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Content Marketing Guidelines for Cementos del Norte S.A.

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Abstract

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This thesis is a traditional research commissioned by Cementos del Norte S.A. in Honduras, where I did my work placement. It is a cement company, which implemented a new marketing plan two years ago. The objective of this thesis is to find out how the Cementos del Norte S.A. should improve its content marketing.

In addition, practical content marketing guidelines were recommended to the commissioning company. It also explores the influence on social networks, so that the company can create brand awareness, generate more interaction and engagement with its audience and, above all, have a greater presence on social networks. The latter is done by helping them to increase Facebook reach visits and likes, as well as to get more comments on their Facebook page. My main objective is to help them with suggestions to get started with practical content marketing guidelines for Cementos del Norte S.A. Facebook page.

The commissioning company's presence on social media involves only a Facebook platform, which placed limitations on this thesis. However, I also provided the company with ideas for different types of content marketing that they can utilise, both to get started and to improve the quality of their content.

As a result, after analysing their social media platform on the 16th of September 2019, the company got precise information to what is not working on their platform, along with some specific guidelines regarding the process of content marketing. Free tools were suggested to the commissioning party for its use. Through this, the commissioning company can pursue building their brand awareness, so that more people know about Cementos del Norte S.A.

As part of the thesis, guidelines was created by analysing the results of qualitative research, understanding the company's situation, creating buyer personas, selecting channels that fit their audience and creating a content calendar for them to utilise on their social media platforms.

Keywords
Content marketing, brand awareness, content marketing strategy, social media, content creation

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1 Introduction

Due to technological innovation, the shift from traditional marketing to digital marketing has emerged but it has required a rethinking of companies´ marketing strategies, if they want to stay competitive in the new digital era. Content marketing becomes a successful and important tool in digital marketing. Content marketing can be used for all types of businesses from B2B and B2C, from small to large companies. Businesses are interested in increasing the use of content marketing to raise awareness within the target segment through quality information by using digital marketing. They're aware of the limitations of traditional marketing that aims to advertise the product or service without providing valuable knowledge and building a relationship with its customers.

Today businesses who want to be or stay competitive on the digital market should make use of content marketing that fits its target audience and distribute its content on the right social channel. Not every social network works for every business, therefore it is important to know who your target audience isand which channels they use. Digital marketing requires the presence of content marketing, but the communication success or loss depends on the creation of quality content (Baltes 2015,2.)

Brands have been publishing newsletters and filmstrips for many years. Nowadays it is easier to create content due to technology, due to low-cost tools in digital channels like WordPress, Google, E-mail, and buyers' acceptance of content marketing from corporate sources, allowing marketing experts to be more focused in content marketing. Content Marketing is not a choice anymore but rather a need. Rather than companies advertising, the chance is into publishing good content to be always there for potential customers when they are looking for information about a product or service to make a purchase decision. (Lieb 2012, VXI.)

Considering the importance of Content marketing in today´s business I found it very interesting and important for my study. My specialization in marketing allowed me to gain knowledge and practices in digital marketing, where it relates and connects to content marketing. Throughout my internship in Honduras, an opportunity in the marketing area came across, where I carried out different types of marketing activities from the management of events to managing their Facebook channel. During that time, I notice that content marketing was still missing. My interest in content marketing increased to the point of proposing Cementos del Norte S.A. to become my commissioning company for this study.

1.1 Background

Before beginning, it is important to describe the reason of this study. Why are you doing this? The commissioning company is at some extent present only in Facebook, therefore a guideline is important to leverage its skills in social media and extend its platforms. The company Cementos del Norte S.A. will have starting guidelines of content marketing that can be applied in different social media platforms and understanding of social media in today´s business. The guidelines will be given to the commissioning company for its implementation in content marketing.

Before 1990 people had access to four channels: Events, Direct Fax, Direct Mail and Telephone.Today we are having access to hundreds of channels to communicate, to mention few: Blogs, Podcasts, Webinars, Social media ads, Instagram, Facebook, Twitter, Youtube, etc. It seems that today everyone can publish content, become an influencer and have an audience because of opportunities of different channels people approach. This helps small, medium and large businesses to have closer communication with their customers. (Content Inc. Opportunity, Chapter 2)

1.2 Objectives and delimitations

The objective of this thesis is to find out how the Cementos del Norte S.A. should improve its content marketing in social media. My study aims to create brand awareness and interaction in their Facebook social media platform by helping them to increase facebook reach visits, likes, and comments to their Facebook page. It is a thesis report without a separate product. The study provides an understanding of different ways of creating content marketing. In addition, it will give practical recommendations in the fifth chapter for the commissioning party Cementos del Norte S.A.

The commissioning company is at some extent present in Facebook, but a guideline for leveraging its skills in social media is important for continues improvement and the possibility to extend its platform. The company Cementos del Norte S.A. will have clear guidelines of content marketing that can be applied in different social media platforms and understanding of social media in today´s business. The guidelines will be given to the commissioning company for them to implemented.

The limitation of this thesis is the inability to interview the company customers as requested by the company. However, I am able to analyze with the help of content marketing experts and interviewing those that could be their target audience but not direct customers. Also, the company limited themselves to one channel that is Facebook platform. Therefore, I will

recommend them other channels that could benefit them. It is also limited by not having access to their Facebook account due to company privacy.

1.3 Research method

This is a traditional research about finding out how to improve Cementos del Norte S. A´s content marketing in social media. This qualitative research focuses on the implementation of content marketing in social media where the use of e-books/books and articles concerning this subject will be used with the support of previous course content in social media marketing. The empirical data will be collected through qualitative research methods by conducting semi-structured interviews with content marketing experts to obtain in-depth insights into the topic and target audience interviews to create buyer personas, where the interviews will be analyzed. The research focuses on the different types of content that can be created in different formats and its importance to stay competitive in the market. I use two models SOSTAC and SWOT to have a deeper analysis of the current situation of the company and to set a direction.

1.4 Thesis structure

The thesis is divided into five chapters. The first chapter, introduces a general overview of content marketing and impact in social media. Together with the objective and delimitation of the traditional research that aims to increase brand awareness and interaction in digital marketing.

The second chapter introduces the commissioning company, followed by a facebook analysis to understand what is working for them in the current platform and their usage of social media. The SWOT analysis will be applied to the company to understand the current situation of the company and set a direction to the content strategy. In the third and fourth chapters, the topic of content marketing is introduced to have a deeper understanding of the importance of using this strategy. Along with understanding what types of contents there are to be able to use them.

On the fifth chapter, guidelines were created for the commissioning company. This is implemented by using the buyer's personas, SOSTAC planning model, and created a content calendar with recommendations of content in different platforms. The interviews conducted with content marketing experts is then analyzed and finalized the conclusion of the study, based on the interviews and the content marketing study.

2 Case company Cementos del Norte S.A.

The commissioning company started their operations in 1958, with 60 years operating in Honduras (Central America) it is known for its quality cement, strong brand image and trajectory. It has a presence in the national cement market (north, west, central and east). It also has a presence in the international cement market (Belize, Cayman Islands, Canada, Venezuela, Peru, and Haiti). They manufacture different types of cement to meet the high-quality standards demanded by the normative. They currently have eight types of cement for every need and the capacity to produce cement on demand. They are the largest company nationwide, that have a cement grinding capacity of production of 2 million tons of cement per year. They have the largest production capacity and products to export in Central America and the Caribbean, it also has the most modern plant in Central America. At the moment with 379 employees. Their main competitor is Argo´s and a new Chinese cement that is entering the country with a low cost of advantage. The business is also known as BIJAO since that is the name stamped in the product.

They have developed client loyalty plans to maintain loyal customers. The establishment of a call center in the marketing area by this the company will have a quicker answer of their clients based on their customer's service support and a B2C channel. Cementos del Norte S.A. is a socially responsible company. It is a member of the Honduran foundation of corporate social responsibility FUNDARHSE. It supports the integral development of the education of the children of employees. It contributes to the daily feeding of children. It gives preparation and maintenance of schools among others.

The Cement production process in Cementos del Norte S.A.

- Mining Geological Studies
- Extraction of Materials (quarries)
- Preparation of raw materials (crushing)
- Grinding of raw materials (grinding raw flour)
- Clinkerization
- Production and storage of cement (we produce the type of cement)
- Packaging and dispatch

Customers Construction Professionals (Civil Engineers, Architects, construction masters, and bricklayers).

Knowledge Cement Production

Passion Civil Engineers transcending through their work. Architects are recognized for their artistic creations and designs. Work masters is recognition of their peer. Bricklayers to become more than a bricklayer.

2.1 The company vision and mission

The company vision is to be the leading company in the cement industry of the country, recognized for offering solutions-oriented to social welfare, progress, and sustainable development.

Regarding the missiong the company dedicated to produce and market cement of the highest quality, in a sustainable manner, a national leader in its field, highly productive and fully human and innovative, competitive and strongly oriented to the satisfaction of its customers and consumers; with a growing international presence, generating value for its shareholders and collaborators.

2.1.1 SWOT analysis for Cementos del Norte S.A.

The SWOT Analysis is commonly used in businesses for the strategic management of a company. In other words, it is the strengths, weaknesses, opportunities, and threats of a company. It is a framework used to evaluate a business competitive position and to develop strategic planning. It Assesses internal and external factors. (Grant, 2019). When a company makes use of this technique it helps to know what needs to be improved to remain competitive, where you are very good at, that makes you unique from the competition and recognizes your competitive advantage. This tool can guide you to create successful strategies along with your team as it gives you an overview of the company´s position.

Table 1: SWOT Analysis for Cementos del Norte S.A. Social Media (Course, 2017)

STRENGTHS	**WEAKNESSES**
• Social media knowledge • The brand image is well recognized in the country for its trajectory • Good Facebook Profile appearance • Use of Keywords	• Not much brand presence in social networks as the competitor Argos. • Lack of content marketing • Only using one social media channel (Facebook) • Time management with the provider

OPPORTUNITIES	THREATS
• Raising your target audience • Brand presence on social media • Teach how the company care of its people, not only the company • Pursuit B2B and B2C preference of your brand	• Duplicating similar content • Duplicating video style • Video quality • No interaction with followers

Strengths

The company has a provider that manages its social networks and other services for the company. They have good knowledge of social networks and their functions, as well as demonstrating their abilities. They have made improvements in their content, above all, they have raised their target group. Video and photos are the types of content mostly use in their Facebook platform.

Weaknesses

The competitor well stands in social media providing good content that show stories that reach the heart. They reach 325.240 followers till July 17th, 2019 were the engagement with their audience is remarkable. The Company is currently with 9.137 followers till July 17th, 2019. The firm is currently using only one platform which is Facebook, which in a way is good to focus, to create quality but the opportunities to reach their target audience could increase by using other platforms (Instagram) and creating educational blogs, at the moment there is no use of Blogs. The company´s provider sends the contents one week before the deadline to be approved by the brand assistant, therefore there is not much time to modify. It is necessary to schedule appointments where the brand manager and the provider can have the same goal and can agree on a content calendar. Time management is important to create quality content otherwise, the results can be poorly.

Opportunities

The enterprise does many educational events for its loyal customers, builders and its employees. Social media is a good chance to show what the company creates for others, not only talk about them nor their products. The company can show gratitude to the builders which are a key element in the cement industry, the builders can pursuit preference of Cementos del Norte S.A. brand to the business. When creating an event, they can have incentives to make their target audience follow them on Facebook or with the game of

#hashtags to raise the target audience in social media, still making sure you are creating excellent content to engage that may create a loyal customer.

