

A study on significance of content marketing in brand management strategies in the Era of Digitalization – with special reference to Indian brands.

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Abstract:

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. Brand management is every time a challenge for the marketers. Survival and sustenance of brand in this era is a major endeavour for marketers. Brand management plays a pivotal role in establishing brand equity of any product or service, it enables the marketers to design and structure various brands through Brand architecture which in turn helps them to establish a brand image. To create and establish brand image marketers try to tap niche markets by market segmentation and subsequently targeting and positioning different brands.

In the recent past there has been a paradigm shift in the ways and means of advertising of contemporary methodologies such as Traditional marketing to Digital market, Mass media to specialised media, Low accountability in market spending to high accountability in market spending, Limited marketing connectivity to pervasive marketing connectivity, Mass advertising to niche marketing and these shifts are resulted in Digital advertising, Cause based advertising, Guerrilla Marketing and advertising, Environment friendly advertising and many more.

This research aims at studying the significance of content marketing in effective Brand management of Johnson and Johnson and KFC in the era of Digitalization.

Research methodology

The method of research used by the researcher is descriptive type of research. This study is based on secondary data. The analyses of the case study is based on various data

collected from websites, books news publications. Based on the data available the researcher has focused on modern advertising and highlighted the changing perspective in advertising industry by analysing few brands.

The objectives of the study are

- To study the significance of content marketing in the era of digitalization
- To understand the brand management strategies of marketers
- To understand the changing behaviour of marketers from traditional to digital marketing
- To study the marketing strategies of Johnson and Johnson and KFC in the era of digitalization

Digitalization was initialized in the year 1990 but started gaining momentum only after year 2000 after the introduction of i- phones.

In 2010 when there was proliferation of devices and devices being capable of accessing digital media has led to sudden growth of Digital marketing. To sustain in the market marketers need to shift from their traditional approach to digital era for promoting their products not only they need to aim at economic objectives by increasing profits but also need to meet societal needs.

With Digitalization marketers get a wide spectrum to reach the target audience and are able to decrease cost if utilized in an optimum manner.

The following methods are used in Digitalization.

1. SEO: Search Engine optimization plays a predominant role in Digital marketing .It is process of making web pages easy to find. It is basically concerned with holistic driving customers to use the online platforms. The majority of visitors click in to the first web page. SEO management helps in creating larger amount of customers

2. Search Engine Marketing (SEM) is a form of Internet marketing involves the promotion of websites by increasing their visibility in Search engine digital pages primarily through paid advertising SEM may incorporate Search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.

4. Content Marketing: Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action.

5. Social Media Marketing: Social media plays a major role in digital marketing with Facebook. Twitter, Instagram on row marketers with use of content marketing reach the target audience.

6. Influencer Marketing: Influencer marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole on social media. It identifies the individuals who have influence over potential customers, and orients marketing activities around this influence.

7. Market Automation: Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online and automate repetitive tasks. Marketers need to keep content consistent across all channels to avoid brand confusion.

There are other few marketing strategies such as e marketing use of videos, Re-visiting landing page to name a few to strengthen Digital Platform.

Out of the various marketing strategies content marketing plays a vital role in building a strong digital base for the marketers,

Content marketing has become one of the most powerful digital marketing strategies for businesses of all sizes and industries.

Following are the types of content marketing

1. Blogs

Blogging is one of the most popular types of content marketing for small businesses. And it also helps in to improve SEO and drive more organic traffic from the website and from the search engines. This helps in reducing cost with inbound content not only does blogging help improve search engine optimization, but it's also a great way to build relationships with the leads and current customers. The more valuable content they provide, the more likely target audience will be to consider brand when they are ready to purchase. Blogs are an effective way to provide value through short-form content.

2. Videos

For remaining competitive in the busy digital marketplace, it's vital that to grab the target audience quickly. Consumers today are viewing more video content than ever before. In fact, one-third of all online activity is spent watching video content. This fact makes video one of the best types of content marketing for reaching and engaging target consumers

3. Infographics

Infographics help businesses educate their audiences and provide useful information that can add value for customers. This visual content marketing format helps viewers better visualize data such as statistics so that they can have a better idea of why something is valuable or how something works. The infographic also uses eye-catching visuals that are relevant to the topic and make it easier for the viewer to understand the information that's presented.

