ADAPTION OF CONTENT MARKETING BY SMEs A LITERATURE REVIEW

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Abstract
Globally organizations and SMEs are using content marketing as a strategy to communicate and engage customers. It is a privilege for small and medium enterprises to adopt content marketing and see the growth in their business.
The purpose of this paper is to review the academic literature on adoption of content marketing by SMEs. It gives a balanced picture of the current state of content marketing adoption research. It also offers a useful means to analyze the kinds of research that needs to be pursued to make additional research progress in the related area of content marketing.
Keywords: Content Marketing, SMEs, Technology Adoption, Communication Tool, Literature Review.

I. INTRODUCTION

The age old traditional marketing used by organizations to communicate to the customers about their brands was "Sales Model" which was one way advertising messages communicated to the customers.
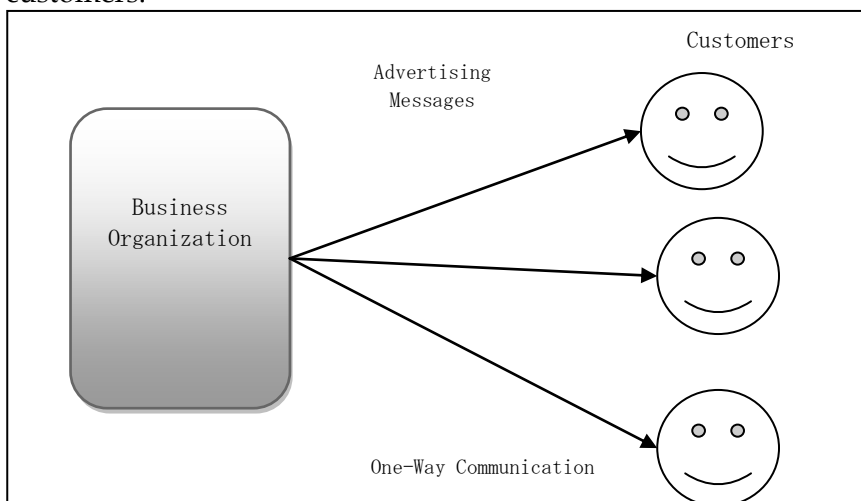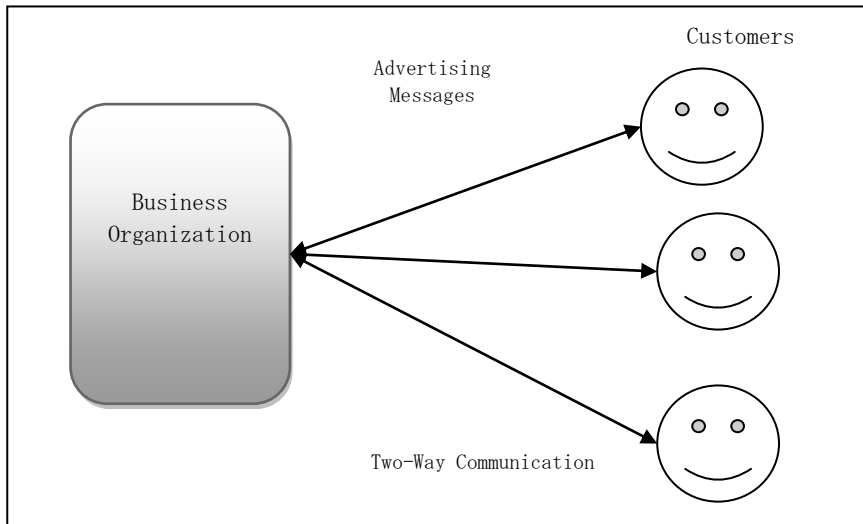

Figure 1: Sales Model

Figure 2 : Engagement Model

In the recent years organizations are increasingly focusing on "Engagement Model" which is a two way communication between organization and its customers, engaging customers with compelling content which will create curiosity, value, and opportunity for interaction.

