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MASTER'S THESIS

**COMPARING THE IMPACT OF CONTENT VS. TRADITIONAL
MARKETING ON CONSUMER ATTITUDE**

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AUTHOR'S DECLARATION

I, the undersigned, Lena Čargonja, a student at the University of Ljubljana, Faculty of Economics, (hereinafter: FELU), author of the thesis titled *Comparing the Impact of Content vs. Traditional Marketing on Consumer Attitude* prepared under the supervision of Gregor Pfajfar, PhD, hereby

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INTRODUCTION

Nowadays, we live in a world where everything is changing fast. Consumers are getting more empowered, conscious, and connected thanks to the ever-evolving technology. These changes are redefining how advertising is sold, created, consumed, and tracked. (IBM Institute for Business Value, 2007).

Consumers today are smart and intelligent. They know they have a right to choose what information to receive, in what format, and whether to believe the content or not (Hipwell & Reeves, 2013). The one-message-fits-all kind of mentality is no longer enough, and if companies want to stay competitive in this digital era they need to rethink their marketing strategies (Patruti Baltes, 2015).

As reported by “The Future of Digital Marketing“ study: “Based on an online survey of 262 digital marketing executives at B-to-C and B-to-B companies, 80% of companies plan to increase their digital marketing budgets over the next 12 to 18 months” (Maddox, 2015). Another marketing report done by Salesforce Research says that, by 2021, marketing leaders will spend 75% of their budget on digital vs. traditional marketing (McGinnis, 2016). Given that digital marketing requires the existence of content marketing and that any successful digital marketing campaign mainly depends on the quality of its content, 77% of marketers agree that content marketing is the core of their business. The report is based on the survey of nearly 4000 marketers worldwide (McGinnis, 2016). According to some marketers, content marketing is the present and future of all marketing communication.

There are many definitions of what content marketing is. According to Joe Pulizzi, the founder of the Content Marketing Institute, “content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action” (Pulizzi, 2014).

Another, simpler definition is given by Robert Rose, Content Marketing Strategist, Author, and Speaker. He says that: “Traditional marketing and advertising is telling the world you’re a rock star. Content Marketing is showing the world you are one” (Content Marketing Institute, 2015).

Even though it is said that content marketing is the present and future of all marketing communication, the problem is that many people are still not familiar with what content marketing really stands for. This is one of the reasons I decided to write about this particular topic. I want to find the answer to the question whether content marketing is indeed more effective than traditional marketing communication? This research question is important because content marketing is challenging and it is an on-going process that needs to be done properly in order to generate the desired value.

Before answering this question, I will give some insights about what content marketing really is, how it differs from traditional marketing and different types of digital marketing. Later on,

I will explain what are the best ways to develop content marketing strategy, content strategy, and how to measure the results. In addition to the theory, I also decided to explore the current trends in content marketing, as well as to give examples of content marketing campaigns done by different brands that content marketing experts perceive as one of the best ones in the last few years.

The purpose of this thesis is to find the difference in the impact that traditional and content marketing have on consumer attitude. This will be done with the help of relevant literature review and the conducted research.

As stated by Pride and Ferrell, attitude “refers to knowledge and positive or negative feelings about an object or activity” (Pride & Ferrell, 1991). Changing already formed attitudes is generally very difficult, especially if consumers feel that marketers just want to sell as much as possible. Consumer attitudes are important to evaluate. They are a shortcut we all use to make purchase decisions. Even though they are complex, understanding them can help businesses stay ahead and successfully adapt to change (McLeod, 2008).

1 CONTENT MARKETING

1.1 What is Content Marketing?

There are many definitions of what content marketing is. According to Amanda Maksymiw, Senior Content Marketing Manager at Lattice Engines, “content marketing is the process of developing and sharing relevant, valuable, and engaging content to target audience with the goal of acquiring new customers or increasing business from existing customers” (Content Marketing Institute, 2014). From this we can see that content marketing is actually a special way (some even call it the art) of communication with consumers. It focuses mainly on creating valuable content that will teach and educate consumers, make them notice it, think about it, and eventually behave on it. It is non-interruption marketing, meaning that its core idea is to deliver valuable information to the audience, instead of directly selling products or services. It is an on-going process and because of that it is focused on owning the media, not renting it.

The essence of content marketing strategy is that if businesses deliver consistent, on-going valuable information to buyers, they will reward them with their business and loyalty (Pulizzi, 2014). It is a way of directly connecting with consumers through content that is personal, engaging, human, and tells stories. It focuses on emotions and messages that are relevant to the target audience (the consumer experience), instead of broadcasting price tags and tangible items to masses.

According to Rebecca Lieb (2011), the author of *Content Marketing: Think Like a Publisher*, content marketing offers customers relevant, engaging, educational, and/or entertaining information they seek, it is a pull strategy, the so-called marketing of attraction.

If you think about it, content marketing is actually nothing new. Companies have been using storytelling tactics for a long time now, and great content should be part of any good marketing campaign. There are many examples in history of the usage of content marketing. One of the earliest ones is the story of August Oetker from 1891. He started selling his baking powder with recipes printed on the back, and in 1911 he started publishing his cookbook which is now one of the most successful cookbooks (Schmidtke, 2014).

Another interesting story comes from the 1980s, when Hasbro and Marvel came up with a new approach to content marketing with their G.I. Joe action figure. They used a creative cross-channel promotion through television and comic books and created a household name (Bauer, 2014).

Even though the term “content marketing” was first used by John f. Oppedahl in 1996, in 1994 Balasubramanian wrote that this new way of communicating blurs the line between editorial content and advertising (Balasubramanian, 1994).

In 1999 Jeff Cannon wrote: “In content marketing, content is created to provide consumers with the information they seek” (Gupta, 2015). The idea of content is actually grounded in the Mad Men’s principles, meaning that, on the one hand, it looks like editorial, but it also includes important brand attributes on the other (Content Marketing Institute, 2015).

Even though it has a long history, content marketing’s power and popularity has increased with the development of technology, especially the progression of digital marketing. It has become one of the crucial tools of any digital marketing campaign. In other words, a digital marketing campaign cannot be successful without quality content.

Today it is being used by big companies, such as Vans, Airbnb, and L’Oreal, as well as small businesses that are building their brand. Marketing communications have become a part of pop culture and a form of entertainment which people consume without direct connection to the brand (Rosengren, 2008).

Although content marketing is used by many companies worldwide, there is still some confusion between content and other forms of digital marketing, such as social media marketing, search engine marketing, native advertising, branded content, and inbound marketing, as well as the difference between content and traditional marketing. All of these forms of marketing are closely related, but different in many ways, and to better understand what content marketing is, it is important to know the differences between them.

1.1.1 Content vs. Traditional Marketing

First and foremost, I will shortly explain what the term traditional marketing stands for in order to make the comparison more comprehensible. In their book *Principles of Marketing*, Kotler and Armstrog (2004) define marketing as “managing profitable customer relationship with a goal to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction” and also as “a social and managerial process

whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others” (Kotler and Armstrong, 2004).

Many traditional marketing tactics are classified as push marketing. Push marketing “tries to push products towards customers using big ads and attention-grabbing claims to put products into the minds of consumers. It tries to minimize the time between consumers seeing a product and purchase. To accomplish this companies use aggressive and wide-reaching ads to make the biggest and most immediate impact they can on consumers” (Marketing-Schools.org, 2017). The best examples of push marketing are television advertisements, coupons, and direct mail catalogues.

It is a one-way conversation that shouts to consumers to make them aware of the existence of a product or service. It is a good way to raise awareness because it reaches many potential customers, and reach and repetition are important and useful. Most traditional marketing strategies incorporate the following four methods: print, broadcast, direct mail, and telephone.

Now that we know the basic definitions of content marketing, as well as what traditional marketing stands for, I will give some main differences between these two terms. I realized that the best way to do this is to cite the opinions of marketing experts. The Content Marketing Institute’s website conducted a survey asking marketers all around the world to explain the value of content marketing to a manager or executive who is primarily familiar with traditional advertising approaches (Content Marketing Institute, 2015). Below are some of the answers that I believe best describe the difference between these two types of marketing.

Avaha Leibtag, Content Strategist and President of Aha Media Group, said: “More than anything, marketers want to engage with customers. One of the disadvantages of traditional advertising was the one-way aspect of the conversation: sales was one of your only measurements to see if engagement was really happening. With content marketing, you can have a two-way conversation with your customers and use varied tools to measure engagement. Watching your customers interact with your brand makes social media and content marketing fun and exciting. And if you see that you’re not getting the results you want, you can quickly change track without a major investment of printing, ad space, and production costs.”

Joe Pulizzi, founder of the Content Marketing Institute, said: “There is nothing wrong with traditional marketing approaches. In many cases, they still work. But as each day goes by, traditional marketing is less effective. It’s harder to buy eyeballs and interest. Today our advertising must be so interesting that people don’t consider it advertising. That’s where the magic can happen.”

Nate Riggs, CEO of NR Media Group, says: “Content marketing has a significant value in a few different ways. For one, the content you create and distribute on the web has a much longer shelf life at a lower cost than any traditional campaign you will run.”

Stephanie Tilton, Content Marketing Consultant, adds: “Traditional advertising relies on the push – or outbound – mentality to get messages in front of a target audience. But today’s B2B buyers are tired of being interrupted with one-size-fits-all messages. Fortunately for them, the Internet empowers buyers to search for and consume information that is valuable and relevant, enabling them to ignore the meaningless messages bombarding them at every turn. By embracing the tenets of content marketing, companies can deliver the type of information that prospects are seeking [...] and pull buyers to their sites.”

Jennifer Watson gives another comparison, she says that “content marketing can be done at much lower cost and with much lower risk on a campaign-by-campaign basis” and adds that “circulation is as wide as the Internet and not limited to the circulation of traditional media so your advertising dollar goes far further. Content marketing is a pull, not a push strategy – meaning that the exponentially greater numbers of people receiving your low-cost, low-risk, high-impact message are predisposed positively toward it in a way you’ll never get with traditional advertising.”

Basically, the takeaway from the survey is that there are many differences between content and traditional marketing, and the main ones are the following:

Content marketing is all about the customers, not the company, it is about building relationships that last before and after the sale, it is more dynamic, it costs less, and bears less risk.

It has a much larger reach and longer shelf life, it is a pull strategy with a personalized message that customers view as useful information. While traditional marketing uses generic, one-size-fits-all type of messages, it is an interruptive, push strategy, a monologue, instead of a two-way conversation. Traditional marketing shouts at consumers, while content marketing tells them a story.

Nonetheless, many companies still use traditional marketing to raise awareness, because reach and repetition still matter, even though we can all agree that they are extremely annoying, and use content marketing to raise credibility. In other words, content and traditional marketing work great together. Content adds relevance, meaning, and dimension to traditional marketing approaches.

1.1.2 Content vs. Social Media Marketing

Social networks are special sites that enable peer-to-peer communication between individuals and groups. People of similar interests can come together and share user-generated content, messages, and comments. There are many benefits to marketing that come from social media. First, companies can easily assess what are current trends and trending topics. Another

major benefit is that they can get instant feedback about brand perception and product experience, and with that, communication and relationship building with customers get much easier (Chaffey, Ellis-Chadwick, Mayer & Johnston, 2009). Also, because people voluntarily share so much personal information it is easy to target the customers you want.

Content and social media marketing are closely related. Content marketing uses social media to increase awareness, and social media uses content to catch people's attention. Even though at some points these two overlap, they are still two different forms of marketing.

In social media the main focus, and place of operation, are social media sites, such as Facebook, Twitter, Instagram, etc. All the content that is produced is placed on these platforms. When, in content marketing, we use social media to redirect users to our own website, it is used to distribute links for a website where the content is placed. That could be either a branded URL or a microsite for a specific product.

Another big difference is the type and size of the content. In social media marketing there are restrictions for different social media platforms, while in content marketing companies own their media, which means that these sites allow larger and more diverse types of content, such as eBooks or blog posts.

In addition to that, because in content marketing brands are using their own site, they need to produce longer forms of and higher quality content to build audience, they need to be creative and consistent in delivering information, and, if they succeed in this, the reward and results will be more powerful.

1.1.3 Content vs. Search Engine Marketing (hereinafter: SEM)

There is a saying that goes: "The best place to hide a dead body is page two of Google". This means that, while searching for a product or service, most users rarely ever check the second page of Google, and this is where SEM becomes very important.

SEM is a vital part of digital marketing. Most people turn to search engines when looking for a product or service. Search engine optimization (hereinafter: SEO) and paid search marketing are the two key techniques of SEM (Chaffey et al., 2009).

Paid search marketing or pay-per-click (hereinafter: PPC) means that when a user enters a certain phrase or keyword in a search engine, relevant companies appear in the search engine results page. These links are always marked as sponsored and these companies are paying a certain amount of money to the search engine whenever someone clicks on that link. They are ranked according to the amount they are willing to pay (Chaffey et al., 2009).

SEO is done so that a website could get the best ranking in natural or organic listing in the search engine results pages (hereinafter: SERPS) for selected keywords or phrases. Natural or organic search stands for pages that are listed on a search engine results page in accordance with relevance between keywords searched and a web page, according to the ranking algorithm used by a particular search engine (Chaffey et al., 2009).

In order to make your content visible and accessible it is important to make sure that SEO is done properly. If the content is relevant and the keywords match, the search engine algorithm will recognize it and rank it high in the natural listings. It is also in the interest of the search engine to provide users with the most relevant information for their search.

1.1.4 Content vs. Native Advertising

Native advertising is a term used for paid placement of content. Brands pay other, highly targeted sites to feature their content. This differs from traditional advertisement in the way that the content that is placed is not about direct sales of a particular product or service, and it is similar to the third-party site (unlike traditional banner ads).

The main difference from content marketing is that brands are not using their own media. In other words, it is a paid way to distribute content to other sites that target similar audience (Content Marketing Institute, 2016).

1.1.5 Content vs. Branded Content

It is a special form of advertising where advertising looks like editorial content. It is often presented as a branded property and labelled with “sponsored” and it places the content within the brand. Because this is not a typical traditional banner or a pop up ad, it is a great way to surpass ad blockers that are getting more popular every day and cause revenue losses.

1.1.6 Content vs. Inbound Marketing

Inbound marketing is a way of attracting customers with relevant content. It is a process of turning “strangers” into “promoters”. There are four stages of action in inbound marketing process: attract, convert, close, and delight. In those four stages different tactics are used to push consumers through the process.

