

The Matic Exploratory of Content Marketing for the Fourth Industrial Revolution

Ajayi Olalekan Ezekiel

Kwara State University Malete

Corresponding Author: Ajayi Olalekan Ezekiel, Olalekan.ajayi20@kwsu.edu.ng

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ABSTRACT

The marketing world is a dynamic and constantly changing environment that never stagnates. The fourth industrial revolution refers to a set of new technologies that are integrating the physical, digital, and biological worlds, affecting all disciplines, economies, and sectors, and even questioning what it is to be human. The purpose of this paper is to investigate and analyzed, how important is a content marketing strategy to the customers in the era of the fourth industrial revolution. The presented paper consists of three parts, the first part of the paper focuses on theoretical aspects of content marketing. The second part focuses on methods of data collection that are needed to perform analysis. This research work makes use of secondary data. Relevant data for this study was collected from already published/online materials , articles, Newspapers, journals, archives, web postings as well as editorials. The method of analysis that was employed in this study is systematic qualitative content analysis. The result of this paper is a comprehensive overview of thematic exploratory content marketing strategy that can be used to influence user interests in the global market and how important is communication with customers.

INTRODUCTION

There can be no underestimating the scale and pace of the fourth industrial revolution. As a consequence of these developments, power, money, and expertise will move. Knowledge and technological advancements can only help people when they comprehend and how quickly they occur. The steam engine's creation in 1760 sparked the first major industrial revolution. As a result of the steam engine's development, agriculture and feudalism were able to convert to the new production method. Coal will be the predominant source of energy, and railroads will be the primary form of transportation, as part of this transition. The textile and steel sectors were the most significant in terms of employment, output value, and capital investment. Industrial revolution number two began in 1900 when the internal combustion engine was created. In the oil and electrical industries, it was the beginning of a period of rapid industrialization.

Electronics and information technology were used to define factory automation in the 1960s, launching the third industrial revolution. There was a time when making something required putting together a bunch of various components by way of screws or welds. Now, the fourth industrial revolution incorporates computer-generated product design and three-dimensional (3D) printing, which can produce solid structures by layering materials one on top of the other. The Digital revolution has been the foundation of the fourth industrial revolution from the mid-twentieth century. Emerging technologies are blurring the boundaries between the physical and digital worlds. The convergence of technology and a new industrial revolution is being ushered in now because of three factors: speed, scope, and system effect. This isn't merely the continuation of the Third Industrial Revolution.

There has never been a time when technology has progressed this rapidly. The Fourth Industrial Revolution is progressing at a far faster rate than previous ones. As a result, it affects almost every area of the economy in every country. Furthermore, these advancements imply a complete overhaul of the whole production, management, and governance systems." Businesses can connect with their customer in a matter of seconds because of advances in technology, Content marketing strategy with internet providers aggressively assist by the fourth industrial revolution. Using the Internet influences more than just the face of marketing, but also how individuals think, act, and do business daily. During the last several years, content marketing strategies have rapidly changed and developed, and marketing in the present world is much more sophisticated and technological.

The Internet has helped marketers with a variety of unexpected new outlets for promoting their products in recent years, the Content marketing strategy types such as Podcast, Email Newsletters, Video, Infographic, and EBooks, mapping to buyer personas and journeys which allows for social engagement and create a great blog post, publish it, and expect it to drive results in the organization, and it also resulted to distribute that content to the

right people at the right time to have the most impact on the target audience and is one of the most recent breakthroughs in the use of online technology. The Internet and content marketing have allowed customers to quickly share their opinions on events and products in the era of contemporary technology, which has substantially increased the efficiency of marketing campaigns, *Ezekiel A. O. (2022)*.

LITERATURE REVIEW

Content Marketing Strategy

As a result of the fourth industrial revolution, a marketing strategy known as content marketing was born. This strategy entails developing and spreading quality material from a target audience's perspective to attract and keep the attention of that audience. The content was what people wanted to learn about, watch, or otherwise engage with. Content, from a business perspective, is vital information that is offered on a website, in an application, or through other available digital presentation channels to communicate. In the fourth industrial revolution, content marketing is not just desirable, but it is a must. In addition, new content must be developed. Obviously, this cannot be a regular piece of content, but it must be trustworthy and of the best quality. The recipient's expectations and wants must be met during the encounter; therefore the value must be high enough. To be effective, a company's content marketing strategy must first identify the audience to which it will deliver its message. To accomplish this, the message's subject must be introduced to the recipient through the creation and distribution of relevant information.