Figure 3: Content Marketing Combination

Content marketing is something which goes beyond traditional marketing; it is the combination of journalism, communication and marketing.

II. DEFINE CONTENT MARKETING

Content marketing is the strategic marketing approach of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action. -Content Marketing Institute
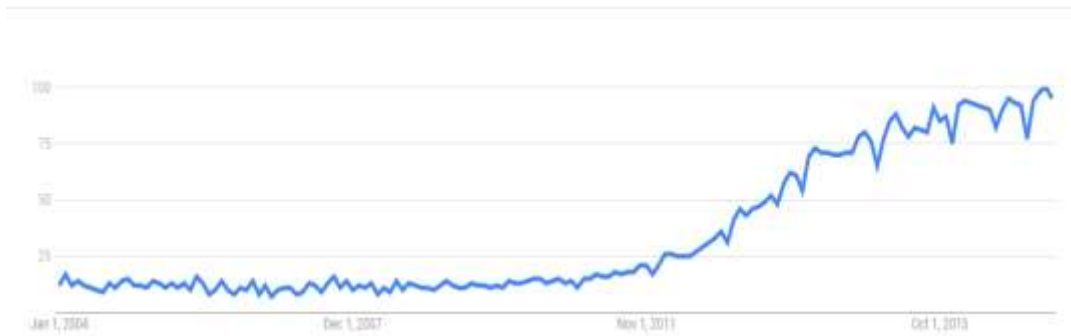
Figure 4: The relative search volume of content marketing globally on Google (Google Trends 2017)

Content Marketing is a marketing technique using knowledge and experience of the company to promote its products or services

III. HISTORY OF CONTENT MARKETING

4200 B.C : One of the first signs of custom publishing found in cave paintings.

1732 : Benjamin Franklin first publishes the yearly Poor Richard's Almanack. The goal is to promote his printing business.

1801 Bookstore Librairie Galignani employs creative content strategies to grow its business, including opening a reading room and printing a newspaper that featured articles from influential authors and books.

1861 Samuel Wagner launches American Bee Journal, a magazine that is still being published.

1867 The magazine The Locomotive is the oldest magazine published by Hartford Steam Boiler Inspection and Insurance Company.

1882 The Bulletin from the Edison Electric Lighting Company gives the information about the benefits of electric lighting.

1887 Scribner's Magazine published by Charles Scribner's Sons publishers to sales Scribner's books.

1888 – Modern Methods of Antiseptic Wound Treatment is published be Johnson & Johnson to meet the needs of the doctors and help the medical community.

1891: August Oetker, a German pharmacist, developed Backin baking powder at his pharmacy. He published special recipe booklets and printed recipe suggestions on the packaging to help cooks. The goal was to communicate the quality and reliability of this brand-name product (Oetker.de, n.d.).

1895: John Deere launches customer magazine, which has now 1.5 million circulations in 40 countries in 12 different languages.

1900: Michelin develops "The Michelin Guides" 400 page guide, now with its iconic red cover, helps drivers maintain their cars and find decent lodging.1

1904: Jell-O Recipe Book Pays Off: distributes free copies of a recipe book that contributes to sales of over $1 million by 1906 2

1913: Burns & McDonnell Engineering Launch Benchmark: Kansas city engineering and consulting

firm, Burns & McDonnell, launch Benchmark magazine still produced today.

1922: Sears launches World's largest store radio program : The station helped keep farmers informed during the deflation crisis with content supplied by Sears' Roebuck Agricultural Foundation.

1930s: P&G begins foray into radio soap operas with brands such as Duz & Oxydol – hence the "soap opera"

1982: Hasbro partners with Marvel to create G.I. Joe comic book leads to revolution in toy marketing. It was the first comic book ever advertised on TV and later led to a cartoon series.

