

# Content Marketing: A Successful Branding Strategy

Poliana Nogueira Dias \*, Regina Rianelli de Brito<sup>1</sup>, Prof. Dr. Jesus Domech Moré<sup>2</sup>, Prof. Dr. Jorge Julio Landeiro Vaz<sup>3</sup>, Post-Doc Wellington Trotta<sup>4</sup>

<sup>1</sup>Doctoral Student - Estacio de Sá University, <sup>2</sup>IBMEC, <sup>3</sup>Universidade Lusíada de Lisboa, <sup>4</sup>Estacio de Sá University

**ABSTRACT:-** This article has focused on the Content as a new communication strategy, which aims to inform, not only sell. The first part of the article dealt with the importance of this strategy, the impacts and the influences on the marketing department and in purchasing decisions. A digital research to collaborators on media companies to know the value assigned to the content and if there is concern about the SEO (search engine optimization) was the second part of this article. Finally, how Content Marketing can significantly improve Branding.

**KEYWORDS:** Content Marketing. Branding. Loyalty. Success Strategy

## INTRODUCTION

The on-line presence makes a difference in the revenue of companies. Be the first pages of search sites and inserted into lists of geographical areas and activities, is likely to increase leads and sales, with a click of effort. But for this, you must understand how this universe works and how good content can make all the difference. Develop strategies in appropriate media, planning the work flow with engaging stories and awaken the emotional, brings an increase in engagement and customer loyalty.

Image is nothing. Content is everything! Parodying the famous advertising Sprite, which was successful in 90 years, highlights the importance of content. Of course, image is important, and allies, are two powerful tools to get leads and generate interest in the product / service.

The Company consultancy E-bit in e-commerce, published the data Mother's Day 2014, which exceeded by 51% the same date in 2013: added, sales were R \$ 1.6 billion, surpassing even the estimates of their own E-bit for this year. This just in e-commerce in addition to physical sales made from institutional advertisements and mindshare

(the space that a company has in the consumer's mind) and market share (the space that a company has in the segment in which it operates ).

Be online this does not require so only have a page or a website, but interesting pages and a well programmed and secure website; traffic that has to be always present and to awaken the client, the will to come back more often. Quality content, delivered to the right person at the right time, takes the customer to emotional experiences that increase brand loyalty. Standardized image content and synthesize what the company has to offer, establishing an identity and increasing the mind and market share, consolidating the brand and thus increasing sales. It should be borne in mind that each area should act where your expertise, which often does not occur, because designers are commissioned to develop content suited to the proposed visual, endangering the entire strategy. The research in this article was made based on this shortcut that many entrepreneurs use, but can compromise the entire Branding brand.

The main purpose of the Content Marketing is to attract and retain customers consistently from relevant and valuable content with the intention of

changing or even improve the audience's behavior. Professionals working with content marketing should be focused on creating, publishing and sharing material that has to do with your market. Thinking about the marketing strategy as a whole, it would be like owning a means of communication and not use commercial space for other vehicles. It is a marketing without intermediaries, you deliver information to their client - which causes it to be more informed about a particular subject matter, becoming more "intelligent" - rather than simply sell your product. This strategy is based mainly on providing valuable and consistent information to customers and that they choose as product / service preferred by offering their loyalty.

## **CONTENT MARKETING AND LOYALTY**

If you have a business, you want more customers. Content Marketing is a dynamic way to get them. It is the process of sharing their expertise and knowledge online to attract potential customers and establish a good relationship with them. A misconception is that if you give all the information about your area, customers can use from the information without your help. But this is rare. What can happen is someone read your stuff, get excited and say that will make a, b, but possibly one does not prioritize it and end up falling by the wayside. But they still remember that your company knows exactly what to do and it seems that is the best area because it has so much expertise that is keen to share how the work is done.

Brenner (2014), Senior Integrated Marketing and Content Strategy, SAP provides that the "professional content" will become an important part of the marketing department, in many brands. The content strategy will be seen as an integral part of the marketing planning process as more leaders look if resources are being implemented effectively.

All perceptions that an individual has about a particular object based on the references of where it is inserted, although there are various interfering factors, primarily these are the strongest features.

## **Buying pace, Generation Y and collaborative behavior in the digital environment**

Kotler (2006) states that the consumer buying behavior is influenced by cultural, social, personal and psychological factors. Cultural factors exert the greatest and most profound influence.

