

Content Marketing – Innovative Strategy to Keep Companies on the Market

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Abstract. *The main purpose of this paper is to analyze the strategy and growth of a company through content marketing, including the positive impact it could have on its target audience. Content marketing makes the difference with the respect towards the quality. It does not create a rapid saturation effect on the target audience, because ad spam does not exist in this category. People choose what they want to view.*

In a time of continuous technologization, companies need to strategically adjust in order to survive in the market. This adaptation takes shape throughout content marketing, which is remarkably becoming the one that makes the difference between being successful or not in the market in which you operate.

These days, the budgets allocated to content marketing are extremely high and they continue to grow as the years are passing.

Keywords: content marketing, customer satisfaction, marketing strategy, strategic business, online marketing

Introduction

The proposed theme is of remarkable topicality, as we live in an era of information technology and continuous rapid development. These two elements have a great impact on the development and maintenance of enterprises in the market. Companies that are not adapted to information technology suffer considerable losses, in some cases they even go bankrupt.

After the onset of the pandemic, many of the professional activities that were carried out physically moved to the online environment, the goal being to maintain an autonomous basis for the businesses' activity. The need for a digital presence inevitably led to content creation. Adapting this content to the interests and preferences of Internet users has given momentum and shaped marketing practices. Content marketing was and is a way to overcome these post-pandemic inadequacies, as its importance and implications at this level are undeniably on the rise.

Organizing long-term activity in a rigid and overly detailed manner can be counterproductive; companies no longer manage to see the options that appear along the way because they are locked in a plan devoid of opportunities (Taleb, 2014, p. 249). At the top level of the organization, planning consists primarily of clearly defining and articulating the enterprise's mission. This is the basis from which all important company decisions start. "The mission is a reference element for the strategic planning process because it establishes the boundaries within

which the strategic business units and functions of the enterprise operate, including the marketing function." (Balaure et al. 2002, p. 579).

The objective of the paper is to examine the role and importance of content marketing strategy in keeping companies relevant and competitive in the marketplace. We will explore how this innovative strategy can be used to attract and engage target audiences while strengthening a company's position in the industry and generating revenue growth.

Literature review

The evolution and role of content marketing

The need for a digital presence inevitably led to content creation. Adapting this content to the interests and preferences of Internet users has given momentum and shaped marketing practices. Creating content and distributing it in order to attract and maintain an audience is not just about the present. Content marketing has existed outside and before the Internet. The latter representing only an amplifier channel. In 1895, John Deere (an agricultural machinery company) launched The Furrow magazine that offered solutions to farmers to help make their work more efficient and profitable. Today, it is sold in over 40 countries, being translated and adapted into 12 different languages (Pulizzi, 2014, p. 15).

In 1900, the Michelin Guide was published for the first time and distributed free of charge to motorists in France. It contained practical information on tires, repairs, mechanics, gas stations, hotels, maps and other matters related to the subject.. The history of this guide continues today, being sold in over 90 countries. Present in the business world for a long time, content marketing is a powerful and subtle tool that more and more organizations are beginning to discover. Its efficiency is indisputable, the big companies of the world have this approach to quality content in their portfolio.

Every company must tell its story, its mission and its reason for existing beyond simply making a profit (Balaure et al. 2002, p. 578). Customers need to know who the company is and what its values are. Strong brands are based on a story that communicates these things in an authentic way: the idea of authenticity is to describe who you really are (Denning, 2011, p. 163).

Also, the current marketing philosophy generally accepted among large corporations, customer relationship orientation and customer loyalty, is another strong reason why managing the content created and distributed by an enterprise is of major importance in terms of standard of living of the brand (Ahmad et al. 2016, pp. 333-334). When a company offers authentic content to its target audience, several objectives are achieved simultaneously: customer trust increases, the image of the company is shaped as an authority in the field, new potential customers are attracted (brand awareness) and advertising costs decrease (creating a traffic source is, in the long run, much more profitable than partnering with an existing source).

DU Plessis (2017) supports the idea that the essence of content marketing is represented by its interaction with local communities, by sharing information, accumulated experience and basic ideas, without any benefit in exchange. He perceives the purpose of this typology of marketing as attracting the external public to various purchasing activities. Purchasing activities, in turn, aim to create a strong and lasting relationship in the client-seller relationship.

According to the Content Marketing Institute (2022), the perspective on content marketing is one that revolves around the creation and distribution of quality and valuable content. At the same time, this ideology is also seen as a strategic approach to relevant and consistent marketing to attract and retain a clearly defined audience and ultimately to drive profitable customer actions.

A great feature of content marketing is its adaptability, because online content can be easily changed based on user feedback (Varbanova, 2013, p.161).

Thus, at present, after the passing of the COVID-19 pandemic, the best way to attract the attention of the public is through content marketing, because the desire of man to interact and express his opinion about various activities is a great one, the saturation in relation to traditional marketing being of a fairly high level.

Current and future trends

Aggressive advertising, spam and "interruptions" are becoming more expensive and ineffective every year. If in 1970, a person saw an average of 500 – 1,600 advertising spots per day, the number reached 5,000 in 2007 and between 6,000 – 10,000 in 2019 (Statista, 2020). This huge growth has 2 main consequences that affect economic enterprises all over the world:

A. More advertising means more expensive advertising - the law of supply and demand clearly tells us that when the demand (for advertising spots) increases faster than the supply, the price inevitably increases as well; promotion through traditional methods thus becomes more expensive;

B. More advertising means less advertising - being "bombarded" with thousands of advertisements daily, people tend to ignore them, avoid them, become irritated and even frustrated by these promotional messages that demand their attention at every step; advertising becomes more ineffective.

