

Lecture 56

CONTENT MARKETING

By, Prof. Vinay Sharma
Professor

Department of Management Studies
Indian Institute of Technology Roorkee



DISCLAIMER

THE INFORMATION REGARDING PRODUCTS, COMPANIES, BRANDS MENTIONED IN THE LECTURES IS FOR EDUCATIONAL PURPOSES ONLY. THE FACULTY DO NOT ENDORSE OR PROMOTE ANY PRODUCTS/COMPANIES/BRANDS DISCUSSED HEREIN IN ANY MANNER. VIEWS EXPRESSED HEREIN ABOUT THE PRODUCTS/COMPANIES/BRANDS ARE THE PERCEPTION OF INSTRUCTOR AND ARE IN NO WAY INTENDED TO PROMOTE OR DAMAGE THE REPUTATION OF MENTIONED PRODUCTS/COMPANIES/ BRANDS OR TO HURT ANYONES FEELINGS AND EMOTIONS . NO COMPENSATION WAS RECEIVED FROM ANY OF ITS PRODUCERS/ MANUFACTURERS/ COMPANIES FOR THE PRODUCTION OF THIS VIDEO.



We've got to make sure that the food is relevant and that the awareness around McDonald's as a kitchen and a restaurant that cooks and prepares fresh, high-quality food is strong and pronounced."

~McDonald's CEO, Don Thompson

McDonald's Question Time: Our food, your questions

- McDonald's had a serious image problem as its sinking reputation for serving mass-produced, unhealthy fast food.
- McDonald's realizes people have big questions about the quality and origin of their food from the standpoint of the ingredients, how food is prepared at the restaurant and how they go from "farm to restaurant."
- McDonald's decided to take on the challenge of answering customer's questions: *all of them by* listen to real customers' questions online and answer honestly in real time.
- This move engaged the people in a two-way dialogue between customer and company. This campaign had created most trustful content in the form of question and answering (around 10,000 customer questions) that helped them to build strong relationship.
- People loved their transparency, and it also built trust and belief.
- Regardless of the scenario, a bad image can also been shift by effective content marketing.

Content Marketing

Contemporary Content marketing includes:

