iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 10 **Issue:** I **Month of publication:** January 2022

DOI: https://doi.org/10.22214/ijraset.2022.40159

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 10 Issue I Jan 2022- Available at www.ijraset.com

Impact of Content Marketing on Brands Health

Kaneez Masoom
BBD University, India

Abstract: ***The advent of Web 2.0 has ushered in a new era in business operations, allowing for dual communication between businesses and their customers. Today, corporate professionals often hire social media platforms to raise awareness about the product and sell their products to customers. However, the main aim of communicating information via online plateforms specially the social media is to inspire the consumers to interact with the business. At the moment, brand health is the is the testing of products and brands by digital viewers. It checks product and brand awareness over the long term, leading to improved product and brand equity. Site time, recurring visitors, community preferences, subscriptions, and jump rate are just a few steps used to assess product health.***

Keywords: ***content marketing, consumer engagement, brand , social networks , social media marketing .***

I. INTRODUCTION

Social networks have become an important link in communicating with people around the world. Distance is no longer an obstacle and people use social media to keep in touch with their friends . According to Evans (2008), social media refers to discourses that are structured, which are true between people because of shared interests, based on participant ideas and knowledge. Alternatively, Touchette and Schanski (2015) define a communication platform as a means of communication in which two groups, users and online publishers, collaborate to provide a space where information is shared and users can connect and contribute collaboratively. As a result, the main purpose of the social network is to connect with others online.

The activities of the communications platform have been influenced by changes in the corporate sector to become one of the most important tools of marketing strategy, especially in the areas of health and product development. In the past, entrepreneurs used only the usual marketing methods such as virtual and mud-brick shops, as well as Web 1.0, which was mainly used for shopping carts and displayed only web pages.

As a result, measuring product life through engagement and audience growth is difficult for business employees. Currently, the launch of Web 2.0 has had a huge impact on corporate sector, especially advertising, has also made it easier for businesses to evaluate the quality of their products through social media. Web 2.0, for example, allows for two-way communication between customers and company groups, allowing for active participation between them. Constantinides * (2014) states that Web 2.0 is the future of internet as it is a combination of social, economical and technological features that make up the future generation of the Internet.

As a result of Web 2.0, businesses can analyse and track their customers' preferences , interest and awareness of the product by tracking their participation and engagement with the brand on social media.

Content is of utmost importance in the social media marketing . As content is something that businesses can share and promote to their customers. A good and important content piece can help increase social engagement, which is important in a social media marketing campaign. There is still much to do with the agenda when it comes to content marketing. The descriptions of content marketing are based on the experience of business professionals who have worked on various projects. They do their homework and have experience in developing their company's content marketing.

II. METHODS AND MATERIALS

To achieve the objectives of this paper , the analysis and synthesis of scientific literature in the fields of brand health , content marketing , the customer value and social networks has been provided .

III. OBJECTIVES OF THE STUDY

1) The first objective of the paper is to review the concept of brand health and its relation with content marketing .
2) The second objective is to analyse the impact of of consumer engagement on brand's health .
3) To study the impact of content marketing on consumer's engagement .
4) To find the advantages of enhancing the brand's health for a business.

©IJRASET: All Rights are Reserved

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 10 Issue I Jan 2022- Available at www.ijraset.com

IV. ANALYSIS OF LITERATURE

According to the Content Marketing Institute (2015), content or information marketing is a form of strategic marketing and it focuses on developing and promoting valuable, relevant, and consistent content to attract and retain a clearly defined audience for profit. Essential marketing, according to Steimle (2014), is a marketing strategy that involves developing and sharing useful , relevant, and consistent content to attract and engage the target audience , aiming for a profitable consumer action.

According to Kilgour, Sasser, and Larke (2015) , content marketing as a consumer role in sharing and participating in the media space of their interest. As a result, it is clear that content marketing aims at promoting the relevant and consistent content to targeted audiences in order to inspire the consumer to take the required action . As a result, according to Blank (2014), content marketing involves interacting with the consumers by sharing ideas and information in the form of interesting and relevant content . Content marketing involves sharing information about products in such a way that it may inspire people to make the purchase . A well planned content marketing can help businesses engage more with the consumers thus maintaining a healthy product image.