4. Case Studies

Another one of the most valuable types of content marketing is the case study. Case studies are basically customer stories that illustrate how business has helped a specific client or customer become successful. Businesses can use case studies to highlight special applications or uses for their services and products.

Consumers like case studies because this type of content helps them better understand how your brand can add value in their lives or businesses. Though you can provide general applications or uses for your products or services, a real-life example is often more valuable as it helps your business build trust with new leads.

Case studies are effective because they help leads better understand how your business can help them.

5. eBooks

EBooks are an effective type of long-form content that businesses can use to provide value for their leads and customers. The keyword here is value. eBook should not be a 5 to 10 page ad. Instead, it should provide some type of useful information and insight for your target audience about their needs and challenges. Like many other types of content marketing, it's not about selling to audience, it's about building a relationship with target consumers so that they trust the brand and purchase them.

EBooks are one of the best types of content marketing for collecting lead information. That's because they are typically gated, which means that visitors must provide some type of information about themselves in exchange for the eBook download.

6. White papers

White papers are similar to eBooks in a lot of ways. The whitepaper is another type of long-form content that can be effective as a lead magnet. However, the main difference between eBooks and white papers is that white papers tend to be a bit more information-dense, data-driven, and detail-focused. This makes whitepapers one of the best types of content marketing for B2B and other small businesses that want to build thought leadership and gain more respect in their industry.

One of the greatest benefits of white papers is that they can help small business gather information about new leads. According to a 2019 Intercom report, 76% of buyers surveyed said they were willing to share information about themselves with a business in exchange for a white paper. This information that consumers share with your business not only gives you better insight into your target audience but provides a way for you to keep in touch with a lead long after they have downloaded the content.

7. Checklists

Checklists are a type of worksheet that provides a list of things to do in a step-by-step process in order to achieve some type of desired outcome. These are great content assets for small businesses because they are easy to create and promote, yet still provide a significant value for the target audience.

8. Interviews

Interviews with industry experts or even with own customers are another one of the most high-performing types of content marketing. Interview content provides valuable information for site visitors that can help them better understand their challenges and needs. Interview can be hosting a live interview through a webinar or live stream like Facebook Live, Record interview content and make it available on the site and through YouTube, Create written interview content on blog.

9. Social Media Posts: Social media posts are the most powerful tool of content marketing. Social media platforms like Facebook, Twitter, and Instagram help businesses reach new

audiences and nurture relationships with customers. The content of social media posts plays an important role in how your company engages new leads and existing customers. Though social media content can be used to directly influence a purchase, it's also important to remember that social media is one of the best types of content marketing for lead nurturing. Marketers can use social media posts to start a conversation with consumers and engage your target audience. Make sure that you have a mix of promotional and informational content across your social media channels.

10. GIFs and Memes

Memes and GIFs are some of the most shareable types of content marketing on the web today. It is quick easy and self-explanatory and hence it is popular.

The companies who are able to use the right strategy, right channel media are able to survive in the Digital era. The paper highlights the success of two brands Johnson and Johnson and KFC.

Johnson & Johnson is an American multinational medical device, Pharmaceutical and consumer packaged goods manufacturer founded in 1886. Johnson & Johnson spread its root into India 67 years ago. Since then, the Company has brought many innovative ideas, products, and services to improve the health and well-being of people in India. The Company today employs more than 3,000 people and is organized into three business segments: Consumer Healthcare, Medical Devices, and Pharmaceuticals. It is a leading brand in health care. The success their brand highly depend on marketing and promoting and reaching niche market. Their sustainability is due to adapt to the changing environment striking a balance between Traditional marketing and Digital marketing.