In the first stage, to attract “strangers” marketers use tactics like blogs, social content, and keywords to convert them into “visitors”. In the next stage, the aim is to convert those “visitors” into “leads” and this is done through forms, calls to action, and landing pages, and to close, these “leads” need to become “customers”. To make this happen, marketers use customer relationship management (hereinafter: CRM), email, and workflows. The final stage is to transform these “customers” into “promoters” and this is done with the help of surveys, smart content and social monitoring. This is just the concept of inbound marketing process and the tactics do not necessarily have to be applicable to just one stage of the process, they can be used throughout (Hubspot, 2017).

From this we can see that inbound and content marketing have a lot of similarities and that they even overlap in some aspects. The content used to attract customers and inbound marketing make sure that these customers move through the funnel and eventually become brand promoters.

1.2 Content Marketing Framework

Creativity is one of the main points of content marketing, but all the creative ideas need to have context - a clearly defined strategy, a plan on how to get from here to there. It is very important to distinguish between what is strategy and what are tactics.

Strategy is a roadmap that leads to success with clearly defined points and steps (Pophal, 2016) and tactics are all the items that need to be developed in order to support this strategy, such as social media posts on various channels, blog posts, YouTube videos and so on (Pophal, 2015).

In content marketing there is also a difference between content marketing strategy and content strategy. Even though these two often overlap, the main difference is that content marketing strategy refers to all the actions that need to be done to develop the whole story, such as what are the best ways to engage audience to produce profitable consumer action; while content strategy focuses on the content itself, its creation, delivery and management.

1.2.1 Content Marketing Strategy

In general, content marketing strategy differs from company to company. Although each company adopts the strategy that is best suited to its business, some key elements must be considered, such as: "objectives, analysis of the target, type of used content marketing, promotion channels, timetable (frequency), and the metrics to measure results" (Patruti Balets, 2015). They also need to find answers to some key questions that follow up these elements.

1. "What do we hope to achieve (goals and objectives)?"
2. Whom are we attempting to influence (target audience)?"
3. What is important to our audience (activities, interests, and opinions)?"
4. Who are our competitors and how do we compare to them (positioning)?"
5. How will we measure the results (metrics)?" (Pophal, 2016)

According to Pophal (2016) there are six steps in traditional content marketing strategy process.

Step 1: What do we hope to achieve (goals and objectives)?

In this part we need to identify our clear goals and objectives. These will serve as a benchmark for measuring the results. Goals are the purpose toward which effort is directed, they are long-term and broad, whereas objectives are specific actions that are measurable and mid- to short-term oriented (Diffen, 2016). We also define these objectives using the SMART criteria, meaning that they need to be specific, measurable, attainable, relevant, and time-framed.

Step 2: Whom are we attempting to influence (audience)?

It is very important to know and define who the primary target audience is. Although some companies may think that their products or services are suitable for anyone, it is a priority to clearly define the demographic attributes of the target audience. From geography and age to income and so on. After defining the ideal audience it is easier to identify appropriate channels that will be most effective (Pophal, 2016).

Step 3: What's important to our audience (activities, interests, and opinions)?

After clearly defining the target audience, it is important to know as much as you can about them, what they want, their activities, interests, and opinions. Also, there can be different groups of target audience whose interests differ, so according to that you need to create a different way to communicate with those different groups.

This step will help to define specific communication channels and content that audience will accept and react to. Nowadays, when the majority of consumers are online, it is much easier to track their moves and to get personal information about them. Ashley Orndorff, Director of Marketing at Visual Impact Group, an advertising agency in York, Pa, suggests that, before creating the content, you should learn more about how customers actually search for products or services in your industry, and this is done through a keyword research. With that done, you can see what problems they encounter and what questions they have that need to be answered (Pophal, 2015).

After gathering all the useful information to make it simpler, marketers usually create a buyer persona. Buyer persona is the detailed representation of the ideal customer. While creating it, it is important to think about every possible detail, like their age, occupation, income, what they like, how they interact and buy products, what are their interests, and so on. It has to be a realistic person as the best representation of the target audience, the more detailed the description, the easier it will be to develop a good strategy for them. (Pophal, 2015).

Step 4: Who are our competitors and how do we compare to them (positioning)?

Like in any marketing strategy, it is important to know who are your direct competitors with your target audience. It is necessary to do a research about what the competitors offer, how are they viewed by the audience, as well as to evaluate the opportunity to position yourself in a different and better way than them.

Step 5: How will we measure the results (metrics)?

This step is extremely important for the long-lasting success of any content marketing strategy. It is important to collect, measure, and analyse the data because it will tell you what you need to know and what you need to improve or change.

There are two different types of metrics: process-based measures focus on early indications, such as the number of clicks to the website, whereas outcome measures are the end results set

in our objectives, for example the number of new customers acquired (Pophal, 2015). I will closely explain these different ways of measurement later on.

Step 6: Do not forget the documentation

According to the Content Marketing Institute's research, only 32% of B2B and 37% of B2C content marketers have documented their strategy, and also, among the most effective content marketers, 53% have documented their strategy (Content Marketing Institute, 2016). Even though this data suggests that when the strategy is documented the content marketing efforts will be more effective, we can also see that most of the content marketing efforts are still elusive for many (Pophal, 2015).

1.2.2 Content Strategy

As already mentioned, there is a significant overlap between content marketing strategy and content strategy, but no matter the similarities, it is important to know that these two terms are indeed different. Content strategy focuses mainly on the content itself, it is all about managing the content and treating it as a business asset. This means that content strategist takes care of the content lifecycle, from the beginning till the end, its production, presentation, measurement, and governance (Bailie, 2013). They also make sure that story, language, and all other things that go with it, are synchronized with the strategy and publications of the brand (Rose, 2013).

1.2.3 Content Marketing Tactics

After defining the strategic direction, the next step is to define which content marketing tactics to use to tell the story. There are many available content formats, and it is important to choose the ones that will best align with target audience's interests. Here are some of the most popular and often used tactics in content marketing:

1. **Blogging:** the content is published via blog software, the posts are organized chronologically or by category. Users are also able to subscribe and comment (Odden, 2012). It is one of the essential tactics because it allows many creative possibilities and doesn't require much technological knowledge. Even though it requires a lot of work and continuity, 81% of B2B marketers are using it (Content Marketing Institute, 2016).
2. **Case studies:** According to Odden, "facts tell, stories sell, and case studies continue to serve an effective purpose for telling successful problem/solution brand and product stories" (Odden, 2012). They are used to highlight an outstanding work, and as teaching tool to provide with better understanding of products or services. Even though this tactic is not that new, over 80% of B2B marketers in North America and the UK still feature case studies in their content marketing mix (Content Marketing Institute, 2016).
3. **E-newsletters:** it is one of the best tactics used to build a stronger subscriber base. It should be published regularly and customizable to each subscriber's delivery preferences, as well as offer value for personal information (Content Marketing Institute, 2016).

4. **EBooks:** provide with in-depth educational content. They can be downloaded from anywhere (no need for physical shelf space) and are available immediately (Content Marketing Institute, 2016).
5. **Influencer content:** means the collaboration with relevant industry authorities and experts. This type of content has the possibility to reach new audiences with more credibility (Odden, 2012).
6. **Microsites:** are dedicated websites for particular campaign, or serve as a social hub (Odden, 2012). They are part branded, part independent, and are ideal for campaigns that include a lot of relevant content that is not necessarily highly correlated with the core business. They allow for creativity, imagination, and freedom, but still need to be aligned with a company's core mission, vision, and values (Content Marketing Institute, 2016).
7. **Mobile apps:** Knowing that more and more consumers are using mobile devices to access any kind of content, apps are the best way to sum up all the information in one place. Since downloading the app is an opt-in invitation, it is easier to measure the effectiveness of content marketing. On the downside, it can be expensive, challenging, and requires a lot of technological knowledge to develop a good app (Content Marketing Institute, 2016).
8. **Podcast:** provide a stimulating and engaging content that is always available. It creates a one-to-one conversation. "iTunes provides an effective distribution and promotion platform for many popular podcasts which can be audio or video. They are often published according to a schedule and provide regular, useful information" (Odden, 2012).
9. **Print magazines:** are a great way to grab attention with great visuals and high-quality writing. Even though nowadays most of the content is displayed in digital form, this tactic is still often used because it accommodates a wide range of storytelling techniques and it provides an opportunity to stand out.
10. **Real-time video:** or live streaming, is the best way to immediately reach consumers and today there are many platforms that allow just that, like Snapchat or Periscope (Odden, 2012).
11. **Social content:** Even though social media and content marketing are two different things, using social content is the most popular tactic among marketers, which really comes as no surprise because it has a significant impact on raising awareness, it is easily accessible, and it does not require any special technological knowledge. The content is created with the intention to share it across social media platforms, such as Facebook, Twitter, Instagram, etc.
12. **Video content:** is one of the most used tactics. Although this is a great way to show everything you want to say in one place, it still requires a lot of work. Videos are a great way to grab attention, no doubt about it, but only if they are created in such a way to stand out among countless other videos posted on a daily bases. And to do that, the content of the video needs to offer relevant information that translates company's vision and values, and they, of course, need to be memorable.

13. **Webinars / webcast:** this is an audio recording combined with presentation slides, including a Q and A section where they allow participants to ask their own questions and express their opinions. This targeted, topical conversations are one of the most responsive tactics (Content Marketing Institute, 2016).

The tactics listed above are just few that are available in content marketing. There are many other possibilities that can be used, and due to fast technological progress and emergence of new trends, this pool of possibilities is getting bigger and bigger. Due to this, it is important to choose wisely which tactics to use.

First, it is important to evaluate each technique, all of them have their advantages and disadvantages. Secondly, the tactics need to be aligned with the target audience's interests, for example if companies evaluate that most of their target audience's interests are offline, they will decide to use print magazines for their content distribution, instead of any online technique (the example of Airbnb and Pineapple magazine).

Another important step in evaluation is to think about costs and technological requirements that are needed, for example, apps sound like a great way to distribute the content, but their development and maintenance costs, as well as the technological expertise needed, are much higher than in case of any other tactic, so it is important to evaluate whether this extra effort and cost are going to distribute the value we want (Harris, 2016).

1.2.4 Metrics

Another very important component of content marketing is the valuation process. In this part it is important to evaluate the right key performance indicators (hereinafter: KPI's) and make sure that content marketing efforts are linked to desired business results and set objectives. Even though in content marketing it should be easier to evaluate which content generated what amount of value, it is still difficult to trace all the steps consumers make before the final purchase. Consumer journeys are often complex, and there can be many factors that influence the final decision. That is why measuring the return on investment (hereinafter: ROI) is still very challenging for most businesses (Martin, 2016).

Giving the complexity of the matter Vaghan Aydinyan, Digital Marketing Manager at TTAG Systems, suggests to focus on micro vs. macro conversions, meaning that it is better to focus on the number of website visits, comments about the usability of content, and visibility on search engines, than just measure direct sales and cash (Martin, 2016).

One more example to help with deciding what to measure (the right KPIs) is the example of PR Newswire Company. They focused on measuring elasticity of content performance, velocity, and contribution to pipeline and revenue as KPIs. Under elasticity, they observed how content converts, instead the number of downloads, and under velocity, they tracked when and how the content is consumed and what are the next steps taken by the consumers. This point of view worked for them, and the results paid dividends (Martin, 2016).

Luckily, there are many available types of software that help deal with these types of problems, from marketing automation software to various analytics tools and consumer relationship management platforms. Seth Rand, the Founder and CEO of Rand Internet Marketing, says: “I always start with Google Analytics, but additional software we use for ourselves and our clients include AddShoppers, Springbot, Sprout Social, and Hootsuite” (Martin, 2016). These types of software help measure traffic per page and also help track consumer journeys. CRM software also tracks consumer journey but it also helps manage data and interactions, such as downloads, signups, and trials. A social tracking tool, such as TweetReach, monitors the number of people affected by your social efforts. Another important tool is keyword search analytics. The most popular are SpyFu and KeywordSpy. They help you learn more about the most profitable keywords, content, and what your competitors are doing (Martin, 2016).

Nonetheless, it is important to know that no matter what analytics are used, not all content marketing elements can be measured. And the reasons are the following: first and foremost, content marketing, as we know by now, is not about direct sales. It is about building lasting relationships with consumers, so, consequently, the evaluation of effectiveness cannot be based on direct sales, but instead it should be about the contributions to the overall buyer’s journey. The second reason is that it is an on-going process and the results are not going to show up immediately (Martin, 2016).

1.3 Content Marketing Trends and Examples

After clarifying the whole theory of content marketing, I will now give an overview of the trends predicted for 2017, as well as real examples of content marketing campaigns that are considered to be one of the best ones so far.

This part will help in portraying content marketing more clearly. After consulting the literature, especially the e-book published by the Content Marketing Institute, called *Get Inspired: 75 Examples of Content Marketing* from 2016 (CMI, 2016), I decided to use the examples of three different brands using three different content marketing strategies. These brands include Vans, Airbnb, and L’Oreal. All three brands are well known and use both content and traditional marketing in their marketing strategies. Vans uses video and visual type of content, Airbnb, among others, decided to use print magazine, and L’Oreal created its own micro-site. With these three different examples I can show the variety of content marketing that can be used, as well as the best way to incorporate the company’s vision and values into the content.

1.3.1 Content Marketing Trends for 2017

Needless to say, just like any other form of digital, content marketing is developing fast. More businesses report that they are more successful than the year before, more precisely 63% of B2C content marketers are “much more” or “somewhat more” successful with their

content marketing. As content marketing gets more successful, it will consequently become more competitive with other types of marketing (Sutter, 2016).

Here are some of the trends that will shape content marketing in 2017, as well as the biggest issues that content marketers are dealing with at the moment.

1.3.1.1 Strategy

In the previous part on content marketing strategy I emphasized the importance of strategy documentation. According to the Content Marketing Institute's research "B2C Content Marketing-2017 Benchmarks, Budgets, and Trends in North America" most of the businesses still do not document their strategy, even though it is known that the ones that do generate more value.

Figure 1. Factors contributing to B2C marketers' stagnant success over 2016



Source: Content Marketing Institute, *B2C content marketing trends—North America: Content Marketing Institute/MarketingProfs*, 2016.

From the Figure 1 we can see that 49% of B2C marketers still struggle with strategy issues, such as the lack of strategy or its development or adjustment. Because of this, strategy documentation is one of the most important factors that marketers need to focus on. As I already explained, if the strategy is documented, it is easier to adjust it and change the things that went wrong.