Threats

The company is requiring the overall importance of content marketing with its effectiveness, to stop creating similar content, videos that have the same styles or even with poor quality that has been created. This is a big reason why they aren´t attracting followers because content needs to be educational, entertaining, inspiring and convincing which will be explained precisely. But always needs to be trustworthy.

Cementos del Norte S.A. Facebook analysis

The company is running a Facebook page, the only platform currently in use. Therefore, this analysis will focus on their Facebook profile. With the Support of LikeAlyzer social media analytic tool and website grader free tool, the company´s FB and website were analyzed. One of the reasons for analysing FB insights is to know which content is favorable for your company and which ones are not based on the engagement you get per type of content; it helps you to publish the correct content to the right audience. Key metrics that can be easily analyzed are the number of likes, shares, comments on a post you have as it indicates they are enjoying your content. Comments gives you direct feedback from your audience either for better or for worse, negative comments are indicators to re-evaluate the content you have published.

Having a deeper analysis of your platform will help you understand which type of format your audience prefers "photos, videos, links, checklist or so on. With help of insights panel a company can make a deeper analysis of its social media platform where you can export directly to Excel. As Jon Loomer said The Four metrics are: Fans Reached which is not the same as "Post reach", you can find the number of fans reached where says "Lifetime post reach" by people who like your page. Another metric is "Engaged fan" which is anyone who clicks anywhere within your post or generates a story about your post even if it doesn´t result from a click. A "Post-consumer "is a user who clicks anywhere on your post by comment, like, share, link click, video play. Share etc. The Fourth metric is "Link Clicks", it drives traffic to your website, by this people need to click the link, not just like the post. (Loomer 2013).

The commissioning company opened Facebook in 2017 with 173 followers on February 7th, 2017. Last Year, October 2018 they had 6,517 followers, this year 2019 with 9,339 Followers and 9,267 Likes. A Growth of 2,822 in a year between October 2018- September 2019. Based on the opinion of four people the company is rated with 5 out 5, this means

how many people recommend the page, this is an indicator to incentive more people to leave a review.

After checking the company's Facebook content, I have notice positive indicators. The Profile photo is suitable as it represents the company logo with its colors that represents the company. Most of the content is visual images which is something good when creating content as people remember images more than only text. Their website is linked with Facebook, which leads to website traffic when people are looking for further information. In the “about” section, the important information as History, products, mission, opening hours, address, phone number, and google maps is well-structured. In 30 days of September, there is an increase of 2% in likes that corresponds to 1,250 new likes but 30 stopped following the page (Photos below). The videos overall have good quality and timing, short but direct to the point. They use videos that entertain like the game where people participate in a game to win a stadium ticket entrance.

On the other hand, the company need improvements in their Facebook platform. The company has low social media presence compared to the competitor, as the latter publish different types of content that has high rate of engagement. There is low engagement with the audience based on the ranking. Post per day is 0.3, the page should optimize the number of posts per day to increase engagement. Too little or too much can affect the results, the quality that has been produced is what matters. Cementos del Norte facebook page has liked only one page which is not enough. Liking other pages that are associated with the company interest increases cross domain interest. Interacting with other pages expands your community and you can find new opportunities as business partners. The company is not responsive towards the audience´s comments which can be perceived as their lack of interest of their audience. Therefore, there should be an interaction between the company and the audience to increase engagement. The company´s Response Time is two days, which indicates poor service level. Other companies´ waiting time is within 24 hours, which is a good example. The commissioning party´s website needs much more improvements; their page speed is an important key factor. People can abandon the website due to the low speed of the website. Some videos are produced without being conscious of the security of the builders, for instance, a video where the builder is building without protective gloves. Introduce content that educates, where people can learn from the company.

Image 1: Statistics of September this year new followers on Facebook (Screenshot from Cementos del Norte Facebook Insights, 2019)

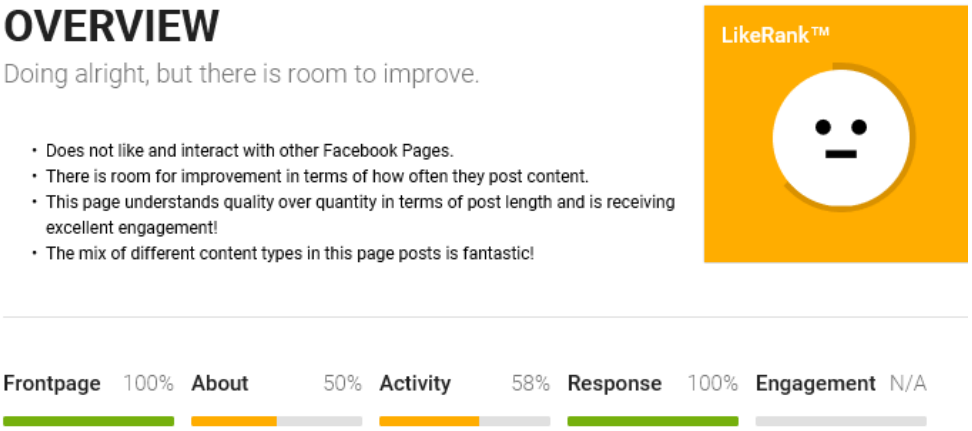


Image 2: Overview of the Commissioning company Facebook page metrics (Screenshot from LikeAlyzer analytic tool, 2019)

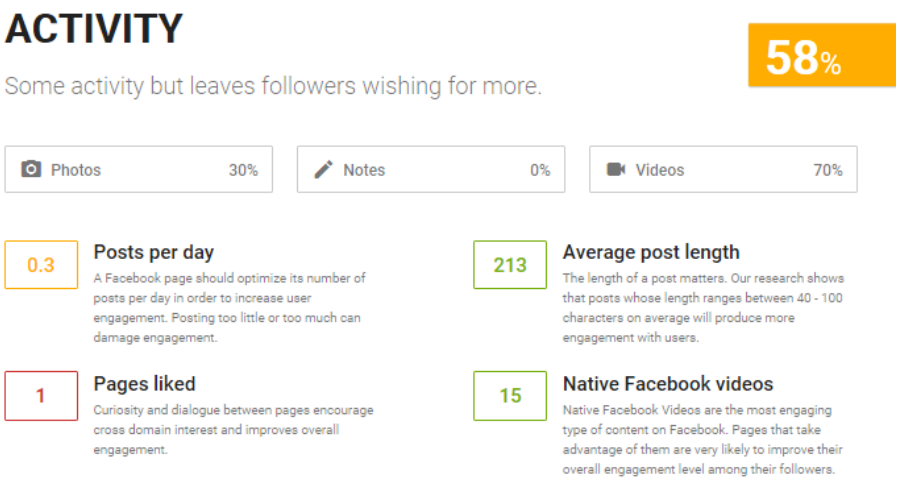


Image3: Ranking of Cementos del Norte S.A. Facebook page (Screenshot from LikeAlyzer analytic tool, 2019)

Image 4: Likes Growth and Page respond level of September this year
(Screenshot from Commissioning Company Facebook Insights, 2019)

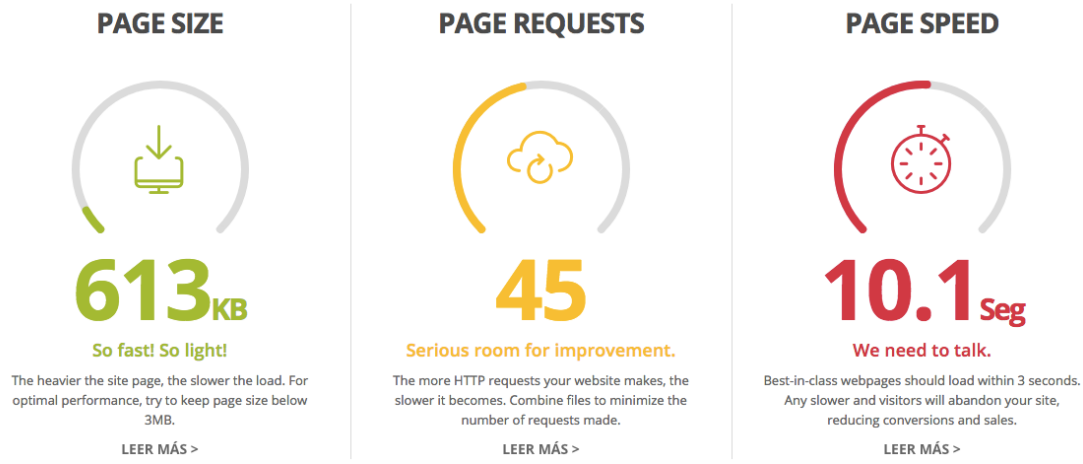


Image 5: Website Speed, size and page requests metrics
(Screenshot from Website Greater Tool of Cementos del Norte Website, 2019)

2.1.2 The competitor analysis

The purpose of creating a competitor analysis is to identify what types of contents, in which formats competitors are producing content to their audience, how frequently the are posting content and if they are producing quality or making use of visual content and evaluate how engaging is their content with their audience in their social media platforms. Analyzing their platforms is the fastest way to evaluate their marketing efforts. Checking their social media presence will help the company to determine if opening a new social media platform is needed and how they could improve their content creation and SEO.

The main competitor of the commissioning company is Argos company, their Facebook page was opened on April 19th, 2010. This year 2019 they had 325,017 followers in Facebook and 324,609 page likes. Its Facebook profile photo is adequate as it represents the

company colors with the logo Argos. Their Cover page has an emotional message “Imagine everything we can build together” with kids’ image on the cover. People are touched by emotional content or images. Their website is linked with Facebook, as the commissioning company does. Argos is not only active on Facebook. However, they are active also on Twitter, Linkedin with 188,256 followers and Instagram with 26,7k followers. Argos is a great example of using different social media channels for cement industry.

Their scoring is 4.3 out 5 in reviews based on people opinion, which shows that people considered Argos as a recommended company. Their type of format is more or less visual videos and images. The company don´t use eBooks or articles formats. In their Facebook post, Argos asked questions to their audience to interact, but they don´t use heading, bullet points or number lists in their published videos. Their posts have no spelling grammar errors. Questions are always good to make users interact on posts. They respond most user comments and interact with other Facebook Pages. Types of Hashtags they use: #cemento #GrandesPersonas #PactoporlaIgualdaddeGenero #CreciendoJuntos #DiaDelAmorYLaAmistad #Honduras.Their Hashtags are based on the context they produce for instance "In a post, they are hiring people" so their Hashtags is #Bigpersons. Frequently Publish Content from Tuesday till Sunday 5-6 days per week, mainly one post a day. Mondays they don´t post at all.

The company uses educational content as an example of a video they posted "Today we show you how you can make some candlesticks to decorate your home. Share the ideas in #cement that you would like us to materialize together" (Argos Facebook). They Link the company website when Argos is recruiting people which is a good way to take them directly to its website. As an example of interaction with its audience, a post can have 19 comments, 78 shares, and 203 Likes. Although they have a large amount of followers, it doesn´t cover all their audience, therefore their engagement is 35%. They are using Call to action “Leave us your answer in the comments”. One of the biggest reasons for their large number of followers is because their audience is not just from Honduras but from different countries that Argos is located. This might not help to control each country individually. Another competitor named Cementos Progreso, apply Inspirational content. The content did not just emphasize on the company itself. #Guatemalansthatinspireyou this is a unique example of not just talking about its product or service. Neither Argos is currently using emotional content.

