CONTENT MARKETING AS AN IMPORTANT ELEMENT
OF MARKETING STRATEGY OF SCIENTIFIC INSTITUTIONS

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"Best people are those who understand how important the content is. Managing them can be really irrita-ting, but you can bear it, because you know they are good" - Steve Jobs

Introduction

What is content marketing? In general, content marketing is a marketing technique which involves creating and spreading contents valuable from the point of view of recipients of the content, aimed at drawing attention and thus engaging a community gathered around a particular target group.

Content is what users want to read, learn about, watch or experience. From the perspective of business, content is important information presented on a website, in an application or by means of other available channels of digital presentation, which have the mission of communicating[1].

Nowadays content marketing is not just a desirable thing, it's a must-have. Moreover, it is necessary to create up-to-date content. Naturally, this cannot be regular content, but it has to be reliable, high-quality content. On top of that it has to be valuable enough to provide the recipient with benefits that can satisfy his needs and expectations[2]in course of interaction. An important aspect of content marketing is also de-fining the target group, which is supposed to receive the content of the message. This in turn creates the necessity to create and later distribute such information that will introduce the recipient into the brand, product or service area, which is the subject of the message.

The strategy of customer engagement marketing is nothing new. However, its relentless development and the growing importance of Internet platforms 2.0 mean that the strategy has reached the top of the list of most popular strategies in the branch. Customer engagement marketing is nothing else but a transi-tion from one direction campaigns (relations) to a strategy based on a dialogue with the client. As opposed to traditional and in practice, often invasive strategies, which corner the recipient, customer engagement marketing defines, identifies real, specific needs of customers. By assumption it also encourages the consumer to interaction, to real, active participation in the development of its brand, product or service[3].

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1 K. Halvorson, M. Rach - Content Strategy For the Web, Second Edition, New Riders U.S.A., 2012.
2 R. Lieb - Content marketing, QUE Publishing, 2011.
3 G. Taylor - Digital Content Marketing –printed in Great Britain by Amazon.co.uk, Ltd., Marston Gate, 2012.

As Rebecca Lieb writes in her book titled "Content Marketing" the term appeared in 2001. By that moment nobody had heard of or used this term. Earlier, the branch used numerous terms in order to characterize actions surrounding brand creation, such as: *custom publishing, custom media, customer media, customer publishing, member media, private media, branded content, corporate media, corporate publishing, corporate journalism or branded media*[4].

Content marketing in its assumptions isn't based solely on persuasive actions targeted at a chosen group of recipients and its exceptional character to a large extent is mostly about providing the recipient with particular arguments and possibilities of benefits.

Very often, content marketing is defined as the art of communicating with consumers, because dialogue uncovers their needs and provides particular solutions. Moreover, content marketing is a strategy in which marketers focus their attention not only on the purchasing cycle itself, but also, to the same extent, on the cycle of sales. In their actions they have to take into consideration many aspects associated with the correct implementation of strategy, such as: client service, reputation management, building brand awareness, positioning and public relations in the web, gaining potential clients and looking after the client[5].

Propagation of content. Distribution Channels

The basic place of communication in content marketing is the Internet. „Internet is the medium thanks to which we can deliver marketing messages in an effective, fast and friendly way"[6].*„Marketers' interest in the Internet comes from its international coverage, technical and personal interaction, multimedia capacity and constantly growing number of users. Internet gives the possibility to differentiate services, products and marketing communication. It also facilitates contact with a selected group of people with similar interests. Internet, influencing the senses and purchasing decisions and at the same giving the opportunity to reach a defined (among others, according to geographic location, demographic data) group of recipients combines the advantages of television and the press"[7].*

„Companies that want to maintain their competitive edge have no other choice, but to follow the changes brought about by the Internet. However, it is necessary to emphasize here that companies can achieve success on the market when they are able to correctly combine traditional activities with new opportunities provided by the development of contemporary means of communication, including the development of the Internet"[8]. The potential hidden in this tool was recognized already 13 years ago by the creators of the prophetic Cluetrain Manifesto. In 1999 a set of 95 theses was created by Rick Levine, Christopher Locke, Doc Searls and David Weinberger. In their work the authors claimed that the future would belong to global com-

4 *R. Lieb - Content marketing, op. cit.*
5 *Ibidem.*
6 *K. Wrona – Identyfikacja wizualna, jej rola w kształtowaniu świadomości marki oraz komunikacji marketingowej, MINIB, Marketing instytucji naukowych i badawczych, Wydawnictwa Naukowe Instytutu Lotnictwa, Warszawa 2012.*
7 *M. Łoboda, R. Mącik - Przedsiębiorczość Internetowa, Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin 2005.*
8 *A. Sznajder – Marketing wirtualny, Oficyna Ekonomiczna, Kraków 2002.*

munication and it is already apparent that they were right. *„A good reason for the utilization of the web in many marketing areas are not only its characteristics, but also changes in consumer behaviour expressed by the size of convictions, diversity of lifestyles, searching for individual identity"*[9].