In 2019, over 527 million people used an adblocker on mobile, and 236 million also used one on desktop devices (Blockthrough, 2020). Most search engines either have ad blocking preset (UC Browser, Brave, Opera) or offer an ad blocking option (Firefox, Microsoft Edge, Samsung Internet). In these conditions, creating content and distributing it is the optimal solution. When the content is relevant to the target audience, useful and of quality, it will inevitably lead to an ever-expanding loyal customer base (Balteş, 2015, p. 115).

According to Statista.com (2022), after the emergence of the COVID 19 pandemic, there was a fairly large increase in the demand that consumers exerted in relation to quality online content. This form of marketing was quickly adopted by companies, allocating considerable budgets in this direction. As Statista.com (2022) also shows, the revenue from content marketing reached a record value in 2022 in the US, \$66 billion. They predict that industry-wide content market revenues will double by the end of 2026.

Practical examples

One company that puts a lot of emphasis on content marketing is Redbull. They, over time, have experimented and invested a lot in this direction, ending up leading the world market of energy drinks, together with Hell Energy. Red Bull GmbH is a company that successfully applies the principles of content marketing, being a leader in the field of marketing energy drinks for over 35 years (Red Bull 2020).

Since its inception, the company has used very little traditional marketing, poster or billboard advertising, Super Bowl-type commercials. On the TV/media side, they run small animated commercials aimed at interacting with the teenage audience in an unconventional way - the "Red Bull gives you wings!" series (Kotler and Keller, 2011, p. 498). Instead, involvement in sports and "extreme" events brought the company the global notoriety it enjoys today (in 2019, 7.5

billion doses of energizer were sold). Their mission is to "give wings to people and ideas", and the Austrian company always sends strong messages through the right channels (Red Bull 2020).

Red Bull does more than sponsor sporting events and associate itself with a story. The company owns 6 football teams (including RB Leipzig), 2 F1 teams and 2 hockey teams. Red Bull annually organizes The Red Bull Air Race, an extreme low-altitude race for professional pilots. The Flugtag is also organized annually, a gliding competition with non-motorized vehicles, in which the "planes" built by the participants are launched over a lake (Red Bull 2024).

Through such events, Red Bull gathers audiences of over 300,000 people, and that's just at the event site. Red Bull owns its own media company and broadcasts its activities worldwide. On YouTube, the official channel has over 9 million subscribers. They also own their own record label, Red Bull Records. Another event where the Austrian company showed that content marketing is its main strategy was "The Stratos". On October 14, 2012, Felix Baumgartner ascended 39 km above New Mexico in a helium balloon before jumping out of the stratosphere, reaching a speed of 1,357.64 km/h (more than the speed of sound). Two world records were set that day. Red Bull spent \$65 million on the event, but media and TV coverage was global (Red Bull, 2020). Actively participating in sports, extreme activities and exciting events, Red Bull creates content for their target audience: young sports enthusiasts, especially those with high risks. Their brand is present on all media channels; the company image is clear, coherent and authentic.

Results and discussions

We can conclude that content marketing is an innovative and effective strategy to keep companies on the market in an era dominated by technology and rapid development. The need for a digital presence has inevitably led to the creation of content tailored to the interests and preferences of internet users, and content marketing has become a powerful and subtle tool to attract and retain an audience. Content marketing is also a sustainable approach that can be applied over the long term in a flexible and adaptable way. Instead of focusing on rigid and detailed planning, companies should define their mission and values and communicate these through authentic and quality content.

The marketing strategies of companies in any industry can substantially increase their profitability by focusing their efforts on content marketing, so they will be able to stay in the market easily and reliably for a long time. Budgets allocated to content marketing are extremely large and continue to grow as the years go by.

At the same time, the digitisation of the modern world facilitates this type of approach, with a minimal online presence now becoming a necessity for any entity. Providing content that is useful and relevant to the target audience helps to:

- increase brand awareness;
- grow the customer base;
- retain customers;
- establish authority status in the field.

People's primary desire is to consume the content of their choice without being interrupted by unrelated vague online advertising. Traditional marketing is becoming more expensive and less effective as more ads run and ad blocking systems develop. The future is content marketing, and companies that don't understand this are doomed to failure.

In addition, history shows that content marketing has been around for a long time, and companies that have embraced it have managed to build strong brands and adapt to changes in the

marketplace. Ultimately, it's important for every company to find its own voice and tell its story in a way that is authentic and relevant to its audience.

Conclusion

Content marketing stands out in the marketing communication landscape as a strategy with significant potential in the context of the digital age. Market trends show an increase in the cost of traditional communication and a reduction in its influence on consumer behavior.

Online advertising, despite being personalized, is intrusive and unpleasant for consumers, as evidenced by the use of adblocker programs and the decreasing effectiveness of traditional advertising. Thus, there arises the need for alternative communication strategies.

Content marketing offers a more subtle and engaging approach to reaching the public. Allocating the communication budget becomes a significant challenge for companies seeking maximum efficiency between allocated resources and obtained results.

RedBull, Michelin, and John Deere are exemplary companies that allocate significant budgets to create relevant content tailored to consumer demands, thus countering resistance to advertising and digital media overcrowding.

Future directions

1. Advanced content personalization: using artificial intelligence and predictive analytics to deliver personalized and relevant content to each audience segment.
2. Increase interactive engagement: adopt interactive technologies and content experiences that involve and engage audiences more deeply.
3. Collaboration and strategic partnerships: develop partnerships and collaborations with influencers, other relevant brands and communities to amplify the voice and impact of content and increase reach and engagement.
4. Real-time measurement and optimisation: implement advanced analytics and monitoring systems to measure the impact of content and adjust strategies in real time based on results.

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