

THE RELATIONSHIP BETWEEN CONTENT MARKETING AND THE ELEMENTS OF THE TRADITIONAL MARKETING COMMUNICATION MIX

Szabolcs Nagy, Gergő Hajdu
University of Miskolc, Miskolc

Content marketing (CM) is essentially about creating and distributing meaningful, up-to-date and valid content. (1) In a deeper sense, its main priority is creating consumer confidence and value (2). It may have an entertaining or educational function. (3) The 5 classic major marketing communication tools are advertising, sales promotion, PR, personal sales, direct marketing. As for the differences between CM and classic marketing communication tools, advertising is basically a one-way communication that is made for a wide range of masses and uses the media of others that is why it is clamped between frames. (4) On the contrary, content marketing pursues two-way and more personalized communication with problem-solving purposes, and its important element is building relationships. (5) Direct marketing and content marketing are targeted communication and they take place in a digital environment. However, while the former explicitly aims to increase the volume of purchases, the latter adds value to the customer without purchasing. (6) There is practically no common point between personal sales and CM except for the event, as a tool. (7). The common tool of PR and content marketing is a similar toolbox, but the difference is that PR is a more strategic tool that builds on news value and events with a stakeholder's points of view. (8) CM is a tactical tool that would like to be present in the lives of consumers with frequent communication (9). Sales promotion (SP) and content marketing may have the idea of increasing customer experience and loyalty. The difference is that in the case of SP, the shopping experience cannot be separated from the purchase and loyalty is achieved with financial benefits. (10) In the case of CM, experience creating is not necessarily tied to purchase and enhances loyalty with non-material benefits. There is no consensus in the literature regarding the relationship between social media marketing and content marketing. Social media is a communication platform that needs to be managed uniquely, moreover it can be a tool for content marketing, just because it shares content (11). Thus, in many cases, the elements of CM and TMM overlap, while in other cases there is a clear separation, which raises the question whether CM can be a new communication mix element, which requires further research.

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