"Content Marketing" was first coined by Rebecca Lieb in her book, "Content Marketing," in 2001. After years of using terminology like "custom media," "custom publishing," "custom media "and" custom publishing," the branch has settled on a single name to define its brand-building activities: "branded content." This type of marketing isn't just about persuading people to buy your product or service; it's also about giving them particular justifications and possible benefits.

Because discussion reveals customers' requirements and delivers unique solutions, content marketing is frequently regarded as the art of interacting with them. The purchase cycle, as well as the sales cycle, are both taken into consideration in the content marketing plan. Many areas of strategy implementation, including client service, reputation management, creating brand awareness, positioning and public relations on the web, attracting future clients, and looking after the client, must be considered in their actions.

Conceptualization of a Plan of Action

Content marketing has been around for a long time. Bulletins and video messages have been published by companies for decades. Many means for creating and spreading good information are now available to consumers, who have become jaded about the traditional advertising model for the majority of

the population. It was John Deere's consumer magazine "The Furrow," published in 1895, that launched the first-ever content marketing campaign. With this effort, we wanted to show a group of farmers how to make better use of emerging technologies and trends in their business to boost productivity and revenues. The magazine, which has a circulation of 1.5 million copies, is now distributed in 40 countries. Because of its effectiveness and success, it might be considered a model of content marketing excellence. This demonstrates the age of content marketing. When it comes to attracting customers, companies have been developing and spreading information for many years. It's important to note that "material used to create profit is not a sale" in its present version, as opposed to the former one. This isn't an advertisement in any way, shape, or form. It's neither a "push" nor a "pull" strategy; rather, it's a form of marketing targeted at attracting customers. In this situation, customers and consumers require and seek material that exhibits informative, helpful, appealing, absorbing or even hilarious features.

Even before content marketing was coined as a strategy, hundreds of businesses relied on content marketing tools to some level, but never before have so many marketing experts focused their attention on this technique. Current trends show that:

- Buyers are increasingly accepting content from corporate sources. When it comes to winning and retaining customers, it doesn't matter if you make it to the "Wall Street Journal."
- The purchasers find 99 percent of the relevant facts about a potential purchase themselves. They have complete influence over the company's sales strategy, and it has no bearing on them.
- Everyone can generate content because of shrinking media costs. There is a lot of pressure on the traditional media model at the moment. Filling this gap is an excellent opportunity for those who are interested in the creation of content.
- The cost of making and distributing products has decreased significantly. Word Press, for example, is completely free to use. All users may take benefit from these common publishing tools thanks to Google, email, and easier access to databases.
- There's a lot of debate regarding content. Unlike in the past, when editors considered content creation to be unnecessary, they are now more willing to work with corporate specialists to further their content marketing efforts.

Fourth Industrial Revolution, Content Marketing Strategy, And Brand Voice

"The Internet, which is a child of the fourth industrial revolution, is the medium through which we can transmit marketing messages in an effective, rapid, and friendly manner." International reach, technological and human connection, multimedia capability, and an ever-increasing user base are just a few of the reasons why the Internet is so appealing to marketers.

It is possible to differentiate products, services, and marketing communications on the Internet. It also makes it easier to connect with people who share your interests. The Internet combines the benefits of television by affecting the senses and purchase decisions while also allowing a specific group of recipients to be reached based on geographic location, demographic data, and other factors.

Because of support from the fourth industrial revolution, content marketing became widespread in 2001. Until that point, no one had heard of using content as a strategy. Users from a wide range of organizations were asked to describe actions surrounding the creation of brands, such as custom publishing, customer media, customer publication, member media, and private media; branded content; corporate publishing; corporate journalism; or branded media; to compete with the competition and survive on the market.

When it comes to content marketing, the premise isn't that it's just about persuasion, but that it's mostly about giving the recipient-specific arguments and potential benefits. Because discourse uncovers customers' requirements and gives specific solutions, content marketing is often regarded as the art of communication. In addition, content marketing is a strategy in which marketers pay equal attention to the buying cycle and the sales cycle. Client service, reputation management, brand recognition, positioning, and public relations are just a few of the numerous factors they must consider when taking action to ensure that strategies are implemented correctly, and they must also consider the needs of current and prospective customers. It is the creation and dissemination of educational and valuable material that both engages the target audience as well as raises the brand's visibility and recognition.

