Significant of Information Rich Contents in Technology based Marketing Communication Channels to reach Knowledge savvy customers

Dr. Chammika Mallawaarachchi

University of Visual and Performing Arts, Sri Lanka

Abstract- Purpose of this paper is to document the finding on content marketing initiatives were taken to promote the concept by well-establish content marketers via the Internet. Of that purpose, twelve months period were continuously read and engaged with contents providers and also discussed with content readers who engage with informative and knowledge savvy contents. As a result, the methodology of the research was basically literature review. But due to very limited published literature of the subject because of the concept is very new to the Internet marketing arena the study was carried case study manner but not really a comprehensive case study. Therefore, aim of the study was to see how content marketing is serving a technology savvy and the Internet era customers to acquire the needed knowledge from their loyal content providers. So, during the time period, it was highly shown that the new concept influenced in many ways to the online marketing arena especially in marketing communication because contents increased skills and the knowledge of customers who shared with instead of disturbing or influencing to purchase or subscribe those contents. Therefore, to meet that purpose the study was mainly concerned to find how information rich and knowledge oriented contents were created, the ways of structuring the created content, communication platforms and channels were used to deliver contents, and designing of communication strategies towards to oversee how significant of information rich contents are influencing knowledge savvy customers.

Index Terms- Content Marketing, Information Context, Marketing Communication, Knowledge Marketing, Knowledge Customers, Social Media, Internet Marketing, Marketing Strategies

I. INTRODUCTION

Today concepts of marketing are drastically changing therefore to compete in order to survive in the knowledge competitive advantage of online marketers become more complex. The scenario further advance because of customer's attitudes on products and services and ways of engage with marketing messages. As a result, communication channels become more important whilst the content which is carried rich information. Of that, online marketing which is mainly on social networking environment to reach targeted customers have to consider two tasks which were: to use relevant and appropriate marketing communication channels; and to share information and knowledge rich contents and have to perform differently by marketers. Then those will comprehend positive communication towards contents and strengthen customer satisfaction. And most importantly, it enhances competition among marketers because sustain of online marketing depends on positive engagements of customers, so it is essential in social networking.

Therefore, a new concept which is content marketing, information and knowledge rich contents in various formats becomes the most suitable and acceptable marketing mechanism to engage with technology and knowledge savvy customers who search marketing massages for their needs with limited time and less efforts. Therefore, it is well-known to customers that content marketers are sharing information and knowledge but not selling products and services where traditional marketers are doing. Similarly, content marketers aware that the importance of customer interactions with contents which lead to return on investments.

Further, in midst 20th century, despite of the size of marketing campaign most of marketers realize that traditional marketing channels are dying because of knowledge explosion in marketing and knowledge competition among the marketers. This situation is further enhanced by the sophisticated information communication technology. As a result, most of online marketers have taken action to promote their products and services via content marketing platforms while publishing information rich contents free of charge. At the same time, they won hearts of customers. Under these circumstances, customer engagements with platforms of social networks increased and marketers are enhanced to grab vast opportunities to reach target customers without any obstacles.

Consequently, in fact, social networking sites of content marketing connect billions of customers across the continents to discuss and share their thoughts on products and services and even trade online. All of these opportunities create a positive atmosphere towards development and sustain of content marketing therefore rich contents become more powerful tool to reach desired audience than producing very costly advertisements. Further, become known content Tremens (2007) clams "contents sharing via social networks are not provided sufficient and appropriate information and knowledge, they can destroy company images, and sales can plummet, and even can ruin the entire company". Of that, in most situations where social networking atmosphere marketers were thinking differently to engage with target audiences with relevant and appropriate communication channels because customers are capable to analyze and review what marketers are shared via information communication platforms. As a result, nowadays customers do

not expect interrupting marketing campaigns instead look for friendly and informative services. So that content marketing becomes a very attractive and competitive word among most of the marketers in social networking and online communities.

Therefore, content marketing is a new marketing strategy which involves contents, communication channel and customer together at the same time. As a result, content marketers, especially, are providing most required information and knowledge which sought by customers.