Johnson and Johnson and Digitalization: The Company has created several digital tools that help guide people on their health care journeys by leveraging their clinical knowledge and technology. Such as RA-RA (Remote Assessment in Rheumatoid Arthritis) is a mobile app that can work with wearable trackers like Fitbit to collect behavioural and health information such as heart rate, sleep duration and daily levels of joint pains, and help indicate how well the medication is working and whether the patient's condition is improving or worsening. One-touch Reveal is another mobile app that helps diabetic patients easily monitor and manage their blood glucose levels. Connecting with company's One-touch glucometer, the app can track glucose levels of patients, help visualize trends in their numbers and share data with. Doctors. Another great example was a digital ecosystem that helps accelerate surgical consults for people with knee pain. The app starts with asking several questions about pain levels, and will then use the results and predictive analytics to provide personalized treatment advice. Surgical candidates will be able to download another app to help prepare them for surgery and recovery with targeted tips. Apart from digital tools the company also launched various campaigns to enhance digital growth. One such campaign in India is **Best for baby campaign in India.**

Content marketing strategy for Johnson and Johnson played a vital role in increasing its customer base in the era of digitalisation. Taglines and punch lines such as Best for baby, No more tears are popular till date. Content marketing was important for Johnson and Johnson to retain its brand in digital era the aim of content marketing is to build a digital community of young parents and expectant mothers drive deeper engagement amongst them.

Use of Content Marketing Strategy: To create an independent and trustworthy content source of parenting and baby care focused on keeping the platform unbranded (no direct connect with J&J and its offerings) focussing the content around real issues faced by the community through multimedia content of text, video and chat provide chat facility with other mothers/ parents and experts for problem solving in real-time alerts on key milestones to track your baby's development and benchmark with children of your baby's age group to take care of typical parental concerns with respect to development and growth.

The Content Marketing Strategy of BabyCentre is well defined through a sharp audience profile of "expectant mothers and young parents, who are found to be hyper for information and want to connect with peers, facing similar issues". Earlier when the social dynamics consisted of large, close knit families this target group would refer to mother in laws or members of the joint family. However today with a phenomenal rise in nuclear families and rising sources of information this target group tends to use digital sources to resolve their issues and concerns related to pre-natal, post-natal and baby care. This need was recognised by the brand and an investment was made in shaping BabyCentre as a dedicated and authoritative content platform.

Strategy Adopted by Johnson and Johnson

Interactive Avenues launched Johnson and Johnson's YouTube channel "Best for Baby" to reach out to first-time parenting. When a baby is born in India usually elders of the family such as aunties, Dadi's, grandparent and whole family come together to take care of a baby and come up with advice and tips for baby care. But now as urbanization developed somewhere our family circle is fragmented. Due to nuclear families, long distance family relations and demanding career we are not staying in the joint family where the whole family comes together to care for the baby, due to which couples with first time parenting face many issues related to parenting. To resolve their issues they go online. But due to the lack of content in the Indian context, they rely and depend on international context content.

In the space of baby care, the internet is awash with searches (2 million+ every month). More than 20 million caregivers on YouTube look for videos on caring for babies but this content is the lack of Indian content and credibility, 41% of mothers are searching on YouTube for queries related to baby care.

To address this concern of first time parenting couples, Johnson & Johnson come up with Indian context content which reminded them of home and help them to take care of their new-born baby in the best way. They create a space which will help new parents to know and identify what is 'Best for (their) Baby'.

'Best for Baby' became Johnson's Baby's vehicle of delivering credible, quality, Indian content to new, urban parents. The platform is a primary source of content and provides millions of caregivers with videos on topics like bathing a baby, caring a baby, packing for a day trip, bedtime routines, diapering, play & learning, massage techniques, baby products and much more.

They provide content in the form of videos on their YouTube channel "Best for Baby" and also in the form of text on their baby centre which is the corporate website of Johnson & Johnson.