Number 95 also refers to protestant reformation – the manifesto of Martin Luter and the word "cluetrain" comes from the following quote: *„The clue train stopped there four times a day for ten years and they never took delivery."*

The most important theses of the Cluetrain Manifesto:

1. Markets are conversations.

2. Markets consist of human beings and not of demographic sectors.

3. Conversations between human beings sound human and are conducted with human voice.

4. Human voice – whether it conveys information, opinion, prospects, opposing arguments or jokes – is most often open, natural and honest.

(...)

9. Conversations on the Internet create new, strong forms of social organization and exchange of knowledge.

10. As a result market becomes more intelligent, better informed, better organized. Participation in the Internet market changes people in a fundamental way.

(...)

15. In a few years the unified "voice" of business – the sound of announcements and company brochures – will be regarded as artificial and fabricated, just as the language of 18th century French court room.

16. Companies that use the language of empty advertising and circus shows are not talking to anyone any more.

(...)

19. Companies can now directly communicate with their markets. If they waste this chance, it may be their last one.

74. We are insensitive to advertising. Forget about it.

95. We wake up and connect with each other. We observe, but we are not waiting[10].

One of clear conclusions from the above-mentioned manifesto is that the biggest benefit for a company resulting from the application of the rules of content marketing is the possibility to conduct a dialogue directly with the recipients. The dialogue is based on rules of partnership. Moreover, such values as building trust among partners in business through the application of interesting, rich contents not only about a product or service itself, but also creating information about a particular offer in contexts important for the recipient. Everyone who has ever worked for a publishing house or radio and television media, must have heard the constantly repeated slogan that content is a bait. This is what draws the attention and

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9 M. Łoboda, R. Mącik - *Przedsiębiorczość Internetowa, op. cit.*
10 R. Levine, Ch. Locke, D. Searls, D. Weinberger - *Manifest www.cluetrain.com, Wig-Press, 2000.*

engagement of the recipient[11]. It is necessary to remember here that the content working for a company and which is meaningful for users is not a commodity[12].

Exerting friendly and efficient influence on purchasing decisions by providing clients with particular, high-quality information is in many cases stronger than traditional advertising. Large groups of recipients are already tired with traditional advertising and don't react to it. Information is power and the place where clients look for information is the Internet. Delivering valuable and credible information may become a basis of every business – this is what companies running activities in the web learned already a long time ago[13].

greater activity on company's website, on its blog, its Facebook or Twitter profiles and on other planes of online communication, we boost the coverage of marketing communication. If we add to this printed publications, conferences or seminars, it becomes clear how much content marketing can boost the coverage of a company's marketing communication.

Internet websites, e-books, social media, blogs... the list of potential digital marketing channels for content is huge and the growing number of technological innovations creates new ways for both normal people and sellers to create, present and disseminate content.

Each of these ways has its advantages and disadvantages, various entry barriers, differently directed potential of the recipient and offers various benefits, depending on the needs of a concentrated target group. The only way to get to know which of these roads is the right one is not experimenting or random choice, but basing activities on this direction by defining targets, strategies and needs. Failures are nothing to be afraid of, as long as conclusions are drawn from them. Some initiatives work better than others. Some may let us down. However, it is necessary to always keep an open, creative mind and not abandon the search for the appropriate channels for distribution of content[14].

User, recipient of content

„Human in his desire to satisfy his needs acts in an independent way, not regulated by external forces. As a unit forming a certain group, he strives to achieve such goal and is looking for means to satisfy his needs"[15].

Content marketing enables real commitment of the target group and creating an authentic, honest relation with the group, based on trust and partnership. This is the only branch of marketing, in which the message, which is commercial in form, has such a strong potential that it makes target consumers look actively for this message.

Nowadays tools such as blogs or social message boards allow access to the contents they generate on a global scale. Recipients of content are looking for the message they are interested in and which stimulates them to take particular action. Every specialist who wants to attract the attention of the consumer

11 R. Lieb - Content marketing, op. cit.
12 K. Halvorson, M. Rach - Content Strategy For the Web, Second Edition, op. cit.
13 R. Lieb - Content marketing, op. cit.
14 Ibidem.
15 A. Olejniczak – Reklama, psychologiczne aspekty wpływu marketingowych sztuczek, MINIB, Marketing instytucji naukowych i badawczych, Wydawnictwa Naukowe Instytutu Lotnictwa, Warszawa 2012.

has to invest in the creation of content. What is important is that the content should be appropriately targeted, both in terms of information and entertainment[16].

A company by delivering unique and credible information gains a competitive position and builds a strong, trusted market of recipients. This takes place thanks to appropriate communication with clients, which as a consequence allows a company to gain in the eyes of recipients of the message an image of a credible expert in the subject area.

Thus, content marketing is often defined as the art of identifying and understanding the needs of a particular consumer group and as a consequence satisfying these needs in a skillful way. It is thanks to substantially valuable content that a dialogue with recipients is possible. This in turn means that it is possible to classify their needs and expectations.