Currently we can say with conviction - although references remain, but the perception has become more volatile - the search for information and the ease of finding them made the purchase decision process. Consumers do your own research and engage with content such as the language used by the company in social networks, comparisons of products / services, customer reviews and opinion leaders, bloggers, instant celebrities and footballers.

The process is also happening because Generation Y, the generation born in the 90s, in the Age of Knowledge and Information, is establishing family, reaching decision-making positions in companies or are at an earlier age with the power to invest in your own business . With an increasingly collaborative process, there are many questions to determine why invest in something new.

## **SAC, Brands, SEO, Search Engine & Safety Codes**

Depending on the product or service offered, the purchase process can last months or even years if there are no documents and contents prepared to help the customer decide better and faster. Normally this decision process can begin on research in the search engines and other sites on the internet. Produce content that meets and resolve any doubts, take an online SAC that listens and responds to all, makes it even easier. This assistance is basic and requires not only a well-designed language, but fast performances and to bring solutions.

The SEO (Search Engine Optimization) is very relevant, especially by highlighting the companies in their area (BRITO, 2014). The owner must produce quality content to improve its position

through the mechanisms of search engines and generate traffic - it can even be smaller than when it focuses on price and product - but much more qualified, the customer can be up to twice the time on your page and converting more results.

A major concern also relates to the security of the data stored by the portal: If the data that the client supplies are being put to good use and navigate on a particular site is really secure (Turban, 2010). The concern with the content marketing goes beyond what is seen. When you structure a brand, a reputation it can run serious risks if hackers use the site to distribute malware or redeem valuable information such as card numbers and documentation. A follow-up should be done, because this topic is not always at hand, just turns focus after the discovery of a vulnerability. Cryptographic protocols such as SSL, firewalls and software that protect and assist flaws or vulnerabilities that may exist on the website code help in security against intruders, but should never be overestimated and should be in constant observation.

## **CONTENT AND THE SHOPPING CYCLE, SUCCESSFUL BRANDING AND LOVEMARKS**

The content should be built from the behavior you want to go or some perspective to be changed. People and platforms that will be used must be searched from the target audience of the company, and may extend to a secondary audience. When the content is sprayed, becoming viral, can be marked places ever imagined. Define what makes a distinct brand and the unique perspectives that it proposes, are the starting points, but the Content Marketing is more than define which language is used and where it will act.

The proposal to bring quality content, engaging people with the brand and solidifying the company is the major challenge requires a high knowledge of the area in which it operates, in addition to understanding public behavior and what he wants at that particular time.

The best content marketing strategies lead customers to engage increasingly in a process that begins with relevant messages through multiple channels, in order to educate them through grounded concepts, thus attracting prospects for the company, by converting in the leads and turning them into sales. Thus begins a loyal relationship with the target (Turban, 2010).

The buying cycle to be read for more assertive strategies: customer journey starts from the non-awareness of the need, through the recognition that something needs to be solved, thus arousing the interest in solving the problem and looking at all the relevant information if educating and preparing to consider how you will pay to solve this problem and finally finding companies and comparing them to become a client. The company should focus on how to establish itself as a reliable source and be a reference in the market in which it operates. Currently buyers seeking information to educate and help them in the purchase decision process. The goal of a solid content strategy is to focus on how to establish itself as a reliable source of advice and referral marketing of products and services in which the company operates.

Branding is the set of attributes of the brand that is in the client's memory: it is what he feels about her. Many of these behaviors are motivated consumers through continuous struggle to bring stories and emotions, involving them in all this.

Several components are important for the Branding is successful, such as: position yourself correctly, responding to the expectations and customer requirements; a nice visual, by defining the key concept; have a competitive price; excellence in care at all stages; and to reaffirm this position, a sweeping content with engaging stories and exalt the role of each of the employees, especially those who chose to buy the product or service offered by the brand. Romulo Pinheiro (2014), general director of Asia Branding, company ABC Group proposes differentiation and targeting, as shown here:

*“Vivemos em um contexto de excesso de informação e de oferta. Temos muitas opções de escolha para quase tudo que demandamos, mas também muito pouco tempo para exercer estas escolhas. Por isso o indicador-chave em Branding é relevância, ou, em outras palavras, percepção de valor.*

*Uma marca pode buscar ser conhecida e top of mind, por meio de comunicação intensiva; ou se diferenciar, através de um posicionamento bem definido e pesquisado. Mas isso o ferramental de marketing sabe resolver.*