Content marketing is a new concept which is still debating among online marketers, because it has bended all most available marketing concepts and ideas. As a result, marketers use various words to define what content marketing is. Palazzo, Barrett, Newt (2009) document that commonly used terms which are: custom publishing, custom media, customer media, customer publishing, member media, private media, branded content, corporate media, corporate publishing, corporate journalism and branded media are very commonly used by online marketers to define content marketing. Of that, to find a boarder and informative definition on content marketing somewhat difficult however Brogan (2008) and Ferguson (2009) define content marketing is *"a technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience with the objective of driving profitable customer action"*. While, Palazzo (2008) it defines "the art of understanding exactly what customers need to know, and delivering it to them in a relevant and compelling way to grow business".   In another viewpoint, Decker (2012) highlights "creating or curetting non-product content that would be informational, educational, entertaining, and publishing it to contact points with customers to get their attention, to focus on the topic around solution, and pull them closer to learning more about". Further, Haines (2014) explains "publicly and freely sharing information about business and industry which include text, video, audio and online events."

Therefore, it can be further define that content marketing which provides potential information, knowledge, skills, intelligent and wisdom that customers are seeking, without selling products and services purposely. Of that, content marketing broadly Mallawaarachchi (2010) defines "an art of sharing information and knowledge with customers and prospects without selling products and services"

A common word in marketing which is customer is dramatically changing because now marketers have to involve with delivering promising messages which give solutions to their problems on products and services. Of that in the environment of content marketing, many customers are well educated on marketing massages than before as a result well-known to them what messages have required information and can it enhances their knowledge further. Therefore, marketers have to design their massages for specific customer segments by tailoring contents towards customer-centric, multi-channels instead of product-centric and single communication platforms which leads to synchronize marketing strategy across email, print and online channels. Therefore, one of a key issue in content marketing is to identify specific customers and their marketing needs, for an example; desired products brand, types of contents which carry rich information, are critical and important. And most importantly, access and sharing with niche customers because

communication channels of content marketing are more specific so general audiences may not have required skills to cope with. Therefore, customers in content marketing seem treated as unique so it is necessary to segment customers into groups and match these groups with products and services to meet their needs.

However, to identify customers, it is also very important in content marketing that to introduce a well defined communication strategy which requires best channels for communication. These channels should identify the unique requirements of each customer because of high customer expectations with bended knowledge. Mapping of all these however is a challenge, but by effective platforms of social media networks will persuade target audiences to engage with products and services differently. Communication platforms which are online or offline can use with multiple contents that may be text, audio, video or imagery formats. However, platforms which use in communication are crucial because those may functions as bridge for driving customers to contents and driving contents to customers. However, to use efficient and appropriate communication platforms, it is important give customers to decide when and how they can access information; ensure that information is consistent in all channels; and allow customers to move seamlessly from one channel to another. Therefore, beside rich contents, sustainable communication platforms enable customers to engage with, same time, permission base marketing ensures that marketers interact with customers legally and responsibly.

II. CONTENTS IN CONTENT MARKETING

The most appropriate communication platforms and customers are identified; other task is to define the contents of the products and services which is going to share with customers because it is not just any contents but should be valuable and relevant in content marketing. So, to engage with desired customers, contents have to offer solutions to their problems and to lead successful, productive, and enjoyable, if not most of the contents can be ignored. Therefore, contents which have to be smart and authoritative because those contents can communicate differently. As a result, most of content marketers spend more than 30% from the total budget on marketing to create and execute contents. For an example, Junta42 which is a well established content marketing company reported that 56% of marketers were increased their content marketing spending in year 2008 and just only 4% decreased compared to the year 2009.

Therefore, Palazzo (2008) explains that "contents on products and services are mostly using mechanism to communicate with customers in social marketing". As a result, to communicate with customers, most of content marketers are basically approaching two types of contents which are an editorial contents and commercial contents. Berry (1995) defines that editorial content is a type of content that traditionally has been receiving from well-known publishers whereas, classified ads, catalogues, directories and yellow pages are commercial contents.

However, Palazzo and Franz (2009) urge that it is better to use both type of contents because they might lead to a successful

marketing. Further, they suggest that with good understanding of internal and external factors contents can be created with the greater components which are based on customer behavioral, essential, strategic, and target oriented respectively. Behavioral element shows that the important of having a very clear and definite purpose to communicate with their customers and what actions are expected to be taken by customers. As a result, content which is sharing has to provide relevant and valuable information what customers are really looking for to meet their behavioral actions. Upon completion the second component which is essential has to be addressed because content which is shared have to enhance knowledge or gain benefits from that by customers. As a result, other components which are strategic and target can execute all efforts lead to overall business strategy and link content strategy to bottom line results which are respectively meet targets.

