind and feel needy to consume the content. The content marketing become a important tool to attract the customer and retain customer for a long time with Loyalty.

The strategies which are uses in content marketing help to give positive growth in business . I found in this research that content marketing is most wanted area which can produce a high level of leads and attract a number of customers. The strategies which I used while working and during research are-communicating Customer ,

sharing benefits about content marketing , showing previous results which are used to build trust and start believing on the services..

While research I get to know that content marketing play a important role in businesses to generate and secure leads. With the potential and loyal customer.

2. REVIEW OF LITERATURE SURVEY

The literature review give a brief comprehensive knowledge of focusing area in research with the integration of technology and human Interaction.

By 2001, it was starting to look more like publishing . the large brands were seeing amazing result by creating their own content. **Content Marketing is the marketing and distribution valuable and compelling content to attract , acquire, and engage a clearly defined and understood target audience -with the objective of diving profitable customer action-by book of epic of content marketing.** JOE PULIZZI” content marketing is a strategic marketing approach focused on the creating and distribution valuable ,relevant , and consistent content to attract and retain a profitable customer action.” Founder of , content marketing. A content marketing is mainly focuses on creating the value of individual ‘s experience. It helps the individual give value to their content. It provide vast level of knowledge to public for valuable content to work further. Content marketing is enrich in the making of community of potential customer and help to make position in business field. The engagement of content marketing is mainly provide the informative Data to help the audience or customer to do discovery of the New content .

The content marketing is work as making in the relationship with the customer. **The essence of this strategy is the belief that if as businesses, deliver consist , ongoing valuable information to buyers , they ultimately reward us with their business and loyalty(book -epic content marketing).**

The content marketing will help to keep business on track it efforts by measuring the campaign through the KPIs mentioned by altimeter group (2013).

BRAND AWARENESS WITH CONTENT MARKETING

The Brand Awareness is the term in which the individual will introduce their product or services among public with the benefits and usages of the product. The brand awareness will help to increase the knowingness of the product and services, the content marketing will help to business to generate the leads , upgrade the level of sales, and attract the potential customers.

There are many researcher have confessed and proved the line brand awareness with content marketing. The advertisement industries are working on 30-70 rule. There is the ratio of 30% in creating brand awareness with advertising industries like-social media , magazine , Pamplates or word of month etc, on the other hand the 70% is goes with the content marketing where influencers , blogger , or collaborators , work to create the brand awareness among their target audience or public.

According to PULLIZI (2012), **content marketing is a strategic approach that involves creating and distributing content with the aim of attracting and retaining a clearly defined audience . this approach diverges from traditional advertising models by fostering customer relationships through useful and engaging content , rather than through interruption – based tactics.** The definition by JEO PULLIZI proved that the content marketing is very essential for the Brand awareness.

CUSTOMER ENGAGEMENT IN CONTENT MARKETING

The customer engagement in content marketing is comparatively high on level because the customer is more likely what is updating date to date or in daily basis. The customer engagement in content marketing will engage the customer in videos, interactive content , and visually formats.

The goals content marketing is to create customer engagement in ratio no of 63%. The marketing is very essential in business environment because it works to increase sales, create awareness among people , and attract loyal customer , it will also provide leads and generate informative data. The content marketing is attract people and the mind and heart catchy content will retain the customer.

The infographic is play vital role in content marketing in customer engagement. **According to a report by content marketing institute(2021)**

, infographic are more likely to be shared than other content tpyes, making boosting engagement and expanding reach. According to content (2021)

This is proved that infographic is best in creating engagement .

3. METHODOLOGY

The survey is done by using face-to-face interaction with the people , I found very interesting result by qualitative and quantitative research this data is primary data , the data collection include mothed:

SURVEY : Conduct with 250 marketing professional from various industries to understand the perceived effectiveness of different content types:

The survey will focused on three key metric brand awareness , customer engagement , there are rate of participants effectiveness of blogs , videos, and infographic to create awareness in content marketing ?