Properly prepared content has an exceptionally strong influence. It can provide the recipient with optimal solutions. What's more, it can provide the community it is aimed at, with answers to important questions. Thus, it serves an important role in the life of consumer groups creating these communities. Education and above all changes in the habits of the content recipients often plays a major role in the process of authenticating the message. In content marketing content is the key to everything. It stimulates the interest of consumers and in the age of Web 2.0 it facilitates communication by direct relations with them. Nevertheless, the essence of digital message is such content that is intelligent, innovative in form and strategic in character[17].

In Poland a good example of good utilization of elements of web 2.0 may be the Institute of Aviation. The unit, which is officially a research institute, conducts advanced activities in such social media as Facebook, MySpace or YouTube. Moreover, it has an entry in Wikipedia. Information posted on these websites is regularly updated and commented by groups of people interested in and identifying themselves with the branch or subject. The published messages cover information concerning current activities of the Institute, as well as interesting facts associated with the activity of the aerospace sector. The goal of this large-scale activity of the Institute is to present scientific achievements of the unit and important events, not only on a local, but also on an international level. Thus, this constitutes a significant element of promotion of the Institution. The unit takes up the mission of conducting a dialogue with users on all websites it generates, which are associated with projects or events taking place at the Institute. Here, it is necessary to mention such websites as erainzyniera.pl or nocwinstytucielotnictwa.pl. A piece of evidence showing that this communication has gained recognition among the recipients is the initiative on Facebook called "Wolontariusze Instytutu Lotnictwa" (volunteers of the Institute of Aviation). The initiative was created by a group which, through its selfless contribution to social projects carried out by the Institute wants to identify itself with these activities and become a part of them.

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16 G. Taylor - Digital Content Marketing, op. cit.
17 Ibidem.

Strategy

The strategy of content marketing has been used for ages. Companies have been publishing bulletins or video messages for decades. However, currently, the access to numerous tools creating and disseminating valuable content constitutes an important element in the confrontation with a traditional model of advertising, which for most recipients has become cynical in character. In 1895 John Deere by means of his consumer magazine "The Furrow" created the first content marketing initiative in history.

The main assumption of the initiative was to educate a group of farmers by publishing content describing how technologies and trends in the subject area should be used in their activity, so that they could become more efficient and achieve greater profits. Now, almost 100 years later the magazine with a circulation of 1.5 million copies is distributed in 40 countries. Thus, it can constitute an example of the most effective and successful content marketing initiative in history.

This shows very well that content marketing is nothing new. Companies have been creating and disseminating contents for many years, both in order to attract new clients and to keep the current clients. However, the current form differs from the previous one in that "content used in order to achieve profit is not sale". In character this content isn't like and advertisement. It doesn't bear the characteristics of "push" strategy either, however, it's closer to "pull" strategy – as it is marketing aimed at attracting. In this situation clients and consumers need and look for content that bears educational, helpful, attractive, absorbing or even sometimes humorous characteristics[18].

Before the appearance of the term (strategy) of content marketing, thousands of companies based (to some extent) their activities on tools that content marketing in its form of that time provided, but never before have so many marketing specialists focused their attention on this strategy as nowadays. Currently it is a fact that:

- The buyer accepts the content from corporate sources more than ever before. In other words, it's not necessary to make it to "Wall Street Journal" in order to gain and engage recipients.
- The buyers find 99% of needed information about a potential purchase themselves. They have full control and the strategy of sales pursued by a company is of no significance for them.
- Shrinking media budgets leave the possibility to create content to everyone. The traditional media model finds itself in a hard situation. Many media companies are not investing in the areas of creation of content and thus provide the opportunity to fill this gap[19].
- The cost of creation and distribution has dropped substantially. Using such tools as WordPress is actually free of charge. At the same time Google, e-mail and better access to databases allow all users to take advantage of these common publishing tools.
- Opinion about content is everywhere. Whereas in the past editors treated actions taken in order to create content as redundant, now they are more open to cooperation with specialists from corporations for the benefit of their initiatives in content marketing[20].

18 R. Lieb - Content marketing, op. cit.
19 N. Barrett, J. Pulizzi - Get Content, Get Customers, McGraw-Hill, 2009.
20 Ibidem.

Content marketing is not just one of many options any more. Now, if a company wants to develop its activity, gain new clients and build long-term relations with current clients, it has to have a defined marketing strategy. There are two directions for the implementation of this strategy: informing clients in the right time by generating reliable and valuable contents and by entertainment. As Rebecca Lieb claims, good content marketing is such that consolidates (integrates) these two directions[21].

The results of analyses concerning content marketing signal that its influence on recipients, consumers is much greater than traditional advertising. A model based on traditional forms of conveying advertising content is still functioning and will be functioning, but this model is getting ever less popular. Press, radio, television, magazines are losing the market of advertisers at a record-breaking pace. As surveys show, 80% of decision-makers in business prefer to obtain information about a company from articles and not from advertisements. About 70% claim that content marketing makes them feel they are closer to a company that creates and disseminates this content. 60% think that the content helps them make better decisions concerning products.2) The superior unit in content marketing is information. It constitutes the foundation for creation of particular contents and the role of these contents is influencing the recipients. The content brings a particular benefit to the recipient, however, it is hard to talk here about measurable benefits, because they are more intellectual, more personal in character, referring to the life of the recipient.