Image 6: On the left is Interactive content, on the right, is content that Inspires "Emotional". (Screenshots from the competitors Argos and Cementos Progreso Facebook page,2019)

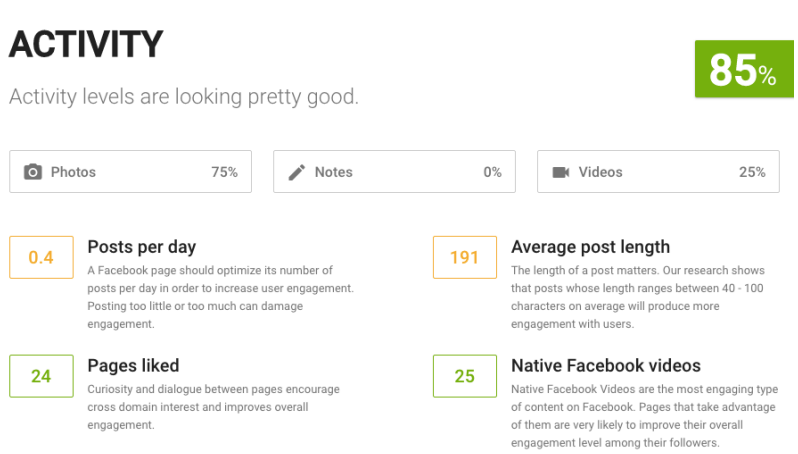


Image7: Ranking of the competitor Argos Facebook page (Screenshot from LikeAlyzer analytic tool, 2019)

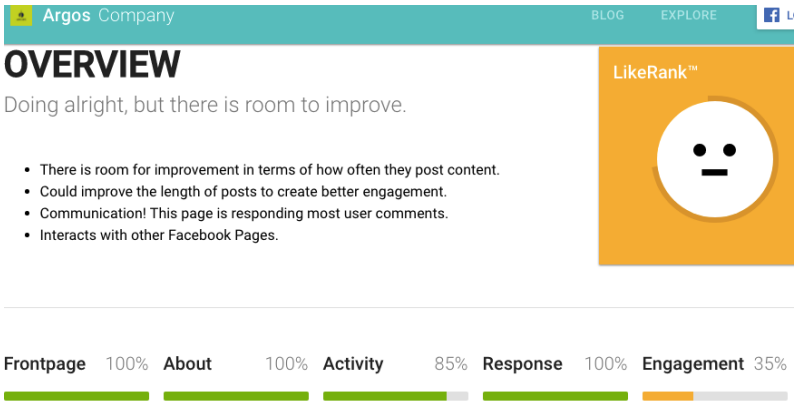


Image 8: Overview of the competitor Argos Facebook page metrics (Screenshot from LikeAlyzer analytic tool, 2019)

Table 2: Tools used for analysing your media platforms

Site	Use
LikeAlyzer	Tells which sections need for improvements and how well you are engaging
Website Grader Tool	Measures efficiency of company´s or competitor marketing, website and Facebook fans
Buzzsumo	A social media tracking tool. It advises you on what are people talking about over different social platforms that give more attention. You type a topic or competitor URL; it shows you the most popular content by topic or on a website
Google Alert	Is used for created alerts of competitors in the tool, it sends a direct note when a competitor URL, company name or founder is mentioned online
Visual Ping	This tool monitors website by itself, when your competitor makes even minor changes, they send you an email alert. It saves your time, so you don´t have to be pending their changes

Table 3: Tools for content ideas

Site	Use
Quora	Is used in finding questions that people are asking related to your topic/industry. You can create content by answering the questions of concerns people might have
Reddit	Gives fresh content ideas. It keeps you up to date of what is trending at the moment. This helps you know what people are discussing. You find communities based on your interest and turn into an online community
HubSpot´s blog ideas generator	Helps to get blog post ideas for a year. You enter general topics on what you want to write about and will give you ideas based on your topics

3 What is content marketing and why it´s important?

Daily more and more people are applying search engines in social media to research for content and get together on their network. For a business to succeed in this age, it needs to drive people to their website. By creating content where it can build a permanent source of traffic, leads, and sales. The objective of content marketing is to lead the reader to a website, sale, set up a discussion or provoke an additional click. It´s to incite a reaction. If no reaction occurs, the content is inadequate. It is important to know that the more adequate content you make, the closer your customer will follow you.

It's all about the creation, publishing, and promotion placed on a carefully designed and tested landing pages. Interesting and unique content is needed; it should help people to solve their problems. It is about giving valuable content to your audience without necessarily selling the company´s product or service. As MicheleLinn says content marketing is educational, it´s not about the brand, your products, or services. It is about your audience. What do they care about? It can be published in Blog posts, articles, white papers, videos, e-books, webinars to mention few. Your content requires to be perfectly optimized; the title and headline has to be engaging to capt the readers' attention for action. When creating video content, you need to have the right picture in the right video with the right content in the exact moment to reach attention. (Linn, 2018).

Optimizing the conversation between the client and the customer by having a good conversation will attract them and create a good relationship that will lead to a buying decision. It´s about providing content that no one else is, gives you extra value and engagement with your audience. As an example, to be more precise: A lawyer opens a Youtube channel where he advises people on legal issues for free. He is giving educational content that is helpful for possible clients. He is not promoting nor selling his service with a commercial ad but rather giving free advice that answers specific concerns people have where they can´t get for free elsewhere. It is not about pushing or promotion your brand to buy you but to create strong bonds. It is about showing credibility to become trustworthiness. Becoming trustworthy, accepted by the audience, turn a reaction of loyalty with your potential customers, it´s more likely to reach the right audience. This will enable a strong relationship with your audience that will lead to increase profits. Creating engagement and loyalty with your ideal customers takes time, efforts, consistency where the experience is essential to create an unforgettable moment for your customers, to be in the mind of the client. (Lieb, 2012).

To be found by the right audience as said by Michele Linn answering your audience´s questions is a keyway to be at the top of search results. It is about giving the content they are

looking for without searching but appears in the right moment. Once you have reached your loyal audience, they will follow you as subscribers, fans, customers or even an active customer on your channels as a result of interest and engagement you have built. After all, your audience will get to know your brand and purchase your product or service without you promoting it, considered as new customers. YouTubers/ Influencers create content that capt attention and turns watchers into customers/fans, they are consistent in their content, watchers find them trustworthy with the content they publish. (Linn, 2018).

A company that creates content that answers the customers' concerns gives an added value. The “push” old marketing was more about promoting and selling the product/service itself by showing its benefits with a more " Buy me" message that is no longer working. But “pull” content marketing is a strategy of creating bonds with its clients, to address their needs and interest, to be trusted by the watchers' eyes. (Lieb 2012, Introduction).

There are many ways to create content marketing, the following ways are inspiring content marketing examples to create connections. (Harris, 2019).

Tell their stories by asking influential members of your audience to share their experience with your brand without persuading their opinions, so that it´s reflected essentially. This kind of action can happen in an event, where you interview (as a video) one of your attendees, were they can express their experience at the event. (Harris, 2019).

Place your product in a practical context by creating content that provides exclusive tips or personalizes offers where they can get something extra for being your loyal customer. You can share a new app with your loyal customers where they can get to know about the special activities approaching with incentives. (Harris, 2019).

Solve problems with self-serve utility where the company can provide them with easy access to their questions or other customized solutions related to the industry. For the cement industry, the company can create a portal of current customers where they can track their shipment with a chat section integrated. (Harris, 2019).

Open discussions that promote worthy causes where the company can create informative content that increases awareness of essential social issues were racism, mental illness, bullying or homelessness is heard by raising the company voice for those who need it. Always lead by actions. (Harris, 2019).

Prioritize customer value where you can gratify loyal customers by giving them privileged content, that cannot be found elsewhere. In this section means not forgetting your old customers. Prioritize them. (Harris, 2019)

Content Marketing is important since you can reach more people of your target group once your content is of interest. You can reach people worldwide instantly with the use of a mobile phone. When they look for you rather than the other way, it´s a good signal of the creating of your content. It is a way of reaching to others without you looking for them. Is all about being there for them but most importantly be Authentic. It makes the watchers more educated and informed that creates value and help those in a more efficient way of learning " by the experience". It helps them in the purchase decision, they become loyal to your brand and the use of word of mouth to recommend others about your company or service. As said by Silvia Hope" Content Marketing Is one of the most cost-effective methods to drive traffic to your site, build trust with your audience, and convert website visitors into paying customers." (Hope, 2019).

Social media is more value to money compared to other marketing channels, but it has its cost as well. To become a member of the social networks such as Instagram, Youtube, Facebook doesn´t cost anything. However, for companies many of their services are not for free, it is a matter of time. Spent time is the biggest cost that you have to pay for using social media effectively. It means that you have to be active with your potential and existing customers. Time spent multiplied the hourly wage of your workers dedicated to work wiith the social media channels. If you create good content, you will reach many other prospects. That´s how many small enterprises are growing rapidly with the use of content marketing in social media, as an example " Make-Up artists". In their platforms, they give advice, give tutorials and show a noticeable strong communication with their prospects. (Williams, 2015).

With the use of technology, buyers find information by themselves. Therefore, taking advantage of spreading your voice more effectively with the creation of informative, valuable and compelling content will influence prospect customers. What is helping content marketing to grow in today´s business is the internet speed, use of smartphones to reach every single person and the evolution of digital marketing channels like Facebook, Instagram, Twitter and Youtube. With the use of social media, companies are having their advantages with a closer relationship to show up with its content online. Through the use of social media companies can interact easily with their users, it encourages them to share their experiences. (Decker, 2019).

3.1 Advantages and disadvantages of content marketing

In this chapter, the advantages, and disadvantages when making use of content marketing in today´s business are explained briefly. This is to comprehend the importance of applying content marketing in a business.

Table 4: Expert Journal of Marketing. Advantages of Content Marketing (Vinerean,2015).

Loyalty	When creating valuable content where the interactivity and engagement of your prospects are noticeable, you create a long-lasting relationship with your customers and prospects.
Found by potential consumers	When your content is of interest, they will look for you rather than the other way. It gives you the opportunity to be heard worldwide, not only the local audience can be reached, it also makes an impact in their life.
Interested prospects	You get a clear, defined audience as you attract your customers. Your content will attract real customers.
More Profit	You make their purchase decision easier as they trust you.
Communication	You can interact and communicate with your clients in real-time with the use of social networks. With prospects, you can provide and acquire information
Social Networks	With the use of technology, the interaction with consumers is a more useful and approachable way of doing business by the use of different platforms as " Whatsapp, Twitter, Facebook...". No need to be physically present.
Growth	Drives the growth of a company by attracting, interacting and delight the consumers to generate credibility, motivation, and trust. It´s adding value in each of the phases of the buyer´s journey.
Added Value	Provides Value to the Customers or Prospects, creating loyalty to the company. It educates the client by sharing content that inspires, educate, motivate or entertains. Providing them with blogs, videos or articles on your website it´s an added value.

Table 5: BUSINESS INFO.CO.UK Disadvantages of Content Marketing

Consistency	If you are not consistent in your content you can fail, you have to deliver a consistent message to be reliable based on your goals, strategy, and needs.
Knowledge	Not having enough knowledge to follow the right process will lead to wrong results. It needs an established process to measure the results of your content to understand your effectiveness.
No immediate results	It´s a long process that needs time to make that strong relationship with prospects. Content marketing is about iterations, an iterative learning process.
Content Ideas	In the beginning, it will be hard to come up with content ideas, with the time it will become easier, along with the use of a content calendar and keyword research to find out what people are searching the most, to give you ideas on your content.
An Investment	If you are lacking time, the help of a marketing agency need to be considered to create relevant content that requires time and cost for the commissioning company to the agency.