1.3.1.2 Promotion

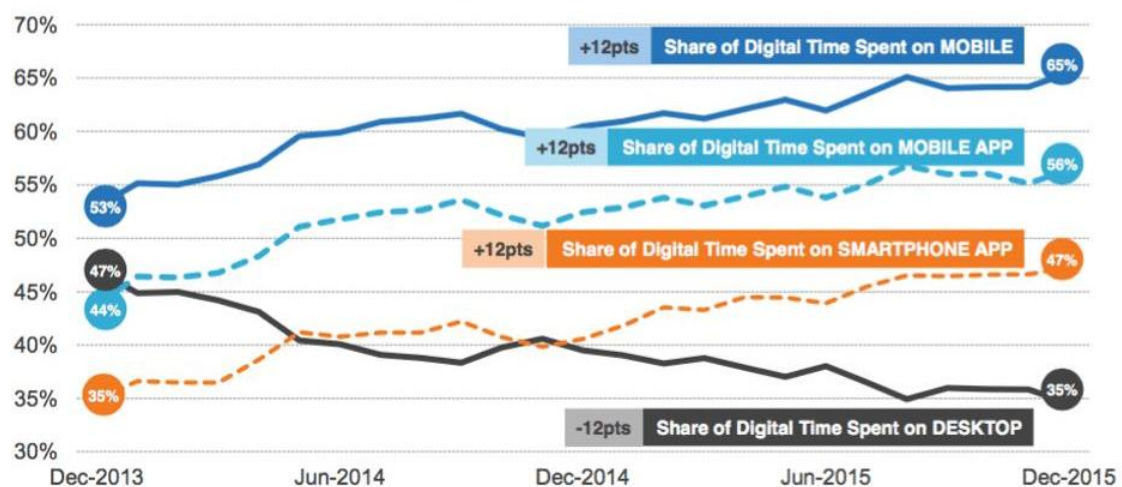
Promotion matters. No matter how good the content is, there is no use if no one can see it. Companies used to put most of their spending into content creation and not think about the actual promotion of the content. In the previous chapter I explained the main differences between content and other forms of digital marketing, such as social media and native advertising, and this is where they come together. Nowadays, many companies allocate their

spending differently, with much more attention put into the promotion of the content, and native advertising is one of the best ways to do it.

1.3.1.3 Mobile

Figure 2 below shows the significant increase of digital media time spent on mobile and mobile apps, as well as the decrease of time spent on desktop between 2013 and 2015. This tells us that more people are accessing the content via mobile devices than desktop, and it is predicted that that percentage will grow even more in the following years. Because of this, it is important to adjust content to mobile. It is also interesting that more and more companies are developing their own apps as a response to this trend (Sutter, 2016).

Figure 2. Share of digital media time spent by platform



Source: B. Sutter, Share of digital media time spent by platform, *Forbes*, 2016

1.3.1.4 Video and Visual

Mark Zuckerberg, the founder of Facebook, said, “I think video is a megatrend, almost as big as mobile.” It is definitely one big and important part of the Internet. YouTube, Snapchat, Facebook live, and Twitter’s video option are the platforms that evolved around the format. It is predicted that by 2020, 82% of all consumer Internet traffic will be video (Sutter, 2016).

It is obvious that using video and storytelling strategy is an important part of content marketing, but now, when it is becoming more competitive, focusing just on viral video strategy is no longer enough, it is better to focus on building a process and organization around the on-going delivery of valuable information through video, in other words, building a visual content marketing program that scales (Content Marketing Institute, 2016).

In addition to video, visual content has become a fundamental part of the web, especially with the development of social media platforms such as Snapchat, Pinterest, and Instagram (Sutter, 2016).

1.3.1.5 User Generated Content

Content marketing is all about creating trusting relationships with the consumers, it is about the development of two-sided conversation and building trust. It is well known that most of the consumers trust the content made by others more than the one created by the brand. User generated content is all about the shares, testimonials, reviews, and comments. It is a form of influencer marketing in a way that every consumer can become a micro-influencer (Sutter, 2016).

1.3.2 Example of Vans

Vans is an American manufacturer of shoes, apparel, and other products. It was established in 1966, in California, USA, as The Van Doren Rubber Company, by brothers Paul and Jim Van Doren. The name House of Vans was given by the skaters who liked Vans' rugged makeup and sticky sole. In 1976, the famous logo "Vans Off the Wall" was invented (Vans, 2016).

Over fifty years Vans has grown to become a worldwide phenomenon and a lifestyle brand, having over 585 retail stores in over 18 ecommerce markets. In addition to manufacturing, brand is active in the action sports industry and sponsors skateboard, surf, snow, BMX, and motocross teams.

Neil Schambra Stevens, VP of marketing EMEA at Vans, emphasizes the importance of the brand's credibility and compliance with their mission and vision, no matter the present diversity of their business. The substantial growth of the brand is due to their expansion to other communities, such as art, music, and fashion. In line with this, their marketing evolved; they remained faithful to their history and core business of selling shoes to skateboarders, but still managed to remain relevant in other creative communities (Roderick, 2016).

1.3.2.1 #livingoffthewall- a documentary series

"Living off the wall is a state of mind. Thinking differently. Embracing creative self-expression. Choosing your own line on your board and in your life." (Living Off the Wall, Vans, 2014).

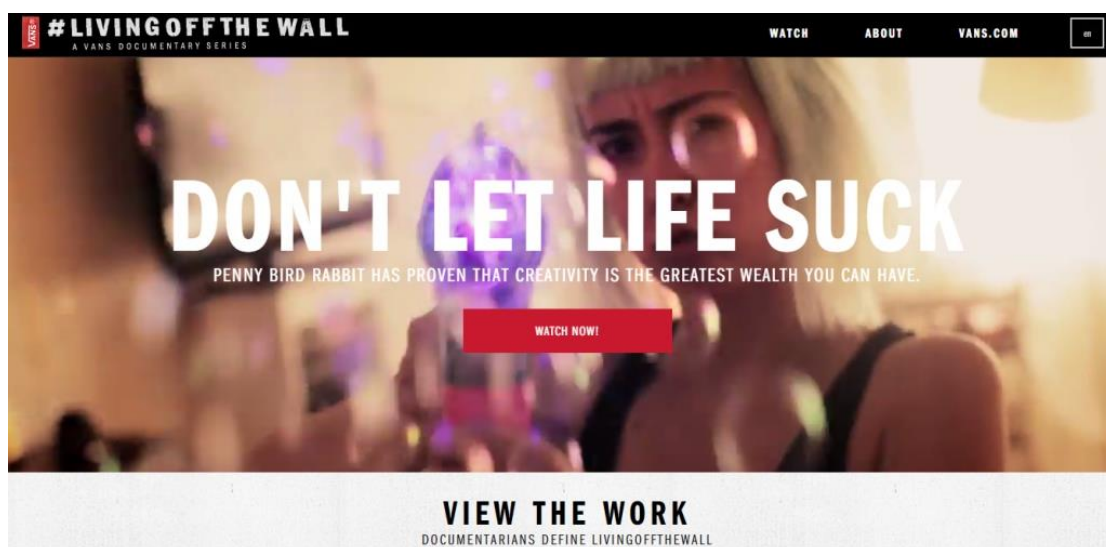
Global Living Off the Wall campaign was launched in 2014 with an aim to connect with young people interested in sports, music, art, and street culture through documentary films (Lam, 2014). It is about different people all around the world who share their creative expression through different means of creation. In other words, it is all about celebrating creativity, originality, and uniqueness, using words, images, and motion pictures (Living Off the Wall, Vans, 2016).

It is a series of documentaries that focus on ordinary people. It is all about self-expression. The YouTube videos are placed on a micro-site and brands' global video content hub to accumulate page views. The promotion of the campaign has been done through organized special events, in-store posters, digital platforms, as well as out-of-home media (Lam, 2014).

Nick Street, Managing Director of Vans Asia-Pacific, described the campaign as documentary series that is much more than an ordinary 30-second advertisement whose only goal is to sell products. He emphasizes the fact that they wanted to tell a much deeper story and explain to viewers what is the true meaning of the slogan “Off the Wall” and the brand’s vision through captivating stories of creative individuals around the globe. Also, none of the people featured in the films were obligated to wear any Vans products. It is all about the content and the emotional connections that will encourage consumers to find out more about the brand (Lam, 2014).

Although the Vans viewpoint is present in the content, it is all about the lifestyle of its consumers and not about the product (no one talks about their shoes).

Figure 3. Living Off the Wall web page screenshot



Source: *Living Off the Wall* - official web page, 2016

In addition to documentary videos, there is also the part where users who submit the most creative images are rewarded with a free product from the brand. With this, they encourage customer engagement in the campaign. As it says on the website “Watch and be entertained. Explore and interact, but also take #livingoffthewall and make it your own. We welcome you to inspire us with your own story of creative expression” (Living Off the Wall, Vans, 2016). All the submitted content is also available at Vans Off the Wall TV network and app.

In *75 Examples of Content Marketing*, the e-book published by the Content Marketing Institute, they describe Vans Living Off the Wall documentary series as follows: “While the demographic for this 12-episode culture-focused documentary series matches that of Vans’ demographic, there is no mention of the brand. It’s first-rate content marketing in many respects — including the site, the photography, and the way the program is executed” (Content Marketing Institute, 2016).

1.3.3 Example of Airbnb

Airbnb is a community-driven brand, peer-to-peer, online marketplace for people to list, discover, and book accommodation around the world.

It was founded in 2008 in San Francisco, California, USA. It connects people with unique travel experiences at any price point in more than 34000 cities and 191 countries (Airbnb, 2016.). Airbnb is a brand that truly revolutionized hospitality industry and it was one of the first brands to start the sharing economy's P2P marketplace model. In this type of model having a trusted brand community is a must, thus in their marketing strategies they are using community-centric storytelling to foster the sense of belonging and they do this through content marketing.

Dennis Goedegebuure, SEO of Global Airbnb, said: "We strongly believe in the power of good storytelling, [...] we have evolved our strategy to place the focus on our community" (Wegert, 2014). Airbnb is one of the best at content marketing, and below are some examples of different types of content that they used and are still using in their marketing strategies.

In 2012 they developed the Airbnb Neighborhoods site, the purpose of which was to deliver a high-quality content in the form of guides that include maps and testimonials of travellers and residents, in addition to photographs taken by local photographers to capture the neighbourhood's vibe. It also encourages readers to include their own experiences or local knowledge. It initially included only seven neighbourhoods and today it has more than 200 localities around the globe. (Wegert, 2014).

In 2012 they also developed economic impact studies in several cities, mainly in the USA. The study focused on showing local communities the positive impact Airbnb had on their city. The study was conducted as an answer to different complaints that some people had regarding their business model, mainly regarding the issue of not paying the same taxes as others in the hospitality industry (Wegert, 2014).

They are also very active in delivering the content on their blog and social media sites, such as Vine (famous Hollywood and Vine video), Instagram, where they post user generated photos, Twitter, Facebook, and their own YouTube channel where, in addition to TV spots, they also include special videos, like behind the scenes of making an Airbnb iPhone app.

In addition to social media, they also feature videos of user testimonials and stories on their brand's Stories site. In 2014 they launched their short films campaign and Create Airbnb site (the Belo Report) where consumers could redesign the iconic logo. (Wegert, 2014).

1.3.3.1 Pineapple Magazine

As stated on Pineapple Magazine's official website, Pineapple is "a tangible collection of community's stories and inspirations" (Pineapple, 2016). Airbnb hired top class photographers and writers in London, Seoul, and San Francisco to document people, places, and communities, and bring the experience of those cities to the readers. The magazine

features different characters, incredible stories, and gives a closer look of how people live and interact in these communities. They refer to it as a “crossroad of travel and anthropology; a document of community, belonging and shared space” (Pineapple, 2016).

The first winter 2014 issue was initially printed in 18,000 copies, earmarked for Airbnb hosts and bookstores. (Wegert, 2014).

75 Examples of Content Marketing, the e-book published by the Content Marketing Institute, says the following: “The magazine incorporates beautiful, curated print graphics with the brand’s messages. Airbnb decided to move in this direction after its marketing team realized that the majority of its customer experience takes place offline. Our team loves Airbnb’s clearly defined editorial mission, its focus on customer stories, and its methodical approach to test marketing Pineapple” (CMI, 2016).

As we can see from all of the examples, all content marketing efforts are directed at building stronger community bonds among Airbnb users. The company has grown significantly since 2008; it is now valued at \$30 billion, and it has only been 8 years. Technology and business innovation play a big role in this development, but these unique marketing efforts deserve their share of the glory as well (Wegert, 2014).

Figure 4. Airbnb’s Pineapple Magazine



Source: Content Marketing Institute, *75 examples of content marketing*, 2016

1.3.4 Example of L’Oreal

L’Oreal was established in 1909 by the young chemist and also one of the most innovative advertisers of the time - the pioneer of content marketing, Eugene Schuller (Walgrove, 2015). From the beginning, innovation was at the core of the company’s business, with the special emphasis on the internationalization goals. The internationalization was done in a way that they acquired leading local brands to reinforce the brand’s status.

Nowadays L’Oreal Group is a leader in the industry. They are established in over 130 countries across five continents. Because the brand is so international and internationalization is the hearth of L’Oreal’s development strategy, the product innovation meets cultural expectations to satisfy diverse needs of customers all around the world. (Barizaz, 2014).

In the beauty industry the competition among brands is strong. There are so many different products and options for consumers, and the best way to acquire new ones is, according to L’Oreal, to build trust through education and content.

The first step in L’Oreal’s content strategy is to listen to its active community through social platforms. Second thing that matters is to educate the consumers. Beauty industry is so complex and this can be solved with the special educational content that explains the complexity of products, such as how-to videos, interesting facts, tips and tricks, and so on. L’Oreal uses traditional marketing campaigns, such as commercials and print, to raise awareness of the existence of a certain product. At the beginning, they used just this type of marketing, but they realized that if they want to acquire more customers and push them further into the purchase funnel they need to deliver different valuable content to different types of potential customers (Darstaru, 2014).

1.3.4.1 Makeup.com-microsite

Makeup.com was launched in 2005 as an e-commerce website, but L’Oreal purchased it in 2011 and re-launched it as a content platform, hiring experienced contributing writers from fashion magazines and professional editors to oversee the content production.

In the beauty world the fact is that how-to videos are the most successful ones, and on the website visitors can watch makeup tutorials, how-to videos, read articles on beauty trends and reviews of new products. The content is posted daily. “To measure ROI from content marketing they compare the type of products that people that access their platform buy, to those who did not access it. That way they can adapt their strategy to reach more customers” (Darstaru, 2014).