A. Brand Health

The brand is very important for a business because it represents the company's image and identity. Studying and evaluating the health of a brand is very important for a business before determining brand equity . Brand health is important in determining a company's performance in terms of sales and demand to customers. According to Berg, Matthews, and O'Hare (2007), brand health is linked to current and future consumer value. In addition, brand health has a tangible and significant competitive advantage in controlling brands and business operations over time.

Brand Health is a new concept in the measure of business success, and not all businesses know it. Apart from that, brand health is an indication that companies are exploring product or brand awareness among customers rather than reflecting company success. A healthy brand, according to Heaton (2015), is a corporate or non-profit brand that is ready to succeed. In fact, today's businesses have to evaluate the quality of their product in order to maintain or build a brand equity, as both are inextricably linked.

The involvement and reaction of consumers determines the health of a brand. Consumer Endurance and Response Used by some entrepreneurs to evaluate product life. Volume, speed, visibility, and flexibility are four components of digital impact on product life, according to Stutzman (2011). However, there is an unfinished business.

Some entrepreneurs, on the other hand, focus more on product research and brand audit as a way to determine brand health. Internal and external stakeholders, competitors, brand positions, product ownership, brand equity, brand design, communications, and budgets are all carefully considered in a brand health research. Complete audit of a brand, according to Dawson (2011), often finds new opportunities for product growth. It introduces new product modes to connect with a new generation of targeted customers who will showcase the long-term future of the product.

Further research focussing on brand health is required, to find out how to accurately evaluate brand health. Brand life and brand health is important in tracking product development and measuring consumers' reactions to things, as well as providing a solution.

B. The Impact Of Social Media On Brand Health

As a forum where consumers receive information about products AND BRANDS, social media marketing (SMCM) content plays an important role in product life. Strong SMCM can positively impact and can thus improve the brand health. In today's world, business professionals are increasingly turning to social media marketing to raise awareness about customers with their companies. They connect with their customers and make effective communication through social networking sites. Hence an effective strategy for strong content marketing is very important to a business . Engaging content helps to entice more customers to visit their webpage, spend more time and ultimately purchase more. In the view of Kilgour, Sasser, and Larke (2015) , content marketing as an active consumer activity in sharing and participating in the media fields of interest. As a result, the main goal of content marketing is to distribute relevant and consistent content to targeted audiences in order to drive profitable consumer action. According to Baer (2013), content marketing is a way used by businesses to entertain , educate and inform the customers . The goal is to attract the attention and influence the behavior in such a way so as to achieve that leads or sales. Customers and prospects use social media to engage with others and, occasionally, with businesses. There are many social media marketing channels that company professionals can use to promote their products. Edward (2013) described social media as "networks (such as Facebook, MySpace, and LinkedIn), wiki (like Wikipedia), and multimedia sharing sites such as YouTube. As a result, jobs The core of all these forums is to allow users to interact with one another and share information about products and brands. These forums are tools for developing and promoting a campaign or create a buzz.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

Brand Health, on the other hand, refers to the way digital audiences perceive company products and brands. Audiences, for example, can share , hashtag, tweet, or like the content provided by companies.

Other than that, there are a few indicators to consider when emphasizing engagement measurement of awareness and brand health . Site time, repetitive visitors, community preferences, subscriptions, and jump rates, according to Bedor (2015), can be used to measure audience engagement and growth.

In order to get more customers to visit the website, for example, businesses need to present items that encourage them to be more involved. When it comes to determining brand health, content marketing has a huge impact on bringing customers to a website, how much time they spend on the page, and how many pages they visit. Finally, buy things and keep buying. It is important that business professionals create relevant and engaging content.

There are four types of users who visit websites. First, people spend a lot of time on the site but only look at a small number of pages. This site style may be beneficial because it requires people to read and understand the content over a long period of time. However, there are fewer page appearances or there may be incorrect advertising.

Second, buyers spend more time on the site and look at more pages. This situation means that the site has a high level of interest and engagement. Meanwhile, it may suggest that people are not satisfied with the service. Having trouble browsing the site to find what they are looking for.

On the other hand, a third condition occurs. When people spend less time on the site and look at a smaller number of pages. Typically, this site simply provides easy feedback or quick responses, leading to a loss of interest in visiting the site on a regular basis, and implying that all site content is inadequate.

The latter situation is when people spend less time on the site but look at a larger number of pages. It shows that the site expects users to perform tasks quickly, or they will get confused and leave.