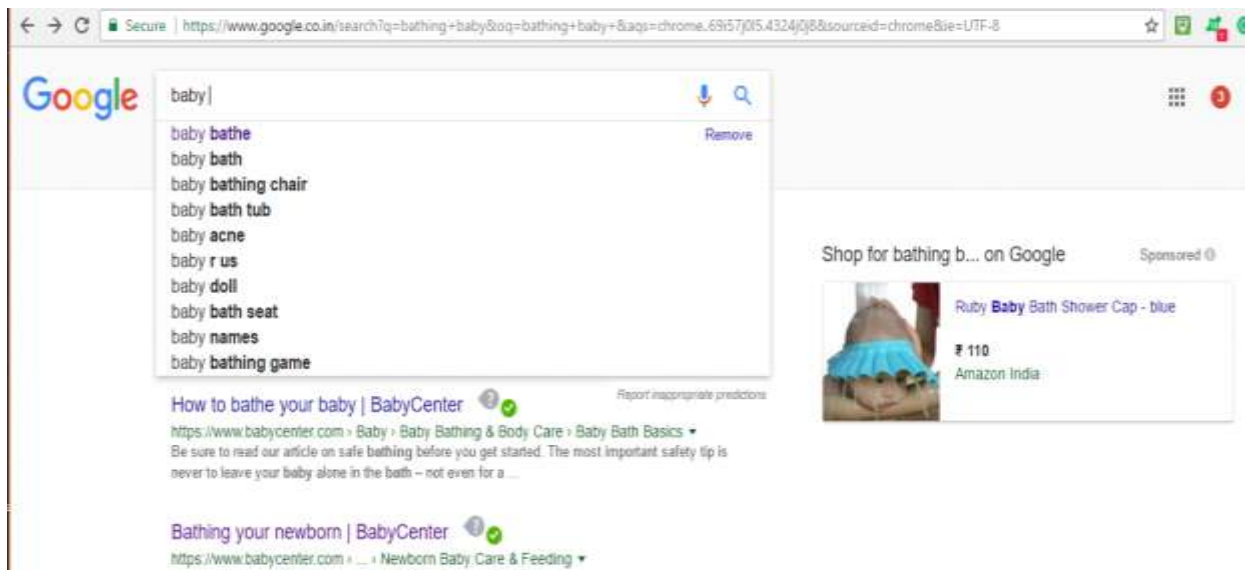
The other best part of the content and videos that they are not focused only on building mom and baby relationship but also how mom and dad both becomes a better parent with the strong content marketing the result was 83 percent of its audience are millennials. Nearly 60 percent of its audience is 18-34 (an attractive target group for many categories). In this age group most people look online for information and BabyCentre is a trustworthy source for this community. Through this J&J has been able to meet its business objective of reaching out to the younger generation of parents and gaining deep insights on this target group through a medium of choice. The brand continues to invest in this as a relationship platform and helps partner brands reach out to the followers with targeted offers and strong content.

Objective of the Campaign – Best for Baby

- Reach out the first time parenting couples.
- Renewed relationships with their clients.
- Help caregivers to get the answer to their queries, doubt, and myths related to baby care and parenting.
- Establish 'Best for Baby' as a unified repository of information to aid the happy healthy development of Baby.
- Create brand value and brand love through being there for caregivers throughout their parenting journey.

Strategy Adopted by Johnson & Johnson

- First they analysis the type of queries which come up related to parenting.
- To provide the answer to the queries most effectively, they partnered with Google (search and YouTube- Top two search engines) along with other with industry mavens.
- Create a library of content in the form of videos on their YouTube channel and text on baby centre (official website).



- Relevant content in video format was created with a content production expert to win at the zero moments of truth; which included videos like product demos,

testimonials, mommy blogger videos, health care professional's guides, tips & tricks etc. Google Search and YouTube in the search were used smartly.

Challenges in the era of Digitalization faced by Johnson and Johnson:

- **Implementation Challenges:** As such a large company with over 130 years of success; it has its own ways (process, culture) of doing business. Firstly Moving to digital transformation will face challenges of high investment in technology when ROI is not clear, limited internal technical expertise and talents, and the unwillingness of employees to adopt the new process. Secondly, in order to drive the change, the company should modernize its IT foundation. Finally, to ensure the digital innovations have a lasting impact, they need to be woven into the organization's DNA, including its culture and processes. Business and technology team should work together to solve a specific problem, especially those can benefit and streamline core business, probably that's a logical sequence to reduce validation effort while maximizing value. Facing all odds the company was able to successfully put its foot on Digital platform with understanding the needs of its customers and modernising techniques, Strong content SEO and SEM management and able to reach the target audience.

Another leading brand is Kentucky Fried Chicken, popularly known as KFC, is a fast food restaurant chain that is known for its fried chicken. Headquartered in Louisville, Kentucky, the United States, KFC is the world's second largest restaurant chain after McDonald's.

