



PROJECT REPORT
on
“CONTENT MARKETING CYCLE”

Project Report Submitted for the award of the degree of

MASTERS OF BUSINESS ADMINISTRATION

By

ANKITA YADAV - 2302480007

UNDER THE SUPERVISION OF

Ms. Yamini Katara

Assigned Faculty -Imarticus Learning



SCHOOL OF MANAGEMENT AND COMMERCE

K R MANGALAM UNIVERSITY

SOHNA ROAD, GURUGRAM, HARYANA, INDIA -122103

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CERTIFICATE OF DECLARATION

I hereby, declare that the project work presented in this project report titled " **CONTENT MARKETING CYCLE**", submitted by me at School of Management and Commerce of K.R. Mangalam University, Gurugram, in fulfillment of the requirement for the award of the degree of Masters Of Business Administration is an authentic record of my original project work carried out under the Supervision of Ms. Yamini Katara . The work presented in this report has not been submitted by me in any form (part or full) for any other degree or Diploma to this University or elsewhere.

DATE :-


ANKITA YADAV 2302480007

CERTIFICATE OF COMPLETION BY SUPERVISOR

I certify that the project work entitled “ **CONTENT MARKETING CYCLE** ” done by us embodies original work done by myself under my supervision and vouch that there is no plagiarism and that the work presented in this report has not been submitted for the award of any other degree/diploma anywhere else and is in accordance with UGC-regulations.

A handwritten signature in blue ink, appearing to read 'Yamini', with a long horizontal stroke extending to the right.

Ms. Yamini Katara
Assigned Faculty
(Imarticus Learning)

ACKNOWLEDGEMENT

There are many people who accompanied and supported me in the project report journey and to whom I would like to extend my gratitude. First and foremost, I am grateful to the Almighty for giving us the patience, strength, and ability to complete this report, and without whose grace I would not have come this far in successfully completing this report.

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➤ **CONTENT MARKETING**



Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

Content marketing is the development and distribution of relevant, useful content—blogs, newsletters, white papers, social media posts, emails, videos, and the like—to current and potential customers. When it's done right, this content conveys expertise and makes it clear that a company values the people to whom it sells.

Benefits of Content Marketing



- ✓ Increase online visibility
- ✓ Generate more leads
- ✓ Boost loyalty
- ✓ Improve authority

- **Increase online visibility.** A content strategy can help you attract more customers and website visitors, especially when people are constantly looking for solutions to their pain points.
- **Generate more leads.** You can increase leads when content marketing is used to drive traffic.
- **Boost loyalty.** Loyalty is essential in marketing and business because the more loyal your customers are, the more repeat purchases they'll make.
- **Improve authority.** Developing content is ideal for improving authority and becoming a thought leader in your industry.

Today, outbound marketing strategies aren't as effective for reaching audience members and converting leads as they once were. Content marketing has become a popular way for businesses to combat this issue. In addition to expanding your reach, content marketing helps your business:

- Educate your leads and prospects about the products and services you offer
- Boost conversions
- Build relationships between your customers and business
- Connect with your audience to show them how your products and services solve their challenges.



CONTENT MARKETING CYCLE

A content marketing cycle is essentially a way of managing and reporting on your content strategy. The cycle describes the entire marketing process, from initial contact through to nurturing ongoing client relationships.



1. Research and insight :-

Sometimes titled 'listen' or 'buying personas'. In this stage, you dig deep to find out all you need to know about your prospects.

What interests them? What are their challenges, and where do they go to seek out solutions to them? How can your offerings help them?

2. Goal setting :-

What are you trying to achieve with your content? Do you want to attract visitors to read more about your solutions? To sign up for events? To consume your whitepapers or other thought leadership? How will you nurture contacts – do you have a content plan that will move them down the funnel? How will you measure success?

3. Content strategy :-

Decide what your approach will be. Plan out your content to achieve your objectives – what mix of content do you need? There is lots of research on the most effective marketing content to help you – make use of it to decide where you will focus.

4. Create content :-

This is where you actually get to dig in and start creating the content you've identified in your strategy. SEO is a key consideration, but never forget that you're writing for your readers, not for search engine spiders. Your content must be relevant to your target audience. Of course, online visibility is essential in getting your content to your readers. Google publishes its own digital content guide which provides good tips on how to make your materials stand out.

5. Curate content :-

Social media and the internet as a whole mean there is no shortage of content to share. Finding high-quality, pertinent content produced by others and sharing it online is a great way to supplement your own content production. The need to share regular content can be overwhelming – consider curating others' as a way to reduce the pressure.