People don't remember facts, numbers and statistics, but they refer to disseminated stories[22].

Through distribution of substantially valuable content, we provide current and potential clients with unique information and this in turn encourages groups absorbed by this information to take action. As a result of delivering information in course of marketing communication, we get particular effects in form of drawing attention of the recipient to the generated message, to filling out a contact form, participation in a contest or survey and eventually to a purchase. Content marketing is helpful on the road to raising the recognizability of a brand through the creation of authentic content it builds trust and credibility among the recipients. It is also helpful for the achievement of these goals on many levels of a company's activity: for the entities it represents, for a company, products or services it provides, as well as for employees who represent this company or service[23].

Content marketing in figures

Apart from creating reliable messages, in the process of communication with the consumers an important thing is also managing these contents efficiently and skillfully. The goal is to have an impact on the potential choice of product or service that the content is associated with. There are a few possibilities that facilitate the process.

The report titled „B2B Content Marketing: 2012 Benchmarks, Budgets and Trends" shows that nine out of ten marketing specialists from the B2B segment, in course of implementing personal marketing assumptions, use substantial marketing. For this purpose an average marketer uses eight different mar-

21 R. Lieb - Content marketing, op. cit.
22 Ibidem.
23 Ibidem.

keting tactics generating content. The most popular tactic is an article. 79% of specialists choose this form of publication. 74% of marketing specialists choose presentations through social media (excluding blogs). 65% choose blogs, 63% choose e-newsletters, 58% resort to a tactic using case studies and 56% choose In-person Event activity.

In case of creating messages prepared with the use of non-textual tools, specialists from the branch like video presentations (52%), webcasts – production, transmission and delivering presentations containing video, sound and text through Internet browser (46%) and e-books (16%) [24].

Chart 1. Marketing tactics applied by marketers.
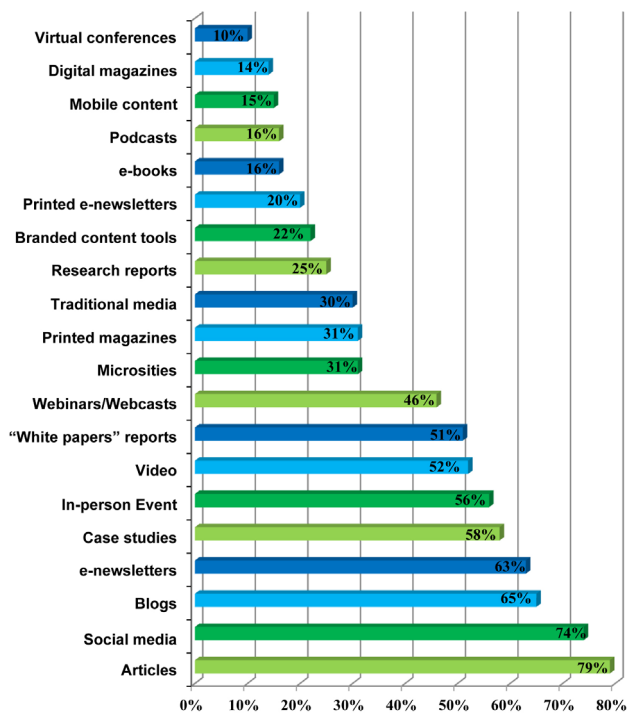
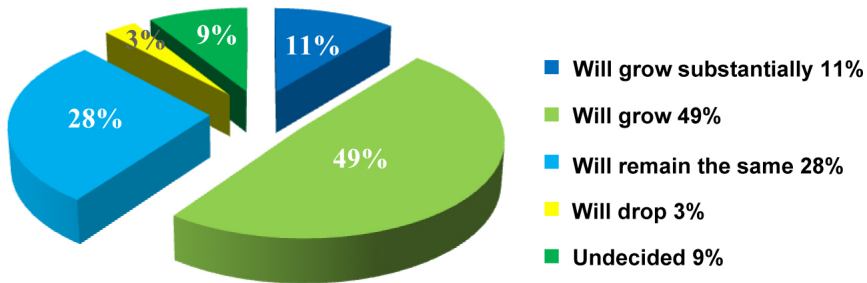Source: B2B Content Marketing: 2012 Benchmarks, Budgets and Trends.

Companies' growing awareness of the benefits from the implementation of the strategy of content marketing is reflected by growing budgets allocated to this purpose. The report B2B Content Marketing: 2012 Benchmarks, Budgets and Trends predicts that an average of 60% specialists from the marketing branch want to raise their budgets for 2012 in order to implement the strategy of content marketing [25].

24 J. Pulizzi, A. Handley, Raport – B2B Content Marketing 2012 Benchmarks Budgets&Trends – Content Marketing Instutute, Marketing Profs.
25 Ibidem.

Chart 2. Content marketing strategy in the budgets of companies in the year 2012.

Will grow substantially 11%

Will grow 49%

Will remain the same 28%

**Will drop 3%**

Undecided 9%

Source: B2B Content Marketing: 2012 Benchmarks, Budgets and Trends.