1985: UK sees boom in customer magazine market

1987: LEGO launches Brick Kicks magazine

1996: Placeware a spin-off of Xerox's PARC Laboratory, starts offering web conferencing services

1998: Custom Publishing Council is born

2001: Spend on customer content nears $20 BILLION. Penton custom media, in Cleveland, Ohio, begins use of term "CONTENT MARKETING".

2004: Sherwin Williams launches STIR magazine for commercial interior designers and architects. Microsoft launches first major corporate blog, Channel 9

2005: LiveVault's John Cleese Video goes Viral, Video targeting IT managers has over 250, 000 downloads in a few months

2006: Nike+ Launches Global brands Nike and Apple partner to create a product to map runs and track programs

2007: Red Bull launches Red Bulletin magazine. 7 of the top 10 UK Newsstand Publications are corporate. Blendtec uploads first video on Youtube through series Will it Blend? Over 6 millions views and 385 thousand subscribers, leads to 700% growth in revenue.

2008: P&G launches BeingGirl.com, P&G's content site for teen girls found to be four times more effective than traditional advertising by Forrester.

Get content Get customers, the handbook for Content Marketing, is released.

American Express launches OPEN Forum now key resource for small business. Pages views grow 23x in just 2 years.

2010: Content Marketing Institute is born.

25% of marketing budgets spent on content marketing, 88% of all brands use content marketing

Content marketing spend in the UK nears £1 billion

Content marketing books flood in

2011: Content Marketing Institute(CMI) launches Chief Content Officer magazine in print and digital.

The Coca-Cola Content 2020 marketing plan focuses on branded storytelling at the center of all Coca-Cola marketing.

September 2011 content marketing word is born

IV. **OBJECTIVES OF CONTENT MARKETING**
- To drive traffic on the social web and company's website;
- To ensure quality and consistency;
- To have a holistic view of the marketing strategy you should apply;
- To answer the question how your content fulfils the expectations of your customer;
- To control and manage online content;

- To create, gather and distribute content.

According to Content Marketing Institute 91% of B2B marketer's use content marketing.

V.   LITERATURE REVIEW

a) Content Marketing a subset of Digital Marketing

Chaffey D., Mayer R., Johnston K., Ellis-Chadwick F.(2000) Content is the design, text and graphical information that forms a web page. Good content is the key to attracting customers to a web site and retaining their interest or
achieving repeat visits.

Rosen & Purinton (2004) have studied website content design to find key characteristics that increase the revisit possibility of customers. When it comes to website content it's also essential to keep search engine optimization (SEO) in mind

Keyes J. (2006) Content marketing is usually focus on intranet-based or internet-based corporate content, including data and knowledge bases

Gregory (2006) Consumers' reaction to different types of content. Even though the framework of message strategy is in print format, it can be applied to research about Content Marketing

Schijns (2008) The "content" refers to the meaning and information of the material produced for marketing purposes. In for example customer magazines, which are a classic example of content marketing, notable is that companies have control over the content of the message and the channels it is distributed through. Therefore they are better able to direct their message at the right target groups to build their brand along with positive images and perceptions. The idea is that the material and information distributed to the stakeholders increases brand awareness, encourages customer loyalty and brand credibility and generates new business by providing the target groups valuable and interesting information about an area of interest.

Pulizzi J. e Barret N. (2009) Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action. The objective of content marketing is to attract, engage and retain customers through interesting content

Halvorson K. (2010) Content strategy is the practice of planning for the creation, delivery, and governance of useful, usable content.