*No entanto, entre uma marca conhecida, diferente, genial, engraçada, e uma marca relevante, esta última vai prevalecer. Apenas uma marca relevante pode levar os públicos da empresa, principalmente o cliente, a mudar seu comportamento.”*

**Free translation:** *“We live in excess of context information and supply. We have lots of choice for almost everything we demand, but also very little time to exercise these choices. So the key indicator in Branding is important, or, in other words, perception of value.*

*A trade mark may seek to be known and top of mind through intensive communication; or differentiate through a well-defined position and researched. But that the marketing tools know how to solve.*

*However, from a known brand, different, cool, funny, and a relevant brand, the latter will prevail. Only a relevant brand can take the company public, especially the customer to change their behavior “*

Branding is no longer just a concept and it stands as a constant process directing companies to create positive experiences for their customers, turning them into lovemarks, which is the future of customer loyalty to brands. The relationship with the lovemarks go beyond business transactions. Do

not buy these brands, gets emotionally involved and that's why the hardly abandons consumer.

## **RESEARCH METHODOLOGY**

The survey was conducted in order to understand the Communication Services companies of the City of Rio de Janeiro - is meant by Advertising Agencies and Advertising, Media and Communication consultants consultants - and the importance given to the Content Marketing within jobs elaborate

Rose the need to search among Web Designers and graphs, which are the creators of visual identities for companies such as websites, commercial brochures, banners, among other materials to final consumers as well as kit-media and press-kit communicate with the press and potential business partners from briefings previously prepared by the commercial area businesses.

A screening of Communication and Marketing companies in the South Zone of Rio de Janeiro was taken by Google search site and contact from June to August 2014. 100 questionnaires were completed: 40 via e-mail and 60 by the website Survey Monkey, totaling 100 respondents.

### **The Age Group, Type of Company Communications and Marketing, attended more Location and Business Size**

Professionals were survey between 25 to 40 years, with 75% of them working in Advertising agencies and working as freelancers in alternative schedules, namely

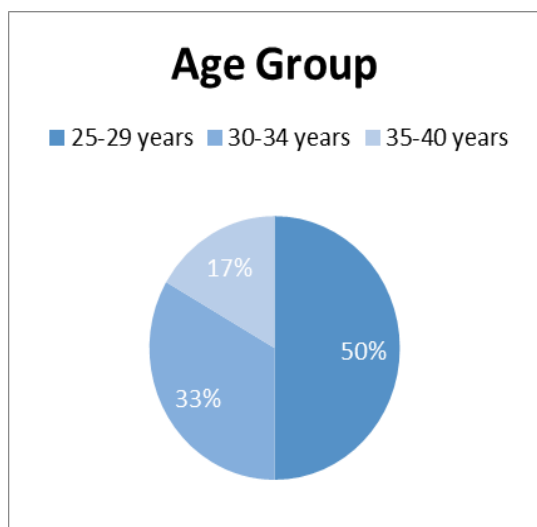


Figure 1 – Age group: 50% of the subjects ARE among 25 to 29 year old.

SOURCE: prepared by author, 2014

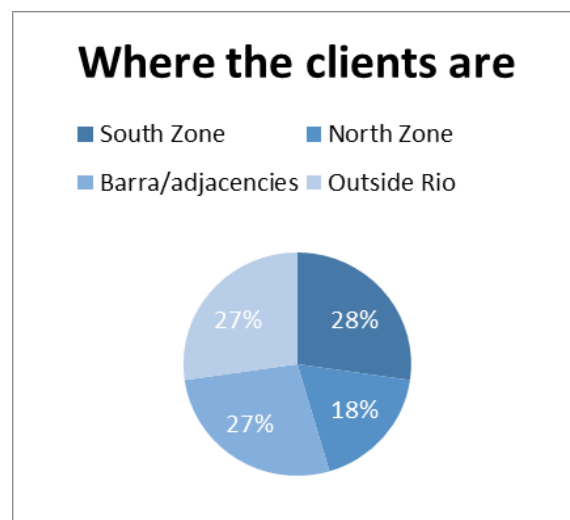


Figure 2 – Where the clients are: only 18% cover Organizations are located outside of Rio.