Whereas last year the budgets of companies allocated to content marketing constituted on average a 26% share, the proportions depended mainly on the company size. The smaller a company, in terms of the number of employees, the higher the share of spending on content marketing.

- Companies employing less than 10 people allocate almost 34% of the budget.
- Companies employing between 10 and 99 people allocate almost 26% of the budget.
- Medium size companies employing from 100 to 999 people allocate almost 23%.
- Companies employing 1000 or more people allocate almost 20% of the budget to content marketing[26].

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26 Ibidem.

Chart 3. Investment spending on content marketing in companies, depending on the number of employees.
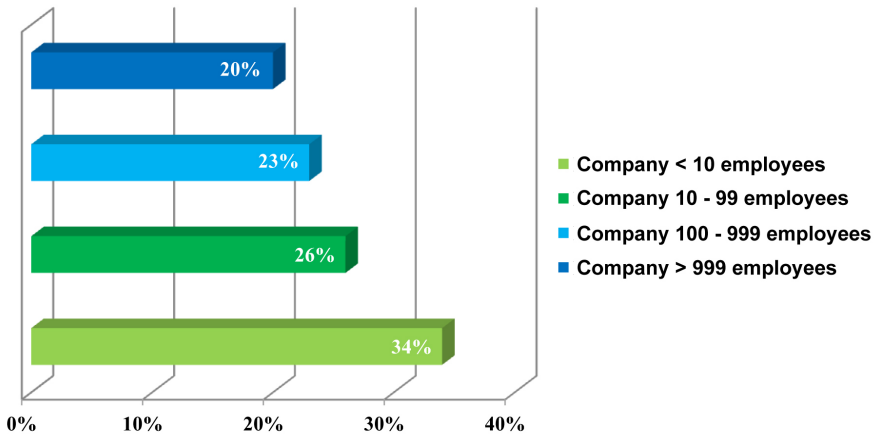
Source: B2B Content Marketing: 2012 Benchmarks, Budgets and Trends.

An opposite trend can be observed on the example of expenses focused on confrontation of spending on distribution of content with spending on creation of content. The B2B Content Marketing: 2012 Benchmarks, Budgets and Trends report clearly shows that on average the spending on dissemination of contents is 3.5 higher than the spending on creation. Similarly, as in case of the budget for content marketing, from a global perspective of a company, the level of spending on dissemination and creation depends on the size of a particular unit. For example, companies employing 1,000 or more people invest 5.5 times more funds in distribution of content than in creating it. At the same time companies employing less than 10 people spend only 1.8 times as much on distribution as on creation of content.

Along with the growth of budgets for content marketing, the proportion of companies taking advantage of the services of marketing agencies and outsourcing their marketing activities is growing. Whereas, in the year 2011 55% marketers used such services, in 2012 already 63% take advantage of the possibilities provided by both insourcing and outsourcing content. The report signals that strategies which are based solely on services with the use of outsourcing are not popular and less than 4% marketing specialists use them.

Data included in the B2B Content Marketing: 2012 Benchmarks, Budgets and Trends report show that the bigger a company in terms of the number of employees, the higher the company's investment spending on outsourcing:

- Companies employing less than 10 people allocate almost 53% of the budget.
- Companies employing 10 to 99 people allocate almost 60% of the budget.
- Medium size companies employing between 100 and 999 people allocate almost 62%.
- Companies employing more than 1000 people spend almost 74% of the budget on outsourcing.

Chart 4. Companies' investment spending on outsourcing.
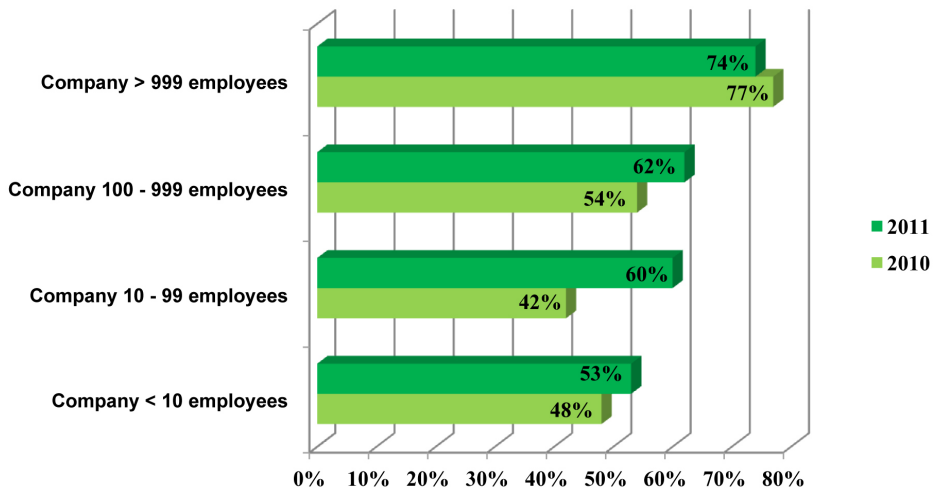
Source: B2B Content Marketing: 2012 Benchmarks, Budgets and Trends.

