

# CONTENT MARKETING IN E-COMMERCE INDUSTRY

Prerna

Research Scholar, University School of Business, Chandigarh University,  
Chandigarh, Punjab

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## ABSTRACT

*In today's digital world, content marketing plays an important role for the companies to keep up with the cut-throat competition in the market. Customers today, have access to various social media platforms such as Facebook, Twitter, Instagram, etc., and are not easily pleased. Thus, being exposed to a wide variety of products, it's a challenge for companies to keep hold their bearings. One firm may use this as an opportunity, while the other may not be able to figure the best way to approach it. Every possible way available for content marketing needs to be utilized efficiently. This paper studies the basic concept of content marketing and its importance in today's competitive era.*

**Keywords:** E-Commerce, Content marketing, Search Engine Optimization

## INTRODUCTION

As the E-commerce industry is growing rapidly day by day, many entrepreneurs are creating interacting online stores to boost up their business strength. The success of any E-commerce website mainly depends on its brand visibility on different search engines. Just setting up your website and listing the products won't enough to deliver appropriate results. It becomes quite difficult for E-commerce website owners to earn a good return on investment and higher online sales. They require establishing a unique presence on the web and this is the main reason why content marketing is becoming so important for E-commerce industry. A well-executed content marketing strategy helps in attracting the targeted web traffic with ease. This can help to generate quality leads, boost conversion, grow social media traffic and increase online sales.

## WHAT IS CONTENT MARKETING?

In general, content marketing is creating content and share it to the targeted audience to generate more leads, building brand image. It is just like inbound marketing, where one provides information that online users are looking for. "Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action."

- Content Marketing Institute.

The most important word here is "valuable". The goal of content marketing is to provide as much value as much of your target audience as possible. Content marketing is a very effective way for retail marketing because the customer chooses only to interact with the content that interests them, which lacks in traditional marketing. Here are some examples of content marketing:

1. **Info graphics:** A visual representation of data with the help of statistics, charts, graphs etc. which helps your clients to understand the content easily and quickly.
2. **Podcasts**
3. **Videos:** It gives sufficient information about your product/services and conveys your message in an entertaining manner.
4. **EBooks:** It helps a buyer to download your content on their smart devices and use it later.
5. **Memes:** these are the videos and images with humorous content.
6. **Product reviews:** it helps the potential buyers of your product to have an idea about what other buyers think about your product.
7. **Client testimonials:** feedback given by your customers can also help to generate trust in your brand.

## WHY CONTENT MARKETING IS MORE EFFECTIVE THAN TRADITIONAL MARKETING?

1. It generates more than 3 times lead than traditional marketing.
2. It costs less than traditional marketing.
3. Consumers have a positive opinion about content marketing.
4. Clients enjoy reading content.
5. It builds direct connection to clients that appeal them to have deeper connection with your brand.

## IMPORTANCE OF CONTENT MARKETING IN E-COMMERCE INDUSTRY

The beauty of content marketing is that it glorifies every aspect of your brand. The content speaks directly to customers which builds a direct and deep connection with your clients. It improves communication between brands and its clients. A well-executed content marketing helps you to bring more quality leads to your e-commerce website, grow your social media traffic and increase online sales. Some of the universal benefits of content marketing are listed as below:

- 1. BRAND AWARENESS:** Customer feel a more closer connection with brands that have custom content. The more attractive your content, the more people will recognize your brand and have positive associations to it.
- 2. SEARCH ENGINE OPTIMIZATION:** A well designed content will catch browsers and potential clients. It will boost your SEO.
- 3. EXPAND YOUR CUSTOMER BASE:** A great content helps in expanding your customer base. If your post shows value, it will be reposted and shared which increases your customer base.
- 4. RELATIONSHIP WITH OTHER BRANDS:** content marketing can yield better networking among other companies of your industry. Content exchanges and guest posting can benefit both brands, improve SEO and build a good image of both the brands.
- 5. INFLUENCE CONVERSATIONS:** If people like your content they will feel deep connection with the brand and therefore, be more open to conversations, which very useful aspect for an e-commerce brand.
- 6. BUILD LOYALTY:** Good content helps to generate repeat purchases and increase the lifetime value of the customers.

For e-commerce specially, content marketing can make or break success. A great piece of content that you create today will live for eternity on the web. It will keep driving traffic, leads, and sales for years and years. It will keep doing its rounds on social media, generating referrals and back-links. The more informative the content, the stronger the shockwave it creates.

Some of the ecommerce websites which are killing with content marketing are listed as follows:

- 1. BuzzFeed India:** BuzzFeed has breaking news, vital journalism, quizzes, videos, celeb news, Tasty food videos, recipes, DIY hacks, and the entire trending buzz you'll want to share with your friends.
- 2. Zomato:** Zomato, a name that every foodie knows, producing great content in an optimum number and promoting it well on social media. Tempting pictures of delicious food, quirky blog posts have made them one of the best.
- 3. Amul:** This brand doesn't need any description in India. Since the start Amul is popular for their creative and funny poster ads. They don't miss out any opportunity when it comes to marketing with their great content ideas. Be it political issues, or pokemon go, they are everywhere!
- 4. Myntra:** Myntra kick started the business with their attractive and entertaining television commercials. Being an e-commerce brand it is very essential to use social media for marketing and customer services. And guess what, they did it just the right way!
- 5. Flipkart:** Another famous online shopping website. It offers a wide range of products, which requires an efficient effort for marketing to survive in competitive market. Also, Flipkart offers a wide variety of blog posts and videos which are funny, topical and highly engaging.
- 6. Imperial blue:** The brand got the fame from its "Men will be men" campaign. It is based on video marketing.
- 7. Limeroad:** Another example of well-planned content marketing in India is of the fashion e-commerce brand Limeroad. Along with providing the trendiest clothes and accessories, this brand uses its website to educate its customer base. With the help of fashion-related blogs, they make content marketing their best tool to attract more readers/clients.

## CONCLUSION

In today's digital era, content plays a significant role. The content nowadays is just not about the textual posts on the social media or information-laden web pages. Content has taken new forms and faces. From infographics to videos, content is crossing all the borders to make marketing appealing. Another very popular form of content marketing is providing product and service reviews. Indians prefer in-depth information and that's why they look for more and more reviews on products and services before actually buying them. Businesses have started realizing that consumers need content that is useful and customized to their interests, and content that educates them in a certain way. If businesses fail in providing such

content, the potential and even existing customers will move away searching for the same from competitors. Hence, Indian businesses are adopting content marketing in order to increase their clientele.

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