Content is what users were interested in reading, seeing, or experiencing. When it comes to businesses, content is anything that is put online, through an app, or through any other digital medium that has the goal of communicating. Content marketing is no longer just a nice-to-have; it's a need. In addition, new content must be created regularly. This isn't just any content; it must be dependable and of the highest possible quality. In addition, it must be valued enough to offer the recipient advantages that meet his requirements and expectations during the contact."

Additionally, determining who will be receiving the message is a vital part of content marketing. Thus, it becomes necessary to generate and then disseminate information that introduces the recipient to the brand, product, or service area that is the focus of your message. Engagement marketing is not a new strategy. Despite this, the strategy has risen in popularity as a result of its constant evolution and the increasing importance of Internet platforms.

Customer engagement marketing is nothing more than a shift from one-way campaigns (relationships) to a plan based on a dialogue with the client. In contrast to traditional and frequently invasive strategies, customer interaction marketing defines and identifies the specific demands of customers. To assume otherwise would be a misrepresentation of what it means to engage customers in the development of a product or service.

Content Marketing's Popularity Among Modern Marketers

Traditional marketing is becoming less and less effective as technology advances. Businesses are increasingly relying on Content Marketing because of the increased revenue, decreased expenses, and greater customer loyalty it provides (Content Marketing Institute 2017), Metrick 2018.) Content Marketing has a tremendous return on investment (Ruffolo 2017.) Traditional marketing is losing out to content marketing because of its emphasis on providing value to the consumer (Content Marketing Institute 2016, Patel 2016.) With Content Marketing, there are no marketing objectives that cannot be met (i-SCOOP 2018.)

When it comes to Content Marketing, there are both physical and intangible rewards for companies that use it. Brand awareness, greater industry respect and esteem, and new customers who like your content and desire to test your brand are examples of intangible benefits (Pulizzi 2016.) Increased website traffic, better Search Engine Optimization (SEO), and direct client conversion are just a few of the real-world advantages (MOZ 2018).

Content Marketing has a significant impact on SEO (Search Engine Optimization) (Content Marketing Institute 2017.) Search Engine Optimization (SEO) relies on the content provided by Content Marketing to fulfill its requirements (Patel 2015.) states that content marketing shows Google that you're an authoritative figure in your field, and this helps you rise in the search results rankings. High-quality, relevant content is actively sought by Google for user search inquiries (Ruffolo 2017.) To provide its users with the most relevant search results, all of the main search engines like Google, Bing, and Yahoo want to rate all of the search results (Search Engine Land 2018.) Search engines reward websites that provide high-quality, consistent material (Content Marketing Institute 2017). Effective SEO consists of high-quality, relevant content that includes the keywords you are targeting (Patel 2015.) Consistent keyword use and smart keyword use are both parts of SEO (Content Marketing Institute, 2017). (Patel 2015.) Keyword-stuffed content will, however, not be effective (Patel 2015.) Several organizations were being labeled as "content farms" by Google in 2010, as the quality of their search results began to deteriorate. A new algorithm, Google Panda, was created by Google to remove low-quality, thin information from search results and reward high-quality, captivating content (Dholakiya 2017.) Quantity is not always better than quality when it comes to finding a new business (MOZ 2018.)

Modern, forward-thinking marketers believe that content marketing is a more effective method of promoting a product or service (Content Marketing Institute 2017.) Facebook, Twitter, and the like are considered to be the most important tools a corporation may possess. Content marketing is no longer seen as a way to propel a company forward, but rather as a way to maintain parity. A company that doesn't use content marketing is unable to keep pace with its competitors. Content marketing has become the norm in the industry (Ruffolo 2017.) In the corporate sector, this was a masterstroke in content marketing.

Content Marketing isn't always a success. Extraordinary talent and expertise are necessary to get great achievements (Ruffolo 2017.) The goal is to draw in and hold on to specific market segments (Content Marketing Institute 2017, Ruffolo 2017) Providing prospects and customers with material (information) that is relevant and valuable in solving their problems, among other things (Content Marketing Institute 2017), is one way to accomplish this. Another is to demonstrate how your business stands out from the competitors (Chordas 2018.)