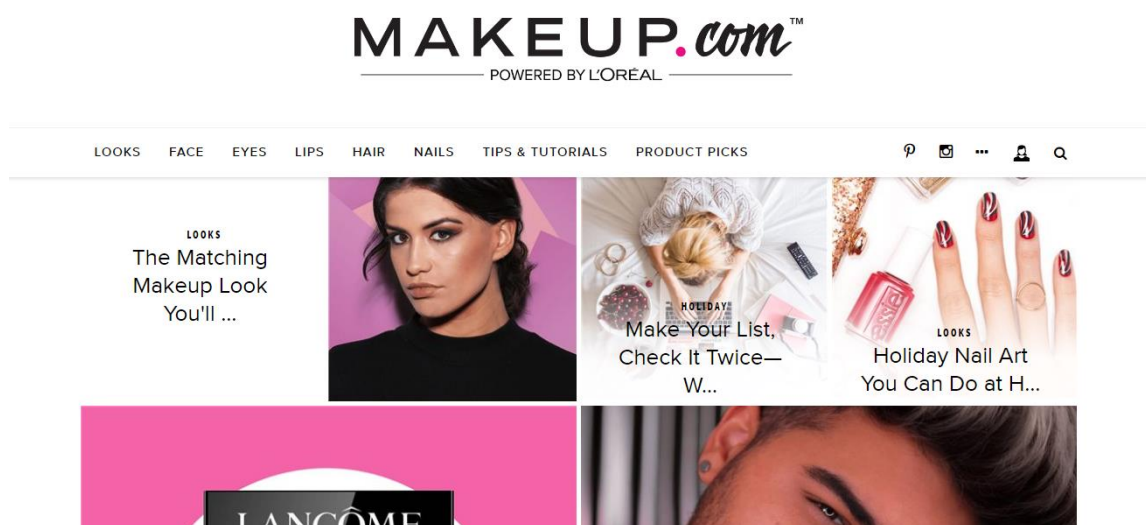
75 Examples of Content Marketing, the eBook published by the Content Marketing Institute, says the following “What’s unique is that the company didn’t create something from scratch, but rather purchased an existing website with an established audience and transformed it into a powerful content platform” (Content Marketing Institute, 2016).

In addition to makeup.com website, L’Oreal launched another site called FAB-Beauty.com in French and English. The aim of the site is to celebrate beauty professionals around the world and showcase the latest industry trends. They post daily content like articles, videos, interviews, backstage peeks, and moments of intimacy in a way that opens the doors to different beauticians around the world.

“As the historical leader of the professional haircare market, it is our responsibility to showcase the industry and its bright future ahead,” said An Verhulst-Santos, president of the

professional products division for L’Oreal. “Because there is nowhere else you can really find all these stories gathered in one unique place, we have taken the lead”. She also added: “I’m absolutely sold on this approach of quality content that is rich and varied both in terms of format and angle. To valorise the professional beauty industry it is essential that we tell inspiring beauty stories, and this is something that there is demand for all around the world” (Walgrove, 2015).

Figure 5. Makeup.com webpage screenshot



Source: *makeup.com*- official web page, 2016

2 IMPACT OF CONTENT MARKETING ON CONSUMER ATTITUDES

According to Pride and Ferrell, attitude “refers to knowledge and positive or negative feelings about an object or activity” (Pride & Ferrell, 1991).

Attitudes are formed by three main components (Hawkins, Best & Coney, 2004): Cognitive Component is related to the consumer’s beliefs about a product or service; Affective Component related to the consumer’s feelings or emotional reactions; and Behaviour Component, which is the tendency to respond in a certain manner toward an object or activity. All components are relevant when talking about consumer attitude, but they can vary in importance, also they can be influenced by each other or completely independent. “The concept of hierarchy of effects was developed to explain the relative impact of the three components on a sequence of steps to form attitude” (Solomon, 2004).

Changing already formed attitudes is generally very difficult, especially if consumers feel that marketers just want to sell as much as possible. “Consumers today are smart and intelligent. They know they have the right to choose what information to receive, in what

kind of format that information is in and whether to believe the content” (Hipwell & Reeves, 2013).

Researching attitudes is very important in marketing because understanding them can help predict consumer behaviour. They show consumers’ feelings and opinions about the product, brand, or the company (Spears & Singh, 2004). There are different ways to evaluate attitudes. It is also important to add that not all attitudes are directly linked to the purchase behaviour.

Attitude toward the ad or content, “accurately reflects a subject’s evaluations of an overall advertising stimulus” (Mitchell & Olson, 1981). Therefore it is separated from the attitude towards the brand itself, even though it could be translated to it. The goal is to produce an effective reaction to the advertisement because it may influence the purchase decisions (Belch & Belch, 2003, p. 158).

Attitude toward the brand is “a relatively enduring, unidimensional summary evaluation of the brand that presumably energizes behaviour (Spears & Singh, 2004). It is an individual opinion about the brand that includes beliefs about product attributes (Mitchell & Olson, 1981). Purchase intentions are defined as “an individual’s conscious plan to make an effort to purchase a brand” (Spears & Singh, 2004). They are indicators that influence actual purchase.

One of the goals of content marketing is to change or strengthen consumer attitude. Instead of just selling and interrupting consumers, content marketing focuses on delivering relevant and valuable content that consumers seek, it is based on two-sided conversation and building relationships with consumers. Below are the features that need to be considered while forming the content marketing strategy in order to achieve effectiveness (Wong An Kee & Yazdanifard, 2015):

2.1 Localization

Kevin Cohn, Senior VP of Operations at Smartling, says: “Localization is taking something that is already local for one market and making it local for another market” (Charski, 2016). Robyn Lange, curator at the stock media provider Shutterstock, says that if the content is translated to native language there is greater possibility that consumer will engage with it more (Charski, 2016).

But it is also important to know that just automatic translation of the content sometimes is not enough. Because of the differences between cultures, it is important to truly understand audience, their values and views and accordingly adopt content. You need to make your consumers feel authentic and valued (Charski, 2016). Basically, while translating and localizing content, the human touch cannot be lost, the content must not sound too technical and automatized.

To ensure that localization succeeds, the best thing to do is to hire a local team or a copywriter and start with small pilot projects. It is always important to build something that is relevant and valuable to the audience in order to get the desired outcome. Creating and

adapting content to international customers is a challenge, no question about that, but in the end it is worth the effort (Charski, 2016).

2.2 Personalization

Because of the evolving technology, the one-message-fits-all kind of mentality is no longer as effective as it was in the past. Nowadays more and more customers expect to have personalized experiences that reflect personal needs, attitudes, and situations. They want to feel independent and interdependent at the same time, and that kind of need is called “inclusive individuality” (Light, 2014).

For big multinational companies this need for personal messages has presented itself as a challenge, but regardless, Coca Cola managed to do it using content marketing. Coke Zero organized an event on social media sites called “my favourite dance move” that fits inclusive individuality (Hussain, 2013).

Customers need to feel respected as individuals and also feel familiarity in order to rely and become loyal to the brand. If they receive personalized, valuable, and relevant information they will consequently form deeper relationship with a brand. And every brand’s goal is to have loyal and passionate consumers who will spread positive word of mouth and thus attract new consumers (Wong An Kee & Yazdanifard, 2015).

2.3 Emotion

One of the ways to measure success of a content marketing campaign is through the number of clicks, likes, shares, and comments. The goal is for a message to go viral. There are many factors that determine whether this will happen or not.

The two most determining factors are the positivity of the message itself and the amount of emotion the message incites. It has been discovered that positive messages are more likely to go viral, as well as the messages where the emotion is more extreme, like anger in comparison to disappointment, for example (Wong An Kee & Yazdanifard, 2015). More and more companies are using content marketing in the manner of documentary series videos where it is all about the story and emotion, instead of simple product presentation.

2.4 Diversification

Like in any form of marketing, diversification of the approach is a key. If companies are presenting the same content the same way customers may get bored with it and disengage. Also, the competition in content marketing is getting fiercer and it is important to find new ways to stand out.

Here are some recommendations on tactics to mix up the routine given by Wong An Kee and Yazdanifard in their paper *The Review of Content Marketing as a New Trend in Marketing Practices*.

First thing they recommend is to hire a journalist to create effective content and provide with some new ideas and perspectives. For example, marketer can provide with the core idea and then let the journalist write about it freely. This would give the message a new voice.

Another option is to hire an editor to spice up the content with some compelling videos. Videos are proven to increase the effectiveness of the content and improve conversation rates. Also, it is recommended to partner up with people of interest to company's target audience, for example make video interviews or educational seminars that can be posted on different channels (Wong An Kee & Yazdanifard, 2015).

2.5 Co-Creation and Trust

Digital technology enables people to connect and exchange their opinions and interests no matter where they are in the world. And with the help of technology companies can easily track and encourage consumers to participate to better understand their behaviour and develop trusting relationships. "Co-creation emerges when online users seek for opportunity to participate in gathering information toward organizations for customer insight" (Tunby Gulbrandsen & Just, 2011).

Besides gathering information from customers, some companies have even taken the opportunity to turn customers into partners and co-developers. This approach brings many benefits to companies like "adding value to new products, it enhances the capacity for consumer insight, develops good relationship with consumers, and minimizes risk" (Wong An Kee & Yazdanifard, 2015). According to Merz, He and Vargo "collaboration and co-creation is the new logic of brand and branding because it builds trust in consumers and retains customers" (Merz, He & Vargo, 2009). Companies that listen and value their consumers' opinions are perceived as more truthful and trustworthy, and in the end user-generated content has a positive impact on brand equity.

2.6 Ethics and Honesty

Moral and ethics are core principles of content marketing. It uses pull strategy, meaning that consumers are given the option of searching for and sharing the content themselves, in comparison to push marketing where information is shown to consumers no matter if they want them or not. Marketers must ensure total transparency and disclosure, and never trick people to get their attention. Sponsored posts need to be clearly labelled. Over-selling and telling lies about the product is no longer working in today's society, marketers should be relevant, authoritative, and authentic. Honesty should be the best policy and letting brand enthusiasts tell the story is the best way to produce content and bring independent voice while building trust and credibility (Wong An Kee & Yazdanifard, 2015).

Consumers are the starting point for marketing activities and the goal of any marketing activity is to meet consumer requirements. In today's digital era the access to any kind of information is simple, and consumers know they have a right to choose what information to receive and whether to believe it or not.

The essence of content marketing is about providing target audience with useful information and knowledge to raise awareness and change their perception about the brand. Good content can motivate customers to purchase the goods, transform them into loyal customers and even have them share the message with others. As already mentioned few times before, it is all about the creation of trust and valid relationships and consumer-generated content is the best way to do so.

Having all that said, it is obvious that this trend of content marketing is actually transforming marketing into publishing, and this is because consumers understand the power of knowledge and information and no longer tolerate deception and manipulation (Wong An Kee & Yazdanifard, 2015).

3 RESEARCH METHODOLOGY

The research methodology is primarily based on data collection conducted through the online survey method (<https://www.1ka.si/a/122885>). The link of the survey was sent via email. The survey is a structured, standard questionnaire where all the questions are standardized and in English.

Although there are still some disadvantages to using survey method like inflexible design, possible misinterpretation or inappropriateness of questions, or biased samples, as well as the inability of asking for clarifications (Mae Sincero, 2012) it is still the most appropriate method to use in this type of quantitative research. It is a time and resource efficient method of collecting data from standardized sample of population where results are comparable and generalizable.

Quantitative method is used for explanatory purposes, thus it allows for predictions about investigated phenomena (Andersen, 1998, p. 31). It is all about using numbers to describe, define, and resolve the problem (Curwin & Slater, 2008).

The research instrument is based on marketing scales (Bruner, Hensel, and James, 2005). Likert-type or frequency scales use fixed choice response formats. In this case I used a five point semantic differential scale. They are designed to measure attitudes or opinions (Bowling, 1997). These ordinal scales measure level of agreement or disagreement, they assume that the strength of experience is linear and make the assumption that attitudes can be measured. They will be used to assess a person's attitude toward a particular brand advertising they will be exposed to. They have the advantage that they do not expect simple yes or no answers, they allow for degrees of opinion or no opinion at all. Therefore quantitative data is obtained, which means that data can be analysed with relative ease. However there are also some limitations due to social desirability, meaning that individuals may lie to make themselves look better, but this could be solved by offering anonymity, which will reduce social pressure (McLeod, 2008).

There were 115 participants in total, and 90 of them answered the whole survey. The majority of the results were gathered from Croatia and the rest came from the following countries:

Bosnia, Slovenia, Serbia, Spain, Portugal, Macedonia, France, Germany, Ireland, Italy, and the UK. The survey was active for 70 days, more precisely from May 15, 2017 to June 8, 2017.

3.1 Survey: Research Method and Design

Based on the theory, research questions, and methodology, survey is the most appropriate research method. The questionnaire consists of 33 questions in total; it is a medium length survey. First two questions focus on people's general perception of the chosen brands, their attitude and loyalty.

In the second part of the questionnaire I focused on the direct comparison between traditional and content marketing. The comparison was done for each brand separately in a way that I put both advertisements on the same page of the survey so respondents were able to compare them directly. The aim was to see the people's opinion of them, whether they liked them, whether they found them trustworthy, and whether they were willing to share and recommend them to their friends.

The last part of the survey, more precisely, the last 7 questions focus on demographic characteristics, such as the age group and nationality. I also added a few questions about social media usage, how often they used it, which platform, and whether they followed companies on whichever platform they were using. Even though social media marketing and content marketing are two different ways of communication, as I already explained before, they are closely related and the majority of content is actually distributed via social media. The idea behind these questions was, first, to get more information about respondents and, secondly, to see if their social media activity is somehow correlated to their attitude about content marketing.

It is interesting that content marketing is still an area that is not well researched, even though its importance is increasing rapidly. There are not many studies that evaluate its effects, and the evaluation is mainly intuitive. The aim of this particular research is to see how people perceive these brands and if content marketing communication somehow affects their consumer attitude.

3.1.1 Sample Procedure

In the survey, I used the examples of the three brands whose content marketing campaigns I presented in detail in the second part of the thesis: Vans, Airbnb, and L'Oreal. All of the three brands are well known and use content, as well as traditional marketing in their marketing mix. I decided to present different tactics used in content marketing to show the variety of possibilities that can be used.

There is no sharp distinction between those two types of marketing. As I explained before, content marketing efforts often overlap with not just traditional marketing efforts, but also with other forms of digital marketing, and because of that it is a bit hard to compare them

directly. For the purpose of this research I decided to use the following criteria of comparison.