3.2 Key concepts

Content calendar: It´s a free tool for setting up your daily tasks, enables you to keep track of your content process. It helps you plan your content creation earlier to create good content. It is a good way of starting to use it is by adding a list of ideas for content title. It enables you to create your content topics ideas in advance, stick by specific deadlines where someone is responsible to keep the calendar up to date. This helps you write your recent ideas to be published over the next few weeks. It clarifies your content creation process. Some free content calendar tools are Microsoft Excel and Google Sheets (Constant content, 2018).

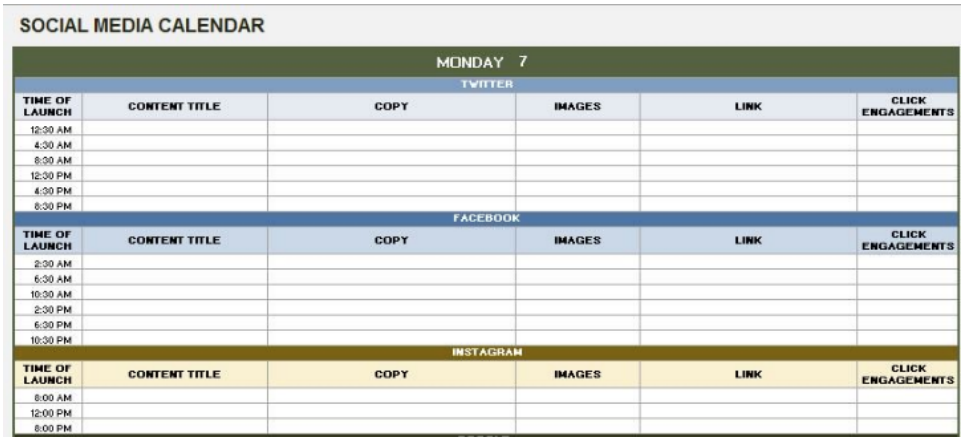


Image 9: Social Media Calendar, Screenshot from Pinterest, 2019

Content channel: The three types of content distribution channels are: owned, earned, and paid. The channel depends on the company audience and resources. The owned channels are any online property that the company can control on their owned channels. As for example your website where the company is the only one in control to decide what to be published and when. Other owned channels are: the company social media profiles, blog, youtube channel and mobile app. The Earned channels are when the company is mention by third parties. Is people in general who shares or promote your content. It can be online mentions from influencers, media mentions where your company is mentioned on magazines and publics where your customers leave a review. Some examples are: word-of-mouth, visitors' reviews, visual posts from customers and bloggers mention. The paid channel is any publishing content that the company pays for putting their content where customers or potential customers can find them. For instance, pay-per-click, paid influencer content, social network advertisements, traditional advertising and search engine search (Decker, 2019).

Content channel is the channel through which you published and promoted your content. Depending on your type of content, you will decide which channel to use. If you decide to publish a video you can use YouTube, or a video publish on social media platforms (Facebook, Instagram, Twitter). It's an article, you can post it on your website and if a blog content then in your blog profile. That´s why it´s important to incorporate different channels to share your content. To mention some paid content channels: Paid search, Facebook promoted posts, Instagram Ads, SEO, Promoted Tweets on Twitter. For owned content channels: Social media platforms, Website, Your Blog page, YouTube and Email Marketing. The main purpose is to have order and structure for the content you will be posting online (Zea, 2017).

Content goal: It is what would you like to accomplish with the creation of your content. It can be engaging with your customers on Facebook, get more visitors on your website or increase brand awareness. When your content goal is clear, your content creation needs to be aligned with your goal. This is the first step before coming up with content ideas/creation (Hub spot, 2018).

Engagement: It is the relationship you create over time with your customers which involves reactions your readers make when looking through your content such as "Like, Comment, Share, Re-Tweeting, Clicks, Reach, Impressions". It is an interactive strategy that makes your followers connect with you. One way is to encourage your followers to react over a game for instance "Test your knowledge game", The Use of Hashtags in an event or just by asking questions in a post. The action your readers make is a signal of how relevant is your content for them (Feldman, 2018).

Search engine optimization: The SEO is making sure your website has great content. Google analyzes everything that is on your website. SEO is organizing all the data on the internet so when people look for something, they will find interesting content. It focuses more on how people engage with a particular brand, product, and service. The website speed is an important SEO factor, faster loading speed, a better user experience. It requires more work to do and is not free. The use of Keywords is essential to be found easily. When a company makes use of SEO it helps to increase traffic to their website quicker and reach a more segmented audience. The first pages that pop up when searching on google are the ones that get the most clicks, this is one of the reasons why companies should use SEO. There are many factors for Google to determine what should go on the first page as Keywords, Content, Image Description, Title, URL structure, page speed, sitemap and so on. Is a long-term investment that will be rewarded in the time being. (Leist, 2018).

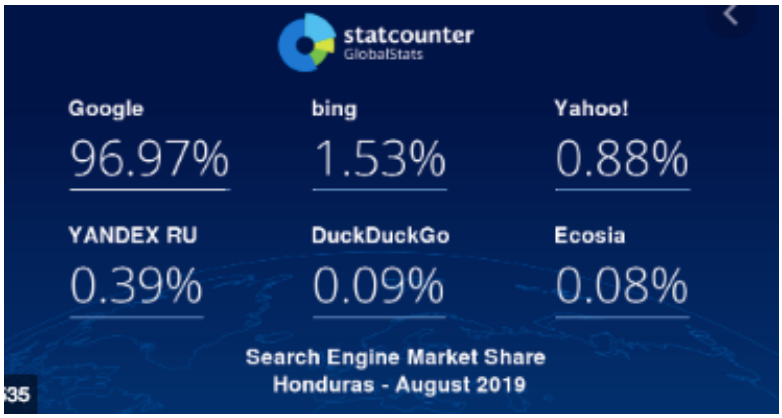


Image 10: Search Engine Market Share Honduras, Screenshot from Stat counter, 2019

Consumer behavior: It is the buying preferences of people; the way they make decisions when buying. As sais by Tara Schofield “It is the study of how people make decisions about what they buy, want, need, or act in regard to a product, service, or company. It is a way of knowing how potential customers will respond to a new product or service. It helps companies identify opportunities that are not currently met." The three factors that affect consumer behavior: Psychological factors this is about people's perception, motivation, and attitude. Personal Factors this is based on an individual's interest, habits, or age that influences. Social Factors are about educational level, trends, lifestyles or belonging to a culture (Schofield, 2018).

Audience persona: As said by Carly **“**It is a fictional character based on real data and market research who represents a segment of a target audience. It is what methods marketers and content creators use to help them implement solid marketing strategies and create quality content”. The audience persona helps you to give a better understanding of who

your target audience is to develop your product, service or content. It is about understanding what kind of aspirant you need, where they are, and how you can find them. A way of guiding you to the needs of your clients to create better content (Carl, 2018).

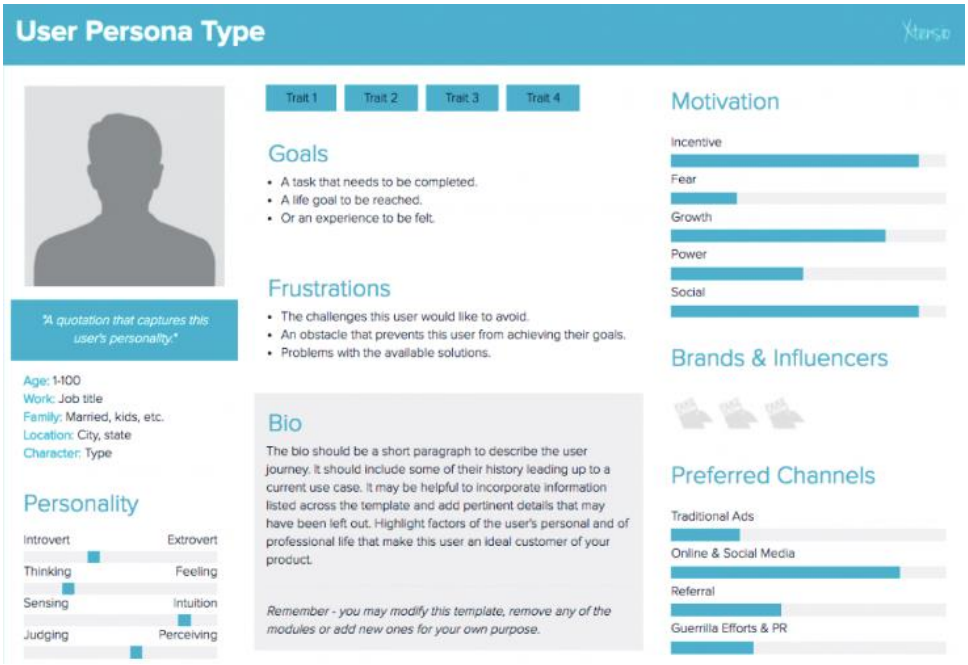


Image 11: User Persona Type, Screenshot from Xtensio.com,2019

Content-type: It is the format where you will write your content to support your audience engaged. It can be in different shapes as articles, blogs, social media videos for promotions, infographics, checklists, newsletter, etc. Not every type of content will work for your business, that´s why one of the first steps is knowing which format works best for you. Any type of content has its particular attributes, each can be created, used and shared in various ways. (Decker, 2019).

3.3 Different types of content

The content matrix gives you a general view of the content formats and it´s goals. Content that educates and convince is more Rational. Content which will entertain and inspire is emotional. Customers purchase due to emotions and they support the buying decision thanks to rational reasons, that why we need both of them. The purchase decision arises when people see the "rating" or "pricelist" in a particular service or product, but people watch infographics when they are just beginning to explore the new product or service brand. But always keep your content marketing purpose in mind during the process. (Lipovic, 2019).

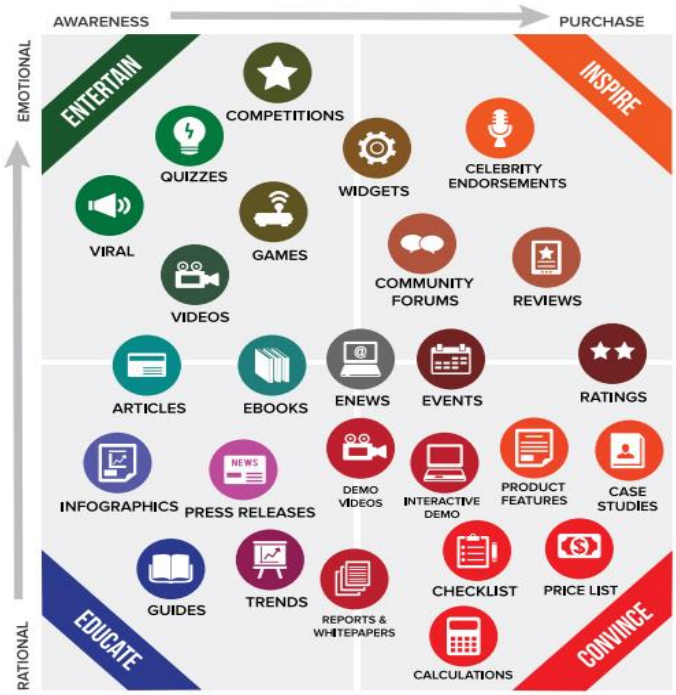


Image 12: Content Marketing Matrix, Screenshot (COOLER INSIGHTS, 2015).