6. Distribution :-

How do you plan to disseminate your content? There's no point in publishing high-quality content if nobody sees it. You need to maximise engagement with your content marketing to make the production process worthwhile.

7. Engagement :- What actions does your audience take as a result of your content? What they do – and what you want them to do –

➤ **CONTENT MARKETING STRATEGY**

Content marketing strategy is your high-level plan for creating and distributing content to grow your audience and reach various business goals.



A content marketing strategy helps you achieve specific goals, define clear success metrics, and create processes for specific improvement. This is more effective than haphazardly producing content and hoping it does the job. In fact, 80% of marketers who are extremely successful in content marketing have a documented strategy.

Benefits of Content Marketing Strategy

✓ More online visibility

✓ More leads

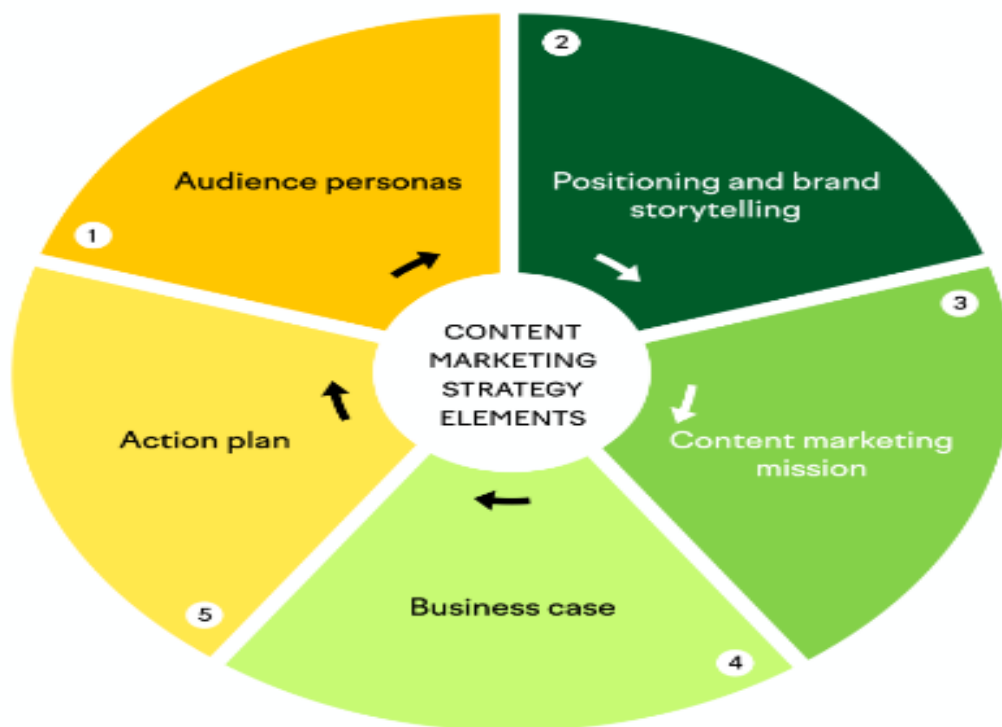
✓ More authority

✓ More customer engagement

✓ More budget

An effective content marketing strategy should have these five core elements to be successful:

1. Audience personas
2. Brand story
3. Content marketing mission
4. Business case
5. An action plan



1. Audience Personas

It's difficult to tell your brand's story if you don't know who's listening. That's why the first step is to identify the audience you'd like to target.

Here are a few ways to do that:

- Survey your existing customers
- Research industry trends
- Identify who you **don't** want to target
- Keep tabs on who your competitors target

Once you have your audience in mind, you can use our free [Buyer Persona tool](#) to put them into writing.

A formalized persona will help you clearly and succinctly communicate your audience to your stakeholders. And anyone involved in brand messaging.

2. Brand Story and Positioning

A brand story is a summary of your company's history, mission, purpose, and values.

Defining your brand story can help you identify the right messages and topics to address with your content. That helps you choose the right direction in your content marketing strategy.

3. Content Marketing Mission Statement and Owned Media Value Proposition

Owned media refers to any digital marketing channels that you have control over. Like your website or social media.

To establish your brand as a credible content publisher, define your owned media value proposition.

4. Business Case and Content Marketing Goals

Providing value to your audience is an integral part of a successful content marketing plan. But in addition to attracting new readers and followers, content marketing should drive your business forward.

Creating a documented business case will help you or your team better understand the benefits, costs, and risks of implementing a content marketing strategy in your company.

A business case is a project management document that outlines why particular tasks should be executed and how their benefits outweigh their costs.