3.1.1.1 Vans

In the case of Vans I will compare the typical traditional marketing, a 40 seconds advertisement that normally airs on TV. It is a typical advertisement for this brand, it is all about the product (in this case, the classic Vans skate shoes) but it also incorporates the image of the brand itself.

For content marketing I decided to use the one-minute trailer they provided on their YouTube channel to promote the “Off the Wall” documentary series. The whole series, 10 videos plus stories of each character, are published on their microsite livingoffthewall.vans.com. The trailer is the best short representation of the series as a whole, and at the end it says where to go to see the rest of the videos, and it gives a glimpse of what it is all about.

Both videos were taken from their YouTube channel and placed on the survey page so that respondents could watch and directly compare them.

3.1.1.2 Airbnb

For Airbnb, I decided to present Pineapple, a paper magazine as the example of content marketing. For the comparison I took the image of the magazine that is displayed on the magazine’s webpage. I compared it with the picture of their traditional billboard. Both of the images were placed on the survey page to enable direct comparison.

3.1.1.3 L’Oreal

In the second part of my thesis, I presented L’Oreal’s microsite, Makeup.com, as the example of their content marketing efforts. In the survey, I decided to use one of the videos featured on the site, as well as on their You Tube channel, as the example of content marketing. It is a 1 minute 37 seconds “how to” video for a specific product. I compared the video with a traditional 30 seconds advertisement that aired on television for the same product. Both videos were placed on the survey page.

3.1.2 Survey Design

As already mentioned above, the questionnaire consists of 33 questions in total, it is divided into 5 batches of questions. Here are some of the survey questions that directly relate to the research question explained in more detail. It is important to say that the same questions were asked for all three brands. The whole questionnaire can be found in the Appendix A.

What is your general attitude about the following brands?

Would you describe yourself as the loyal customer to the following brands?

With these two questions in the first block I wanted to determine people’s initial attitude towards the chosen brands as well as their brand loyalty. I used the answers to these questions

in the statistical analysis to get the correlation between initial attitude and interest in particular advertisement. This is important to evaluate because, most commonly, if a person is a loyal customer of a particular brand, the type of marketing communication is unlikely to change their attitude. They were able to choose from the following answers: very much dislike, dislike, neither like nor dislike, like, and like very much for the first question, and: definitely no, no, maybe, yes, and definitely yes for the second question.

Do you find it trustworthy?

According to theory, content marketing's purpose is to create a more intimate relationship with customers and this can be done, among other things, by building trust and credibility. With this question I wanted to determine whether people actually find these content marketing advertisements trustworthy. I used the answers for pair sample t-test where traditional and content marketing communication were used as variables. In reply, people could choose from: definitely no, no, maybe, yes, and definitely yes.

Would you recommend this commercial to your friends?

Out of the two, which one are you most likely to share?

I used these two questions to find out if content marketing is indeed more effective than traditional marketing communication, and by more effective I mean whether it builds a stronger relationship with customers? If people are willing to recommend and share the content, it means that they are more engaged in it and willing to participate in the communication with the company, which eventually builds the relationship. For the first question people could choose from: definitely no, no, maybe, yes, and definitely yes, and for the second one they could choose between the three options: traditional marketing, content marketing, and neither.

Do you find it memorable?

Out of the two, which one do you find more innovative?

These two questions were used to test the statement that content marketing is creating more enduring impression than traditional marketing communication. For the first one people could choose from: definitely no, no, maybe, yes, and definitely yes. For the second one they could choose from the three options: traditional, content, and neither. It is more likely that if they find one more innovative than the other, the impression of it would be more enduring.

3.2 Research Questions

The research is based on a deductive approach, "developing hypotheses based on existing theory, and then designing a research strategy to test those hypotheses" (Wilson, 2010). Unlike the inductive approach that begins with observations and seeks to find a pattern within them, deductive approach begins with an expected pattern that is tested against observations

(Babbie, 2010). It explores the given theory and tests it in the given circumstances closely following logic.

The process starts with literature review. During this process, research question and hypotheses are gradually formulated in the specific terms to state the relationship between two variables. After defining the relative methods, hypotheses are tested by confronting them to the observations. That can lead to confirmation or rejection of the hypotheses (Snieder & Larner, 2009). The simple example of a deductive approach is if $A > B$, and $B > C$, we can infer that $A > C$, this is also called a deductive relationship (Curwin & Slater, 2008).

This approach is used when there are many sources of literature available, when there is a lack of time, and if you want to avoid the risk of no theory emergence. The disadvantage is the possibility of having incorrect or incomplete premises for the logical assumption.

In this research, the following research questions will be addressed:

Is content marketing creating a more intimate relationship with consumers than traditional marketing, by building trust and credibility?

The purpose of content marketing is to actually change consumer behaviour. This is done by creating relevant and valuable content and sharing it with consumers (Pulizzi, 2012). It is all about creating relationships through honest and credible content and making that content valuable to customers. It is a pull, not push, strategy. This will be evaluated through questions in the survey regarding trust and credibility.

Is content marketing more effective than traditional marketing?

Nate Riggs, CEO at NR Media Group, says that content marketing can be done at much lower cost and with much lower risk. The content that is created and distributed on the web has a much longer shelf life than any traditional campaign, and by adding new content the online traffic and engagement will increase. A bigger content collection attracts more interest (Content Marketing Institute, 2015).

According to Content Marketing Institute: “The value of content marketing lies in the engagement between the customer and your company. Traditional advertising shouts at prospect customers whereas content marketing talks with them. Essentially, it is about the creation and participation in meaningful conversation and development of relationships.” (Content Marketing Institute, 2015).

Effective marketing communication should build a strong relationship between a company and a customer. This will be evaluated through questions about people’s willingness to share and recommend the advertisement to their friends.

In addition to this, effectiveness can also be measured with the attention people pay to a particular advertisement. The aim of each marketing communication, either content or

traditional, is to grab people's attention and this is measured with the survey question on how much attention they paid.

Is content marketing creating more enduring impression than traditional marketing?

This question will focus on the impression content marketing creates with consumers. Is it more memorable in comparison to traditional marketing communication? The analysis will be based on the data that will be extracted from the question about memorability and which out of the two advertisements they found more innovative.

3.2.1 Limitations

In this thesis I used primary and secondary data sources. Secondary data was used in hypotheses formulation and theoretical part. To ensure the reliability of information, I used mostly published studies and papers, but given the fact that the field of content marketing is still somewhat new, there are not many sources and studies available. Because of that, I also referred to recently published papers and articles.

There is also the issue of generalizability given the fact that I used quantitative study. In this type of studies there is a possibility of ambiguous results, meaning that the results could be considered an unambiguous and robust reflection of reality.

There is also the risk that respondents did not understand or have misinterpreted the questions. The median age of respondents is 21 to 40 years of age, meaning that the results do not reflect the entire population, but rather younger, social media active demographics. Regarding the geographic aspect, the data was collected online, meaning that geographic generalizability is not limited just to Croatia, but is more on a global scale.

Another thing that influences the reliability of this type of study is that people's behaviour can easily change and it depends on many factors. For example people don't like the chosen brand or they aren't interested in the particular product that the advertisements are for. That can be one of the reasons they won't pay a lot attention to them. Also they may change their opinion due to new products or recommendations or some other outside factors that may occur.

3.3 Results

3.3.1 Structure and Analysis of Data

After the data was collected, it was inputted into SPSS. The same analysis was done for all the three brands separately, and the results are presented accordingly. The entire SPSS analysis can be found in the appendices B, C, and D.

Regarding the demographic characteristics of the population, 56% are female and 46% male. The majority of respondents, more precisely, 69% of them belong to the age group of 21 to 40 years, followed by 24% in the age group of 41 to 60. 53% of them said that they like social media and 16% said they like it very much. 72% use social media at least once a day

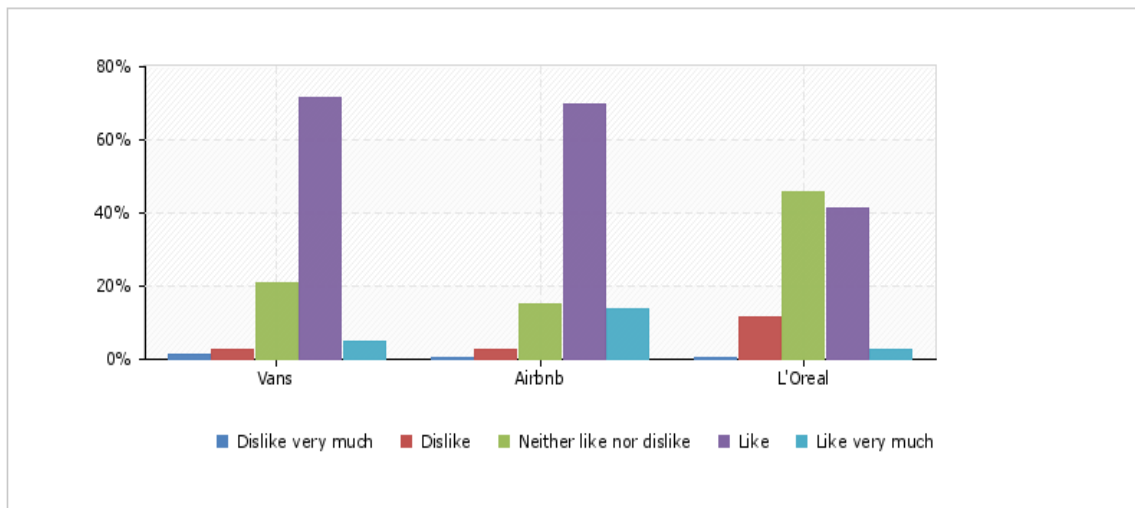
and 77% follow companies on social media platforms they use. The most used platform is Facebook with 92% of respondents using it, followed by Instagram with 40%.

The first question of the survey was to determine people's general attitude about the following brands. For each brand separately, the respondents could choose between: very much dislike, dislike, neither like nor dislike, like, and like very much. Below is the table showing the answers, as well as a graphical representation.

Table 1. What Is Your General Attitude About the Following Brands?

Sub question	Answers						Valid	Units	Average	Std. dev.
	Dislike very much	Dislike	Neither like nor dislike	Like	Like very much	Valid				
Vans	1 (1%)	2 (2%)	18 (21%)	62 (71%)	4 (5%)	87 (100%)	87	90	3.8	0.6
Airbnb	0 (0%)	2 (2%)	13 (15%)	61 (69%)	12 (14%)	88 (100%)	88	90	3.9	0.6
L'Oreal	0 (0%)	10 (11%)	40 (45%)	36 (41%)	2 (2%)	88 (100%)	88	90	3.3	0.7

Figure 6. What is your general attitude about the following brands? (n = 88)

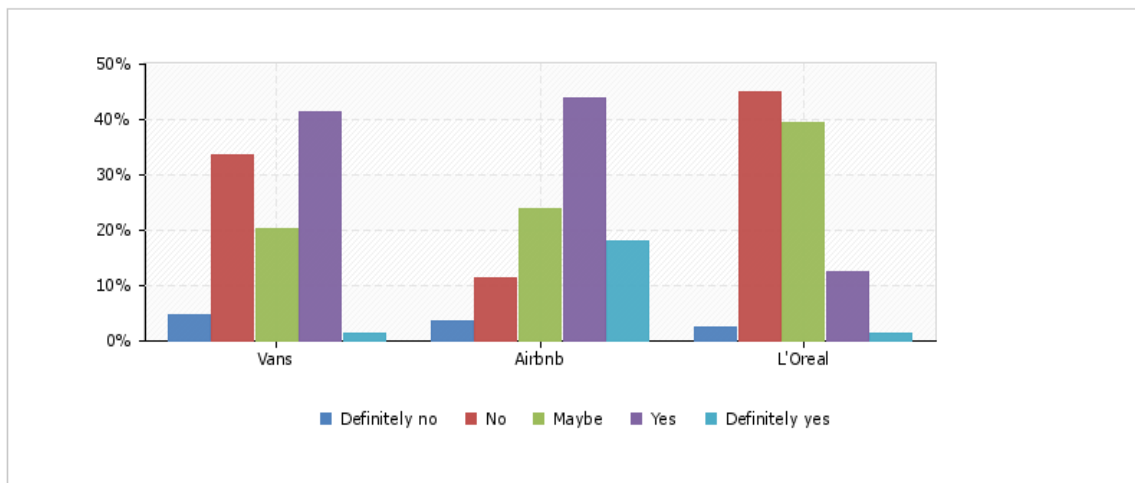


From Table 1 and the Figure 6 we can see that Airbnb is the most liked brand, followed by Vans, and the least liked is L'Oreal.

Logically, Airbnb is also the brand that people are most loyal to, 44% of respondents described themselves as loyal customers, giving the average of 3.6 and a standard deviation of 1.02. For Vans, 41% answered that they are loyal to the brand giving the average of 3 and a standard deviation of 0.99. In line with the previous question, where L'Oreal was the least liked brand, only 12% of respondents said that they were loyal to the brand, with the average

of 2.7 and a standard deviation of 0.77. In the following Figure 7 we can see the graphic representation of answers regarding loyalty to the brands.

Figure 7. Would you describe yourself as a loyal customer to these brands? (n = 90)

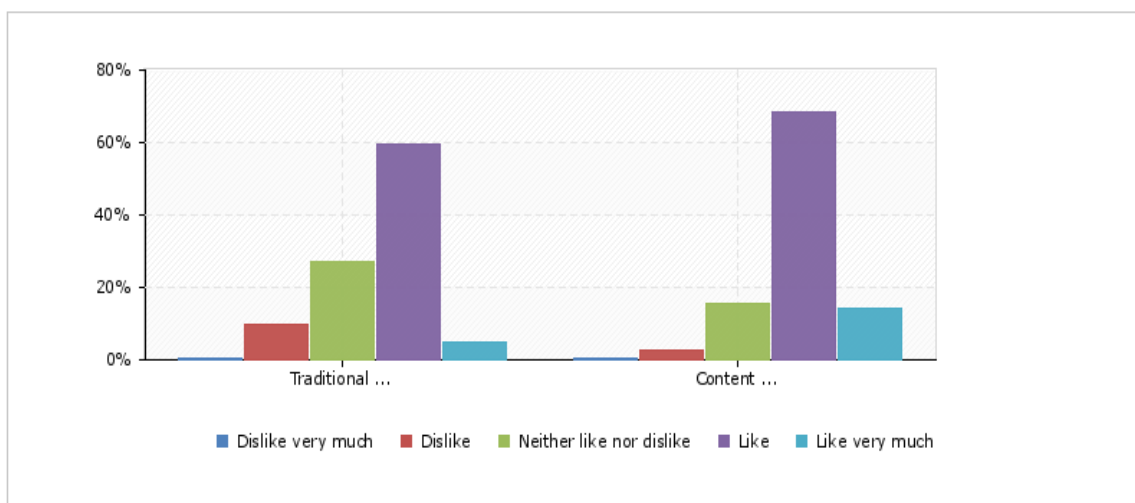


3.3.1.1 Vans

Regarding the question about their opinion about the advertisements, respondents could choose from very much dislike, dislike, neither like nor dislike, like, and like very much for both types of advertisements.