3.3.1 Content that educates

In this type of content, you share your knowledge to your audience, something that will help them to improve. They are looking for information that will educate them and help them grow in their life. As said by Bojan Lipovic " The key is to share interesting, relevant pieces of content that´ll help them feel empowered and educated, capable of making informed decisions around a subject. They are starting to move from an emotional connection with your content to more of a rational one". Customers are looking for credible information on the internet, rather than advertisements, that's why consumers must be educated about the product and services. Sharing valuable knowledge gives an added value to the company. One way of educating your audience is by answering questions and concerns they have. (Lipovic, 2019)

Is also important to keep the content short and straight to the point, people are too busy. You can create guides, such as" 7 steps on how to use" is something that helps every company or Tutorial articles" 7 Tips to produce". Infographics are more expensive to generate, but the visual information is easy to follow and a good way to educate and grab attention. Content formats used to educate are: Articles, eBooks, Infographics, Trend reports, Guides, Whitepapers & Reports, and Demo videos (Lipovic, 2019) (Digital Marketing in Modern Business Course, 2018).

On social media many times we see personal trainers that show us their everyday activities, tips, and diets. We are constantly inspired and educated by the content they give us on a daily basis. On the other hand, they encourage their followers to buy their " ABS Challenge " for the educated content they share which allows the audience to feel like their content is trustworthy. (Digital Marketing in Modern Business Course, 2018).

3.3.2 Content that entertains

People are looking for content that entertains them, no boring data but rather fun. The content formats used is competitions, Branded Video, Quizzes, Games, eBooks, Articles, and Social media posts. It is creating content that makes people laugh and makes them want to share it with others because they feel identified. People remember a fun experience, it´s become unforgettable which many times videos that entertain become viral. Not just videos make it fun but there is plenty of formats that are used for entertainment content. The benefits of creating content that entertains: It has the potential to blow up the internet because it gets shared quickly, it humanizes your brand and makes you lovable, it keeps visitors on your site, it´s fun and you get a stronger relationship with your customers (Vaughan, 2017).

As Lasse Ruohiainen" Entertainment is more with emotions and we use it to get people´s attention" awareness". When a company is launching a new product they can make a lottery or give a free dinner. Quizzes are a very dynamic way of learning. For instance, having a Quizz on your website to evaluate themself and helps them find their gaps in their knowledge "How much you know about different types of cement". (Digital Marketing in Modern Business Course, 2018).

As an example, influencers show videos of our daily bases situation that we confront. Most of their videos are storytelling of people´s experiences.

3.3.3 Content that inspires

At this stage the audience knows about your product or service, now is time to inspire them and engage with your brand, it can be by sharing positive reviews, bringing a speaker to an event that can inspire them or opening community forms. The inspirational content relates to emotional decision-makers specifically in the shopping. When we have social proof as when we see other´s use the product or service then we feel inspired. Celebrity endorsement means having a celebrity saying something good of the product "about a specific product" most probably people will buy. (Lipovic, 2019).

The content formats used is community forums, celebrity endorsements, reviews, rating, events, and widgets. Influencers are likewise good to influence your market. A testimonial is valuable in Inspiring audience; it can be written or in video format as people trust other consumers. Reviews are good since it gives you an overview of a customer that has experienced the service or product. Community forum helps and shares ideas to help a company to get more awareness. Andrew Davis from Author Brandscaping says. " Every consumer journey starts with a moment of inspiration. This is the single largest content opportunity to drive real revenue for your brand. Create moments of inspiration to send your consumers on a journey. When you harness emotion you inspire people to act. Each piece of content should create an experience, using emotive, inspirational, suspenseful and personal stories." (Digital Marketing institute, 2014).

As an example, IKEA place app lets people see how their furniture would looks like in their own home before buying it. It creates an emotional experience for the customers and non-customers.

3.3.4 Content that convince

This is the final stage where you settle the leads into sales ready. You need to boost what they have learned about your company. You need to be authentic and convince them in this stage for the buying decision. Prove to them that your product or service is effective, although it needs to be suitable to what they are looking for. The formats used: case studies, webinars, checklists, calculations, pricing guides and datasheets, interactive demos, product features, and whitepapers (Lipovic, 2019).

As said by Lasse Ruohiainen "Checklist are very important, easy to do and short. It communicates a structure for consumers that will buy something new that he or she don't know how to use. Is good for B2B and B2C. Webinars are online seminars that has become powerful, it helps in the convincing stage " (Ruohiainen, 2018).

As an example, when apple launched a video of " The new Macbook-Design" were they convince the watcher that great design matters.

4 Digital content channels

Technological innovations help marketers to create, illustrate, and publish content. There is a huge list of digital content channels and still growing due to innovations. To mention a few, there are blogs, social media, webinars, and articles. Each channel has its advantages and disadvantages, with a different audience, targeting potential and benefits depending on the needs, focus and target audience. Some channels can be utilized depending on your target age group. To find out the best channel for your organization is to experiment and test based on your content goal, strategies, and needs.

Be prepared to fail and learn from mistakes. A type of content you publish might not work on Twitter, perhaps works on another channel or another form. The channels you use for publishing content are known as tools. (Lieb 2012,61.)

The digital marketing channel in social media are social network websites like Twitter, Facebook, Instagram, Snapchat, Pinterest. Wikipedia defines social media as interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. (Wikipedia, 2019)

Instagram

This platform has over 25 million businesses present on Instagram. With this tool, you can increase brand awareness. Businesses can use Instagram by adding value with your content, not by just posting product images but instead address through humor by posting funny quotes or memes. As a business, you need to maintain a consistent theme meaning tone of voice, similar filters, color palette, and hashtags. Engagement is an added value. In this platform, you can reply to comments on your posts, create giveaways as people love the most on Instagram and give appreciation to your followers who mention your brand.

You can create Instagram Ad campaign to spread brand awareness and increase sales. Your ads need to be visual and compelling. To create an ad campaign, you need to switch your Instagram to a business profile and unselect private account to make your business account public (Forsey, 2018).

Twitter

This media platform has its similarities with blogging but is smaller and faster. The limit of tweets are 140 characters, therefore your posts need to be compelling and brief. Negative or Positive discussions that happen around brands or services can be monitor. You can

direct people to your web by posting links in tweets. A fast reply system that addresses breaking news or sensitive issues and direct followers to a direct comprehension on their web via links. It is used to connect people and share their ideation with a huge audience. If your brand is mention on twitter, you can retweet their mention by this you engage with someone else (Lieb 2012,80).

Linkedin

It is a social network launched in 2003 that speeds up the networking process, you can create boundaries through this platform, search for new candidates worldwide without being face to face. Because you can share white papers, general information, pictures, and blog posts directly. People use Linkedin as a professional platform, your cv, posts, images, and advertisement tend to be more businesslike which differentiate from Facebook or Instagram. It is a networking opportunity for business people to find and share facts, to develop as professionals, to start communities or groups, to market your company, and to show their professional background and expertise.

According to Brian Carter, a marketing automation company called LeadFormix published a study where their findings were that Linkedin is the most effective for gaining leads to B2B company websites compared to all other social network sites. (Carter 2012, 1 - 9)**.** Linkedin is an amazing valuable content distribution channel for B2B companies. In 2011 a HubSpot study was found that Linkedin is 27% more effective for lead generation than Facebook and Twitter. Its users are mostly business-focused mentality. With this tool, you can raise brand awareness of your company, build a professional relationship or drive leads on social (Corliss, 2012).

Facebook

It is a friendly social network that concentrates on human connection. For companies to match with this platform, it needs to focus on creating a friendlier environment through the site by sharing photos, videos and more visual content that will make a brand relatable. It's like sharing content with your friends and family where the relationship is fluid and likable. Once your company is likeable, your followers are more likely to engage and interact through your content posts. Your loyal fans will react on your content by views, clicks, and shares as a reaction on your posts (Corliss,2012).

According to Kolowich´s research in US, the best time to post at Facebook on average is 9:00 AM when people begin to work and get online for the first time of the day. In between 11:00 AM- 12:00 PM, clickthrough rates increase which is the time of their lunch break, depending on the country it may vary . For software, higher-education organizations, B2C

and B2B posting times within 3:00 PM- 4:00 PM are favorable. Thursdays to Sundays are good days to posts on Facebook (Kolowich, 2019).

Blogs

This platform it is used for professional and personal bloggers. Readers can comment and interact. It´s two-way communication between an organization and its audience that creates an interaction. With blogs, companies can establish thought leadership, share news and developments (Lieb 2012,73).

It is a section of your organization website that requires to be frequently updated by posting new posts. It allows you to engage with your audience as people who interact on your blog are also sharing their thoughts and opinions. Blogs are rated as the 5th most trusted source for precise online information. B2B marketers that use blogs receive 67% more leads than the ones who don´t. Creating blogs helps your company increase online presence, show you are an expert in an industry and send quality leads to your website. The advantages of a blog are that it helps your business to rank on SEO, share information about a subject, become an expert in your field, attract readers to your website and turn them into leads (Forsey, 2019).

Webinars

They are presentations online followed by the speakers' live audio presentation. This channel is only produced online. It helps to reach a broad and geographically audience, above all it reduces expenses such as flight tickets, hall rental, food and the time required when preparing a nondigital version where the speaker needs to be present. Webinar software facilitates the participation in questions and answers, as the audience individually can make questions from which the speaker gives an immediate response. It´s an online channel were speakers can provide complex information to its audience that last half an hour or an hour, its not used to present simple concepts. To become part of a webinar you need to be registered, were e-mail provides chances to follow up possible leads in the form of emails, ebooks, and others. Big aggressive marketing efforts is needed to build an audience (Lieb 2012,79).

Online Video

Online videos involve videos that can be shared within the site itself such as Youtube or that can be easily inserted on blogs, websites and others. For an online video, anyone can be a potential audience. Videos can provide how-to content, visual how-to, executives or others can be interviewed, and the company can provide its product benefits. The duration

needs to be short with a clear message. When creating a video is important to have good headline, tag, label, and colors as a benefit of search engine optimization (Lieb 2012,77).

As Lasse Ruohiainen mentions, to create a quality video the introduction needs to be good in the first three-second to catch the audience attention. Questions are good when starting. Numbers are good in headlines as they catch the audience eyes. Online videos need to be fast and right front to the point. The better the keywords the more relevant your video becomes. (Paid social media advertising course, 2017).

Email Marketing

Christina Perricone stated "email isn´t dead. It´s one of the few marketing channels we can use to build an authentic connection with the humans to keep our business alive". Its a relationship and profit-building tool. With your subscribers and leads you can build an existing relationship by sharing valuable information for the customers to click ahead, not only talking about your company. There are several ways you can use email, by building a relationship through personalized engagement. Brand Awareness until your potential customer is ready to engage. Content Promotion by sharing useful content for the customers such as Blogs, articles or some other beneficial content for them. Lead Generation through an exchange of their personal information for something in return. Product Marketing where your company promotes its products and services. Lastly, Lead nurturing that means sharing content that help your customers accomplish their goals (Perricone, 2018).

4.1 Content marketing for live events

Content marketing is an excellent start to market events since they are all about providing content to the audience. Events include seminars, conferences, webinars or tradeshows either offline or online. According to Rebecca Lieb the way to market an event ten or fifteen years ago was through email. Email still plays an important role in today's event if you have a big and active list. Thank to plenty of availability of content channels, it has generated new ideas to market content with little to no cost (Lieb 2012,121).

There are many types of events from conference to tradeshow, but all have a common intent: to entertain, engage customers and potential ones. Live events bring up attendees to get closer, opposite to most other marketing efforts, it inspires, teaches, entertain and intrigues people. What is important, despite the size of your event, is delivering value to your clients, potential ones and brand. Other common types of event marketing include pop-up shows, celebrations, workshops, job fairs, networking sessions, sponsorships and much more (Decker, 2015).

