

CONTENT MARKETING AS AN EFFECTIVE TOOL FOR PROMOTION OF GOODS AND SERVICES ON THE INTERNET

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Abstract. This article is devoted to revealing the essence of the concept of content marketing. Recommendations for creating quality content and goals that help to achieve the use of this promotion tool are also considered.

Keywords: content marketing, content uniqueness, high quality content, content marketing goals, promotion.

I. Introduction

In the age of computerization and digitalization, most businesses promote their products and services online using a variety of Internet marketing tools. The popularity of social media is gaining momentum every year and modern consumers can no longer imagine their lives without them. Therefore, in order not to stay away and be close to their audience, companies are actively performing on the same platforms used by their potential customers.

Content marketing is a popular and effective tool for promoting on the Internet. By creating and distributing quality content, companies are able to attract the target audience to the brand's platforms on social networks and websites, introduce potential consumers to products and services and the brand in general, build trusting relationships with consumers, find new brand supporters and retain existing interest.

II. Formulation of the problem

Content marketing is a marketing strategy for creating quality content. It should be interesting for the target audience of the company and at the same time

relate to the activities of the firm. It also helps to acquaint consumers with the goods and services of the company to build trust and consumer loyalty to the company.

The planning, creation and distribution of high-quality content should be based on the goals and objectives of the company, which are assigned to this promotion tool. And this is first of all the constant presence of the brand in the lives of consumers, creating a trusting relationship between the consumer and the brand, acquainting customers with the company's products and services, forming an image and increasing consumer loyalty to the brand. Therefore, the purpose of the article is to reveal the essence of the concept of content marketing, consideration of basic recommendations for creating quality content and the purposes of its use, as well as highlighting the main stages of planning, development and promotion of content on the Internet.

II. Results

Obsessive advertising on the Internet has long bothered consumers and causes more irritation than the desire to get acquainted with the product or service, and even more so to buy it. Content marketing is a more effective tool for promotion on social networks and on web pages in search networks. It is with the help of high-quality content that will be interesting and useful for a specific target audience that you can build a connection between the brand and the consumer. By solving consumer problems, you can form a trusting relationship with them and turn them into real supporters of the brand.

Planning, creating and distributing quality content, built on this principle, will help attract and retain the attention of potential consumers and shape the brand image. The concept of content marketing is to acquaint consumers with the company's products and the brand, to promote goods and services in general, so to speak, in a veiled way, providing readers with useful and interesting information and entertaining readers [4].

A content marketing strategy, like any other marketing strategy, requires a clear definition of goals and objectives, planning and calculation of the budget that will be allocated to the creation and promotion of high quality content.

The effectiveness of content marketing is determined primarily by the quality of the content and the literacy of its planning. Really useful and interesting content that will attract the attention of consumers must meet a number of criteria and recommendations. Among them are the following [1, p. 288].

- Content topics should be tailored to the interests of the target audience, should be useful and relevant to customer needs. So before creating a content plan and in general the main idea of a blog or page on a social network, you need to have a full understanding of who your consumer is, what his interests, preferences and needs.

- Regular posting and interaction with readers. Adding this promotion tool to your arsenal, you should realize that content marketing is a strategic approach that requires daily and hard work. It doesn't matter if it's a brand page on a social network, a blog on a website or a telegram channel, the content plan needs to be clearly planned, it needs to be updated regularly to keep consumers on their sites. It is also important to follow the comments and discussions of readers to the publications, to respond to them, increasing the interest of consumers.

- Unique content and brand style. This is perhaps the most important component that is the key to the effectiveness of this method of promotion. Readers will not be attracted to banal or half-copied material. Each post or publication must be completely unique, only then will the content deserve attention and attract new readers. Also keep in mind that content should emphasize the company's brand style, for example, by adding a logo to the image to the publication, using corporate colors and fonts on the inscriptions on the images. Such attributes will make the content unique and help shape the brand image in the eyes of consumers.

- Competent planning, which involves a variety of content and an approach in which quality is more important than quantity. To keep the attention of readers (consumers) it is important to use different types of content marketing. The most important is the use of images for publications, as well as videos, animations, entertainment content (if appropriate). Examples are riddles, interesting puzzles, pranks and more. This range of content is very common, in particular, in various

social networks. And the alternation of its types helps to present information in a more interesting way.

- Content should be clear to everyone. An exception can only be made if we are dealing with very niche products, whose consumers are familiar with the terminology related to the product. However, in general, content should be easily perceived by consumers, so it should be clear and interactive to engage readers in interaction - discussions, comments, reposts and more.

Therefore, all the above recommendations for the use of this marketing tool will help increase its effectiveness. Another important aspect of the success of content marketing is the appropriate choice of promotion channels, the definition of which should be based on the analysis of consumers of the company's products. One of the most popular channels is social media. It is on these sites that there are all the conditions for creating and promoting quality content [2, p.160].

It is worth noting that before implementing content marketing, it is necessary to clearly define its goals. This activity can be focused on increasing sales of goods or services of the company. In this case, you should pay more attention to publications that will introduce consumers to the company's products, as well as plan content in such a way as to help potential customers gradually go the way of making a purchase decision. Keep in mind that the content you sell should not be intrusive. Publications on offers to purchase goods or services should not exceed 20% of the total number of publications.

The goal of a strategic approach to content marketing can be to promote the company and improve the brand image. In this case, when creating a content plan, you should pay more attention to creating a unique style by which you can distinguish the company's publications from competitors. Also gradually add publications of "acquaintance" of consumers with the enterprise [1, p.275].

IV. Conclusions

Therefore, the content plan is created in accordance with the goals of the enterprise and should be developed in accordance with the above recommendations.

In this case, this marketing tool, as one of the elements of a comprehensive marketing strategy, will help achieve the planned results and win customer loyalty. It will also provide an opportunity to increase the audience of fans of the brand and increase the popularity of the company, as well as positively affect its commercial results.

References:

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