4 .HYPOTHESES

1. the effective content type for increase the customer engagement are videos.
2. Blogs are more effective to contribute a brand awareness and customer engagement.

5.RESULTS

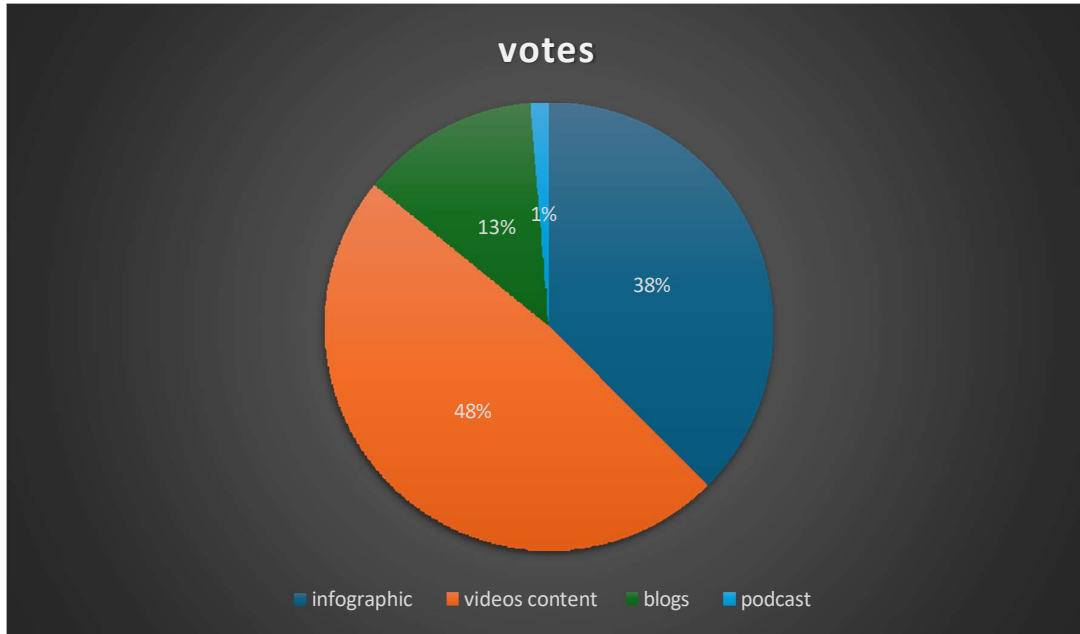
The analysis demonstrates the results of the brand awareness and customer .the pie chart and graphical presentation,

1. **Infographics-** (35 votes) the infographic , suggesting the strong visual to brand awareness.
2. **Videos content-**(45 votes) The videos content are showing the highest contribution in brand awareness and customer engagement.
3. **Blogs content :** (12 votes) the blogs are showing less effectiveness in the survey because the blogs are less view by the audience.
4. **Podcast:** (8 votes) the podcasts are effective less in creating awareness , it don't show much impact on the customer engagement.