Live events provide businesses to meet their target audiences, show thought leadership and obtain attendees generated content. Live events can encourage your content marketing strategy in four ways. By producing transparent content to your audience, this happens before the event, to open interest in the purchase ticket decision of the event. Showing transparency shows people that the faces of a brand are human, and they shares the same experiences as them. Thought leadership takes time but it is an advantage. Publication bylines, publishing blogs, articles and perform speaking opportunities allows you to show your field expertise. Thought leader not only opens business opportunities but gives you a perception of people's concerns about a specific topic. Another way is data collection where is collected through online registrations, live polling or surveys, with live events you are more likely to get the date you seek for. Lastly, user-generated content that means content that is produced through word-of-mouth message, customer social media posts of your event through the use of hashtag to be seen by others (Brenner, 2019).

Creating a unique hashtag and publicizing it from the beginning in all event materials is an essential part of content marketing. The hashtag needs to be short and unique. The use of hashtag is used in digital content, in this case, associated with the company event. It aims to make content related to an event available and accessible to prospectors. When people mention your hashtag, it allows being seen by many others who can become potential customers. It gives a window about all the content that people have discussed, showed, created, delivered and uploaded over the event (Lieb 2012,122).

There are many social media channels that can be used for an event. The Facebook event page has many advantages as its a way to relate with prospective attendees, to announce upcoming events and schedules or other event-related updates. With Facebook you can send public or private event invitations, where you can see the number of people attending the event, the number of people who are not attending and comments concern your event, to see the effectiveness of the event. Public invitations are visible on the company facebook page, which benefits to spread the voice among their individual contacts network.

In the Facebook event, the company can post photos, videos, program events and engage with its audience. By asking questions about the event in general, of new topics of interest or whether new conference aspects should extend. An event youtube channel is another one that helps to show your event, including pre-interviews with speakers to boost attendees' interest, event attendee testimonial that can tell his or her expectations concern the event and event photos (Lieb 2012,123).

The company can build engagement during an event that can contribute to the content creation. As said by Rebecca Lieb Content can be collected and applied to generate audience and attendee participation during an event, as well as warehoused to roll out post-event, to contribute to ongoing content marketing initiatives. During the event, it is important to keep using the same social media channels you have used to publish your event whether is liveblog sessions or Facebook live. Grab interviews that can be published in near real-time, testimonials, photos of unnoticed attendees, as it gets people attention to see a photo of them live to the web and save every detail that is happening at the event that will later help in your content execution.

Every content creation of the event should be labeled with its unique event hashtag. Where you can later look for content released under your event hashtag, were the audience most probably will blog and tweet the process as well (Lieb 2012,124).

After the event you own content that can be published throughout different channels. Hosting or attending a professional event has many different purposes, for instance marketing a company, nurture leads, connect with customers and form new relations. An event is a worthy opportunity for gathering content that can be produced in different channels and presented in different formats, having in mind the use of hashtags when executing content. When posting your content on Youtube, take into account writing out the spoken word, for search engine value as it only reads written words. Link your video on the paging channel like Facebook or blog, so when you publish it people can click your youtube video link that will take them directly to the video you have created. This helps you to measure the number of clicks and engagement of the video from users (Lieb 2012,125-126).

4.2 Search engine optimization (SEO)

The use of search engine is important in today´s business to stay competitive. The abbreviation SEO stands for search engine optimization. The Google platform collects every written information that is on the web to provide searchers with the best pages at first. More people can find you easily when your page has a higher ranking, as it appears first when people are searching for something in specific related to your product or service. Making sure your page has the elements search engine needs is the key to ranking higher. Important key elements are Words, Titles, Links, Words in Links and Reputation. Words matter as it´s what people first type on when searching for " shoe repair" therefore search engines allocate those pages that are about those words. The title comes in every page on the web but it is in the code. Page title summarizes the web itself just like a book does. Links between websites is a good sign of telling readers that is a trustworthy site related to the topic. Words in Links matters, if the word cement is linked with your webpage, then

search engines can establish that your company is related to the word cement, so when people are looking for “cement” your site will pop up as its rank well. Reputation happens when delivering consistent fresh content (search engine land, 2011).

Written content is key for SEO, it is important to have a well-optimized web that can be visible to search engines. Only written text can be crawl, index and understand, images, photos, podcasts or other graphic types can not be understood by search engines. Keywords are an important element to take into account, marketers need to identify those keywords that your audience use when searching for your website, blog, article, or other content initiatives. Keywords are those words that users commonly use and not the ones your colleagues use in the company. In the beginning, it´s good to create a list of words that users might use when looking for your brand or sites. The words must be clear enough, specific terms just as "formal wedding dress” and not just ”dress". Outsiders like colleagues, builders or clients can advise you to come up with words that can relate to your company. Once you have the proposed keywords, check out through a keyword research tool to evaluate how many searches are happening for a given word (Lieb 2012,98).

4.3 SEO tools

SEO Moz Keyword tool: This is a paid tool (with 30 days’ trial) to discover the correct keywords for your sites. It shows the search volume of how many people are searching for that keyword. (Shepard, 2019)

Ubersuggest: It is a free tool that helps you to find keywords ideas in different countries. It shows the amount of search volume monthly. (Shepard, 2019)

Google trends: It is a tool that helps you to keep up to date with trends that are happening. Gives a more detail chart of how much people are searching over the year. Tells in which regions people are searching more that specific word "cement". Related searchers, topics that might give you ideas about what type of content you can create. (Smith, 2017)

Open site Explorer Tool: This tool is for analyzing the company or competitor website’s backlinks and search engine optimization. Indicators as domain authority, tells how long the domain has been active and how much authority and reputation it has. Established Links means the backlinks. The higher backlinks the better the use of SEO. Demonstrate from the order of importance, the sites that are linked to that business. (Kasanicky, 2014).

Pingdom: It is a tool for sites speed measurement. Load time under two seconds is good, the faster the site load, the more visits you get. Page size tells how many images the site has. Below the results of the commissioning company website. (Pollard, 2008)

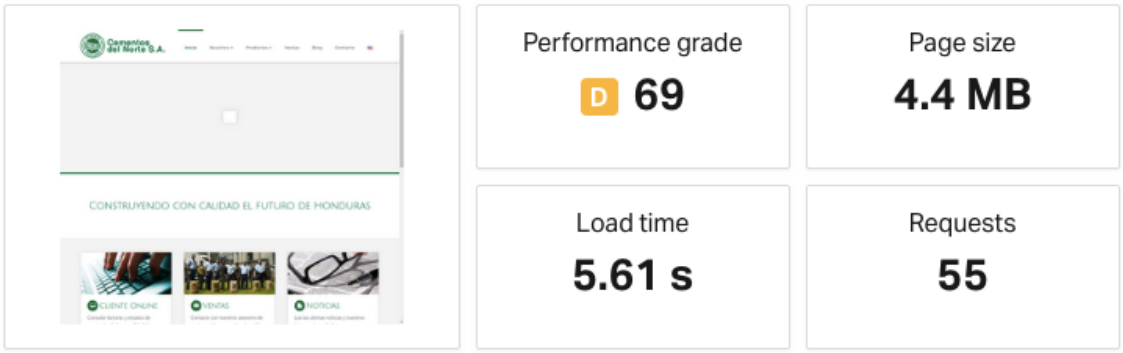


Image 13: Cementos del Norte site speed measurement results, Screenshot from Pingdom site

Google PageSpeed: The Pagespeed gives you a deep analysis of your website speed. Recommends you how to optimize your website on mobile and desktop. (Shepard, 2019).

4.4 Measuring content marketing

With digital channels everything can be measured. Measurement is a way to comprehend what is working and what is not for you. Having an ongoing plan for measurement and analysis is key in content marketing as it proves the effectiveness of your content. It is also a way to justify the time, energy, resources and budget spent on those efforts, that will later need to be justified for the company high command. In the beginning, you need to determine what will be measured: leads, newsletter sign-ups, increased site traffic, brand awareness, inbound links or whitepaper downloads. But for every content you publish you have to make sure you have a measurement plan (Lieb 2012, 201-202).

Web traffic and engagement is not only the clicks or hits a user does, but it´s also the actions taken that count, for example, sharing, downloading, commenting, signing up for a newsletter or calling a call center. For tracking specific user interactions on your site use Goals in Google Analytics. When you define an action and your visitor perform that action, analytics record it as a conversion. Using track behavior, you can know whether visitors read all the content or quickly leave the site. Other people use website analysis for user engagement. It measures the engagement metric to know the times a person viewed your pages, or the time spent on the page or a visitor who come back many times. Then we have Search Keywords that can be used for traffic analysis. This helps to know what keywords visitors use to find your content, the highest-converting keywords that lead consumers where you

want them to go or that make them stay consuming longer time. For roughly any content to measure, keywords are beneficial (Lieb 2012,204-205).

There are also several engagement metrics that can be used to analyze the effectiveness of your content. Digital sites contain a lot of convenient tools which can be used to measure the content. Considering that the final stage of a content strategy is measuring your content creation.

Time on page: This refers to the duration visitors spent on a specific page. Some pages are evident not to have a high time on page for instance "Contact Us". It tells us the seconds a visitor has consumed in your page which tells the interest of visitors on your content.

Pages per visit: If your goal is to keep your readers engaged and drive them to the next step, then pages per visit is a good engagement metric (for that purpose).

Bounce rate: This shows that a seeker visited your site but left without browsing more. People might think the higher bounce rate the less site quality, but the metric tells little about the user's experience. Other cases as restaurants show that higher bounces were mostly due to the interest of customers to mainly look for its location, menu and opening hours with the idea to visit the place.

Scroll depth: This tool measures if visitors scroll down till the bottom of a single page to see if people reach the critical content. If it's not working, try out providing the critical content higher on your page and checking your content quality that might not interest the readers. In Google Analytics you can create scroll depth tracking.

Search traffic: This tool in SEO ranking is an important metric. The purpose of rank high on the first page of the search is to answer searchers' questions, however, if there is no traffic, there is an issue. With Google Analytics you can determine your traffic site from search.

Site Content Report: This content report you can find it on Google Analytics. It helps to assess the performance of an individual page, that tells the number of visits your page has received.

Click- through rate: This tool shows the amount of users that clicked your page from search results. Additionally, it gives insights on your page title optimization and meta description. (Britney Muller, 2019)

PageSpeed: The GTmetrix is another webpage speed performance test that gives you the latest performance report on a website. Not only does it tell the page speed score, Yslow, and Waterfalls but also gives recommendations on where to improve.

5 The company target audience

To develop an effective content marketing plan**,** it is important to define target groups with buyer personas. Buyers personas help you produce relevant and quality content for your specific target audience, something that is of interest to them to read. A buyer persona represents data of your existing customer, its a way of learning about your customers, their challenges, values, goals and more. The strategy aims to attract relevant visitors, leads, and clients to your business. Once you have created the buyer personas, you can start creating your content ideas with the use of the content calendar (McGill, 2018).

The following personas were formed through four interviews, which were conducted with people working in different sectors such as architecture, engineering, hardware storing and construction. The interviews were conducted in Spanish, and the most relevant answers have been translated into English. Eight questions were asked to understand how are the personas, what do they like and what are their values. This is to create content based on personas interests. This was semi-structured interviews to get in-depth insights into the personas and to get to know them better. Two interviews were made through a Whatsapp call, one through e-mail and another through WhatsApp message. Considering the availability of the interviewees.