As a result, following concerns are more important to consider which contents may help achieve marketing goals and may integrate with other marketing strategic initiatives. Because contents can create precisely however, those may truly want to relevant to the targeting audience and marketing goals. Simultaneously, marketer may keen to understand professional roles to review customers' view on contents to lead them towards to contents. Therefore, Cohen (2006) mentions factors on to create contents that "how does this content relate to our brand; is it consistent with the brand image that trying to project; how will it extend reach; and how can it be used to expand revenues"

III.   CONTENT STRUCTURE IN CONTENT MARKETING

Upon developed contents there has to be a meaningful content structure because that leads to create, capture, deliver, customize and manage smooth functions of the business process. An appropriate content structure enhances proper content management and document management which directly link to effectiveness of content relationship. Therefore, this would be a positive impact to decide the amount of contents, types of content, ownership of content and life cycle of content. As a result, key components of content structural are an integration, organization, searching ability, and traceability because inconsistency may lead to tarnish content image. Of that, either structural or un-structural contents have to well manage and to prioritize to promote content structural relationship. The importance of structured contents are Ashen den (2001) highlights "effective content management demands that the content is well structured and organized before it is put into any software tools. Disorganized content that is automated will simply give disorganized content faster. Therefore, it is better to understand the content, its variability, its creation, and its archive cycles".

Therefore, following content structures are mainly can be used in content in content marketing strategies are concerned which are:

a.   controlled contents seem to be either structured or unstructured, however, contents and relationships are under revision control;

b.   uncontrolled contents are not under revision control and may exist in any information storage system;

c.   structured contents form of structured storage systems like databases, spreadsheets etc, and

d.   Unstructured contents refer to documents and other electronic/physical media containing the information.

Despite types of contents, structuring of contents is a process and a fashion because once identified what types of contents and its structure similarly has to consider that way of sharing, using and re-using and maintain of contents. This process can illustrate in figure one against four ways of content structures in content marketing.

Figure 1- stages of the content structuring

At the initial process which is producing of content an innovative and dynamic task because creation of new knowledge is a started point and various skills may have to meet together to produce attractive and effective content. Therefore, producing of content is very crucial in content marketing because in one hand there should be opportunities it to use in multi communication channel and other hand it has to be met search engine optimization. This scenario is very important with social networking and online communities because customers share contents with their followers as a result it is better to have facilities to synchronies and asynchronies. Therefore, in a social networking environment, customers make comments on products lively so that content markets can make changes of the contents easily. So it supports for new knowledge creation and information processing while producing better contents.

Content sharing which has to process internally and externally because how strong created content can be tested internally among employees, departments, business processes and at the second round externally with communication platforms. As a result, different stakeholders may view shared contents various angles and may suggest what to share and not in a dynamic way.

Contents which are current and up-to-date may create opportunities to re-use in many occasions and in various formats. However, contents with reusable facilities better equipped with easy to find and easy to share because reusability of contents require standardized formats and effectively search in any time. Contents are informative and searchable at the same time if contents can convertible as desired it creates incredible customer satisfaction because there are more opportunities them to publish in online and offline. So that having already published the desired contents no worries on advanced tools on converting or technical requirements for customers. As a result, customers once converted content then easily can maintain while creating opportunities to update, archive or delete.

IV.   COMMUNICATION STRATEGIES IN CONTENT MARKETING

Communication strategies of content marketing needed regular change because an optimized informative content can influence customer's positive interaction with products and services. The important of this scenario Palazzo and Newt (2008) highlight "the Internet marketing no proper marketing communication strategies than no marketing at all". Further, Palazzo (2008) describes "a good content marketing strategy

which offers best solutions on the problems of customers and transfer trusted knowledge. Importantly, one customer's need may vary to other therefore, marketing communication strategies are not working in same way so get through, need to communicate differently. Therefore, Palazzo, Pets (2009), Sky me (2000) point that "to implement effective and appropriate communication strategies that need to identify behavior of customers with great purpose, and delivering contents must strategic and targeted". As a result, implementing of integrated marketing communication strategies is a complex task however Moonie (2004), Samar (2001) highlight that however it is important because search engine optimization is a new trend in marketing communication. Therefore, search engines help to attract customers then contents need provide informative contents them to interact with.

V. ISSUES, CONTROVERSIES, PROBLEMS IN CONTENT MARKETING

Dynamic but chaotic functional situation of content marketing can see varied challenges in content creation, content sharing and usage, and important and usefulness of the content. Of that those may more relevant with customization, speediness, flexibility, sustainability and value in content marketing.

Customization is relationship in between contents and customers who engaged with because when customers are allowed to engage with contents in great manner, marketers can identify whether shared contents are relevant and appropriate. At the same time, it streamlines the communication process.