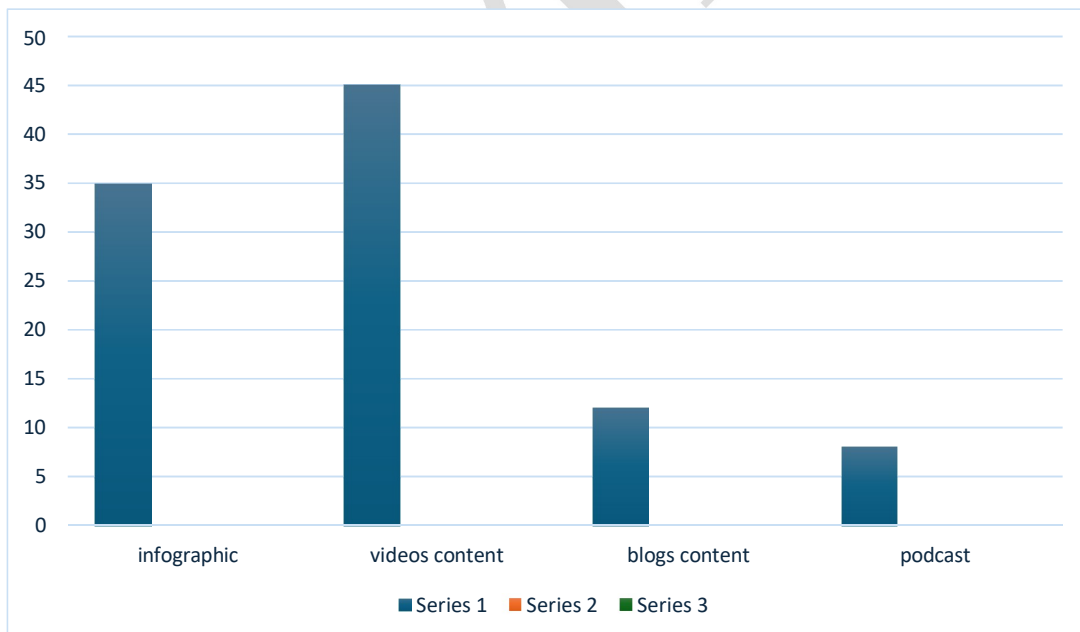
6.INTERPRETATION

The whole interpretation shows that mostly public are engaged in video content and create awareness among people high comparatively to infographics , blogs, and podcast.

The graphic presents are the data clearly:



The pie chart are showing the proper percentage of respective contribution in brand awareness and customer engagement :



7. DISCUSSION

The research and finding will prove that content marketing is really benefit for the organization. The content marketing helps to create awareness and provide techniques , to increase high positive space in the market. The videos attract the customer in vast area , it will increase the engagement of the potential customer. The research tell about multiple benefits of the content marketing in context of organization , now a days the content marketing ruling the whole advertising industries . it will provide different areas to advertise or promoting the product and services, it will generate leads for the company and retaining the customers in their market, it will highly attract the customer and targeted market,.

The positive response in organization is to giving a positive growth to the particular firm, it will positively increase a brand value because , now a days customer are likely engaged in social media platform such as-Youtube, Instagram, Facebook etc .

The survey is also proving that content marketing is giving way to organization for maintaining there position among public and their target customer .this platform is serving more informative content to audience comparatively other different apps.

8. CONCLUSION

In tis digital age content marketing is playing very transformative and informative role in the online world. This research give a solid prof that content marketing beneficial for the organization and different industries, this study examine the effectiveness of the promoting their product and services by using various social media platform like-Youtube , Instagram , infographic and different apps.

The finding are justification of this topic (content marketing : its benefits in organization), is really shows a positive result in organization such as , growth in sales , increment in revenue , brand awareness etc .

The research work reveals the each and every distinct advantages of the content marketing , it gives brief theories to tackle the problems or obstacles arises by their respective customer. The content marketing helps to achieve particular objective of the organization, it captures the attention of the customers and evoke customer emotional response.

The platform like- youtube ,Instagram , infographic etc are supports or facilitates whole content and smoothly work with content marketing.

The daily blogs, videos are provide primary support to increase brand value , awareness among public , and share benefits of product and service .

The content marketing leads to maximize the effective strategies helps to perform omnichannel approaches, this involve the mixture of the various channels and platforms to serve their content among the audience.

The various tools help to generate the content , in this era the AI tools are in trend which provide a fresh data and content to use in work, it provide different intelligences apps and analytics data which enhance content creation .

There are different-different kinds of distribution channel in the marketing world but various people who only comfortable AI tools which help them to create interesting content on public taste & preferences. the traditional mothed of distribution are as follows-storytelling, word of mouth pamplates, etc but the AI and content marketing are ruke the whole digital world or industries by there advantages like-time saving , effective , efficient to develop a content.

This research shows the benefits of content marketing in organization the various benefits are listed in above paragraphs. The findings give achievement , a positive status among target audience and create loyal customers.

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