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CONTENT MARKETING: WHAT IT IS, AND WHY IT IS NEEDED

Content marketing is creating and disseminating useful information about the product to attract customers, strengthen relationships with the audience, increase brand awareness, and stimulate sales. In fact, it is a tool that allows you to present the product naturally, focusing on its advantages, opportunities, and benefits for consumers and avoiding aggressive advertising methods. The main goal is the long-term formation of strong relationships with customers. Content marketing is a key element of modern business. Content marketing includes a variety of formats, such as articles, blogs, videos, infographics, and podcasts that allow you to reach different audience segments. For effective content marketing, different formats and social networks should be used at the same time.

By developing useful and meaningful content, companies can show their experience and professionalism, help solve customer problems and offer answers to their questions. The important thing in content marketing is that the content should be interesting and diverse to break all important aspects of the product. For it to work, a content plan must be formed, according to which everything will be published.

Content marketing is more used in industries whose products are understandable to consumers, for example, travel and tourism, fashion and beauty,

education and training, food industry, household appliances and electronics, real estate, and legal services.

For effective content marketing, it is critical to understand your target audience well. This allows you to create content that meets your customers' interests, needs, and expectations. Without a clear understanding of the audience, there is a risk of wasting resources on content that does not attract attention or provide the expected results. To investigate this, you can use social media analytics, customer surveys and insights, competitor analysis, and content.

Based on the analysis of the works of Ukrainian and foreign scientists and marketers, three key goals of using content marketing were allocated:

Increase in sales: achieved by increasing site traffic and the number of potential customers;

Resource-saving: involves reducing the cost of attracting a potential client, reducing maintenance costs, and optimizing the use of other Internet marketing tools;

Customer satisfaction: high-quality content helps to increase the level of customer loyalty to the company.

To find out whether content marketing is effective, such indicators as the number of visitors to the site, time spent on each page, number of unique visitors, failure rate, comments and likes, and number of posts shared on social media transactions have to be considered.

Content marketing includes different approaches that companies can use depending on their goals and target audience. Some brands choose one strategy, others combine several. There is no universal solution – it all depends on specific needs. Here are some content marketing strategies that you can implement:

Expert opinion. This strategy involves industry leaders creating content. They can share their knowledge about the uniqueness of your products or the prospects for the company's development. For example, influencers can share posts on their LinkedIn profiles by adding their own comments.

Search engine optimization (SEO). Within this strategy, create content with keywords that meet the actual needs of customers. The main goal is to make it easy to find your articles in search engines for relevant queries.

Product marketing. This strategy aims to emphasize the value of your goods and services. The content may include customer reviews, case studies, comparisons with competitors, and educational webinars demonstrating how your product works and how to use it.

From the above, we can say that for content marketing to be effective, you need to be not only creative but also able to make strategic content planning, including:

Audience research. Start with a detailed analysis of your target audience. Find out who they are, what motivates them, and what their interests are.

Select topics and formats. Choose the themes and formats that best match your audience's preferences.

Emotional connection. Create content that evokes emotions and forms a connection with the audience. Stories that inspire, encourage empathy, or entertain can be extremely effective.

Conclusion: Content marketing effectively attracts customers, increases brand awareness, and forms long-term relationships with the audience. It helps to increase sales, optimize costs, and strengthen customer loyalty through high-quality, emotional, and targeted content.