Content Marketing: Concepts, Theory, and Literature Review

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Abstract

In the Internet era, content marketing has spread all over the network platform. Content marketing is the carrier of the brand concept, the bridge between the enterprise and the consumer, and the mainstream of the future marketing method. Brands from all walks of life combine interactive media to create and distribute the most valuable information on the planet to achieve their marketing goals. Consumers realize that the power of knowledge and information leads to better purchasing decisions. They are starting to need more information, and at the same time, they are becoming smarter. Based on this, marketers have no choice but to produce accurate and great content, because manipulation of information does not work in this digital age. Through literature review, this paper briefly discusses the definition of content marketing, communication media, strategy, type of content, and research deficiencies, and proposes that content marketing is an important marketing model for building successful brands today. At the same time, its connotation is constantly rich.

Keywords

Content marketing, media, strategy.

1. Introduction

With the emergence and popularity of information dissemination tools such as social media, self-media, and online advertising, content marketing has gradually become a marketing trend, and has been widely used in practice. From 20 million pieces of advertising papi sauce to countless endorsements of Aikeri, from financing over 100 million uncles to billions of micro-signal "year-old mom", from the explosion of Faceu to the summit The Snake, from the "Mao Shuo" of Ma Dong's fancy broadcast advertisement to the "Mars Intelligence Bureau" of the network comprehensive story, we can see that the competition in the current mobile Internet is fierce, content Entrepreneurship and distribution are getting more and more popular. Behind this, traffic competition and marketing have become a strong driving force for brand fame.

This article starts from the origin of content marketing, and mainly discusses the related theories of content marketing, communication media and strategy.

2. The Origin of Content Marketing

After combing the literature, the author found that content marketing is not a new concept. In 1996, John F. Oppendahl first mentioned this concept at the round table of journalists at the American Press Editors Association (Doyle, 1996). In the beginning, it was just a marketing strategy for web pages, portals, blogs, and many other types of online communication. Compared with the traditional marketing model, content marketing is more targeted and less costly, and it can make the brand more deeply rooted in the hearts of the people. Therefore, this strategy is currently widely used by many marketers, web designers, copyright owners, and is defined by multiple angles. They believe that this inbound marketing concept is the most effective way to communicate online.

3. The definition of Content Marketing

Kristina Halvorson has mentioned in his book Content Strategy that a company or an organization's website should not be a closed island because there are many forms of audience access in the online world (email marketing, newsletter, news release, Banners, social media, videos, etc.) and many other channels that can be used. Content marketing operates in an integrated system of interrelated relationships, functions, and opportunities.

In general, content marketing is to convey the company's brand philosophy and the information that the company wants to target consumers through different media, in the form of the most close to the consumer, the best ideas. Before 2010, neither the academic nor the industry defined his concept. After 2010, a series of industry-based magazines defined various content marketing, although different, but Later, it laid a certain theoretical foundation for the research of content marketing.

Table 1 Definition of content marketing by domestic and foreign scholars

Author	Definition
John F. Oppendahl(1996)	A marketing strategy for web pages, portals, blogs, and many other types of online communication.
Rose R(2013) Lorenz(2011)	Content marketing is a core strategy to improve customer loyalty and focus on value creation. It helps customers to do more by fully integrating various marketing methods (including online and offline channels) to provide information to consumers. Smart decision making.
Pulizzi & Barrett(2009) Lieb R(2011)	Content marketing requires companies to independently publish content that is relevant, valuable, and attractive to consumers, improve customer loyalty, and ultimately trigger purchase behavior. To put it simply, content marketing is a combination of content itself and content marketing. It emphasizes that content marketing is a kind of value transfer. The content presented to consumers should be related to the brand, and it has certain entertainment and knowledge, which can affect Purchase Intention.
Justa(2009)	Content content of content marketing should be products that contain corporate brand spirit and stories, such as brand homepage, Weibo, brand community, public homepage, corporate magazines, etc.
Lieb R(2012) 《Advertising Age》	Be a "consultant who is worthy of consumer trust" and become a provider of value information (rather than being paid for by the paid media). At the same time, it is pointed out that content marketing is not only a strategy, but also a strategic guide.
Qingxi Kong （2009） Boran Yu （2011）	Content marketing refers to the marketing of media content by enterprises, mainly through film and television, video production and microblogging. Different from traditional marketing, it is not hard to instill hard information such as advertisements, but to release valuable soft information, so that people can actively accept and eliminate anti-emotion, thereby achieving marketing purposes.
Yijin Zhou （2013）	Content marketing is a new type of marketing method that uses different media content to deliver valuable and entertaining products or brand information through multiple channels to trigger customer participation and establish and improve the brand in the interactive process.

4. Content Marketing Media

Writing great eBooks or creating fun, time-independent videos is difficult to successfully implement a content marketing strategy and get a positive response from your target audience. The key issue for successful content marketing is how to deliver content to the affected audience. Therefore, you should

use a communication channel that is effective for the audience and that can be viewed or read through the appropriate media and device audience. The way content is distributed depends not only on the content itself, but also on the audience it is assigned to. For example, for new product promotions or sales, in B2B, Linkedin or web pages are preferred channels, and social media (Facebook, Youtube) is commonly used in B2C. A wide range of media media are used and disseminated in content marketing to tell the audience stories about their company or organization.