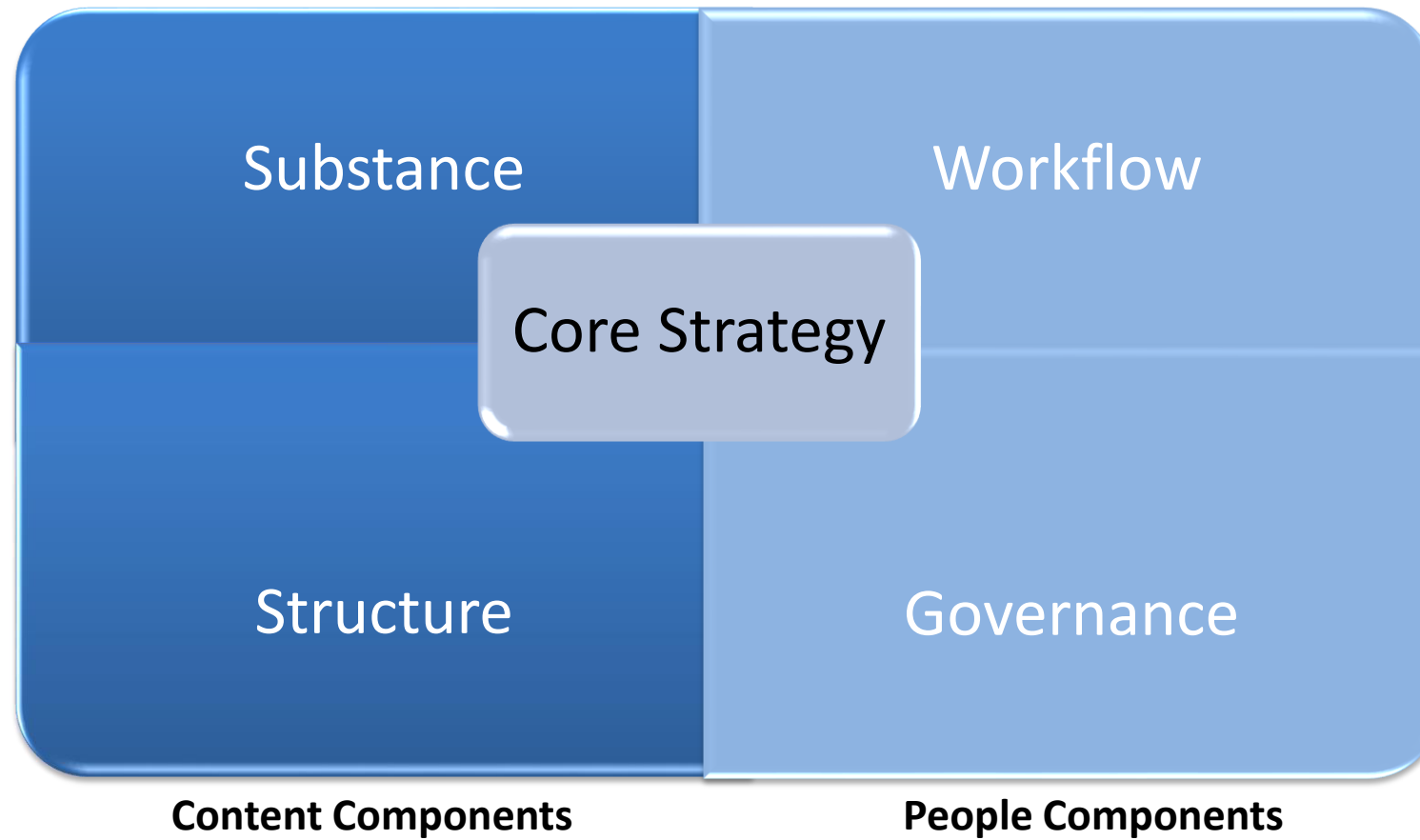
- Videos
- White papers and Reports
- E-books
- Infographics
- Newsletters and news feeds (RSS)
- Question and answer articles (FAQ)
- How-to-studies
- Photographs
- Blogs
- Case Studies
- Games & Apps



Content Marketing

- Content marketing is important for positioning your brand in the minds of consumers.
- Content marketing is an umbrella term which focuses on matching content (information, inspiration, or entertainment) to your customer needs at whichever stage they are in the buying cycle or customer journey.
- 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 (Content Marketing Institute, 2017)

Content components



A model explaining content strategy

Principles of Content Creation

1. Develop the customer persona
2. Create the engagement cycle
3. Develop a brand story
4. Develop the content marketing channel plan



1. Develop the customer persona

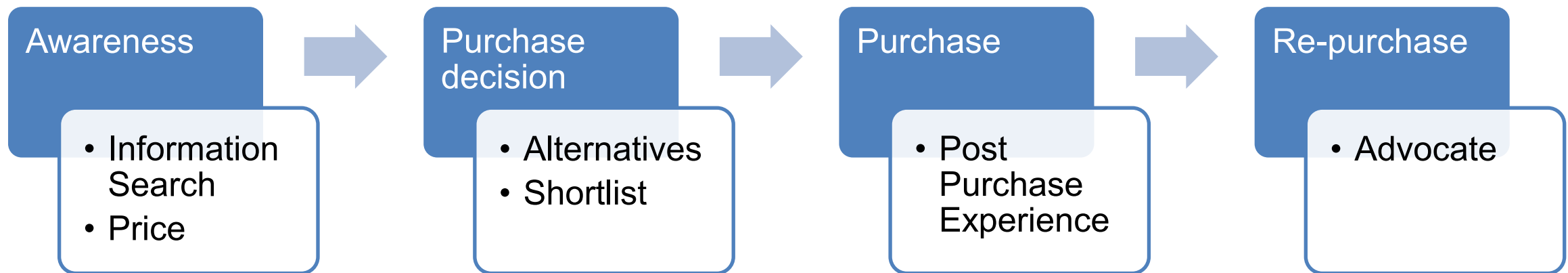
- Marketers should know the person they are selling to-more than their demographic, behaviors, individual needs, buying cycle and customer motivations goals.
- Why should this person care about the company?
- What unique value proposition do the company offer this person?