SOURCE: prepared by author, 2014

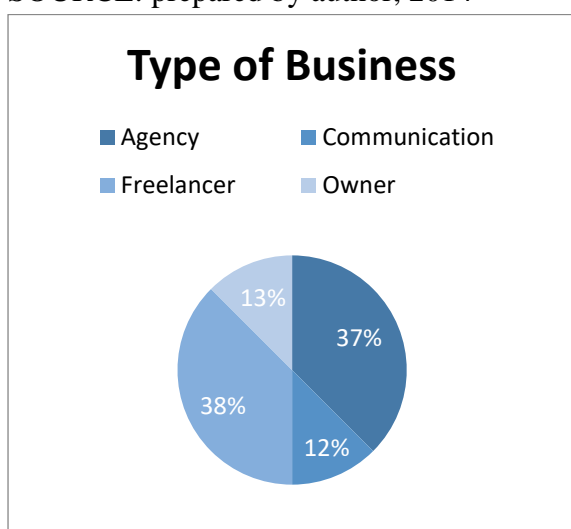


Figure 3: 38% work agencies, and communication companies, only 12% work in their own companies or as freelancers.

SOURCE: prepared by author, 2014

As the figures 1-4, the age of the respondents ranges from 25 to 40 years, with about 50% of them are between 25 and 29 years. They work mostly in Advertising agencies, but 12% of them work in their own companies and 12%, as freelances. Local most covered by this research in the city of Rio de Janeiro, all with 27% of the answers, the South Zone, Barra da Tijuca and North Zone, with only 18% of clients being out of the city of Rio de Janeiro. Micro-enterprises, SMEs and large firms are the most attended in the

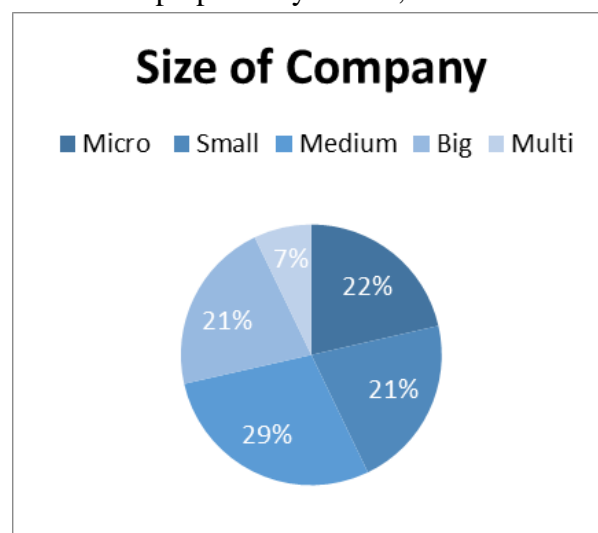


Figure 4: The chart shows the size of the companies with only 7% of multinationals.

SOURCE: prepared by author, 2014

perception of these professionals, leaving only 7.14% the number of multinationals.

### Materials more applications and Customers Practice Area

The creation of logos and printed and digital materials is among the most popular services, websites are with only 15.38% of the requests. Companies in the Services area, Oil and Gas and Cultural are the most satisfied, followed by Food, Health and Industries.

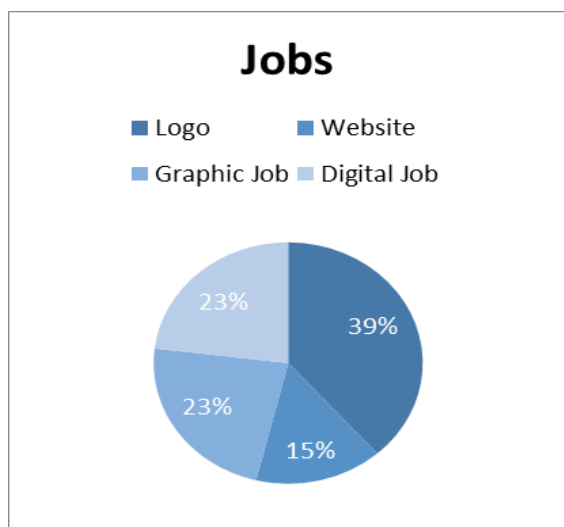


Figure 5: websites production, graphic job and Digital job totalize 61% of the orders.

SOURCE: prepared by the author, 2014

As shown in Figures 5 and 6, the material application over - or more service requested by customers - are logos, 39%, followed by digital and printed materials with 23% and websites are each 15% of applications. The market practice areas are fairly homogeneous, with 30% of them being services. Highlighting the industry that has the same percentage of requests that Food and Health.