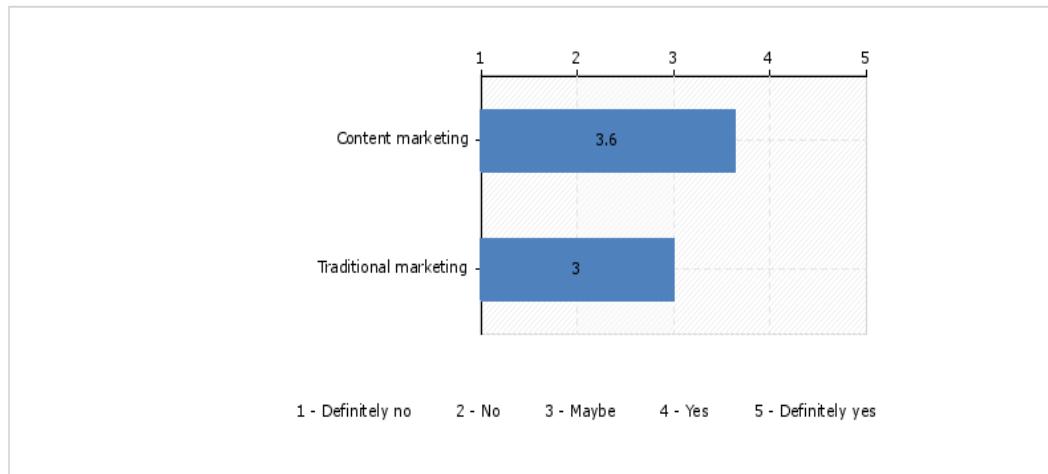
Figure 8 shows that 68 % of them liked content marketing and 59 % liked traditional marketing. From the results, the average for content marketing is 3.9 with a standard deviation of 0.62, and for traditional marketing 3.6 is the average and 0.73 is the standard deviation.

Figure 8. What is your opinion about this Vans advertisement? (n = 86)



As presented in Figure 9, the average memorability of content marketing is 3.6 and of the traditional one it is 3. In addition to that, 52 % of the respondents said that they found content marketing advertisement memorable, and only 12 % said the same for traditional marketing.

Figure 9. Do you find it memorable? (n = 86)



To the question regarding trust, 59% of respondents answered that they found content marketing advertisement trustworthy, and only 36% said the same for traditional marketing.

In reply to the question which, out of the two, they found more innovative, 91% of the respondents said content marketing, only 2% said traditional, and 7% said neither.

84% said they were more likely to share content marketing, and 47% said they would recommend content marketing to their friends.

It is interesting that the majority of respondents said that they would watch the rest of the videos uploaded by Vans on their website, more precisely 47%.

Table 2. How Much Attention Did You Pay to the Following?

Sub-question	Answers						Valid	Units	Average	Std. dev.
	Not at all	A little	Moderate	Quite a bit	Very much	Valid				
Traditional marketing	5 (6%)	33 (38%)	38 (44%)	9 (10%)	1 (1%)	86 (100%)	86	90	2.6	0.8
Content marketing	4 (5%)	10 (12%)	33 (40%)	27 (33%)	8 (10%)	82 (100%)	82	90	3.3	1.0

As we can see from Table 2 in reply to the question “How much attention did you pay to the following?“, respondents could choose from: not at all, a little, moderate, quite a bit, and very much. When we look at the average value, we can see that people in general paid more attention to content marketing.

All in all, people found content marketing more memorable and innovative. They said they liked it and were willing to share and recommend it, as well as watch the rest of the videos.

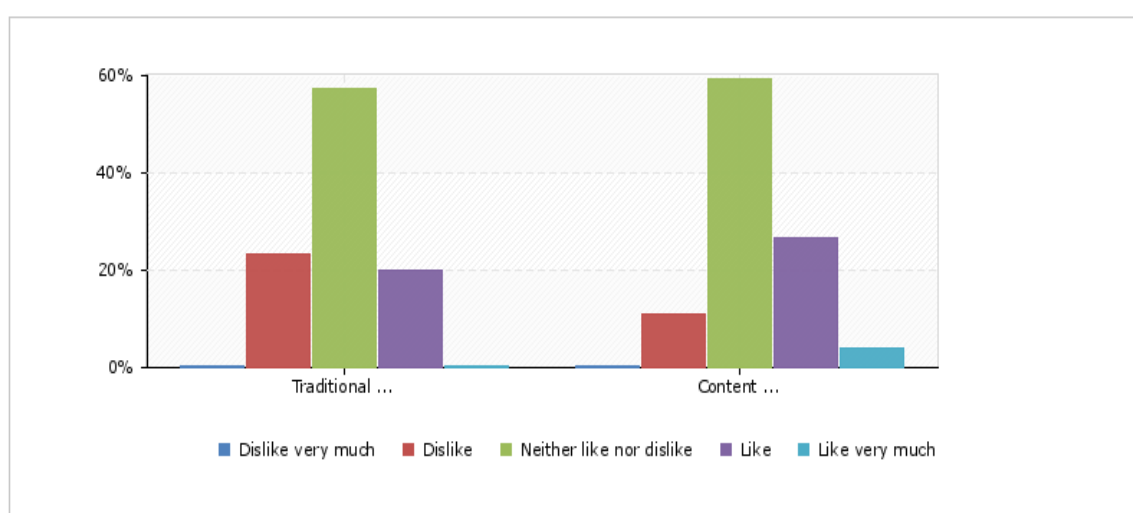
Regarding the traditional marketing, people did not have any negative things to say about it, but in direct comparison to content it was not that outstanding or memorable and it got less attention.

3.3.1.2 Airbnb

Airbnb has quite positive image among consumers, much more than the other two brands.

In reply to the question about their opinion about the advertisements, respondents could choose from: very much dislike, dislike, neither like or dislike, like, and like very much for both types of advertisements.

Figure 10. What is your opinion about this Airbnb advertisement? (n = 86)



Even though most of the respondents liked the brand and were loyal to it, they were not impressed by the advertisements. The results presented in Figure 10 showed that there is not a lot of difference between the two types of marketing communication. 27% said that they liked content marketing, and 20% said the same regarding traditional marketing. Majority of respondents answered “neither like or dislike“ for both types of marketing communication.

77% of them said that they would share content marketing, in comparison to just 3% who chose traditional marketing. 45% of respondents said that they would maybe recommend content marketing to their friends. 92% thought that content marketing was more innovative.

Regarding the memorability, content marketing was ranked as more memorable, but the difference is not that big in comparison to other two brands. Only 19% of respondents said they found it memorable.

Because majority of respondents said that they were loyal customers to the brand, it would be logical for them to trust the brand’s advertisements, but in reply to the question “Do you find

it trustworthy?“ only 28% said yes for content marketing and 14% said the same for traditional marketing communication.

Although people were not impressed with content marketing in this case, 45% said that they would check the rest of the work provided by the brand.

Table 3. How Much Attention Did You Pay to the Following? (n = 86)

Sub-question	Answers						Valid	Units	Average	Std. dev.
	Not at all	A little	Moderate	Quite a bit	Very much	Valid				
Traditional marketing	8 (9%)	50 (58%)	23 (27%)	4 (5%)	1 (1%)	86 (100%)	86	90	2.3	0.8
Content marketing	5 (6%)	29 (35%)	30 (36%)	18 (21%)	2 (2%)	84 (100%)	84	90	2.8	0.9

From the results presented in Table 3, we can see that this particular content marketing tactic did not grab that much more attention in comparison to traditional marketing, as much as video content done by Vans. Most of the answers to the majority of questions were “neither like or dislike“ or “maybe“, which can mean that people were indifferent about both marketing communication strategies, even though they liked the brand very much.

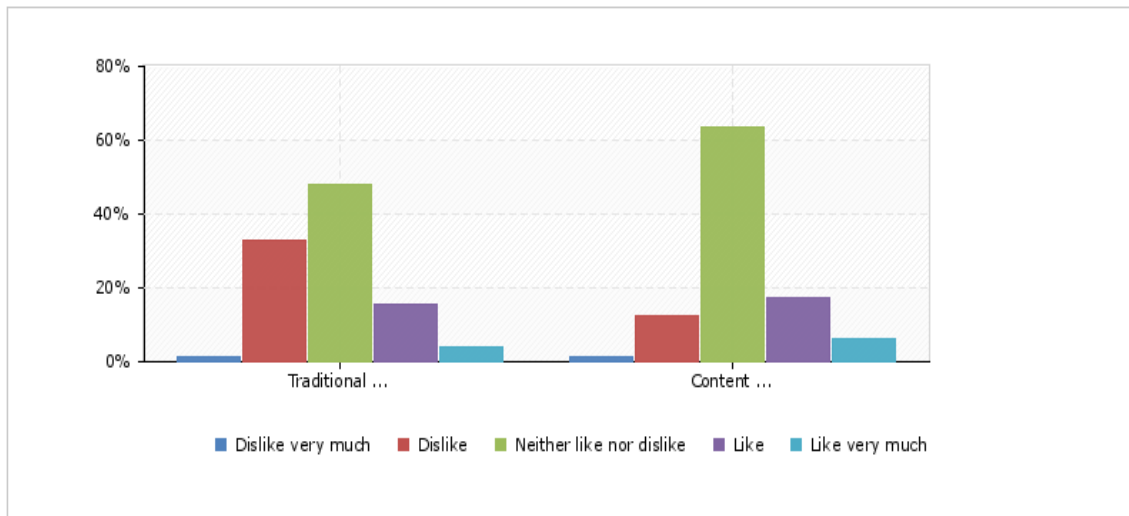
3.3.1.3 L’Oreal

As mentioned above, this brand is the least liked by the respondents, and consequently people are the least loyal to it.

In reply to the question about their opinion about the advertisements, respondents could choose from: dislike very much, dislike, neither like or dislike, like, and like very much for both types of advertisements.

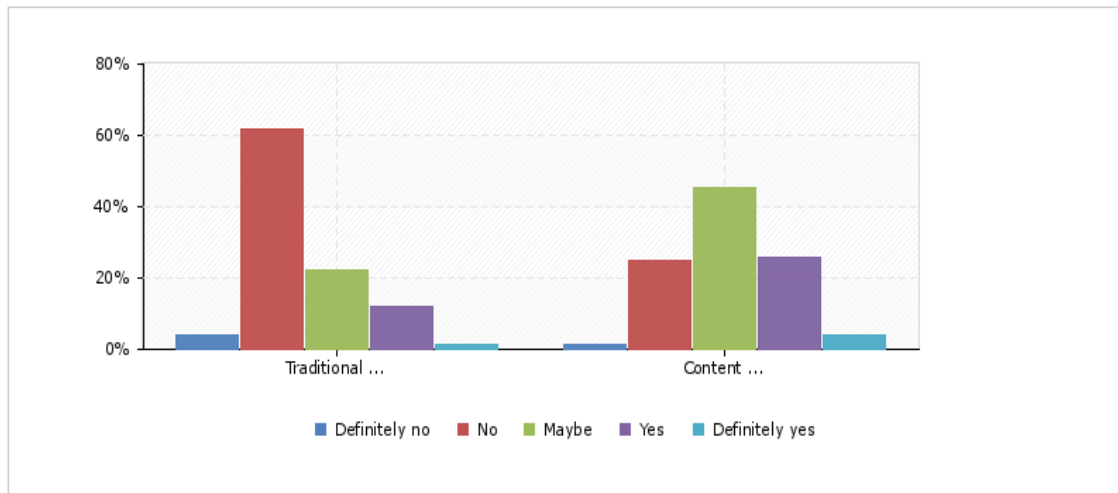
As we can see from the following Figure 11, the majority of people were indifferent to both types of marketing communication, 63% answered “neither like or dislike“ for content marketing and 48% said the same regarding traditional marketing.

Figure 11. What do you think about this L'Oreal advertisement? (n =86)



It is interesting to see in Figure 12, that 62% of the respondents said that they did not trust traditional marketing, and 24% said they did not trust content marketing. This can be explained with the fact that people in general do not really like the brand and consequently do not trust its traditional marketing communication. But even in this case, content marketing was perceived to be more credible.

Figure 12. Do you find it trustworthy? (n = 86)



Nevertheless, 86% of respondents characterized content marketing as more innovative, and 69% said that they would share it, whereas only 5% chose traditional marketing. Also, 22% of the respondents said that they would check the rest of the videos presented on the website, which is the lowest percentage in comparison to Vans and Airbnb. This can also be explained with the negative image the respondents have of the brand.

In reply to the question about memorability, 53% of the respondents said “no“ for traditional marketing, which is the highest percentage among all the brands. For content marketing, only 19% said “yes“, whereas the majority answered “maybe“, more precisely 48%.

Regarding the question “Would you recommend it to your friends?“, unsurprisingly, 58% of the respondents said no for traditional marketing, and 34% said the same for the content. Only 18% of them said that they would recommend the content marketing advertisement to their friends, which is also the lowest percentage among the three brands.

Table 4. How Much Attention Did You Pay to the Following?

Sub-question	Answers						Valid	Units	Average	Std. dev.
	Not at all	A little	Moderate	Quite a bit	Very much	Valid				
Traditional marketing	16 (19%)	43 (50%)	18 (21%)	8 (9%)	1 (1%)	86 (100%)	86	90	2.2	0.9
Content marketing	12 (14%)	23 (28%)	28 (34%)	14 (17%)	6 (7%)	83 (100%)	83	90	2.7	1.1

From Table 4 we can see that people in general paid more attention to content marketing, but considerably less when compared with the other two brands.

Given the results, we can see that negative brand image affects the way people look at the advertisements, but also, having this negative image in mind, people still preferred and liked content marketing advertisement more in comparison to traditional marketing communication. They found it more credible and innovative, and paid more attention to it in general.