Develop the customer persona: *Decathlon*

- Companies often talk about being ‘customer-centric’, but Decathlon has gone a step further by putting their customers at the heart of their growth strategy.
- They have built the world’s largest sporting goods company by championing a consumer-centric approach through innovation, technology, and rapid expansion.
- High-quality innovative products are sold at the most affordable price by specifically targeting consumers who seek value for their money rather than image or brand names.
- Decathlon **uses single image ads** to showcase their products and also kept “customer testimonials” in most of their ad copy.
- On their website, there are numerous "how to" articles about various sports and products, each focusing on a distinct customer persona.

2. Create the Engagement Cycle

- Map the customers buying process and customer journey:



Create the Engagement Cycle: *Vodafone*

- Vodafone IN knows how to boost its **user engagement**.
- It came up with its very own Zoozoo emoji and collaborated with IPL (Indian Premier League) to increase its customers.
- They promoted their campaign with the #BeSuper campaign on Twitter.
- It asked users to share their awesome stories with #super so that more people could know about their exciting deeds.
- The campaign garnered a lot of attention and helped in making Vodafone a staple in mobile networks.

3. Develop the brand story

- How does the customer perceive/ experience your brand?
- What is your brand promise for the customer?
- What is your brand's history?
- What does your brand help the customer to achieve?

Develop the brand story: *Paper Boat's: 'drinks and memories'.*

- The nostalgia-triggered marketing with a modern-day twist to everyone's favorite *aam panna and jaljeera* – defines Paper's boat's brand journey.
- From curating and transforming people's stories into beautiful illustrations and doodles to playing around various themes, Paper Boat utilized all digital media at the core.
- Paper Boat has effectively utilised **story telling approach** to create their brand in the minds of customers.
- Paper Boat chose nostalgia to create emotional appeal, visible from their tagline “***Drinks and Memories***” and the brand believed in ‘***making people taste memories***’
- The brand is selling memories more than it is selling products.

4. Develop the content marketing channel plan

- Where will the customer view your content?
- What device will the customer be using?
- Why would people want this content through this channel?
- What do we hope the consumer will do with the content?
- What are the objectives of each channel as they relate to the engagement cycle?

Translating organizations brand essence

- The brand essence sums up the unique attributes of a brand and the basis for its emotional connection with customers.
- The brand essence can be a useful guide for ensuring that the content you create (and your marketing activity) represents the brand appropriately.
- Relate it to your brand story.
 - ✓ What is your reason for being?
 - ✓ How do you connect that with the interests of your customers?
 - ✓ What is the value you add to your customers' lives? Is it convenience, health, status?

