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"Content isn't the king, it's the kingdom", says Lee Odden, a USA based Digital Marketing & PR Strategist. Reading closely at what Lee said, gives us a deep insight into the interpretation of content. However, he has affirmed one point and that is, Content is what that guides the Marketing. Before we analyze further and understand what he said, we must be clear about the concept of Content Marketing. The best definition is given by Content Marketing Institute, a global content marketing education and training organization based in the USA. They say, "Content Marketing is a marketing technique of creating & distributing valuable, relevant, and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action." This definition in itself is quite elaborative. A content that has value and is relevant to the customer's questioning while maintaining its consistency would definitely make the customer stay for the business. By this definition and understanding of Content Marketing, one must infer that content is not solely about the words written on a web page or a social media post but it is the matter of the inquisitive nature of the customer. And with this latest trend of Content Marketing, it has become easier for marketers to give answers to their customers.

To have a better insight into what opportunity this marketing trend is giving to the marketers and how is it satisfying the customer's questions, let's talk about Coco Chanel. Chanel is a famous Paris based luxury brand and is known for its class and sophistication. For someone, who has always adored Chanel's products and wanted to afford them, must have always wondered about how the brand came into its being. More to this, there must be other questions like how Chanel made it so big? Why is the brand so appealing? These questions crop up in the minds of the people when they were already aware of the brand. Chanel understood the curiosity behind the nature of the brand amongst its potential customers. And extending to this, they have presented their answers in a very engaging and mesmerizing way. Their official website tells the story of the rise of the brand in the form of chapters depicted through short videos. From the chapter of the first perfume of Chanel which was Chanel N° 5, telling about how it was invented to how the brand diversified into different products, these videos are distributed into 21 chapter Chanel has connected with its customers and new online

visitors largely through the medium of videos. This example of Chanel is not just about the way it is bridging with its loyal customers or the prospective customers but is also about how they are doing it. As already said above, content is not merely the words written on the web page or a social media post but it could be anything that engages the recipient. The content can be presented through videos (as done by Chanel), podcasts (mostly available on iTunes), info graphics or blogging. It's all about what the customer wants to know. Content Marketing is ahead of marketing the presence and spreading awareness. It comes into play when the customer does research about the brand or wants to buy the product or services.

With the above account on Content Marketing, it would be surprising to know that it is one tool that works not only for B2C Marketing (Business to Customer) but also B2B Marketing (Business to Business). According to a survey by PointVisible, a digital marketing agency based in Europe, 89% of B2B Marketers are already doing Content Marketing in comparison to 86% of B2C Marketers worldwide. Adding on to this, nearly 63% of both the marketers are more successful with Content Marketing as compared to what they did in the previous year. On a similar note with this finding, Demand Gen Report in 2016, an online publisher on Marketing for B2B professionals also surveyed about this latest trend. Their survey revealed that 47% of buyers viewed 3-5 pieces of content before buying a particular product.

The numbers revealed by these surveys and the example of Chanel, definitely gives every marketer a good understanding of how and why content can and should be put to its maximum use for marketing. So what are you waiting for?

Search query showing in Google local search results

Google is bringing another change in its search results. For much refined results, the query would be filtered down according to the keyword search in the search bar. These results will show up in the form of snippets displaying the higher ranking websites listed on the local business listing of Google. In these results, it is also expected that Google would highlight the content that would match the query. So, content is the kingdom, right?