Persona 1: My name is Jose Rivera with 34 years old. I have nine years of working as a civil engineer and doing my master's in UNITEC. My goal is to become an entrepreneur in the future, as I have a lot of experience. As a part job, I make house plans to earn an extra money as I am investing in my house. My current position is as a supervisor in different areas. A typical day for me is going to work, then study, just like a normal day. Some weekends I meet my family to help them out as they live in the countryside, mainly with food supply or led them to run errands. The account I use is Facebook, Instagram, and Whatsapp. Whatsapp I used it for work and daily to talk with relatives or friends. I have two phones, one for business and the other for friends and family. I consider myself honest because that´s what I expect from others in return. I like to organize my days of the things I have to do at work or at the university to be able to achieve the weekly goals. For immediate response, I preferred a Whatsapp message or a phone call. For a general message, social media is fine. Mainly Google, I select the recognized pages. For News, I follow the BBC and La Prensa.

Table 6. Audience#1 Civil engineer, Cementos del norte S.A. target audience.

Who - Age: 34 years´ old - Medium to high income - Gender: Male	**Key values** - Honesty - Discipline
Aspirations, beliefs - Become an entrepreneur	**Interests and Lifestyle** - Interests: Financial and investment - Lifestyle: Normal, without luxe
Preferred method of communication - Social media - WhatsApp and Telephone	**Goals** - Help others and be remembered for it
Active social networks - Facebook, - WhatsApp and Instagram	**Gain information by** - Google - Recognized pages

Persona 2: I am Jaymie Mendoza, 27 years old. I am a senior architect in the company called Herman Miller Honduras and an instructor in Zumba fitness. My interest is toward a healthy lifestyle, after work I go to the gym and read history books. Started to come to the gym to lose weight four years ago, but I ended falling in love with this lifestyle because I can combine dancing and exercise. If I think about key values, I would say being honest is important to trust a person. Perseverance for anything you do, that will help you get to your goal and be educated, showing respect for others. My aspiration is continuous personal growth to develop new skills at work and learning something new. My goal in life is to get a higher position at my job. At work, I am proactive, where I take the role of a leader. I like to help others to solve their problems and be around people of different cultures. My preferred method is social media as I am most of the time active on Facebook and Instagram. The books I read I get them online and use online forums about healthy food.

Table 7 Audience#2 Architect, Cementos del norte S.A. target audience.

Who - Age: 27 years' old - Medium income - Gender: Female	**Key value** - Honesty - Integrity - Perseverance
Aspirations, belief - Continuous personal growth - Respect for others	**Interests and lifestyles** - Interests: Art, sports, history. - Lifestyle: Design, sports and culture
Preferred method of communication - Social media	**Goals** - Grow in knowledge and climb hierarchy. - Be a leader and solve problems
Active social networks - Facebook and Instagram	**Gain information by** - Online forums and online books

Persona 3: I am Roberto, the owner of the FEMACO hardware store in Santa Rosa. My age is 46 years old. The time with my family is the most important value and to be honest with other people. In a normal day, I am in the business most of the time, later I go home to spend with my kids, on the weekend I play football and spend time at church with my family because I am busy during the week so I try to spend time with them whenever I can. With my employees´ if they make good work, I give them flexibility when they have other errands to do or special days. When they keep up the good work and always have a good attitude I value it. My life objective is to grow higher in this business. Having a business is not easy, every day we learn something new. When I need some information I looked it up in Google, in there you find everything. What I use the most for my business is Facebook, it also has the messenger so is easy to call or make a video call. Whatsapp for chatting and Email for work. If its for normal message, I prefer Whatsapp and Email for work.

Table 8 Audience#3 Hardware store owner, Cementos del norte S.A. target audience.

Who - Age: 46 years´old - High income - Gender: Male	**Key value** - Honesty - Time with family - Consistency - Flexibility
Aspirations, belief - God - Business growth	**Interest and lifestyle** - Work and business - Football
Preferred method of communication - WhatsApp and Email	**Goals** - Increase knowledge for his business
Active social networks - Facebook - WhatsApp - Messenger - Email	**Gain information by** - Google

Persona 4: My name is Marcos with 39 years old. I am from Santa Rita but came to work in San Pedro Sula two years ago for a better life. My work is in house construction. I am grateful to God because I have a job that helps me support my family. My family is my motivation. Being honest and having good humor are my key values. A day for me is going to work, play football with my coworkers and after go home. I Believe in God, he makes you become a better person. To gain more experience in the construction, as I only have two years of experience. Phone calls and WhatsApp to communicate with my boss and friends. I opened Facebook and Instagram but I don´t use it much. Mainly Whatsapp. The information I get it from friends who recommend me or teach me to do the job better.

Table 9 Audience#4 Bricklayers, Cementos del norte S.A. target audience.

Who - Age: 39 - Gender: male - Low income	**Key value** - Honesty and Gratitude - Good humor - Motivation
Aspirations, belief - Become a better person - God	**Looks, interest, lifestyle** - Football - Work
Preferred method of communication - Whatsapp and Phone call	**Goals** - To increase construction practice
Active social networks - Facebook and Instagram - WhatsApp	**Gain information by** - Word of mouth - Friends who have more knowledge

Persona 5: I am Aaron Reyes a civil engineer with 29 years old. At work, I am supervising road projects. Traveling from one city to another depending where the projects are located. On the weekends I have time to go back to the city where I live. In the week I mainly go to work and watch some movies. On the weekend I spend time with my family and play football with friends as it is the only free time due to my work as there are responsibilities to take at work. Consider myself honest and I don´t do what I wouldn´t like to be done to me. My life objective is to obtain more experience in my field to scale higher and manage larger projects at work. I believe in having a strong relationship with my family and show the values they have taught me, never forget where I came from. My active accounts are Facebook, Instagram, and Twitter. E-mail and Whatsapp are my preferred channel of communication for work-related and closer friends. When searching for information I use Google and tutorial videos most of the time.

Table 10 Audience#5 Civil Engineer, Cementos del norte S.A. target audience.

Who - Age: 29 years old - Medium income - Gender Female	**Key value** - Honesty - Ethics - Responsibility
Aspirations, belief - Instill and practice values that have been taught - Close relationship with the family - Continuos growth in the workplace	**Interests and lifestyle** - Football - Spending time with friends and family - Movies
Preferred method of communication - E-mail - WhatsApp	**Goals** - Experience growth in the construction area - Manage larger projects at work
Active social networks - Instagram - Facebook - Twitter	**Gain information by** - Google - Tutorial video

5.1 SOSTAC marketing plan for Cementos del Norte S.A.

SOSTAC is a planning model for digital marketing and SEO developed by Paul Smith´s in the 1990´s. SOSTAC is an abbreviation that stands for (S)situation analysis (O) objectives (S)strategy (T)tactics (A) actions (C) control. It´s a simple model that shapes a deep situation analysis that tell previous decisions made about strategy and tactics. It allows to make better decisios and greater plans.

Situation Analysis- Where are we now?

- Lack of content marketing creation and knowledge
- Only one social media channel (Facebook) is opened
- Lack of time as there is only two employee´s in the marketing area
- Low followers interaction

Objectives- Where do we want to be?

- Increase brand awareness
- Grow audience interaction in their content posts
- Increase followers interaction

Strategy- How do we get there?

- Creating quality content that aren´t currently in use
- No use of paid advertising
- Opening new social media channels

Tactics- How exactly do we get there?

- Opening Linkedin and instagram
- Testing what is working and what isn´t
- Creating a content calendar
- Using events as a content channel

Actions- Who will carry out each step?

- Guiding the commissioning company with guidelines to get started
- The commissioning party can start implementing the guidelines

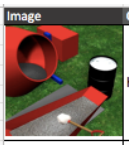
Control-How do we monitor performance?

- Analysing, monitoring and reporting once a month the impact of the content creation
- Measuring interaction on social media platforms once a month, based on the comments, likes, shares and views.

5.2 Content calendar

With the use of Excel, I have created a content calendar for the commissioning company with ideas that can be used for creating content in the cement industry. It is detailed the image, topic, channels that I recommend, text and duration. The content calendar helps the company to schedule ideas in advance, as it is part of the planning process when creating content. Since Cementos del Norte S.A. works from Monday-Friday, the content topics can be posted during working hours. As for the upcoming months, the company can use the same format for content ideas.

Image 14: Monthly content calendar for Cementos del Norte S.A., screenshot from Excel

Image	Content Topic	Channel	ID	Type	Copy	Link	Duration
	How to properly mix the ceme	Facebook	1	Video	Check out this video that explains what you should do and what you shouldn´t		1:30 minutes
			2	GIFT Image	Tag a friend who would love this and comment how do you mix it		
			3	Canvas	3 Common faults and solutions when mixing cement		
		Blog	1	Mix	4 Common problems when using the wrong cement type		
			2	Written	Must READ article about cement production		
	Testimonials	Facebook	1	Video	Watch out how was the event		3:00 minutes
			2	Image			
		Blog	1	Written	Safety testimonial in cement grinding by X expert		
		Youtube	1	Video	Watch out the experience at the event		3:00 minutes
		Instagram	1	Instastorie			
			2	Video			
	Highlight of the week	Facebook	1	Video	Partnership with company X		2:00 minutes
			2	Image			
		Blog	1	Written			
		Youtube	1	Video	Celebration of the year to hardware stores for their anniversary		1:50 minutes
		Instagram	1	Image	Donations to schools		
			2	GIFT Image	Upcoming events		
	Join the Challenge	Facebook	1	Image	Which cement is used in sea areas ? Leave us a comment and tag a friend to Join the challenge		
		Youtube	1	Video			
			2	Video			
		Blog	1	Written	Did you know what are our different cement product used for? Let us show you		
		Instagram	1	Canvas	Check out which cement is used for general use. Leave us your comment if you agree		
			2	Image			
	Building together	Facebook	1	Video	We love building together and thanks to great people like them we provide you with the best options.		1:20 minutes
		Instagram	1	Image	There is no team without individual members so together we do great things to succeed. YOU make part of our story!		
	4 Things you need to know about Clinkerizacion	Facebook	1	Video	Did you know how is the clinkerizacion process? Don´t worry we will explain you in 4 easy steps.		2:00 minutes
			2	GIFT Image	Now that you know what is clinkerizacion, leave us your answer in the comment		
		Blog	1	Written	Watch out everything you need to know about clinkerizacion		

Monthly calendar | Detailed content | +

Image 15: Detailed content calendar for commissioning company, screenshot from Excel

In the content creation, I recommend to the commissioning company to make use of call to Action to encourage the viewers to take action. For instance, give a like if you agree, share to win, comment on your favorite cement or tag a friend who would love this. Interact with other Facebook pages, If a company X publishes about Cementos del Norte because of a joint event made together, then Cementos could share it. Cementos should create testimonial videos telling why customers choose CENOSA cement as people trust in others' testimonial. The company could post videos of the use of cement. What things to do and what not to when using the cement product, but keep making it visual. Checklist could be used to guide the customers on how to use the cement product correctly and Videos of Hondurans that inspires, this would be a content that inspires.

5.3 Semi-structured interviews

Nine questions were asked to understand the effectiveness of content marketing to create quality content in social media, two content marketing experts were interviewed using semi-structured interviews. It was open questions to let the interviewees express deeper to get in depth-insights of the topic and their experience using content marketing. One interview was conducted via e-mail, sent him the interview questions to him and got really good insights from this interview in particular as the interviewee Mohammad Nasrul from Bangladesh is a content contributor at Tech in Asia and founder in Muskly Digital.

