



CONTENT MK. STEP BY STEP

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A DEFINITION

Content marketing is the process of publishing written and visual material online with the purpose of attracting more leads to a business (Baker, 2022).

These materials can include blog posts or articles, social media content, podcasts, ebooks, infographics, videos, and more (almost anything that could promote a business and a organization).

The content mk aproach:

- it attracts customers by creating valuable content & experiences tailored to them
- forms the connections they are looking for and solves their problems.

IN A



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Content marketing focuses on:

- real connection with the audiences
- long-term trustful relationship
- give something that is really valuable, **not deceive**, not create illusions like *Just buy our parfum and you will become the ultimate femme fatale!*

Content marketers are telling about themselves that they are not paid to lie and deceive the audience, like others. They are rather working on truly understanding people and their needs, and doing their best to create the content/services people really need on the long run.

CONTENT MK'S GOAL

The goal is:

- to reach your target audience and increase brand awareness
- to increase sales
- to enable **engagement & loyalty**
- to generate **trust**
- to talk about the **real problems** of each **micro audiences** and look for solutions together.

STRATEGIC STEPS IN CONTENT MK

1. Start with a diagnosis of the current situation
2. What do you want to change? Set your objective.
3. Which are your primary and secondary audiences?
4. Which are the interests, the needs, the real problems and hopes of each category of buyers? What drives people into action?
5. Collect data about what is real valuable for each category.
6. Choose channel, type of content and decide regarding what will you measure
7. Produce content & Promote it
8. Analyze, measure and adjust your strategy

CATCH IT ALL MK PERSPECTIVE

Don't forget to collect the negative feedback from your audiences.

Could I do something for these people?

Could I speak to them, adjust a product/service only for them and create meaningful content also for them?

If the answer is YES, than integrate them as a special category of your secondary audience.

IN ORDER TO BETTER **CONNECT** WITH DIFFERENT TYPES OF PEOPLES...

Let's take a look on 2023 Social Media Trends (The 2023 Global Social Media Trends Report, 2023):

- Short-form video drives better results
- 80% of marketers say consumers buy products on social media more often than on brand websites
- For Gen Z, **social media** has even replaced search engines and it's becoming for them more important than SEO.
- Instagram offers the highest ROI for social sellers
 - Better invest on social media on Instagram, Facebook and YouTube

GENERATIONAL DIFFERENCES

MILLENNIALS (born between 1981 and 1996):

- Interested in deals and discounts
- Likes to shop online for groceries
- Use Facebook, Twitter, Amazon, Pinterest, and Instagram to shop online
- Curious about trends like bitcoin shopping
- Shops for home items online

GEN Z (born in the late 1990s and early 2000s.):

- Cares about shipping
- Love online shopping + hate other types of shopping
- Interested in good service
- Wants to know about the company
- Searches for home goods
- Scarce attention
- Prefer short videos
- Don't read much
- Get bored if the introduction is long (no introduction is sometimes a better approach for them)

MORE ABOUT 2023 SOCIAL MEDIA TRENDS

- Brands optimize their social media presence for search (We could say the SEO approach is moving on social media).
- Marketers are seeing more value in niche micro-influencers and creators for targeted campaigns.
- Funny, trendy, and relatable content will stand out.
- Brands' virtual micro communities become more important.

TYPES OF SOCIAL MEDIA CONTENT TO CREATE ARE:

- Relatable posts (transparent and inspiring authenticity)
- Behind-the-scenes content • Memes + funny content
- Interactive content like polls, games, and AR/VR
- Educational content and news stories
- Content that reflects your brand values Interview your founder or leadership team, or start employee takeovers.

HOW TO USE CONTENT MK TO PROMOTE A UNIVERSITY

- I would spend more time understanding my audiences in order to better connect with them.
- I would create space for user-generated content and then strategically integrate it into my communication strategy.
- I would produce more short videos about classes, student projects and so on.
- I know what type of psychologic and cognitive problem students have and I think that universities should become even more inclusive.
- I would play with more types of content that we normal produce for students and, we should admit, video is becoming more and more important.

USEFUL RESOURCES

Baker, K. (2022, August 25). The Ultimate Guide to Content Marketing in 2023. [blog.hubspot.com/. https://blog.hubspot.com/marketing/content-marketing](https://blog.hubspot.com/marketing/content-marketing).

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