

# General White Paper (1) (1).docx

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A General White Paper To an External Audience on Content Marketing

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UMGC Assignment 4

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**Executive Summary**

Content marketing is one of the developing approaches to marketing. The white paper provides an understanding to marketing executives and practitioners who have realized the failing old sales processes that don't work as they did. The existing content marketing through social media and print media is becoming less useful. It explains many changes in terms of customer interaction and the needs of companies that warrant the development of new approaches to content marketing.

## A General White Paper To an External Audience on Content Marketing

### Introduction

Marketers are currently using content marketing and marketing interchangeably. Content marketing is one of the strategic approaches that companies use. It focuses on developing and distributing significant, consistent, and relevant content to the market to attract customers and retain a well-defined audience while concentrating on driving the company towards a profitable action. The main thing in content marketing is generating value. Value distinguishes content marketing from any other form of marketing. Content is the best if people seek to consume it and not avoiding it. Having strong content is the beginning of a result-based marketing process. For a business to achieve better content marketing, proper planning and a responsive set of capabilities are required to sort it out.

### Content Marketing Hype

The information about content marketing is having a lot of hype and also bringing about confusion among marketers. Figuring out what content marketing is, how valuable it is, and its execution is a challenge.



### The Process of Learning the New Ways

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This white paper provides an understanding of marketing executives and practitioners who have realized the failing old sales processes that don't work as they did. There is a lot of changes in terms of customer interaction. There is a need to develop a new way.

### **Previous Approaches**

In recent years, marketing has undergone a massive transformation due to social media technologies, content marketing, and mobile marketing. Therefore, content marketing has increasingly become one of the essential and powerful tools that marketers can use to enhance their website traffic, customer base, and online visibility. People have previously used various approaches to content marketing.



### **It's Role**

Content marketing plays many roles in the business that utilizes it. However, the created content is more about the audience and not about the organization. Excellent content marketing ends up delivering value to the target audience. Content market information helps concerned live better and do their jobs correctly (Stahl, 2020). Though relevant, high quality, and valuable information, the company ends up educating its audience. Content plays the role of informing

people, expresses the businesses' opinion, conducts an analysis of the industry's focus, and gives out new trustworthy information. Content marketing doesn't involve the following; public relations, social media, advertising, and SEM. Despite these channels being useful in content airing, they are more promotional and less informational.

### **Why Content Marketing**

The shifts experienced in marketing and technology have changed the approaches of marketing. These days, the customers are controlling the marketing, unlike in the previous days when marketers controlled. According to Christine Crandall, since buyers took control of the information about markets, the web presence has fostered this dominance. The consumers are really in need of information. Coincidentally, the internet offers them this information but not separating the good and bad ones (Appel, Grewal, Hadi & Stephen, 2020). Since the business audience can't get accurate information from the internet, it's the organization's role to devise ways to be the only source for precise information.

Approaches used in much in content marketing include; blogging, social media, white papers, counting on quality bonuses, and influencer marketing.

### **Blogging**

It involves posting information on the company website, such as photos, newsletters, and others. The firm can also publish white papers on its website. Blogging also incorporates posting on social media sites such as photographs. The main aim of blogging is to have individuals following the firm's website links and have them make purchases and subscriptions. However, all this blogging needs good content. Therefore, having the best techniques for conducting search engine optimization ensures the business is the first to attract more readers of the website content

(Blog, 2020). Various companies' consumer (B2C) marketers perceive blogging as one of the best methods of spreading content. For the blog to look attractive to customers, they need to have excellent visual elements such as charts, infographics, and pictures. They should be easy to read.

### **Influencer marketing**

It involves engaging a heavy hitter on the social media campaigns such as comedians who perform witty skits while promoting your content, fashion bloggers blogging on the latest content. These social media influencers draw a broad base of viewers and readers to follow a firm's campaign.

### **Newsletters**

Through printed newsletters and emails, a business can reach its customers directly and give them their content. Companies that can mail or send content to customers now don't have to shout in public to pass their content.

### **New Findings**

Business to business content marketing is growing to another level with new changes. Most of these businesses utilize content marketing entirely to create brand awareness and educate their audience. However, these firms are missing out on many opportunities. According to recent studies, the three main goals of content marketing for the last year include audience education with a 79% citation, creating brand awareness at 86%, and building trust at 75% (Blog, 2020). On the other hand, B2B markets have recorded revenue generation of 53%; building subscribed audiences 45% and building loyalty with 63%. Approximately 45% of marketers achieve subscribed audiences' goals on the websites (Blog, 2020). The key focus of these three

goals is to grow a long-lasting relationship with consumers and non-consumers and deliver business metrics.

According to Stahil (2019), the following report indicates the current marketer's goals met by using content marketing in their operations in North America.

#### Goals B2B Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months

Table?

|                                                  | All Respondents | As Reported One Year Ago* |
|--------------------------------------------------|-----------------|---------------------------|
| Create brand awareness                           | 86%             | 81%                       |
| Educate audience(s)                              | 79%             | 73%                       |
| Build credibility/trust                          | 75%             | 68%                       |
| Generate demand/leads                            | 70%             | 68%                       |
| Nurture subscribers/audiences/leads              | 68%             | 58%                       |
| Build loyalty with existing clients/customers    | 63%             | 54%                       |
| Drive attendance to one or more in-person events | 52%             | 49%                       |
| Generate sales/revenue                           | 53%             | 45%                       |
| Build a subscribed audience                      | 45%             | 43%                       |
| Support the launch of a new product              | 45%             | 40%                       |
| None of the above                                | 0%              | 1%                        |

\*See 2019 B2B Content Marketing Benchmarks, Budgets, and Trends—North America

Base: B2B content marketers. Aided list, multiple responses permitted.  
2019 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

They also use content marketing to increase audiences, nurture subscribers, and grow business deals. In 2019, studies indicated that 58% of the markers achieved the SSnurturing goal in 2019 and 68% in 2020. Studies in 2020 suggest that marketers have other issues that they should incorporate with their marketing strategies. They include content marketing outsourcing, technology, content creation concepts, and metrics such as ROI and KPI (Stahl, 2020). Businesses are currently supposed to consider these items to ensure success in their content marketing initiatives.

According to Stahil (2019), 32% of organizations lack permanent content marketers. Their study recommends the recruitment of content creators with a good understanding of the company's uniqueness, who can stand out and attract the audience with excellent writing, video, and audio skills and research. The dynamics of content marketing are involved, and companies need to ensure they are up to date with strategies.

### **Conclusion**

Content marketing continues to be one of the strategies that make businesses stand out from their competitors. Marketing managers need to understand the goals of content marketing they aim to achieve. The three main goals aim to grow a long-lasting relationship with consumers and non-consumers and deliver business metrics. The employee base needs to be considered when a firm needs to have a successful content marketing strategy. They should ensure the content is creative, interactive, attractive, and current to ensure consumers get the best information about the products they love. Content marketing is on the rise as the web continues to become more efficient.

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