3.3.2 Hypothesis Testing

After I analysed the responses for each question of the survey, I continued with the hypothesis testing to see if there was a significant difference between the traditional and content marketing communication. The hypotheses were formulated gradually, after an extensive literature review and conducted research. Following are the three hypotheses:

H1: Content marketing is creating a more intimate relationship with consumers than traditional marketing communication, and does so by building trust.

The logic behind the hypothesis is that if people do not trust the brand and do not find the marketing communication trustworthy, it is kind of impossible to build a more intimate relationship. To test this hypothesis I used the data from the survey question no. 5: “Do you find it trustworthy?“. People could choose from the following answers: definitely no, no , neither yes or no , yes , and definitely yes.

The analysis was done using a paired sample t-test to detect the difference between the means of two dependent variables. Data collected for the content and traditional marketing was used as a pair. The analysis was done for all three brands separately. Below is the table with the test results for Vans. The results for other two brands can be found in the Appendix C for Airbnb, and D for L’Oreal.

Table 5. Differences in trustworthiness between content and traditional marketing, Vans

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Do you find it trustworthy?: Content marketing	3,66	82	,724	,080
Do you find it trustworthy?: Traditional marketing	3,21	82	,749	,083

Table 6. Differences in trustworthiness between content and traditional marketing, paired samples correlations, Vans

	N	Correlation	Sig.
Pair 1 Do you find it trustworthy?: Content marketing & Do you find it trustworthy?: Traditional marketing	82	,496	,000

Table 7. Differences in trustworthiness between content and traditional marketing, paired samples test, Vans

	Paired Differences			
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
				Lower
Pair 1 Do you find it trustworthy?: Content marketing - Do you find it trustworthy?: Traditional marketing	,451	,740	,082	,289

“(table continues)”

“(continued)”

	Paired Differences	t	df	Sig. (2-tailed)
	95% Confidence Interval of the Difference			
	Upper			
Pair 1 Do you find it trustworthy?: Content marketing - Do you find it trustworthy?: Traditional marketing	,614	5,525	81	,000

As expected, from the table we can see that the average result for content marketing ($m=3.66$) is higher than the average for traditional marketing ($m= 3.21$), from the t statistic ($t=5.525$), degrees of freedom ($df= 81$), and the significance ($\text{Sig.} = .000$) we can say that that there is a significant difference between the two variables.

The results for the other two brands are quite similar, and according to them we can accept the hypothesis and say that people trust content marketing communication more, thus, by building trust, content marketing is creating a more intimate relationship with the consumers than traditional marketing communication.

H2: Content marketing is more effective than traditional marketing communication.

The idea behind this hypothesis was that effective marketing communication creates relationship with customers, and this relationship can be seen in people willingness to share and recommend specific marketing communication and in how much attention people paid to a particular advertisement.

The data for paired sample t-test was taken from the question no. 7: “Would you recommend this commercial to your friends?”, where in reply people could choose from: definitely no, no , maybe, yes, and definitely yes. Content and traditional marketing were used as variables.

The test was done for all three brands separately. The data shown in the table below refers to L’Oreal, and the rest of it can be found in the Appendix B for Vans and Appendix C for Airbnb.

Table 8. Differences in the willingness to recommend between content and traditional marketing, paired samples statistics, L'Oreal

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Would you recommend this advert: Content marketing	83	,954	,105
	Would you recommend this advert: Traditional marketing	83	,798	,088

Table 9. Differences in the willingness to recommend between content and traditional marketing, paired samples correlations, L'Oreal

	N	Correlation	Sig.
Pair 1	83	,593	,000

Table 10. Differences in the willingness to recommend between content and traditional marketing, paired samples test, L'Oreal

	Paired Differences			
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
				Lower
Pair 1	,506	,802	,088	,331

“(table continues)”

“(continued)”

	Paired Differences	t	df	Sig. (2-tailed)
	95% Confidence Interval of the Difference			
	Upper			
Pair 1 Would you recommend this advert: Content marketing - Would you recommend this advert: Traditional marketing	,681	5,748	82	,000

From the tables we can see that the mean for content marketing is higher than the mean for traditional marketing, t statistic, degrees of freedom, and significance suggest that there is a significant difference between the two variables and that we can accept the hypothesis.

Another way to evaluate effectiveness is to also evaluate how much attention people paid to a particular type of marketing communication. In reply to the survey question: “How much attention did you pay to the following?” people could choose from: not at all, a little, moderate, quite a bit, and very much. As presented above for all three brands, people in general paid more attention to content marketing advertisements in comparison to traditional marketing.

I also did a paired sample t-test to show that there is a significant difference between traditional and content marketing.

Table 11. Differences in the attention people paid between content and traditional marketing, paired samples statistics, L’Oreal

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 How much attention did you pay: Content marketing	2,75	83	1,124	,123
How much attention did you pay: Traditional marketing	2,22	83	,898	,099

As expected, the above table shows that the content marketing average is higher than traditional marketing. The t statistics (t) is equal to 5.524, degrees of freedom (df) are 82, and the significance (Sig.) is 00, from which we can conclude that there is a significant difference between the two variables. The results for other two brands can be found in the appendices.

The results are significant for the other two brands, and, accordingly, we can accept the hypothesis saying that content marketing is more effective than traditional marketing communication.

H3: Content marketing is creating a more enduring impression than traditional marketing communication.

To test this hypothesis I did the paired sample t test using data from the question: “Do you find it memorable?”. The answers people could choose from were: definitely no, no, neither yes or no, yes, and definitely yes. The same as in the first two tests, content and traditional marketing were used as variables. Below are the SPSS results for Airbnb, the results for Vans can be found in the Appendix B and the results for L’Oreal in the Appendix D.

Table 12. Differences in memorability between content and traditional marketing, paired sample statistics, Airbnb

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Do you find it memorable?: Content marketing	2,88	82	,852	,094
Do you find it memorable?: Traditional marketing	2,44	82	,704	,078

Table 13. Differences in memorability between content and traditional marketing, paired samples correlations, Airbnb

	N	Correlation	Sig.
Pair 1 Do you find it memorable?: Content marketing & Do you find it memorable?: Traditional marketing	82	,625	,000

Table 14. Differences in memorability between content and traditional marketing, paired samples test, Airbnb

	Paired Differences			
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
				Lower
Pair 1 Do you find it memorable?: Content marketing - Do you find it memorable?: Traditional marketing	,439	,687	,076	,288

	Paired Differences	t	df	Sig. (2-tailed)
	95% Confidence Interval of the Difference			
	Upper			
Pair 1 Do you find it memorable?: Content marketing - Do you find it memorable?: Traditional marketing	,590	5,789	81	,000

This results for Airbnb show that content marketing video is perceived as more memorable. The difference between the two variables is significant, and, as expected, the mean of content marketing is higher than the mean of traditional marketing communication.

The results for Vans and L'Oreal are similar and also significant. It is thus safe to accept the hypothesis and say that content marketing is creating a more enduring impression than traditional marketing communication.

Another way to test if content marketing is creating a more enduring impression is to evaluate the data obtained from the question: "Out of the two, which one do you find more innovative?". The possible answers were: traditional marketing, content marketing, and neither. 91% said content marketing for Vans, 92% said content marketing for Airbnb, and 86% chose content marketing for L'Oreal.

From this data we can see that the vast majority of respondents characterized content marketing as more innovative, for all three brands, from which we can conclude that content marketing is creating a more enduring impression than traditional marketing communication.

3.3.3 Additional Analysis

In addition to hypotheses testing and survey analysis, I also thought it would be interesting to do an additional analysis of demographic characteristics of respondents and content marketing.

As mentioned before, I included a few questions in the survey regarding social media, their opinion about it, how often they used it, and which platform was the most popular. The main reasoning behind these questions was, first, to find out more about the demographic characteristics of the population, and, secondly, to see if there is any connection between their social media usage and content marketing.

Even though, as we know by now, content marketing and social media marketing are two different types of marketing communication, majority of content is shared and distributed via social media networks. Having this in mind I wanted to test if there is any correlation between people's opinion about social media and their opinion about content marketing.

The data that was used to test the correlation was extracted from two the survey questions; "What is your opinion about social media?" in reply to which people could choose among: very much dislike, dislike, neither like or dislike, like, and like very much, and the second question: "What is your opinion about this Vans advertisement?" where the same answers were provided. Because the data is categorical, ranking, and ordinal, I did a Spearman's rho correlation analysis in SPSS.

I expected to find a positive correlation between the two, and based on the test scores, shown in Table 15 below, we can see that the expectations were met. Logically, if people liked social media, they also liked content marketing advertisement.

In addition to that, the majority of people who said that they liked social media also said that they used it at least once a day and that they followed companies on the platforms they used. The same positive correlation between the advertisement and social media was obtained for the other two brands.

Table 15. Correlation

		What is your opinion about this Vans advertisement: Content marketing
Spearman's rho	What is your opinion about this Vans advertisement: Content marketing	Correlation Coefficient
		1,000
		Sig. (2-tailed)
		.
		N
		85
		Correlation Coefficient
		,163
	What is your opinion about social media?	Sig. (2-tailed)
		,137
		N
		85

		What is your opinion about social media?
Spearman's rho	What is your opinion about this Vans advertisement: Content marketing	Correlation Coefficient
		,163
		Sig. (2-tailed)
		,137
		N
		85
		Correlation Coefficient
		1,000
	What is your opinion about social media?	Sig. (2-tailed)
		.
		N
		86

4 DISCUSSION OF THE RESEARCH RESULTS

The aim of this thesis was to compare the impact that content and traditional marketing communication have on consumer attitude. That was done through an extensive literature review of the relevant topics and the conducted research.

As already mentioned, many companies are nowadays decreasing their traditional advertising budgets and looking for new ways to reach and interact with their target audiences. Instead, advertising companies focus on being the publishers of their own content through new media channels. In other words, they turn to content marketing. There are a few reasons for this shift, and first and foremost is the technology that allows content publishing at much lower costs, through different digital channels. Second reason would be the change in consumer behaviour, meaning that consumers accept the content from corporate sources and are willing to search for and interact with it (Lieb, 2011).

Even though it is said that content marketing is the present and the future of marketing communication, surprisingly, there are not many studies on this particular topic, making it even more interesting to research, but this lack of published studies and researches made this a bit challenging because of the reliability of information in secondary data sources. Most of the available information came from the industry experts, trade publications, and business press articles.

One of the reasons why there are not many studies regarding content marketing is the fact that the term is not yet that clearly defined and it often overlaps with many other concepts, such as social media marketing, inbound marketing, publishing, and brand journalism. There are some principal differences, as I explained in the thesis, but in an attempt to distinguish between them for the purpose of the research, the lines have remained somewhat blurry.

During the literature review, hypotheses were gradually developed. From the research, we can see that all of the hypotheses were statistically confirmed as expected, and from that I was able to derive few recommendations for future research, as well as for the companies that consider including content marketing in their marketing mix.

Based on the review of the existing literature and researches done on this topic, there are few implications that I would suggest for future research. There are not many studies that evaluate the effectiveness of content marketing in terms of consumption. For example, how content marketing affects purchasing behaviour and whether it generates more profit than traditional marketing communication. This would be very useful to know, and I believe it would help marketing managers when deciding whether to include content marketing or not.

Another interesting field of possible research could be about the new business model. As already mentioned, many companies are turning themselves into media companies by producing and publishing their own content in-house. The research could focus on changes in business models that this change causes, how it is done, and whether it is more effective than before. Also, producing your own content means that, in general, companies need to hire

brand journalists and other creative workers to deliver the content they want, and this also creates new economic structures and interrelationships that could be interesting to research.

Regarding the thesis research, it is important to emphasize that the study includes a small sample where the majority of respondents are active on social media and belong in the age group 21 to 40 years. Thus, the results should not be taken with full certainty and they do not reflect the entire population. For future research it would be more effective to have much larger sample that would include more people from different age groups. After evaluating the results and seeing that the most of the respondents were younger and active on social media, it was easy to assume that content marketing communication would indeed be more effective and the assumption was proven to be correct.

The research was formulated in a way that tests people's opinion about two different types of marketing communication. From the results we can see that content marketing has a generally more positive impact on consumers. All of the segments that were tested had better results in comparison to traditional marketing communication. Even the fact that people disliked a brand, in comparison to traditional marketing, they still preferred the content which they referred to as more innovative, trustworthy, and more memorable.

The core logic behind content marketing is that consumers would search the content online or offline, find it valuable, and want to engage with it. The results of the survey clearly show that content marketing, in this case and for these particular brands, is more effective and affects people exactly as it should. Content marketing advertisements are perceived as more innovative, more interesting, and people are more likely to share them and interact with them.

In the thesis, I have presented numerous different tactics that can be used in content marketing and I have also emphasized the fact that not all are suitable for every company. It is crucial that companies choose the tactics they want to use wisely. As presented, the tactics are mainly digital, given the digital revolution and industry growth, but there are also some that are more traditional, such as paper magazines. In the research, I compared examples of different tactics, video content and paper magazines. From the results, I could see that video content was perceived as more interesting and people in general paid more attention to it, which is not that surprising after all. But even though the magazine was not well recognized among the respondents, it was still ranked as more interesting and innovative than traditional marketing billboard.

One of the biggest issues regarding traditional marketing communication is the lack of trust and credibility. Throughout the literature it is said that the main advantage of content marketing is that content is formed in such a way that customers find it valuable and trustworthy, that they seek it themselves and engage with it because they are genuinely interested in what it has to offer. From the results of the survey we can see that the theory, in this case, is also correct.

L'Oreal is the brand that most of the respondents did not like and which had low levels of trust regarding their traditional marketing advertisement. It was interesting to see how content marketing advertisement was perceived in a more positive light in this case as well. This can be interpreted in a way that content marketing advertisements indeed make people trust them more, no matter the negative brand image and low credibility. This is useful information when companies want to change their image and/or regain trust and credibility among consumers.

Another thing that needs to be taken into account when discussing the results is the fact that consumer attitude is not an easy thing to measure, it can easily change and is dependent on numerous factors, thus the results from this research may also change in different circumstances.

Despite the limitations, there are practical implications that can be taken from this study. First and foremost, it increases the understanding of content marketing, what it is, how it differs from other forms of marketing, what is the best strategy and how it is obtained. It emphasizes the important details companies need to pay attention to, such as the documentation of strategy and measurement of results, as well as future trends and examples of content marketing. The whole theory is tested in the survey and confirmed by the research results.