For the next interview, we made a video call, where the interviewee Sherly Madrid didn´t know the questions beforehand, the ideas was to get a direct answer to the questions without having to think much but instead by expressing based on her experience when using content marketing. The duration of the videocall interview via Whatsapp lasted around forty minutes conducted in Spanish were the interview was later transcribed in English. Sherly Madrid from Honduras is working in digital media and content marketing in the company Cerceveria Hondureña.

In the Appendices section of appendix 1, to make a conclusion the interview answers were tabulated into the keywords mapping table where I select the most important insights of the interviews. The following questions were asked to content marketing experts:

I. How do you create quality content on Facebook and which methods do you use?

To summarize both answers. Mohammad mentions that he creates content based on his users' personas and buyers´ psychology. Then, he get content ideas using Quora and Reddit that is a tool that gives you fresh content ideas and keep you up to date with the trending topics. Lastly, he creates content using the Canva tool for Facebook´s image ratio. Sherly Madrid mentions she first set the goal to achieve. Once she has the target audience, she set the channels where the content will be published. She stated that is important to transmit the message in the first seconds of a video.

II. Why do you use content marketing?

Mohammad uses content marketing to build long term assets by skipping paid marketing. Sherly Madrid mentions that digital world is of high importance for companies because the media is constantly innovating and capturing a strong target of digital users. With content marketing, you can reach a higher audience. Producing quality content can give word of mouth advertising expecting high expectations from your brand.

III. How do you define your content marketing goal in social media?

The main goal for Mohammad is to create understandable content and customer relationship in social media. What he means by understandable, it means giving informative and helpful content that can build brand authority and trust. For Sherly, she defines her goal depending on the brand content problem to set a direction, but in a central focus is awareness that increases sales volume.

IV. When executing a content marketing strategy, what are the steps taken into account?

Mohammad follows the following steps: Set the Mission, Goals, and Objectives for a content marketing project, set achievable KPI´s (Key performance indicators), create buyer personas, figure out content types, create a content calendar with content ideas, decide on the distribution channels and measure the results. In the case of Sherly, her steps are different, she says that at first is important to be clear about the concept of the brand and know the company target audience. Then Sherly and her team are involved in the creative area to create content that helps to convey the message clear. She trains the responding team to understand the concept of the content posted so their response can be friendly and give users clarity with their doubts. Lastly, they evaluate the metrics to know the effectiveness of the posted content.

V. Give me an example of a peak experience in content marketing that positively impacted the most?

A positive experience for Sherly was the Barena Forever Fest campaign, together with her creative team and the strategy created they increase user reach to that event. One of the tactics they use were giveaways to achieve the metrics. The event had high good impact, peoples comments were more positive than ever. For Mohammad, he usually shares his content creation things on his Facebook platform, suddenly he got a job proposal to become the Head of Digital Marketing in that company, somebody out there noticed his passion. This is a good example that posting good content brings value to others

VI. What kind of results has content marketing brought you in social media platforms?

The results Mohammad has noticed is the raise of a products brand awareness and target audience engagement. For Sherly, content marketing brings positive results as it has helped to increase the company audience and generate high sales volumes. The audience is waiting for their content campaigns and promotions.

VII. Which content formats and channels are the most effective ones to raise brand awareness?

On Social media visual image and video, the content format works best said, Mohammad. He considers that images are the lifeblood of social media. Images on Instagram connect

with targeted audiences. For Facebook, intro video type works best, it creates brand awareness for companies. In the case of Sherly, she mentions that the channel depends on the objective of the brand message, some works better on one channel than other. That is one of the reasons why its important to know your target audience and see where it works better to send a clear message that can reach your audience. The format for an Instagram story must be JPEG.

VIII. How would you measure the effectiveness of your content?

For Sherly there are different ways of measuring the effectiveness, one is the sales volume and brand awareness. For posted content daily she says the engagement on the post by the likes, comments, shares, and interaction. Mohammed says it depends on your goal. If its brand awareness you look through: website traffic, page views, video views, and downloads. For engagement is the blog comments, likes, shares and getting links. For lead generation are the form of completions, downloads, and email subscriptions. Lastly, if the company want to increase sales, you look at the number of new sales.

IX. How would you collect content through an event?

The interviewees said that it must be a brief recap that fits what the event consisted of in 5 seconds to be effective. Telling relevant moments, product placement, assistance focusing on the target interested in the product or just having a good time.

5.4 Conclusion

The purpose of the thesis is to acquire/ create more interaction between Cementos´ customers in their Facebook posts based on different types of content and understand the importance of content marketing. Therefore, this thesis offers useful information for Cementos del Norte S.A. knowledge about how to start implementing their content marketing strategy. The results of the traditional research were the insights on a content strategy for the commissioning company. From the interviewees made to content marketing experts and the company target audience I have created personas to understand who they are. In addition, I propose content calendar guideline for them to get started based on the theory.

Based on the framework, “Content marketing is clearly evolving and becoming more popular among the B2B complanies”. According to Nazrul, content marketing builds long term assets, creates trust, awareness, general lead, skip paid marketing and at the end you make money due to the relationship build. From another perspective, (Madrid, 2019) share that digital channels are crucial for all companies that provides a service or product as there is

a constant change of media innovations. People share creative content which increases word-of-mouth advertising saving costs and to reaching a large audience as it provides a strong target of digital users.

There are variety of tools used for creating quality content (Nazrul, 2019). Quora and Reddit are tools that give you fresh content ideas that are trending, you can find content ideas and answer people concerns based on what people are asking related to your topic/industry. You can also use other tools for analysing your media platforms such as Google trends or Website greater that I recommend on my thesis.

There was a clear understanding that architects and engineers are not only active on Facebook but at the same time they are present on Instagram, Whatsapp and Twitter. Their prefered method of communication is by email which could be recommended to create content on email-marketing. One channel to gather an email list is through incentives by events to get their contact information. Furthermore, building personalized content that can benefit them. After conducting the interviews with content marketing experts, I can conclude that you create quality content based on the clients´ users, buyers´ psychology and understanding your buyer personas, to provide content around their interests.

In the case of creating a content strategy there are many steps taken into account, skipping the step process can lead to wrong results, from starting to set your content goal to measuring the effectiveness. There are different steps that can be use to create a content marketing strategy where (Nazrul 2019) describes the content strategy steps as: first setting your goal, setting KPI, knowing audience and buyer persona, figure out type of content, content calendar and create ideas, set distribution channels and lastly, measure the effectiveness. In terms of effective content formats, I have concluded that the format and channels for brand awareness are effective with visual images or videos that are suitable for Instagram and Facebook, people prefer visuals, fast image caption instead of long text. Some formats work better depending on the channel used.

Customers are the ones who decide what is the quality content (Aaltonen, 2014). You set your key performance indicators to show if you have achieved your goals, however, customers are the one´s who can tell what values it brings to them. For this reason, it is important to understand as much as possible your target audience.

People don´t trust companies, sponsored social media ads, and companies press release. People trust word-of-mouth from your friends and families over business advice. Speed is

an asset, providing fast customer interaction is an added value for customers (Aaltonen,2014). Technology is a key factor that helps digital innovations but in some countries technology is not as developed as for example in European countries. In Honduras, there aren´t that many digitally savvy bricklayers, who normally use basic mobile phones. Therefore, the content should be mobile friendly when their audience are mainly interacting there. In this case, word-of-mouth is important as bricklayers gets advices from friends.

The results content marketing brings besides understanding your audience depends on your target goals you create at the beginning. Based on two interviewees, depending on the situation of the company and what they are trying to achieve the results can be: brand awareness, target audience engagement, shares, views, lead, targeted new followers, reach in content creation and high sales volume. For Cementos del Norte S.A., the recommended content marketing actions are: traffic, leads, sales, engagement, loyalty and a long lasting relationship.

Lastly, content marketing can be used as a strategy approach to focus processes based on the customer. Depending on the company´s objectives the effectiveness has to be measured. That´s why it is important to define clear objectives from the beginning to be able to measure results. Brand awareness can be measured by website traffic, page views, video views and downloads (Nazrul, 2019). For engagement the comments, likes, shares and getting links is measured. On the other hand, lead generation is measured from completed forms, downloads and email subscriptions. For website traffic some important elements I consider for the commissioning company are time on page, scroll depth, click through rate, bounce rate and others

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7 Appendices

Appendix 1. Interviews common keywords mapping

Methods - Quora - Reddit - Canva - Google alerts - Spread the message in the first seconds of a video with its logo and color palette - HubSpot´s Blog ideas generator - Quora and Reddit - Buzzsumo - Ubbersuggest - Google trends - Visual ping	**You create quality content by** - Clients´users - Buyers´psychology and persona - Setting first strategy, objectives and target audience -Understanding your buyers personas
Use of Content Marketing - Build long term assets - Skip paid marketing - To create trust, awareness, organic SEO - Generate leads, make money at the end. - To save costs and reach a high audience - Word of mouth advertising - To capture a strong target of digital users - To raise brand awareness - To reach your target audience - To provide an added value	**Defining content marketing goal** - Creating understandable contents - Customer relationship - Awareness to increase sales volume - Knowing the brand content problem to set a direction
Content strategy steps - Setting your goal - Setting KPI - Knowing audience and buyer persona - Figure out content types - Content calendar and create ideas - Distribution channels - Measuring results - Clear brand concept, target audience adressed - Involvement to generate creative content according to brand - Use of correct typograpy, correct logos - Team training to have a clear concept of content posted - Evaluating metrics	**Results content marketing brings** - Brand awareness - target audience engagement - Shares, views, leads - targeted followers - reach in content creation - Postitive results - Increase audience - High sales volumes - Engagement - Traffic, leads, sales,engagement,loyalty, long lasting relationship

Most effective content format and channels for brand awareness: - Visual image on instagram - Intro videos for facebook - Channel depends on the brand objective - Some works better in one channel than other (Twitter, Instagram) - Formats JPEG on Instagram - Images and video in Facebook and Instagram - social media - blogs - webinars - online video - email marketing	**Effectiveness Measurement** - Brand awareness -website traffic, page views, video views, downloads - Engagement-> comments, likes, shares, getting links - Lead generation -> form completions, downloads, email subscriptions - Sales-> increase new sales - Sales volume and content engagement metrics - Basic metrics (shares, comments, likes, followers, views) - Time on page, scroll depth, click through rate, bounce rate and more
Content through an event - Relevant moments - Product placement - Good times during event - Image elements (brand presence) - Event recap in 5seconds for effectiveness - Grab interviews that can be published in near real-time - Attendees testimonials - Every detail that is happening - Hashtags	

Appendix 2. Experts in Content Marketing Interview template

Please, fill out your:

Name:
Profession:

Objective of Interview:
To understand the effectiveness of content marketing in order to create quality content in social media

Following Questions:

1. How do you create quality content in Facebook and which methods do you use?

2. Why do you use content marketing?

3. How do you define your content marketing goal in social media?

4. When executing content marketing strategy, what are the steps taken into account?

5. Give me an example of a peak experience in content marketing that positively impacted the most?

6. What kind of results has content marketing brought you in social media platforms?

7. Which content formats and channels are the most effective ones to raise brand awareness?

8. How would you measure the effectiveness of your content?

9. How would you collect content through an event?

Appendix 3: Target Audience interview questions

Name:
Profession:

Objective of Interview:
To understand the audience interests and usage of channels, to create buyers´personas.

Following Questions:

1. Age?
2. What do you consider your key values?
3. What are your beliefs and aspiracions in life?
4. How is your lifestyle? What are you interested in?
5. What is your life objective?
6. What are your preferred methods to communicate?
7. When looking for educative or information of your interest, where do you search?
8. Which social media networks are you active on?