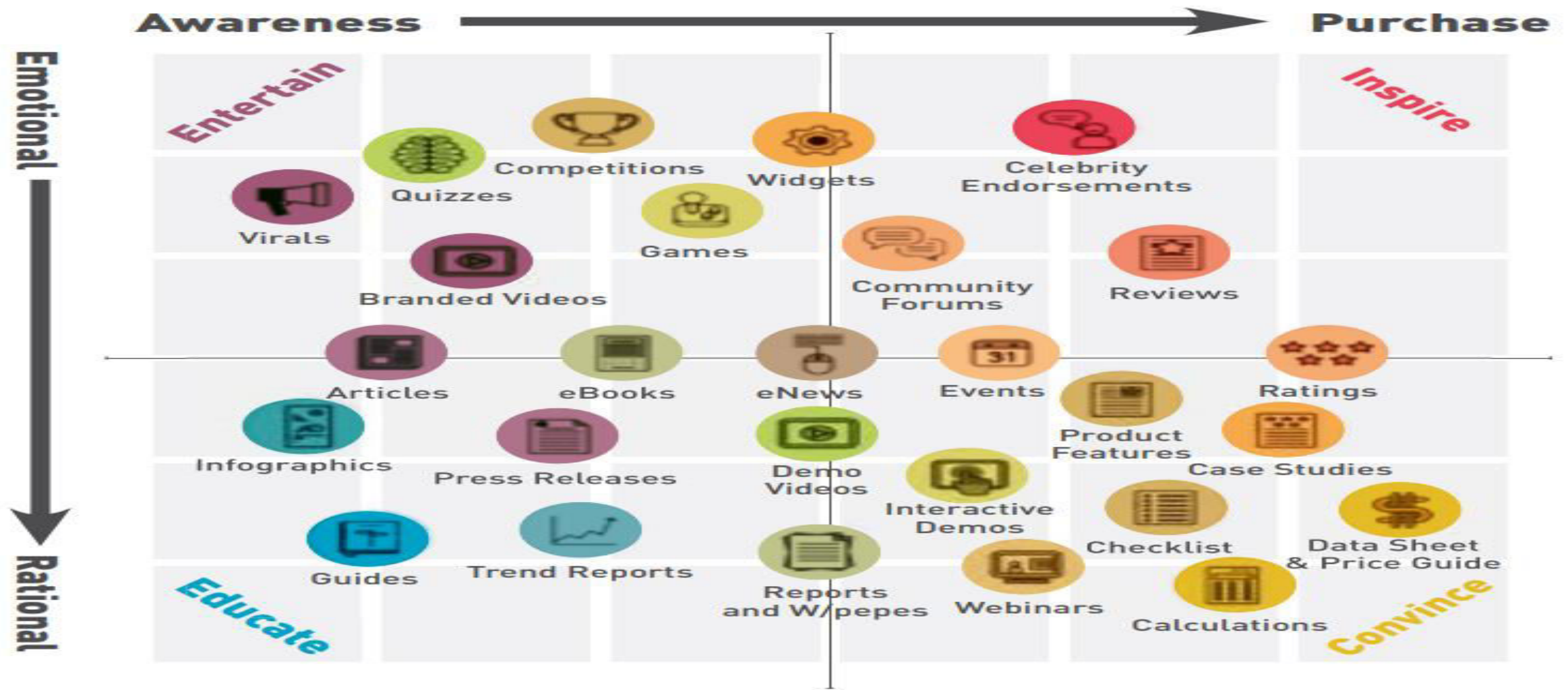
Matching content formats to objectives

- Information can be presented through any number of mediums, which is both an opportunity and a challenge faced by content marketers.
- To gain and keep the attention of consumers/ users, it's sometimes not enough to rely simply on text-based forms of content.
- The role of the content marketer is to select the right medium based on overall objectives, production capabilities and the needs of the audience.

Adapted from “eMarketing The essential guide to marketing in a digital world”, 6th Ed., Rob Stokes and the Creative Minds of Red & Yellow



Different forms of content will support different objectives



Adapted from “eMarketing The essential guide to marketing in a digital world”, 6th Ed., Rob Stokes and the Creative Minds of Red & Yellow

BIBLIOGRAPHY

- Semenik, R. J., Allen, C., O'Guinn, T. C., & Kaufmann, H. R. (2012). Advertising and promotions: An integrated brand approach. China: Couth-Western Cengage Learning.
- Belch, G.E., & Belch, M.A. (2017). Advertising and Promotion: An Integrated Marketing Communications Perspective (11th Ed.). McGraw Hill Higher Education.
- Kotler, P., & Keller, K. L. (2017). Marketing management. (15th Ed.). Pearson India
- Ries, A., & Trout, J. (2001). Positioning: The battle for your mind. New York: McGraw-Hill.