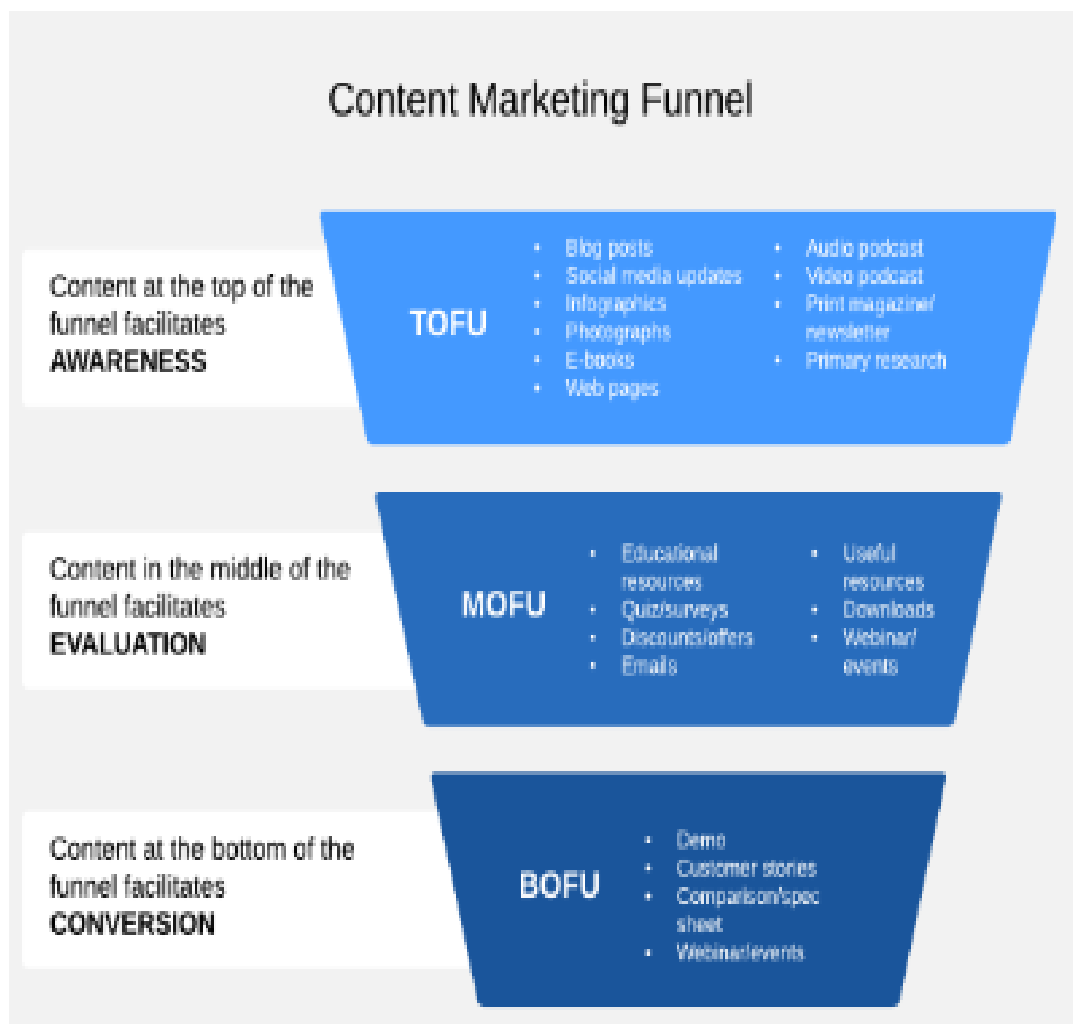
5. Action Plan

Finally, add your main content marketing campaigns and projects to your content plan.

Using a formal content plan will help you think through each content marketing strategy step individually.

➤ **CONTENT MARKETING FUNNEL**

The content marketing funnel represents the stages a customer goes through from their first content exposure to conversion (e.g., submitting an email, signing up for a free trial, or making a purchase). Like the sales funnel, the content marketing funnel traces the **buyer's journey from awareness to a purchase decision**. There are three traditionally recognized stages of the content marketing funnel. Different experts have varying names for each stage, but generally, they're identified by their relative position in the funnel.



➤ STAGES OF THE CONTENT MARKETING FUNNEL

❖ Top of the Funnel (TOFU)

Known as the **Awareness or Discovery stage**, the TOFU is the **lead generation phase**. As with a literal funnel, content marketing efforts at this stage are targeted towards **capturing new and curious potential customers**. TOFU content is often the first time potential customers hear about a product or service.