Information is at the heart of content marketing. Using instructive, amusing, or insightful content to promote your business or brand is known as content marketing. A personal shift or a purchase decision could be the catalyst for this. It's not about imposing a sales pitch on customers; rather, it's about guiding them toward the greatest option for themselves (Ruffolo 2017.)

Creating customer value can be done in a variety of ways. Companies disseminate their material in a variety of ways. In certain cases, it is a contribution to a topic of interest to the intended audience (Ruffolo 2017.) An informal Q&A session is possible. A comedy that fits your target audience's needs can be incredibly effective (Ruffolo 2017.) It is widely accepted that storytelling is one of the most effective ways to convey information. Creating an experience that resonates with customers by telling a personal story is a powerful tool (i-SCOOP 2016.) Consumers appreciate information that offers solutions to their concerns (Ruffolo, 2017).

Ties.com, for example, has a detailed tie-tying guide. In it, you'd find detailed instructions on how to tie every type of tie, from the traditional necktie knot to the more colorful and experimental. In addition to the great production value of the guide, they also included YouTube videos. As a result, Ties.com is consistently the #1 search result for "how to knot a tie" (Feldman 2018.)

Content Marketing relies heavily on the development of trust (Pavlika 2018.) A marketer's credibility rises when he or she shares content honestly and openly (Ruffolo 2017.) Engaging customers in a trustworthy and valuable way is an objective of Content Marketing (Patel 2016.) Customers should place their faith in the company's brand (Chordas 2018, Ruffolo 2017.) More than ever, sales, earnings, and turnover are closely linked to a company's level of trust, making it an important source of competitive advantage (Ebersole 2018.) Customers can tell when businesses are open and honest (Gensler 2015.)

Content marketing can be posted on a company's website, blog, or social media account, or it can be integrated into an existing platform. As long as the message is the same, it can be delivered in a variety of ways and venues to diverse audiences (i-SCOOP 2018.) Topics that are both timely and popular are already being discussed. A brand's reputation as a trusted source of information can be built by sharing relevant material on these themes (Ruffolo 2017.)

To be effective with content marketing, you must have a strategy in place. A successful Content Marketing plan relies on a clear understanding of the company's objectives (Content Marketing Institute 2017, Linn 2015.) Measuring the effectiveness of a campaign's content is also made easy by this method. Measuring the effectiveness of any content marketing campaign is essential to determine whether or not it achieved its stated goals (i-SCOOP 2018.) Measurement is the key to success in content marketing (Pulizzi 2016.) Evergreen content is another feature of successful content marketing campaigns. The usefulness of evergreen material extends long into the future. Any content that provides a fundamental overview of a subject or knowledge that is still valid 10 years from now qualifies as "enduring" (Ruffolo 2017.) An evergreen piece of content is less time-consuming and requires less upkeep, making it an excellent industry reference point (MOZ 2018.) In this regard, Ties.com is a shining example. In the year of 2018, Feldman

Commitment is the most important aspect of content marketing. 91% of the best performers say they are excellent or extremely committed to their work. – It's impossible to just "kind of" execute content marketing and succeed (Pulizzi 2016.) To get started in content marketing, you'll need to put in a lot of time and work. Some successes can be followed by a period of stagnation. It's a mistake for companies to give up when things get tough. Many companies see long-term success by adhering to this general pattern (MOZ 2018.)

Misfired of Content Marketing Strategy

Content marketing is a strategy that many companies have tried and failed to implement. There are several diverse explanations for this. As a result of a lack of competence, skill, and commitment to Content Marketing, the marketer is more likely to have issues with their content (Ruffolo 2017.)

One of the most common and obvious mistakes in all forms of marketing is not knowing your target audience. To produce high-quality content, you must know and comprehend your target audience (Ruffolo 2017.)

This information is crucial for a business since it allows them to better target their advertising efforts (Ruffolo 2017.) Each target's social channel's content must be optimized. This entails customizing your content for each channel based on the target audience's demands and interests, as well as inserting relevant keywords in your copy (i-SCOOP 2018, Patel 2016.) Material marketing success relies on relevant and well-written content that is suited to the target audience and provided in the most appropriate medium (Chordras 2018, Patel 2016.) Content Marketing fails if this is not done.

