

The Study of Content Marketing in B2C Context

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ABSTRACT

Content Marketing is not a new concept, it was developed around 100 years ago, but according to Google trends its popularity could be seen since 2010. In the present world, more methods and mediums of content marketing exist than ever before. Businesses nowadays understand the problem of customers and create content accordingly to solve customer problems and hence grow their business. The present paper aimed to study content marketing in B2C context. The top priorities for a B2C content creator are to create more engaging content and to better understand which content is effective and which not. Further, it is found that B2C organisations are extremely or moderately successful with content marketing. Mail marketing is perceived as more reliable content by respondents. An organisation having documented marketing strategies is more successful than that without documented marketing strategies. The B2C firms nowadays are using both paid and non-paid channels for distributing their content.

KEYWORDS: Content marketing, Business to consumer, Search engine marketing, Pay-per-click, Social media.

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