As surveys show, 38% of marketers create their messages themselves and they allocate on average 25% of their budgets to ordering creation of contents from consultants employed in other marketing agencies specialized in this type of activity. At the same time in case of dissemination of content this proportion is much smaller.

Reports prepared by B2B Content Marketing: 2012 Benchmarks, Budgets and Trends as well as independently by the Hivefire agency clearly show that still the biggest challenge for a big group of marketing specialists is creation of content that is reliable and convincing from the point of view of recipients[27]. According to the results of a survey conducted in 2011 by Hivefire, production, creating original content is number one issue for 73.6% of the surveyed. The second most important issue is the time needed for generating contents – according to 73% of the surveyed.
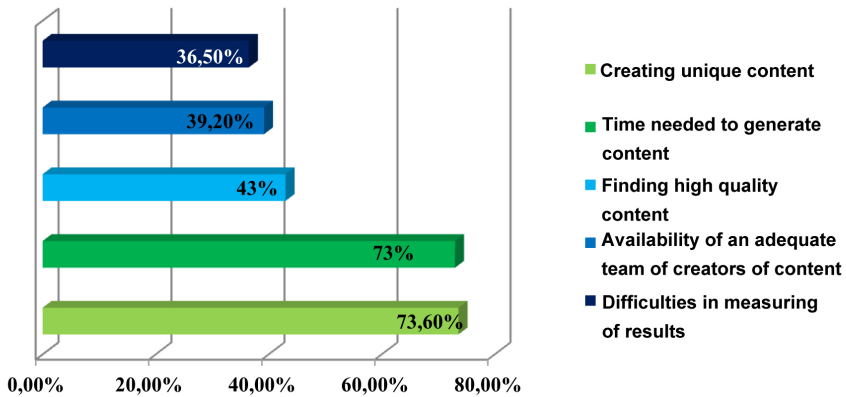
The surveyed pointed to the following issues as most important for them:
• finding high-quality content - 43%;
• availability of creators of content – 39,2%;
• difficulties in measuring effects, results – 36,5%[28].

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27 *Ibidem.*
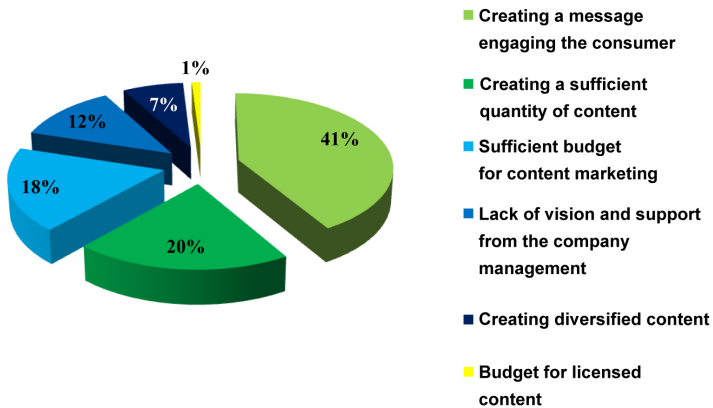28 HiveFire *"Content Curation Adoption Survey 2011".*

Chart 5. The biggest challenges in content marketing.

Legend:
- Creating unique content
- Time needed to generate content
- Finding high quality content
- Availability of an adequate team of creators of content
- Difficulties in measuring of results

Bar values: 36,50% / 39,20% / 43% / 73% / 73,60%

X-axis: 0,00%   20,00%   40,00%   60,00%   80,00%

Source: HiveFire "Content Curation Adoption Survey 2011" .

At the same time according to B2B Content Marketing: 2012 Benchmarks, Budgets and Trends, creating content which can really engage the consumer is the main goal for 41% of specialists.

Chart 6. The biggest challenges in the strategy of content marketing.

Pie values: 41%, 20%, 18%, 12%, 7%, 1%

Legend:
- Creating a message engaging the consumer
- Creating a sufficient quantity of content
- Sufficient budget for content marketing
- Lack of vision and support from the company management
- Creating diversified content
- Budget for licensed content

Source:B2B Content Marketing: 2012 Benchmarks, Budgets and Trends.

Other important goals are as follows:
- • for 20% - creating a sufficient quantity of content;
- • for 18% - sufficient budget for content marketing;

- • for 12% - lack of vision and internal support from the management of the company;
- • for 7% - creating varied content;
- • for 1% - budget for licensed content[29].

Surveys for the business-to-business model conducted in 2010 by the Junta42 and MarketingProfs agencies provided similar results[30].