As a result, a strong content marketing is very important for a business because engaging content will encourage the webpage visitors to spend more time there which in turn will increase the awareness about the company.

Finally, they purchase the products. According to Demers (2014), making information more accessible, and showing how much a company understands about its customers is a useful and productive way of attracting and retaining customers. Companies should provide content that can answer all consumer queries in a very attractive and unique way . This will prevent the consumers from losing interest in visiting the site regularly. As less visits by the consumers would effect the health of the brand .

In addition, content marketing is one of the most important tools to ensure that the product life is in excellent condition. In addition, marketing high-quality content can help businesses attract more repeat visitors, which is why it improves product health outcomes.

Quality content, according to Vidal (2015), encourages users to come back as it shows that businesses are competent and have a reliable source of information, making the website credible and reliable. Hannon Hill (n.d.) found that the right thing to do in Search Engine Optimization is to create and promote high quality, relevant content that benefits the audience (SEO). It Indicates that content marketing influences the number of visitors to a company's website based on a product's health outcome.

In this new era of corporate development, entrepreneurs have been forced to use aggressive methods to improve their products. Strategies include how to create content marketing to improve the quality of their product.

Nowadays, content marketing is an important factor that a business should consider in order to maintain the best brand equity , quality and health. A well planned and effective content marketing has the power to influence and this strengthens the brand value and brand health . Companies should constantly monitor the health of their brand to ensure that their products contribute to the economic growth in a positive way .

V. RESULTS AND DISCUSSION

The purpose of this study is to contribute to the work of SMCM in marketing strategies that can help a company improve its brand health outcomes. The brand health score can be used to assess the brand awareness among online viewers Therefore, businesses should place more emphasis on SMCM in order to attract more customers and make them collaborate with the company’s brand.

Theoretical analysis and substantion shows that the goal of using content marketing is to develop engaging content to attract the target audience so as to achieve profitable customers’ actions. Literature review also reveals that the health of a brand depends largely on consumer's engagement and interest. Theoretical analysis also shows that creating value for the customer is the most important element of the content marketing.

Thus, there are connections between brand health , content marketing and creating value for the customers .