### Content Marketing: Who develops values for the Service Types of Language

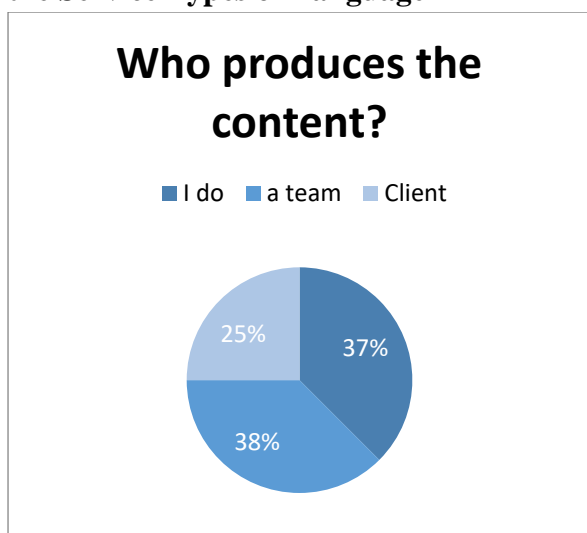


Figure 7: only 38% of the content is produced by specialized teams.

SOURCE: own elaboration, 2014

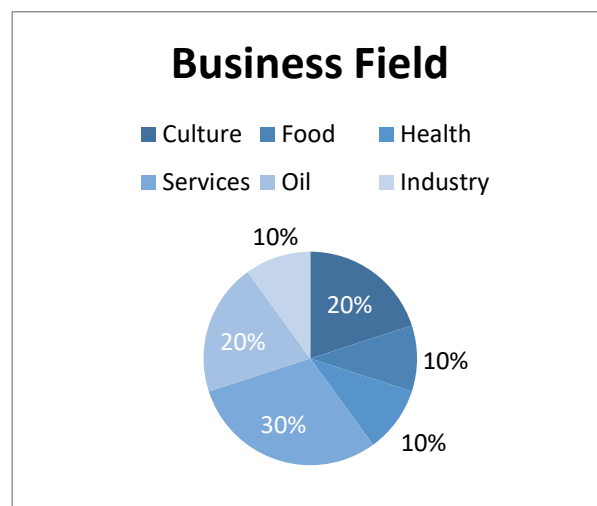


Figure 6: The areas are homogeneous, with services standing out with 30%.

SOURCE: prepared by the author, 2014

A small but significant share of customers, 25% develops its own content, while 37% are developed by the designer himself and 38% have a team trained by the companies themselves. The figures vary, but 33.33% are decided by the designer himself, while 50% have no idea of the value that is passed on. 16.67% answered that is below 10% of the total service. The language used is the commercial, followed by "First Person" - direct conversation with the customer - leaving the Journalistic with only 14.28% of total answers.

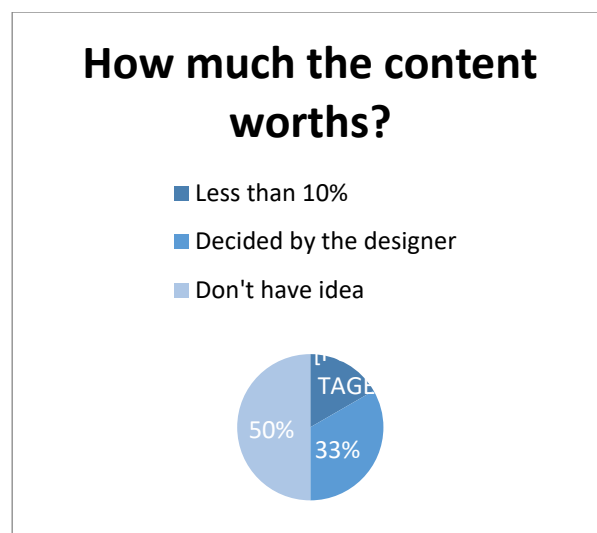


Figure 8: 50% of designers have no concept of how much is passed on to the production of content.