CONCLUSION

As already mentioned a few times, the goal of this thesis was to compare the impact that content marketing and traditional marketing communication have on consumer attitude and, in line with that, find the answer to the question whether content marketing is more effective than traditional marketing communication? To get the answer to this research question I used the deductive approach of developing hypotheses based on the theory. After the hypotheses were developed and data collected, I tested them using paired sample t tests where traditional and content marketing were used as variables. The data was collected using the survey method, and based on the random sample of 100 participants I determined the effect content marketing had on consumer attitude.

After evaluating the results of the study and numerous theories of content marketing, I was able to derive the conclusion and answer the main research question. It is important to note that the conclusions were mainly based on the results of the research.

During the literature review, research questions and hypotheses were gradually formulated and survey questions were designed to fit the methodology. As I predicted, all hypotheses were confirmed without any exceptions. From this I was able to derive the following conclusions:

For all three brands, people perceived content marketing as more trustworthy than traditional marketing communication. People also liked content marketing advertisements more and almost all of the respondents perceived it as a more innovative and more memorable in comparison to traditional marketing communication. It is interesting that, no matter the

people's general perception of the brands, it did not influence the preference between two types of advertisements; in all of the cases content marketing was more liked.

According to the results, content marketing is indeed more effective than traditional marketing. People were more interested in sharing and recommending content marketing to their friends. As already said, the aim of content marketing is to create a two-way conversation with customers and their willingness to share implies some sort of the relationship. In today's world of social media, sharing the content means a lot to a company and its marketing effectiveness is measured through shares and likes. It is also important to say that content marketing is in general less expensive than traditional marketing because it is mostly based on owning the media, not renting it. In case of videos, it is not limited to only 30 seconds, such as a classic TV commercial. It allows companies to create stories that can inspire people, not just shout price tags at them. It also enables companies to reach their target audience more precisely and talk directly to them, unlike traditional marketing that functions according to the rule of reach and repetition.

Content marketing has a positive effect on brand attitude and brand image. People in general paid more attention to it and most of them were willing to see the rest of content marketing work that was provided by the brands. This shows that even this short clip, which was used as the example of content marketing, managed to raise the people's interest enough to make them go and look for the rest. This fact supports one of the main principles of content marketing; by offering continuous and interesting content, the audience will engage more and become more interested in what you have to say.

Content marketing is a different way of communicating, it is closer to publishing than it is to advertising, which makes it more creative and interesting. These are the things that matter if companies want their campaigns to be memorable, especially nowadays when there are so many options out there. It gives more possibilities and freedom to spread the message and display the image they want.

Given the overall positive effect it has on consumer attitude, it is safe to say that companies should include content marketing in their marketing mix. Many companies have already done this by setting up content creation operations in-house, thus turning themselves into media companies. Below are some recommendations for marketing and media managers who are considering including content marketing into their marketing mix:

Like in any other marketing campaign, the first step is to have a clearly defined strategy, with clear goals and objectives. It is important to know your target audience, what are their interests, activities, and opinions. Also, because nowadays the popularity of content marketing is increasing rapidly and many different campaigns already exist, in order to be memorable and grab attention, it is important to be different, so it is crucial to know what your competitors are doing and how you can position yourself in regards to them.

In addition, one should also decide which tactics are the most suitable for their business, because not all of them work for all types of businesses, as well as what will be the cost of choosing a particular tactic. Last step, but also very important, is to know how to measure the results, using which metrics, and to document the strategy.

The share of marketing budgets devoted to traditional advertising is decreasing more and more every year, whereas digital content industry is growing. We can say that the time of the broadcast media is passing, even though companies still use traditional advertising, it is safe to say that this is not enough anymore.

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APPENDIX A: Interview Questions

Q1 - What is your general attitude about the following brands?

	Very much dislike	Dislike	Neither like nor dislike	Like	Like very much
Vans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airbnb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Oreal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2 - Would you describe yourself as a loyal customer to these brands?

	Definitely no	No	Maybe	Yes	Definitely yes
Vans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airbnb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Oreal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3 - Please watch the following videos



Traditional marketing: Vans TV advertisement

Source: Vans. (March 6, 2017). *Not just one thing - the old skool | fashion | VANS* [video file].



Content marketing: a Vans documentary series

Source: Vans. (February 3, 2014). *Full length official trailer | #LIVINGOFFTHEWALL | VANS* [video file].

What is your opinion about this Vans advertisement?

	Very much dislike	Dislike	Neither like nor dislike	Like	Like very much
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4 - Do you find it memorable?

	Definitely no	No	Maybe	Yes	Definitely yes
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 - Do you find it trustworthy?

	Definitely no	No	Maybe	Yes	Definitely yes
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 - Regarding content marketing, do you think you will watch the rest of the videos provided in this series?

- ☐ Definitely no
- ☐ No
- ☐ Maybe
- ☐ Yes
- ☐ Definitely yes

Q7 - Would you recommend this commercials to your friends?

	Definitely no	No	Maybe	Yes	Definitely yes
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 - How much attention did you pay to the following?

	Not at all	A little	Moderate	Quite a bit	Very much
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 - Out of the two, which one do you find more innovative?

- ☐ Traditional marketing (TV advertisement)
- ☐ Content marketing (documentary series)
- ☐ Neither

Q10 - Out of the two, which one are you most likely to share?

- ☐ Traditional marketing (TV advertisement)
☐ Content marketing (documentary series)
☐ Neither

Q11-



Traditional marketing: Airbnb billboard advertisement

Source: Cousins, R., *What is lacking in Airbnb's latest campaign*, 2015



Content marketing: Pineapple, a magazine from Airbnb

Source: Content Marketing Institute, *75 examples of content marketing*, 2014.

What is your opinion about this Airbnb advertisement?

	Very much dislike	Dislike	Neither like nor dislike	Like	Like very much
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 - Do you find it memorable?

	Definitely no	No	Maybe	Yes	Definitely yes
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 - Do you find it trustworthy?

	Definitely no	No	Maybe	Yes	Definitely yes
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 - Regarding content marketing, are you interested enough to read more about the magazine and other work that is provided by Airbnb?

- ☐ Definitely no
- ☐ No
- ☐ Maybe
- ☐ Yes
- ☐ Definitely yes

Q15 - Would you recommend this advertisement to your friends?

	Definitely no	No	Maybe	Yes	Definitely yes
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 - How much attention did you pay to the following?

	Not at all	A little	Moderate	Quite a bit	Very much
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 - Out of the two, which one do you find more innovative?

- ☐ Traditional marketing (billboard advertisement)
- ☐ Content marketing (Pineapple magazine)
- ☐ Neither

Q18 - Out of the two, which one are you most likely to share?

- ☐ Traditional marketing
- ☐ Content marketing
- ☐ Neither

Q19 - Please watch the following videos



Traditional marketing: L'Oreal TV advertisement

Source: L'Oreal Paris UK & Ireland (March 9, 2017).
NEW L'Oréal Paris infallible matte lip paint | paint it loud [video file].



Content marketing: L'Oreal how to video

Source: L'Oreal Paris USA. (February 2, 2017).
Eyeliner makeup tutorial - blue eyeliner with Dominique - L'Oréal [video file].

What is your opinion about this L'Oreal advertisement?

	Very much dislike	Dislike	Neither like nor dislike	Like	Like very much
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 - Do you find it memorable?

	Definitely no	No	Maybe	Yes	Definitely yes
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 - Do you find it trustworthy?

	Definitely no	No	Maybe	Yes	Definitely yes
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 - Regarding content marketing, do you think you will watch the rest of the videos that are provided on the website?

- ☐ Definitely no
- ☐ No
- ☐ Maybe
- ☐ Yes
- ☐ Definitely yes

Q23 - Would you recommend this advertisement to your friends?

	Definitely no	No	Maybe	Yes	Definitely yes
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24 - How much attention did you pay to the following?

	Not at all	A little	Moderate	Quite a bit	Very much
Traditional marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25 - Out of the two, which one do you find more innovative?

- ☐ Traditional marketing (TV advertisement)
- ☐ Content marketing (a how-to video)
- ☐ Neither

Q26 - Out of the two, which one are you more likely to share?

- ☐ Traditional marketing
- ☐ Content marketing
- ☐ Neither

XSEX - Gender:

- ☐ Male
- ☐ Female

XAGE - Which age group do you belong to?

- ☐ up to 20 years of age
- ☐ 21 - 40 years of age
- ☐ 41 - 60 years of age
- ☐ 61 years of age or more

Q27 - What country do you live in?

Q28 - What is your opinion about social media?

- ☐ Very much dislike
- ☐ Dislike
- ☐ Neither like nor dislike
- ☐ Like
- ☐ Like very much

Q29 - How often do you use social media?

- ☐ At least once a day
- ☐ 2-3 times a week
- ☐ 2-3 times a month
- ☐ Less than once a month
- ☐ Never

Q30 - Which social media platform do you use?

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Other

Q31 - Do you follow any company on social media?

- ☐ Yes
- ☐ No

APPENDIX B: Vans SPSS Analysis

H2: Content marketing is more effective than traditional marketing communication

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean	
Pair 1	Would you recommend this commercial: Content marketing	3,42	83	,871	,096
	Would you recommend this commercial: Traditional marketing	2,69	83	,795	,087

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Would you recommend this commercial: Content marketing & Would you recommend this commercial: Traditional marketing	83	,404	,000

Paired Samples Test

		Paired Differences			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
					Lower
Pair 1	Would you recommend this commercial: Content marketing – Would you recommend this commercial: Traditional marketing	,735	,912	,100	,536

“(table continues)”

“(continued)”

	Paired Differences	t	df	Sig. (2-tailed)
	95% Confidence Interval of the Difference			
	Upper			
Pair 1 Would you recommend this commercial: Content marketing - Would you recommend this commercial: Traditional marketing	,934	7,344	82	,000

How much attention did you pay to the following, t-test

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 How much attention did you pay to: Content marketing	3,30	82	,977	,108
How much attention did you pay to: Traditional marketing	2,63	82	,778	,086

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 How much attention did you pay to: Content marketing & How much attention did you pay to: Traditional marketing	82	,603	,000

	Paired Differences			
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
				Lower
Pair 1 How much attention did you pay to: Content marketing - How much attention did you pay to: Traditional marketing	,671	,802	,089	,494

	Paired Differences	t	df	Sig. (2-tailed)
	95% Confidence Interval of the Difference			
	Upper			
Pair 1 How much attention did you pay to: Content marketing - How much attention did you pay to: Traditional marketing	,847	7,572	81	,000

H3: Content marketing is creating a more enduring impression than traditional marketing communication

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Do you find it memorable?: Content marketing	3,64	83	,864	,095
Do you find it memorable?: Traditional marketing	3,00	83	,924	,101

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Do you find it memorable?: Content marketing & Do you find it memorable?: Traditional marketing	83	,367	,001

Paired Samples Test

	Paired Differences			
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
				Lower
Pair 1 Do you find it memorable?: Content marketing - Do you find it memorable?: Traditional marketing	,639	1,007	,111	,419

	Paired Differences	t	df	Sig. (2-tailed)
	95% Confidence Interval of the Difference			
	Upper			
Pair 1 Do you find it memorable?: Content marketing - Do you find it memorable?: Traditional marketing	,858	5,777	82	,000

APPENDIX C: Airbnb SPSS Analysis

H1: By building trust, content marketing is creating a more intimate relationship with the consumers than traditional marketing communication.

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Do you find it trustworthy?: Content marketing	3,18	83	,665	,073
Do you find it trustworthy?: Traditional marketing	2,87	83	,640	,070

Paired Samples Correlations

	N	Correlation	Sig.
Do you find it trustworthy?: Content marketing & Do you find it trustworthy?: Traditional marketing	83	,344	,001

Paired Samples Test

	Paired Differences			
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
				Lower
Do you find it trustworthy?: Content marketing - Do you find it trustworthy?: Traditional marketing	,313	,748	,082	,150

“(table continues)”

“(continued)”

	Paired Differences	t	df	Sig. (2-tailed)
	95% Confidence Interval of the Difference			
	Upper			
Pair 1 Do you find it trustworthy?: Content marketing - Do you find it trustworthy?: Traditional marketing	,477	3,816	82	,000

H2: Content marketing is more effective than traditional marketing communication

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Would you recommend this advertisement: Content marketing	2,85	82	,848	,094
Would you recommend this advertisement: Traditional marketing	2,27	82	,786	,087

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Would you recommend this advertisement: Content marketing & Would you recommend this advertisement: Traditional marketing	82	,596	,000

Paired Samples Test

	Paired Differences			
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
				Lower
Pair 1 Would you recommend this advertisement: Content marketing – Would you recommend this advertisement: Traditional marketing	,585	,736	,081	,424

	Paired Differences	t	df	Sig. (2-tailed)
	95% Confidence Interval of the Difference			
	Upper			
Pair 1 Would you recommend this advertisement: Content marketing – Would you recommend this advertisement: Traditional marketing	,747	7,200	81	,000

APPENDIX D: L'Oreal SPSS Analysis

H1: By building trust, content marketing is creating a more intimate relationship with the consumers than traditional marketing communication

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Do you find it trustworthy?: Content marketing	3,18	83	,665	,073
Do you find it trustworthy?: Traditional marketing	2,87	83	,640	,070

Paired Samples Correlations

	N	Correlation	Sig.
Do you find it trustworthy?: Content marketing & Do you find it trustworthy?: Traditional marketing	83	,344	,001

Paired Samples Test

	Paired Differences			
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
				Lower
Do you find it trustworthy?: Content marketing - Do you find it trustworthy?: Traditional marketing	,313	,748	,082	,150

“(table continues)”

“(continued)”

		Paired Differences	t	df	Sig. (2-tailed)
		95% Confidence Interval of the Difference			
		Upper			
Pair 1	Do you find it trustworthy?: Content marketing - Do you find it trustworthy?: Traditional marketing	,477	3,816	82	,000

H3: Content marketing is creating a more enduring impression than traditional marketing communication

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Do you find it memorable?: Content marketing	3,07	83	,880	,097
	Do you find it memorable?: Traditional marketing	2,53	83	,801	,088

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Do you find it memorable?: Content marketing & Do you find it memorable?: Traditional marketing	83	,533	,000

Paired Samples Test

	Paired Differences			
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
				Lower
Pair 1 Do you find it memorable?: Content marketing - Do you find it memorable?: Traditional marketing	,542	,816	,090	,364

	Paired Differences	t	df	Sig. (2-tailed)
	95% Confidence Interval of the Difference			
	Upper			
Pair 1 Do you find it memorable?: Content marketing - Do you find it memorable?: Traditional marketing	,720	6,053	82	,000