

CONTENT MARKETING...

and how it's different from social media marketing

Content marketing and social media marketing both fall under the category of 'Internet marketing' and are widely used by companies to promote their products and services. However, a lot of people tend to get confused between them both due to their overlap and similarities. Let's dive right in and learn more about them:

Content marketing is the process of creating relevant content to fit a pre-defined purpose. It is a strategic marketing approach that aims to attract and retain audience by way of engaging them by way of valuable content creation and marketing. Some of the most common forms of content marketing are through infographics, web pages, videos, blog posts, white papers, podcasts and presentations.

Traditionally, the 'purchase cycle' of a product or service has 4 stages:

- **Awareness** - The consumer becomes aware about their need for a product/service.
- **Research** - Customer begins to research the market to review all available options.
- **Consideration** - Customer has shortlisted options and now begins the price and quality comparison process.
- **Purchase** - Consumer buys the product that they find most suitable.

While traditional forms of marketing and advertising are used to influence the customer's decision in the research and consideration stages, content marketing is used primarily in the awareness stage to make a potential customer aware of a certain product or service and how it could prove useful to them,

Social media marketing is the process of marketing products and services of a company directly to potential customers on social media platforms and websites in the form of advertisements or content.

This form of marketing is based on the concept of direct customer interaction. The key to a successful social media marketing campaign is sharing interesting content related to the business, having people like and follow the business' online pages, conversing and interacting with them in order to increase the reach of the content.

Social media marketing comes with a host of benefits like:

- Increase brand awareness and reach more potential customers
- Engage with customers and get to know their feedback
- Stay ahead of the competition by providing better customer experience
- Use the power of social media to share thoughts, ideas, updates
- Build a loyal fan following of existing and potential new customers

“Content marketing is the gap between what brands produce and what consumers actually want.”

– Michael Brenner

Let's take a quick look at some of the primary differences between content marketing and social media marketing:

CONTENT MARKETING

VS.

SOCIAL MEDIA MARKETING

Is more of a hybrid model where content creation is done offline and posting is done online



Involves real-time posting and interaction, hence is primarily done online

Creation of engaging and relevant content for the purpose of brand advertising and awareness of a product or service



Posting the content on social media networks to push it towards maximum number of people, ensuring people engage with the content

Long-term marketing tactic that focuses on retention value in the future



Short-term marketing tactic that is used to influence customers immediately but for a shorter duration

Goal is to maintain online presence, to increase brand awareness and recognition, to encourage conversion



Goal is to gain more followers, get more retweets, increase the engagement on content, get more likes and comments and drive sales

Researching trending topics, gathering insights into industry news, collating data and presenting in a readable format



Updates on sites like Facebook, Twitter and Instagram, posting comments, responding to user comments

Content marketing and social media marketing are two different concepts with significant overlapping characteristics. Using them both efficiently is the secret to a successful marketing campaign. Social media marketing is like an anchor to content marketing and together, they play a vital role in creating and maintaining a business/brand.

However, like in all forms of marketing, consistency is the key. While it may seem like these marketing strategies are taking a while to show any perceivable result, when they do, the benefits are long-lasting. It's an investment that will pay for itself several times over in the long run.

So create great content. And share it with the world!

Sources:

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