

# Content Marketing- Challenges and Proposals to Outbrave these Challenges

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**Abstract:-** This study portrays the importance of content marketing in the present marketing situations. Since the technology is updating and upgrading day by day the marketing techniques which are used to reach the customers are also refurbishing. To match with the current trend an astounding technique called content marketing has aroused to grab the attention of audiences. It exercises the phenomenon of writing the content of the product on the websites and thereby producing free information about the product to the visitors. It helps in creating the traffic of visitors through search engines. The content marketing helps in disclosing the effective information about the product features and other attributes that may create traffic of visitors on the WebPages that the organizations create. Since there are many companies using the content marketing techniques this paper also discusses various challenges that the organizations face by using content marketing and this paper contains various proposals in overcoming these challenges to acquire the attention of prospect audiences and also gain competitive advantage.

**Keywords:** - Content Marketing, Refurbishing, Astounding, Challenges, Proposals, Prospects

## I. INTRODUCTION

A company can produce effective and efficient products in the same way a restaurants can produce tasty menu of items. But just think what if these companies and restaurants do not have customers visit? All the companies start destructing and thereby the total economy destroys. In order to overcome these hurdles all the organizations unanimously prefer a technique called marketing. This is because it creates awareness about the product and it also take the product to the customers and influence them to buy the product. The first and foremost goal for any marketing campaign is to make the product reach the targeted customers. The organizations promote the product with a sole motive that it reaches many people and get visibility. Due to heavy competition and now a days many of the organizations are coming up with several conceptual ideas to promote their product and to replace the existing competitive product. Among those creative marketing techniques one the enormous technique which is currently preferred by many of the organizations in the market is Content marketing.

Content marketing involves the practice of marketing the product content to the targeted audience. It is the process of fabricating, distributing the pertinent and consistent content to grab the attention of targeted audience through online techniques. It is the strategy of highlighting the content of the product and thereby creating a life-time relationship with them. It includes the process of highlighting the content of the product like: features, price, benefits, modules etc., in the form of vlogs, blogs and various posts in social media. The main object of content marketing is not only enormously promoting its brand but also to stimulate the attentiveness in its products or services so that customers come and buy their product. It is essential to measure whether the content is consumed or not. The marketers need to check out the engagement what they have received over the content.

In the present scenario everyone are using the internet facility and other online services the content marketing makes it much easier for the organizations to grab the attention of potential customers through attractive advertisement about the product and displacing to the customers through blogs, vlogs etc., for influencing the customer's behavior to buy the respective products.

## II. CHALLENGES OF CONTENT MARKETING

### A. Inadequate Resources:

Producing content about the product is easy but producing consisting and effective content continuously is a tough task. It requires time, skills and resources to produce qualitative content about the product. There are other reasons for inadequate resources like insufficient budget, lack of technological updating etc., since the content of the product frequently updated in the social media the resources may be insufficient. Hence the organizations face the challenge of inadequate resources and managing these resources may become difficult.

### B. Not Knowing which Content of the Product to Domine:

It is obvious that some organizations did not possess efficient team in creating the effective content of the product for marketing. They may not know exactly what sought of data should be delivered to attract the customers. They may only imbibe their feasible content which may not influence the customers. There are some attributes which grabs the attentions of the customers towards the product. Failing in incorporating these attributes in content marketing may become a big challenge for the organization.

**C. Accumulate Additional Customers:**

Marketer have to make sure that the content which is created by them not only keep the existing customers hooked but also draw the attention of new audiences towards their product so that the number of customers can increase day by day. In this current marketing trend it is gritty to accentuate the attention of new customers and hence it a complex challenge for the organizations to increase number of customers.

**D. Competitive Edge:**

The artistry which used in content marketing should be distinct from other company's content marketing. This is because of increase in number of products and increase in number of marketing techniques the customers may be confused regarding which product to select. Hence in order to relief them from this sought of confusion the content marketing of the respective company should be different and unique. This distinctiveness also leads to achieve competitive edge .

**E. Updating and Upgrading the Content:**

The organizations should not confine to exhibit same sought of data. This may lead to the creation of weariness among the customers and also it may be able to attract the new audience. Hence the content which is to be marketed should be regularly updated and if necessary it should be upgrade depending on the new techniques that may attract more and more customers

### III. PROPOSALS TO OUTBRAVE THESE CHALLENGES

- The marketers should focus on attracting the webpage visitors with attractive terms
- The content should reflect adequate attributes that will draw the attention of customers
- The organization should appoint an efficient team that is capable of creating effective information about the organizational or product content.
- New depictions should be implemented to influence the customers behavior to buy the product.
- The content should be updated as per the changing trends and also should be able to match the taste and preference of the customers/ visitors of the WebPage.
- The content should flaunt the benefits of preferring and using the product.
- The content marketing team should regularly interact with its visitors and consider their feedback to make necessary amendments for retaining them.

**IV. CONCLUSION**

This study therefore concludes that content marketing is a worthwhile and potential technique for the organization to create customer traffic, in order to influence them towards their product with an effectual portrayal of the content. Even though there are several challenges concerning content marketing due to tough competition, the organizations are coming up with several conceptual ideas to prevail these perpetual challenges. Therefore, content marketing is one of the astounding techniques preferred by the organization in disclosing the effective information about the product attributes on the WebPages to create customer traffic.

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