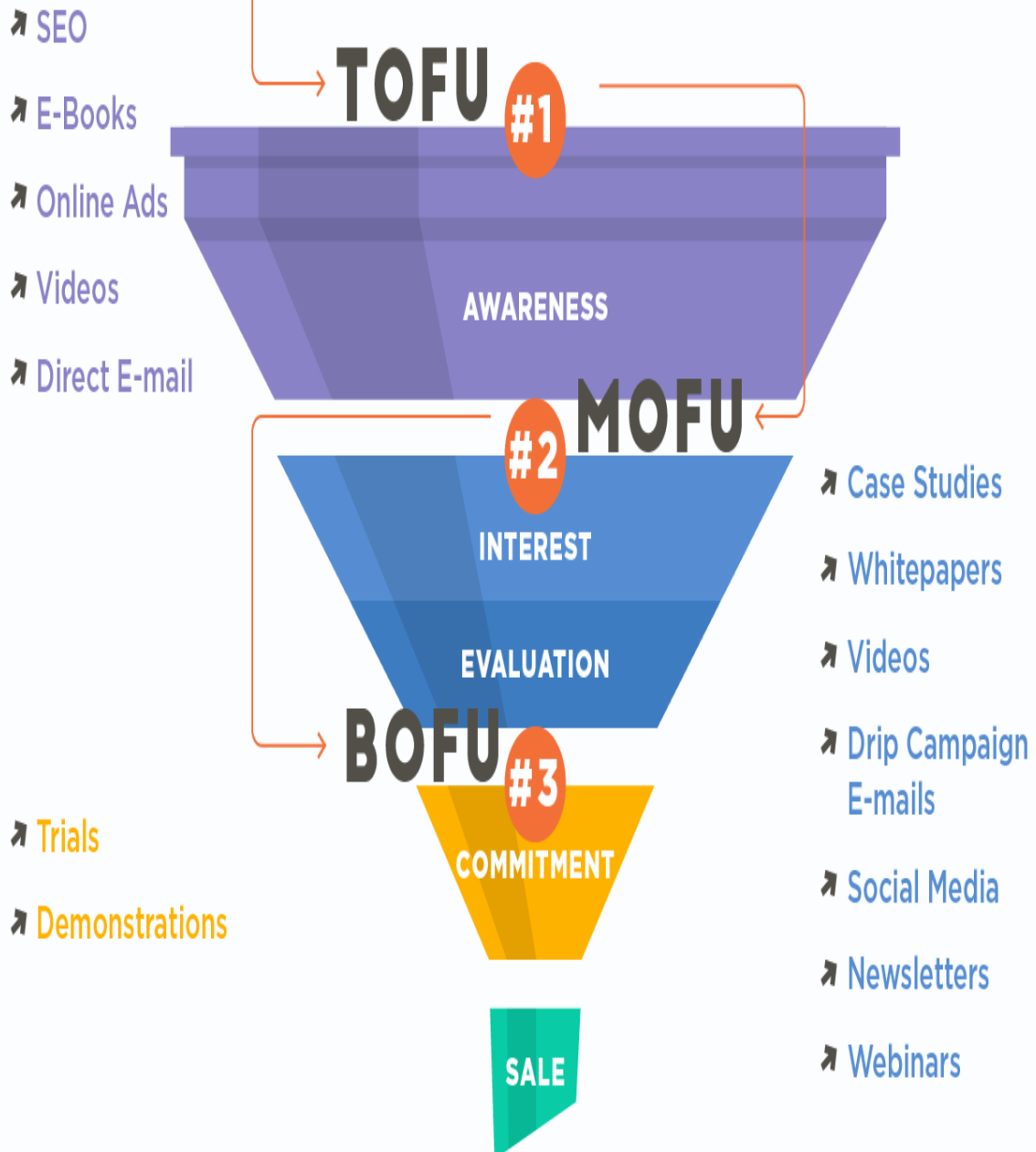
❖ Middle of the Funnel (MOFU)

In the middle of the funnel, customers are tuned in and actively considering your product or service...hence why it's termed the **Evaluation or Consideration stage**. Content for MOFU customers is **geared toward providing in-depth product information**, showing how your product outperforms competitors, and highlighting why customers should choose your product.

❖ Bottom of the funnel (BOFU)

People at the bottom of the funnel are at the **Decision or Purchase stage**; they're ready to buy. Whether they're googling the "best product for X use case" or looking for comparison videos on YouTube, they'll buy any product that satisfies their requirements. BOFU content should focus on **reinforcing the idea that the customer is making the best choice** and showing customers how to use a product effectively.

STAGES OF MARKETING FUNNEL





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THANK YOU !!

➤ REMARKS