Speed is in many angles important in content marketing because customers want the best products and services instantly. So customers like to engage with desired products and services anywhere in the world at any time to accomplish marketing tasks. Therefore, maintain of required speediness is crucial because it enhances balance in between information and customer relationship which shows: all contact initiated by customers is good contact and should be perceived as an interest in the content shared, or an opportunity for the marketer to learn; all contact should be answered instantly if possible, and if not absolutely no longer than 24 hours after the initial contact; and always reply with an aura of respect, appreciation and sincerity. One of the uttermosts important factors is flexibility because in a dynamic and competitive marketing atmosphere flexibility may show contents sustainable and improvise. Therefore, flexibility connects with the element of speediness which implies the entire necessary morale fiber of company to being alert, swift, proactive and always ready in a world where nothing is still. In fact, therefore, marketers may have to concern new trends, competitors and new technologies to keep flexibility of contents without any obstacles. However, flexibility does not only imply external factors, but first and foremost, it is an internal attribute to be able to change and adjust the company in response to something that is outside.

Uncertain content marketing environment which is fast changing and dynamic the prerequisite requirement is to concern on sustainability because while conduct comprehensive and breakthrough experiments on sustainability can reduce risk and can review responses to new strategic initiatives accurately.

All of the above synergy aspects ultimately create value for contents which high speed equals high value, high level of customization equals high value, and sustainability and continuous improvement ensure high value over time. All interconnected with each other and lead to relationship on entre content marketing process.

VI. SOLUTIONS AND RECOMMENDATIONS

Information structural relationship

Basically, a buyer-seller relationship, a seller-maintained relationship, a buyer-maintained relationship, and discrete exchanges of relationship, may concern to strengthen informational structural relationship because in social networking no string relationship in between and among components, it affects to the entire informational relationship. The important of all levels relationship Broody et.al (1997) suggest that it can maintain in four levels which are "a technology based tool of database marketing, between businesses and its customer retention, a form of 'customer partnering' in the design of a product or service offering and incorporating everything from databases to personalized services, loyalty programs, brand loyalty, internal marketing, personal and social relationships and strategic alliances". Further, Dwyer (1987) documents that the information structural relationship awareness, exploration, expansion, and commitment may better to consider because Payne (1995) prospects, customers, clients, advocates, members, and partners also should consider not only informative contents. Whereas, Kilter (1997) suggests that suspects, prospects, first time customers, repeat customers, clients, members, and partners suggests that suspects, prospects, first time customers, repeat customers, clients, members, and partners are also important. In contrary, Berry (1995) stated three characteristics which are variability, complexity, involvement important for customers to desire continuity with the same provider.

Therefore, informational structural relationship mainly can maintain to secure loyalty of customers towards contents, to keep sustain of competitive advantage and social bonds.

Social Media Structural Relationship

The collective assembly of web properties in general can identify as social media which comprise texts, images, videos and audios in association with interaction, networking and technology. Therefore, social media structural relationship involves online communities and social networks to boost public relations, sales promotions, customer services and marketing. Therefore, various social media platforms can structure together to buildup relationship such as collaborative networks (*Wikipedia*), content communities (*YouTube*), social networking sites (*Face book*), and virtual game and social world *(War craft and Second Life)* largely and this is a new trend. For example, if relationship builds well then it allows to add external links in a wide range of different media including text (*Book Crossing*), photos (*Flicker*), videos (*YouTube*), and PowerPoint presentations (*Slide share*).

As a result, with proper mechanism on social media structural relationship, information rich contents may share with business to business (B2B), business to customers (B2C), and most importantly customer to customer (C2C). A recent past, the most successive content marketer *"Blendtec"* who manufacturers kitchen appliances became popular by producing inexpensive but

very attractive and informative video ''*Will it blend*?'' and watched by millions of people.

Content Management Structural Relationship

Content management structural relationship leads to capture, manage and distribute the selected contents effectively and efficiently to target customers therefore, created content which has to format well to share with different communication platforms because good content management will lower overall content production and sharing costs and increase the amount of relevant content available online and lead to higher site utilization.

Therefore, comprehensive content management makes easier information utilization in a common interface and enables good marketing practices throughout. Most importantly, it really supports process based knowledge management to increase operational efficiency and collaboration among all users.