Chart 7. The biggest challenges in the strategy of content marketing.
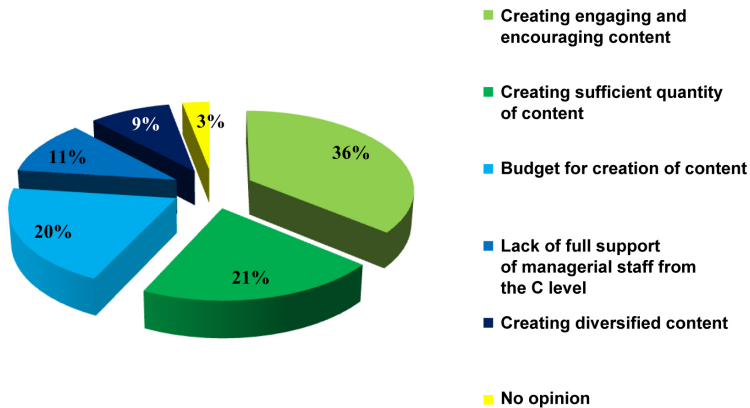
Source: Junta42 and MarketingProfs- B2B Content Marketing: 2010 Benchmarks, Budgets and Trends .

In another survey 40% of the surveyed assessed the results of their work based on content marketing with grades 4 or 5 (on an assumed scale of 1 to 5), which means "effective" or "very effective", respectively, in confrontation with the competition. Pollsters conducting the survey were interested in the factors that influenced the specialists' assessment of their own work. As it turned out, marketers who recognized their work as effective or very effective:

- invest more funds in content marketing than less effective specialists in the branch (31% vs 18%);
- based on segmentation they adjust the created messages to seasons and cycles of sales with regard to the branch they represent (45% vs 29%);
- superiors display greater support and acceptance for the actions they take (only 8% had an opposing opinion and in the group of the least effective it was 17%).

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29 J. Pulizzi, A. Handley, Raport – B2B Content Marketing..., op. cit.
30 Junta42 and MarketingProfs - B2B Content Marketing: 2010 Benchmarks, Budgets and Trends.

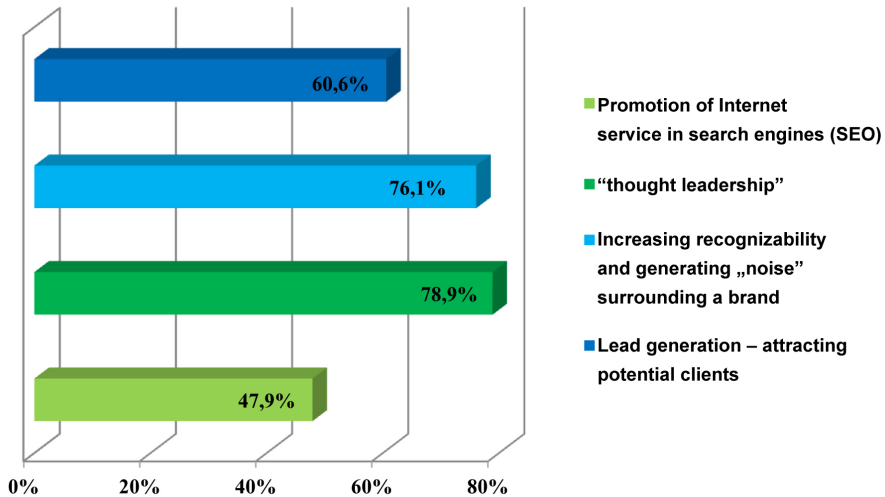Chart 8. The assessment of the efficiency of results of work based on the strategy of content marketing.

- most efficient
- least efficient
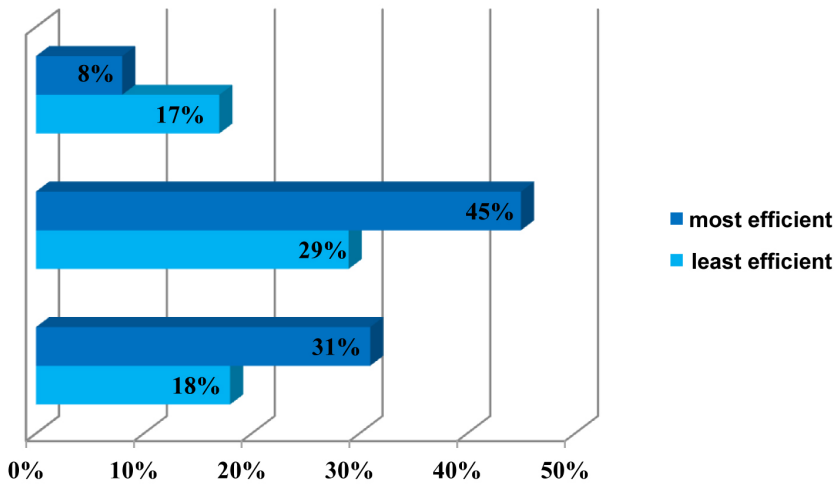
Source:B2B Content Marketing: 2012 Benchmarks, Budgets and Trends.

An interesting tool suitable for the strategy of content marketing is content curation and aggregation of content. In other words, this is nothing else, but taking care of the content. On the basis of the definition by Rohit Bhargava, content curation is nothing else but searching for, filtering and later grouping and organizing and in the end publishing relative contents on a particular subject. There is nothing weird about this. Creating and publishing original content in a consistent way full-time work, constant engagement of thoughts and access to many sources. For this reason, almost a half of marketing directors (48%), according to a survey conducted by HiveFire admitted that they use content curation tools. At the same time many use aggregation of content for publications provided on their blogs, websites or in the social media. As surveys show, 78,9% of respondents do that in order to actively work on the positioning of the their company as a competent entity and a trusted source in issues important for a potential client, in course of the so-called "thought leadership", 76,1% do it in order to boost recognizability and generate a "noise" around their brand and 60,6% do it in order to encourage (attract) potential clients[31].