However, the intangible part of the content is mainly to tell the audience some stories, or to hide ideas between content participants. The quality and uniqueness of the content being presented brings tangible and intangible benefits in a viral marketing manner, namely sharing content and spreading it on the Internet. In this case, what really matters is the interaction with social media that can share content.

The first type of media is the most original content marketing medium, print-based custom publications. Research reports indicate that content marketing based on print publications continues to expand in the United States. The company produces publications that convey brand information to the outside world. (Barrett & Pulizzi, 2009) argues that while print media requires a significant amount of money and produces relevant results in an open format, it has a significant impact on the audience. The advantage of print media is that it can be controlled by organizations or companies, such as magazines, newsletters and leaflets. According to Joe Pullizzi of the Content Marketing Institute, many companies are now re-using magazines as a communication channel for marketing strategies and are very successful. Magazines can be divided into markets because the purpose of people buying depends on their personal and professional interests. If you use magazines as a channel for companies to communicate with their audiences, it's important to know what they want, and the magazine will become effective in the content marketing process. Therefore, if you use this distribution channel for communication, it is important to consider not only the content it presents, but also the design, article length, page layout and language style (J. Pullizzi, Content Marketig Institute, 2012).

Newsletters often draw eye-catching designs, short lengths, and quirky and interesting text to appeal to the audience. Use SMS as a communication channel for your company should be careful because its audience overload can have a negative impact on the relationship between the company and its audience. The information that the leaflets transmit to the audience is mainly the services provided by the company. For example, in Western countries, this tool is used before applying to universities and is distributed to students in high school in the form of private promotion. In many cases, part of the content presented in the flyer is a web page where students can find more detailed information about the college. The advantage of a printed information medium is that it can be converted to an online form.

The second type of communication channel is to publish content and obtain audience information through face-to-face communication, such as roadshows, open days, exhibitions, etc. The roadshow's mobile performance captures unparalleled attention from visitors, capturing unique experiences and maximizing marketing efficiency (Movico, 2015). Open Day is a frequent communication marketing tool for foreign universities and high school students. The purpose of organizing an open day event is to acquire potential students and attract them to apply to their own university. Each university presents its creativity in various forms on the Open Day. They open lectures for the public, provide the most important information and links in the flyers, and introduce students to courses offered by the university. The recruitment fair for college graduates is a promotion of the form of exhibitions. Enterprises and students face each other in a face-to-face manner, and each obtains information of interest.

The third type of media is increasingly important with the advent of social media in the early 21st century. YouTube was born in 2005, and then the popularity of Facebook and Twitter in 2006 opened the door to the marketing communications revolution, providing a channel for ordinary users to receive information (Ei Sabai Nyo, Web Development Blog, 2014). The advantage of online information dissemination is accessibility around the world. The Internet connects the world together

and enables information to be disseminated in a timely manner. (Zerys, 2015) divides online communication media into online versions of websites, portals, blogs, forums, webinars/web conferences, social media, e-book series, and printed information. Yu Jiayuan (2016) analyzed that online live broadcasts are favored by more and more brands with low threshold and high-heat marketing methods. Tian Yuan and Zhang Qingmei (2015) studied the advantages and characteristics of WeChat public account content marketing communication.

5. Research on Content Marketing Implementation Strategy

The purpose of a content marketing strategy is to develop content that appeals to the target audience and is a powerful marketing tool for organizations, companies, or any organization that wants to build a brand, product, or service (Baer, 2016). Bateman & Bosomwort (2014) breaks down the creation of a content marketing strategy into four steps, namely, planning, setting goals and missions, defining audience roles, and identifying distribution channels, and summarizing it as "touching the right audience at the right channel and time" .

Angel Wong An Kee, Rashad Yazdanifard (2015) divides the content marketing implementation strategy into five steps:

5.1 Content localization.

Because of cultural differences and customer expectations, using a single message globally is risky, and localization can effectively guarantee the success rate of the target audience.

5.2 Personalized customization.

Because of consumer demand for individualism, it's best to personalize the content. They want to be special and respected as individuals.

5.3 Product emotionalization.

When information is personalized and contains strong emotions, customers are more likely to build deeper relationships with brands.

5.4 Diversified methods.

If the content is prepared in a variety of routines, it is best to rent, collaborate, and use the voice. Different ways of communicating information can be of interest to the audience. The collaboration between marketers and customers makes the content of the information interesting and trustworthy.

5.5 Morality and integrity.

For companies, maintaining ethics and honesty in the public is critical. The public is not willing to be deceived and manipulated. Therefore, content marketers must ensure that content is authentic and transparent to build trust and maintain customer loyalty. Marketing trends are replacing marketing with a publishing industry

6. Future Research Direction

First of all, content marketing and media are constantly enriched. Most of the existing research combines a single marketing medium for consumer decision analysis, but does not form a systematic and global content marketing theory, which leads to the definition of content marketing under existing research. It is still relatively vague and needs to be perfected by theoretical research.

Secondly, most of the research involves dialogue, storytelling, and customer interaction. However, there is almost no research to distinguish it from the deep influence of three specific forms on content marketing.

Finally, an in-depth study of the brand's use of social media content marketing to enhance brand communication performance, create a social currency mechanism, establish an empirical model of content strategy and social currency relationship research, from the perspective of consumers to verify.

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