VII. CONCLUSION

Knowledge competitive atmosphere customers' knowledge on products and services is drastically increasing because of advanced and complex information communication technologies, therefore new marketing concepts and ideas are influencing to existing marketing phenomenon. As a result, new marketing concept which is content marketing, increasing skills and knowledge of desired customers with information rich contents on products and services via social networking, is born. Especially, irrespective of size of a marketer this concept hugely welcomed by both marketers and customers because customers become active participants, contributors, and a third party marketer, while marketer becomes a loyalty service provider to the customer so this bound shown that at any point may not possible to deviate. As a result, content marketing shows that Piñata-style marketing, swing the air and if lucky contents hit the target group, is dying instead of punch marketing style which reach target groups with content preciseness, is playing a vital role. Of that, to reach target customers contents have to be more precise and suite with communication platforms to engage with competitive marketing environments while maintain good relationship in social media networks because no proper linkages may face problems in outbound marketing situations. Further, the Internet based marketing which is demographically segment into niche fragmentation and tangible assets into intangible assets are very important with knowledge and information technology savvy customers.

REFERENCES

[1] Berry, Leonard L. (1995). 'Relationship Marketing of Services – growing interest, emerging perspectives'. Journal of the Academy of Marketing Science

[2] Breu, K., Ward J., Murray, P. (2000). Success Factors in Leveraging the Corporate Information and Knowledge Resource Through Intranet. London, Idea Group Publishing.

[3] Brodie, R J., Coviello, N E., Brookes, R W. and Little, V. (1997). 'Towards a Paradigm shift in Marketing; An Examination of Current Marketing Practices'. Journal of Marketing Management.

[4] Brogen, Chris. (2008). How Content Marketing will Shake the Tree, Retrieved July 2010 from rethttp://www.chrisbrogan.com

[5] Cohen, Heidi. (2006). Content Strategy as a Marketing Tool, Retrieved June 2010 from http://www.clickz.com/3623409

[6] Decker, Sam, (2012). Content marketing, search marketing what so special about content marketing, Retrieved March 2012 from http://www.searchenginejournal.com/whats-so-special-about-content-marketing/49983/

[7] Dwyer, F Robert., Paul H Schurr. and Sejo Oh (1987). 'Developing buyer-seller Relationships', Journal of Marketing.

[8] Ferguson, Richard, (2009). Blog as a Powerful Content Strategy, Retrieved July 2010 from http://www.slideshare.net

[9] Kolter, Philip and Armstrong, Gary. (2004). Principles of Marketing: 10th edition; Pearson Education Press, Prentice hall.

[10] Kozinets, R. V. (2002). The field behind the screen: Using netnography for Marketing Research in Online Communities. Journal of Marketing Research.

[11] Haines, Bryan (2014). What is content marketing"? Learn how to market your business with content, Retrieved February 2014 from http://onlinebusiness.about.com/od/gettingtrafficmarketing/a/What-Is-Content-Marketing.htm

[12] Mooij. (2004). Consumer Behavior and Culture: Consequences for Global Marketing and Advertising. London: Sage Publications Inc.

[13] Mallawaarachchi, Chammika (2010). Effects of Information, Communications and Knowledge Sharing in Content Marketing. Unpublished Master dissertation, Jilin University, China.

[14] Muniz, A. M., and O'Guinn, T. C. (2001). Brand Community. Journal of Consumer Research.

[15] Pulizzi, Joe. (2008). How to Attract and Retain Customers with Content Now: e-book, Retrieved July 2010 from http://blog.junta42.com/content_marketing_blog/2008/08/attract-and-ret.html

[16] Pulizzi, Joe. and Kranz, Jonathan. (2009). Content Marketing Playbook: 42 ways to Connect with Customers: e-book, Retrieved July 2010 from http://www.slideshare.net/juntajoe/content-marketing-playbook-42-custom-publishing-branded-content-and-social-media-tips-examples

[17] Pulizzi, Joe. and Barrett, Newt. (2008). Get Connected, Get Customers: Turn Prospects into buyers with Content Marketing; McGraw-Hill, USA.

[18] Sharpe,A. P. and Ashenden A. (2001). Evaluating Web Content Management. Edoc Magazine. http://www.edocmagazine.com/edoc_article_new.asp?

[19] Skyrme, David J.(2000). Knowledge Markets: Do they have a future? Retrieved June 2010 from http://www.skyrme.com/updates/u47_f1.htm

[20] Simard, Albert. (2001). Knowledge Market: more than providers and users, Retrieved July 2010 from http://internetjournals.net/journals/tar/2006/July/Paper%2001.pdf

[21] Tremayne, M. (2007). Blogging, Citizenship, and the Future of Media. Taylor & Francis Group, New York

KEY TERMS & DEFINITIONS

Content Marketing, Internet Marketing, Marketing Communication, Social Networking, Internet Customer

AUTHORS

First Author – Dr. Chammika Mallawaarachchi, University of Visual and Performing Arts, Sri Lanka

Figure 1- stages of the content structuring