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31 HiveFire "Content Curation Adoption Survey 2011".

Chart 9. Tools most often used for content curation.

- **Promotion of Internet service in search engines (SEO)**
- **"thought leadership"**
- **Increasing recognizability and generating „noise" surrounding a brand**
- **Lead generation – attracting potential clients**

Source: HiveFire "Content Curation Adoption Survey 2011".

Another survey conducted in 2011 by Bazaarvoice/The CMO Club among managers signals that 93% of heads of marketing departments plan to implement strategies based on the utilization of certain forms generating content in order to inform about products and services. As it is possible to notice on the example of the following chart, the subject area of the contents generated by users and used by marketers in 2010 concerned the clients' stories about products and services 59,4% (78% - forecast for 2011), suggestions and ideas about the offered products 54% (71%), surveys 49% (71%), as well as assessments and opinions of clients 47% (70%). There is one conclusion from the survey – content is of the essence, that's why marketers need to learn to trust those who create content around their products and services[32].

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32 *Bazaarvoice and The CMO Club, „CMOs on Social Marketing Plans for 2011".*

Chart 10. Subject area of contents generated by users.
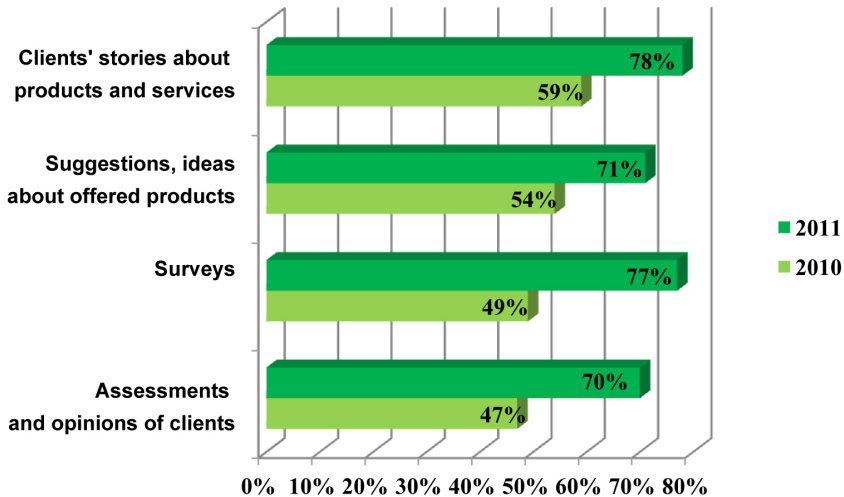
Source: Bazaarvoice and The CMO Club, „CMOs on Social Marketing Plans for 2011".

Conclusion

Internet as a tool of global digital communication is evolving constantly. Every entity which wants to achieve profit through the exceptional potential of the message which is its source should use the instruments it provides to the greatest possible extent. Along with the quality of the published content, the quantity and distribution play a major role, as through broader dissemination of the created content its influence grows. For this reason, every marketing specialist who wants to derive benefits from content marketing should take into consideration not only information gathered around a product, or service he represents, but also information associated with various aspects of people's lives. When most people think about content, they see written words, as well as visual and audio messages in form of images, photographs, video and audio presentations, charts or infographics. In the digital environment this content can be conveyed in a convincing way through the tools that the strategy of content marketing provides. These messages can be educational, informative in character and in case of purchasing decisions they may be helpful, often funny and above all useful. Regardless of what kind of method for conveying content we choose, whether it is just a text, photograph or video material, or all these instruments combined, the essence of the issue is strategy which guarantees that the generated content is interesting, creative and provides recipients with value.

Content marketing creates value and helps people. It answers questions and provides fundamental, basic information. This in turn leads to a situation in which the recipient, consumer, is educated and informed enough to make a decision concerning a potential purchase, or thanks to having this infor-

mation he can recommend the purchase to his friends, family or superiors. It is employed by marketers from big and small companies running marketing activities both using the business-to-business and business-to-customer model. Some use content in order to expand the scope of traditional advertising campaigns. Others take advantage of the content strategy to completely replace traditional forms of marketing and advertisement. The message can evoke the engagement of the customer on every stage of the purchasing cycle. It can also help establish lasting contacts, which in the long term expand client base. The message can strengthen the existing relationship, relations, stimulate (lead to) up-selling or cross-selling, contribute to the reactivation of relations or gaining contacts by recommendation.

Creating good, convincing, educational, funny and helpful content is important, but not sufficient. It is also very important to disseminate the content using all available channels of digital distribution. This also requires working out such a strategy of distribution and dissemination of content that will allow the recipient to find it easily.

Publishing content on a website, blog or in the social media may be effective, but it shouldn't be limited to these means. Strong strategy of distribution (dissemination) creates opportunities greatly raising the influence and coverage of the generated message.

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