SOURCE: own elaboration, 2014

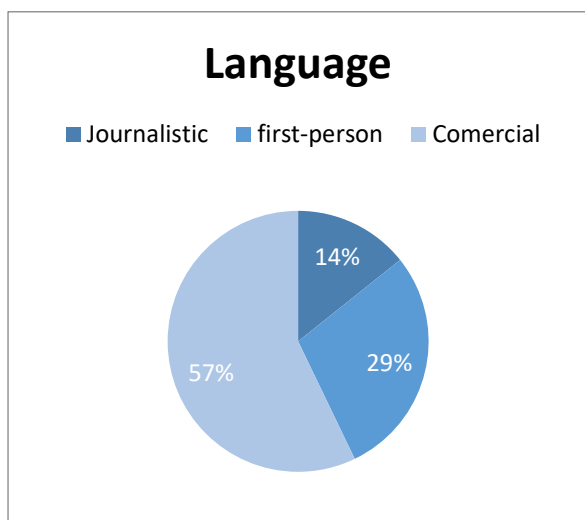


Figure 9: The Business language is the most used.  
SOURCE: own elaboration, 2014

From the number of graphs 7, 8 and 9, note that only 38% of the content is produced by specialized teams, and 50% of designers have no idea how much is passed on the full campaign for the Content. The most widely used language is commercial, with 57%, and 29% use the 1st person, as in a conversation with your client and journalistic language is less prominent, 14% usage.

The importance given to SEO - Search Engine Optimization

The answers given to the importance of SEO ratify the concern is very small, although there are many studies that prove the difference it makes in company revenues, appear on the first page of search engines. 66.66% answered that only sometimes those who produce content cares about SEO and 33.33% do not know what Search Engine Optimization means

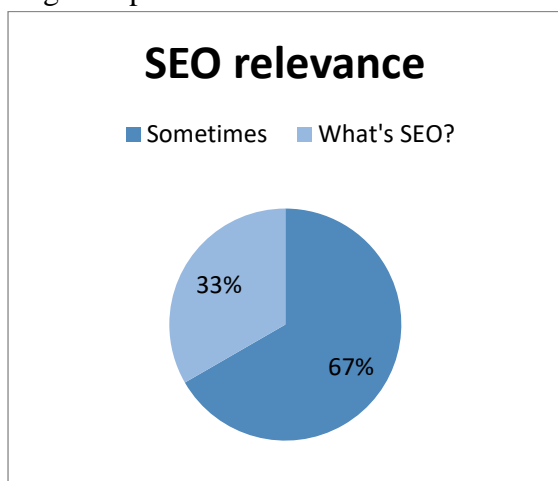


Figure 10: 67% of designers do not know what is Search Engine Optimization.

SOURCE: own elaboration, 2014

In figure 10 shows that 33% of the times designers care about seo and 67% did not know what it means showing that ignore the power of search engine optimization.

FINAL CONSIDERATIONS

The purpose of this article was to explain the importance of Content Marketing strategy and what value assigned to it by the companies.

When started the research on this topic by June 2014, it was notorious the amount of books, materials and articles produced in the USA and Canada who started from further study on Branding and that can still be considered relatively new in South America, Brazil.

RODRIGUES (2006) states that in 2001 the Branding had been quoted in materials and it was a result of the entry of large international consulting brand identity. But Branding cannot be seen as only the brand image. It's behavior in all communication platforms must be the same and the answers must be extremely fast, whether in a matter of slave labor involving the mark, as in a bad service, for example. In Brazil, although it is not a well-publicized issue, the Content Marketing has grown rapidly in the year 2014, which can be noticed through online surveys, the number of articles published on blogs and websites, infographics, and growing number of literature on the subject being translated into Portuguese, as well as companies that are specializing and creating departments to develop a more complete work for their clients. This article was prepared for the most part from the US material, which is rather advanced on the subject, with large companies offering this service in the market, even if the Content Marketing is already emerging in Brazil as a natural movement of development in research branding and marketing.

In research conducted - which was called "Enough of Lorem Ipsum", referring to the texts used by designers to fill the layouts where the contents

come - it was clear that few companies that really care about the company's image if it is paying off, and soon it may no longer be competitive and be overcome easily by competitors.

The dynamic has changed and the institutions do not exist today only in business hours, intensifying the relationships between company and customer, where it feels safe to donate personal data, buy and rely on brand services. And that's where a prepared staff makes the difference. Image more content makes branding a powerful ally in the conquest of Market share.

Future research will be developed to achieve a better understanding of the influence of Content Marketing in Branding and it is up to the Communication and Marketing company or the responsible department, offer a service that already has this concern or create it. To go a step beyond what is expected by the consumer to occupy a space in your wish list, how to "talk" company with all employees can be crucial. The current content, attractive, to inform and to deliver what consumers want to read can be the first step to become a lovemark. The coveted brands in the audience to identify beyond reason, where the client himself becomes a seller of the brand.

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