Handley A., Chapman A.A. (2010) Content marketing is anything an individual or an organization creates and/or shares to tell their story. What it isn't: A warmed-over press release served as a
blog post. It is conversational, human and doesn't try to constantly sell to you. It also isn't a tactic that you can just turn on and off and hope that will be successful. It has to be a mindset that is embraced and encouraged. You've got to start thinking like a publisher and use that to plan and execute your entire marketing plan which content of any variety should be a part

Kim, Oh, & Shin (2010) The understanding of digital content; how consumers respond to different aspects of digital content

Gunelius (2011) Content marketing is the process of indirectly and directly promoting a business or brand through value-added text, video, or audio content both online and offline. It can come in long-form (such as blogs, articles, e-books, and so on), shortform (such as Twitter updates, Facebook updates, images, and so on), or conversational-form (for example, sharing great content via Twitter or participating in an active discussion via blog comments or through an online

forum).

Lieb (2011) Content marketing, in other words, is nothing Companies having been creating and distributing for many years, both to attract new business and existing customers. The content is used to educate, engage, entertain and help customers.

Oestreicher-Singer & Zalmanson (2013) Consumers' consumption of content and community participation patterns in social media are related elements of digital CM

Botha & Reyneke (2013) The videos in study are largely created and driven by brands as content marketers. Content sharing behavior

Slater (2014) Content marketing is a dynamic way to get cu is the process of sharing expertise and knowledge to attract potential customers and establish a r with them. Content marketers have to be focus creating, publishing, and sharing suitable con However, many content marketers often over readily available source of content – articles, blog posts, videos, images, and other assets t created years before yet still have the potentia new customers

Ramos (2014) Content marketing is a marketing techniques high-quality, relevant content to educate, eng acquire your target customer. Content marketing is not just creating content of producing content; your objective is alway true potential of content marketing lies in its ability to provide a conve for your leads to follow on their own schedul convenience.

Holliman & Rowley (2014) Content marketing has been proposed as a solution to the described declining effectiveness of traditional ways of marketing

Fotopoulou & Couldry (2014) Content curation overlaps and is part of content marketing, which generates original content and curates third-party content

Templeman (2015) According to the Content Marketing Institute, "Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action". It seeks to answer the questions, helping the consumers in the problem at hand and decision-making process, rather than focusing on the brand or company

Kim, Spiller, & Hettche (2015) The content on social media is also the content distributed by digital content marketers; analysis of consumers' response to content on social media is also the concern for content marketers.

Ashley & Tuten (2015) Brand social content is a result of CM driven by companies, and the consumer behavior aspect is what marketers are concerned about in terms of result.

b) SME's and Technology Adoption Barriers
SMEs has a significant contribution to many countries. Literature regarding the contribution of SMEs to economy covered vast and wide facet.

Kuan and Chau (2001) iterated that the new job creation, contribution to gross national production (GDP) and production of innovation in technology are some of major SME contribution in US.

Carayannis, et al., (2006) Same evidence in Europe, where 99.8 percent of the firms establishment are SMEs and created two-thirds of the turnover and business employment

Davis and Vladica, (2006) SMEs has uniqueness with limited resources, capital, human and technology.

Morgan et al., 2006; Riemenschneider et al., 2003 research on the factors inducing SMEs to introduce information technology

Samujh, (2011) SMEs raise the standards of living for their families and also play an crucial task in

contributing towards a stable and sustainable social and economic community environment
Chong et al., 2012; Pires and Aisbett, 2001 Compared to larger corporation, most SMEs perceived the barriers of implementing IT into their business operations as expensive initiative, risk, complex procedure, technical expatriate, and customer services
Hashim, 2007 In Malaysia, the problems faced by SMEs are the lack of sales and marketing to the use out-of-date technology in their operation.

VI. CONCLUSION

The search and evaluation of articles published on content marketing which are distributed in peer-reviewed journals of a variety of disciplines such as communication, marketing, journalism, media, psychology, public affairs, computer information system/MIS, and management which concluded that "research specifically on adoption of content marketing is virtually non-existent". Content marketing is still a relatively new approach in marketing in many countries. It is a very powerful tool but surprisingly very little used. Content marketing is available in the form of content, brand journalism, storytelling etc. the author encourages readers that there is much scope for research in the area of content marketing and its adoption by SMEs.

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