Currently, KFC has more than 18,000 outlets in over 100 countries. And every day, more than 12 million customers are served at KFC outlets around the world. KFC is a subsidiary of Yum! Brands, which also owns Taco Bell and Pizza Hut.

KFC was the first foreign fast food restaurant chain to enter India in 1990s after the Indian government implemented the economic liberalisation policy. At that time, KFC received permission from the Indian government to open 30 outlets across the country.

The first KFC outlet in India was opened in Bangalore in June 1995 and from 30 outlets, the number has grown to 296 today. Fast food restaurants have gained popularity in India because of their customised menus that suit the taste buds of the citizens. After facing many social issues in India Once the Indian market cooled down, KFC returned to the country in 1999 and set up an outlet in Bangalore. Until 2004, KFC only operated one outlet in India. As the sole outlet started making money, KFC expanded its operations throughout India and today, KFC outlets can be found in a number of cities.

KFC has come a long way since its establishment in India in 1995. Despite facing a rejection from consumers, KFC did not lose hope in the Indian market. Instead of eliminating India from its venues of operation, it analysed the problems faced by KFC in India and worked hard to resolve them.

KFC and Digitalization: KFC followed the the right path in reaching Indian customers with their proper SEO management and Content marketing and right channel for social media they are able to reach the right audience.

KFC is increasing their online presence on social media platforms for their brand awareness.

Content marketing and KFC: Strong content makes brand building easier and quicker. KFC has adopted the right technology at right time to target audience of all ages. Recently it had tie up with ALEXA – for voice recognition. Customer can order basket meal with the help of ALEXA. Voice recognition applications is becoming a game changer today with brands rapidly becoming friendly with this technology. Thus, KFC's partnership with Alexa will make the process of ordering and receiving food easy and quick. With the help of Alexa, consumers will be able to place hands-free cash on delivery order within the KFC delivery radius.

Content in the form of video which is most popular is social media is Social samosa the objective - The primary objective of this social media marketing campaign was to increase the sale of their product in India and to appeal and to target young audience by involving apps like Radio KFC RK Hunt, Designing their own bucket campaign, Currycature, and Wow Menu option. They wanted to develop their brand management **Execution** - 3000 people around 30 Indian cities have participated in this competition. "Radio KFC RJ Hunt" was a social media campaign to promote KFC brand's in-house radio channel. For the execution, the fans recorded their voices over the internet with the Facebook app and were provided with the analog radio experience.

Secondly Design your own bucket" campaign was their another execution where the participants came up with their colourful and creative KFC buckets. They received 5500 entries in total. They also introduced bucket entries with Sachin's picture on the KFC bucket on the day when he retired.

Currycature" was another creative marketing campaign of KFC which gave a unique experience to their fans where participants have to choose a character with an ethnic Indian touch and then to upload the pictures. Around 17 thousand currycatures were made by their fans.

Their next move was the "Wow Menu Option on an INR 500 note." This app allowed the users to scan their 500 currency notes which would suggest them their various food menus to be purchased within that particular budge. The app became No. 1 on iTunes app store on F&D category.

Results

- As per the results of the social media campaign, KFC was featured by Social Baker as among the top 5 socially devoted brands.
- The overall positive sentiment of their Facebook page grew from 6.2% to 93.8%.
- Their engagement rate increased the sector average thrice.
- KFC was placed among the five fastest growing social media brands in India.

Implementation challenges As it was a challenge for KFC to transform their market in the era of Digitalization in India as they need to customize the products according to the taste of Indian customers by adding more species like that of Indian restaurants they were successful in the era of digitalization because of their strong content marketing and use of videos, YouTube channels and proper management of SEO and SEM.

Conclusion: Due to the paradigm shift from Traditional marketing to Digital marketing marketers need to cater the needs of the customers by using digital platform as well manage cost. For Digitalization marketers need to focus more on content writing for spreading strong messages in media to target the customers at right time as it will enhance in building strong brand thereby it will help in maintain brand equity. Marketers need to strike a right balance between cost and benefit of Digitalization at the same time due to huge competition they need to have USP in digitalization such as strong content , proper management of Search engine optimization, Revisiting the landing pages, Use of right channel to increase the sales at the same time decrease the cost.

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