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

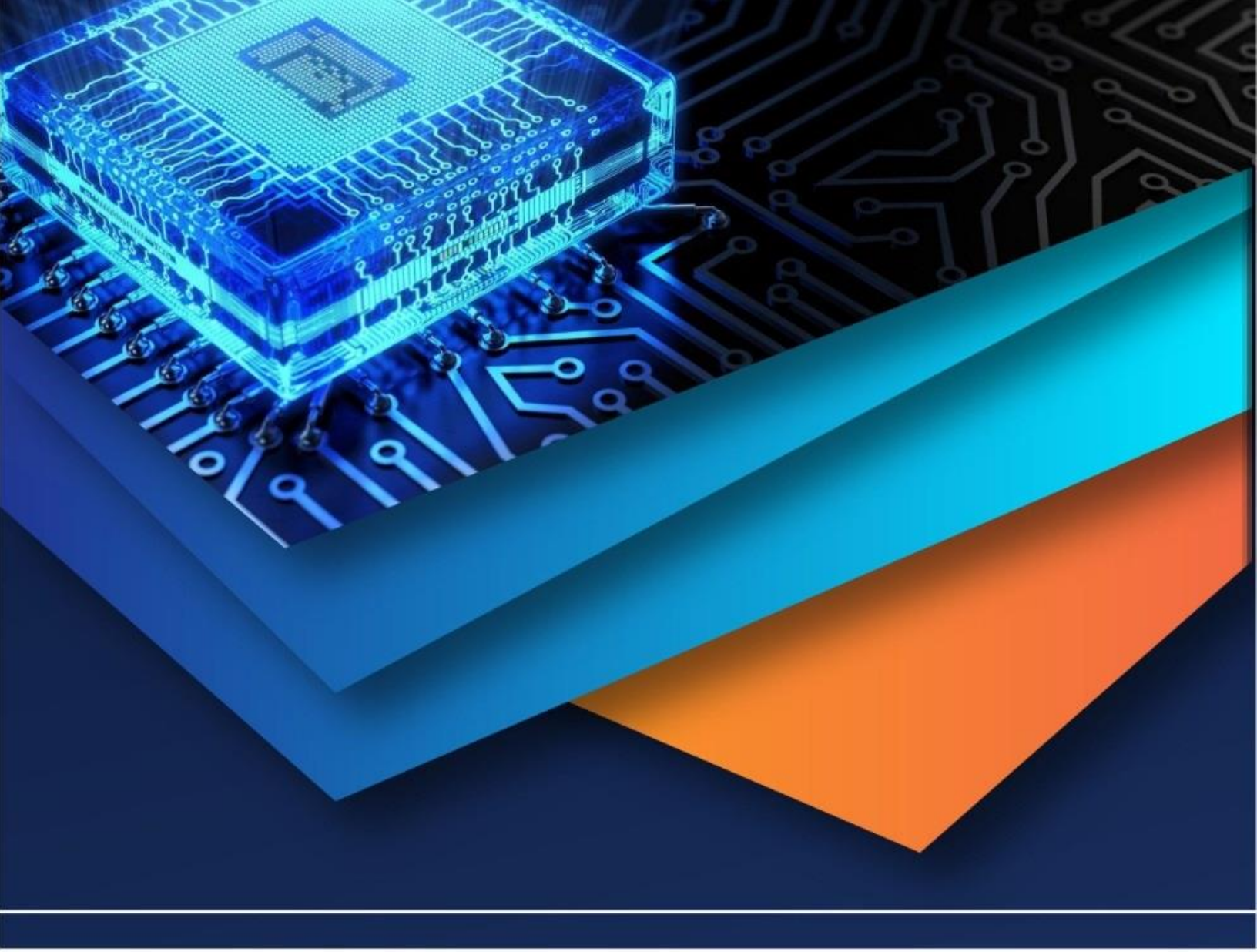
VI. CONCLUSION

Due to the digitization of businesses and communication, changed customer habits, information overload and increased competition , companies are trying for new ways to improve the health of their brands and become more successful. Engaging the consumers through content marketing is perceived as one of those ways.

This research presents opportunities for further research . Further studies are required to study the many combinations of customers' engagement and brand health , content marketing and consumers' engagement.

REFERENCES

[1] L. Bedor, L. Bedor, L. Bedor, L. Bedor, L (2015). 5 Metrics for Product Healthcare Involvement http://blog.newscred.com/5-engagementmetrics-to-calculate-brand-health/?page=thankyou Retrieved from http://blog.newscred.com
[2] J., D. Berg, J., M. Matthew, and C., M. O'Hare (2007). MIT Sloan Management Review, Product Health Measurement to Improve Top Line Growth
[3] Update, vol. 49, when. 1, pages 61-68
[4] D. Blank, D. Blank, D. Blank, D. Blank, D. Blank . What Is Content Marketing And How Does It Work? http://www.cmroi.com/what-is-contentmarketing/ was accessed from http://www.cmroi.com
[5] The Content Marketing Institute is a non-profit organization . What Is Content Marketing And How Does It Work? http://contentmarketinginstitute.com
[6] Yes, Constantinides *, Constantinides *, Constantinides *, Constantinides *, Constantinides * (2014). Social and Behavioral Science, 148, pp. 40-57, Fundamentals of Social Media Marketing
[7] J. Demers, J. Demers, J. Demers, J. Demers, J/ 5 Ways to Improve the Transformation Rates of Your Marketing Strategy.
[8] D. Evans, D. Evans, D. Evans, D. Evans, D. Evans, D. Evans, D An Hour Daily Wiley Publishing, Indianapolis.
[9] B. Gutman, B. Gutman, B. Gutman, B. Gutman, B / Content Marketing Is Key To Your Customers, According To The 5 Big Products. http://www.forbes.com/-big-brands-confirm-that-content-marketing-is-the-key-to-your-consumer Hannon Hill
[10] http://www.hannonhill.com/downloads/ Content Management .
[11] J. Heaton, J. Heaton, J. Heaton, J. Heaton, J (2015). Life is a product. http://www.tronviggroup.com/brand-health .
[12] M. Kilgour, M. Sasser, R. Larke (2015). Company Communication: "The Media Transformation Process: Divides Content Into Strategy,"
[13] pp.1-32 in An International Journal, vol. 20, no. 3.
[14] L. Levy, L. Levy, L. Levy, L. Levy (March 22, 2015). Why are there 5 examples of content marketing? http://blog.appinions.com



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)