It is common for corporations to overlook the importance of grammar and spelling. Poor language detracts from a company's reputation and diverts the reader's attention away from the content (Ruffolo 2017.) The grammatical flaws are more likely to draw attention away from the message and deter readers from signing up for your services or purchasing your products (Patel 2016.)

It is impossible to succeed in any kind of marketing without a plan, but companies frequently overlook the need of developing a Content Marketing strategy (Content Marketing Institute 2017, Linn 2015.) It's impossible to tell if a company has succeeded or failed unless you know what it was attempting to accomplish (Patel 2016, Pulizzi 2016, Ruffolo 2017.) You're more likely to get lost if you're not sure where you're going, as the phrase goes. Another important reason for Content Marketing failure is a failure to create high-quality content (MOZ 2018, Ruffolo 2017.)

Search engines are aware of and reject low-quality content (Content Marketing Institute 2017.) There should be quality material and the right usage of relevant keywords (e.g., MOZ 2018, Patel 2016, Patel 2017). Non-relevant terms are not optimized for search engines and can be discovered and rejected by systems such as Google Panda (Patel 2018). (Dholakiya 2017, Patel 2018.) Content's poor quality is exacerbated by the absence of supporting information (Ruffolo 2017.) Low quality and a failure of Content Marketing can be the result of a company's lack of dedication (Pulizzi 2016.)

Failure to be useful is one of the most serious blunders a corporation can make. Everything about Content Marketing revolves around the idea of delivering content that is of value to the user (Patel 2016.) Consumers must be able to see the value in the content they consume (i-SCOOP 2018, Search Engine Land 2018.) There are a variety of ways that the content might be useful to the intended audience, such as being engaging to read, teaching or offering knowledge, or proposing solutions to issues.

Technology Acceptance Model (ATM)

For the purposed of this paper, the technology acceptance model was formulated to express more. Fred Davis's technology acceptance model was designed to show how individuals accept and make use of technology for Content marketing strategy to gain competitive advantage and to win customer choice. The theory is based on how users faced the challenges of new technology. The decision adopts this new technology depends on three factors and these are perceived usefulness, perceived ease to use, and individual attitude towards usage. Davis (1985)) stated that perceived usefulness is based on an individual's belief that technology will enhance activity performance; perceived ease to use is the individual belief that technology will enhance freedom from physical effort whereby technology is seen as an alternative better option than its substitutes. Besides, perceived usefulness and perceived ease to use are seen to drive the attitudes toward the usage of technology in making decision which is a determinant factor in accepting technology. Technology is the component of the fourth industrial revolution that helps content marketing strategy to have a smooth path in the global business world.

METHODOLOGY

The study used an exploratory research approach with a focus on literature in the fields of business administration, entrepreneurship, internet academic journal, blogs, government publications and records, a variety of research reports, and individual research.

RESULT AND DISCUSSION

As a result of the 4th industrial revolution, content marketing strategy has gone from being an advantage to the competition to become a necessity if you don't use it. Traditional marketing has been replaced by social media and other digital platforms as more and more people join each day. Content marketing is increasingly becoming a prominent marketing strategy. As a result, content marketing is moving away from a focus on selling and toward a more customer-focused approach. Content Marketing is the process of distributing information to a target audience or the broader public that is engaging, educational, amusing, or solves an issue. Those who know how to use content marketing right can reap the benefits of more consumers, increased profitability, market share, and market growth.

Discussion reveals customers' requirements and delivers unique solutions, content marketing is frequently regarded as the art of interacting with them. The purchase cycle, as well as the sales cycle, are both taken into consideration in the content marketing plan. Many areas of strategy implementation, including client service, reputation management, creating brand awareness, positioning and public relations on the web, attracting future clients, and looking after the client, must be considered in their actions.

CONCLUSION

The marketing business environment necessitates an in-depth knowledge of Content Marketing on the part of marketers, practitioners, stakeholders, state actors, and non-state actors alike to address it effectively. Because of the rapid evolution of marketing techniques like Content Marketing, textbooks are unable to keep up. It is up to the users of content marketing strategy to fill in the gaps.

RECOMMENDATION

The study's findings prompted the researcher to suggest further international studies into a content marketing strategy. For businesses to meet the needs of their customers, research is critical. This helps the company enhance overall performance and get an advantage in the marketplace.

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