
A STUDY ON THE SIGNIFICANT ROLE OF HR IN CONTENT MARKETING

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ABSTRACT:

In today's era Content marketing has become a buzzword or a foremost used technique in digital marketing communication and it channelizes the customer's perception, ideologies, and point of view to fabricate relationships by designing and sharing attractive content on social media platforms so as to influence the customer in their purchasing decision patterns and to magnify their daily lives.

Content marketing is one of the branches of Marketing and rather than just advertising the product more adorningly, it also has to sustain strong relations with customers who use the products seldomly so as to persuade them for frequent purchase and also with customers who use products frequently. When it comes to building relations the human resource management system is the one adopted by almost every organization for effective results.

For any brand to survive in today's competitive merchandise a precise emotional tie must be there between the company and its users. If the human resource who are most connected with the product's success, themselves do not believe in brands promise, how can a connection ever be made?

HR has a role in creating and shaping employee's engagement with the performance of the product.

The paper majorly focuses on the responsibilities and role of HR with the marketing department. Even though these two are different, HR cares for its marketing, product success, increase in market share, better profit generation. The paper reviews the interdependence of both sectors for the development of business in the long run.

Keywords : Content , Alliance, Customer , Consumer.

INTRODUCTION:

A major change has undergone in the marketing scenario today. Social media and e-commerce have given customers tremendous new power to research products, prices, reputations, and opinions—often before they even talk to the merchandiser. To face the increasing competition in the buyer-empowered market, the company, top-level management, and advertise maker, have to emphasize on customer's expectations and their desires.

While the marketing people work on communicating the brand to the customers with the aid of various content marketing tools like blogging, infographics, the valuable part is also played by HR in promoting and communicating the brand within employees. HR finds it out the best human resource which can be utilized to create and develop a brand image in the market which ultimately helps the company's marketing department to deliver the products to various segments.

Content marketing is a strategic marketing approach that focuses on creating and disseminating valuable, relevant, and consistent content to attract and retain a clearly -defined audience — and, ultimately, to drive profitable customer action.

LITERATURE REVIEW:

Marketing is impossible without great content. Creating great and impactful content is difficult without knowing the strengths of employees and the expectations of customers.

Constant communication and exchange of ideas are required to know about the preference of both (employees & customers) if profit maximization is the prime motive.

Also to reach the peak not only the decorative content is needed which is pushed towards customers with the help of Google search engines which handles 3.5 million searches every day, and various social media networks but also it is crucial to know what drives the customer to make a purchase or to leave the website with discontent. As the role of studying and analyzing the customer is not easy as the perception of each differs and so their opinions for content, a systematic base is to be created by human resource team for effective and result full communication. Communicating and influencing people is all about connecting with them in ways your advertisements or content is unable to do. .

Competition has also led them to rethink the ways to market their products and services. In a battlefield where marketers have to think beyond the traditional methods of marketing such as pay-per-click ad models or the old ways of randomly bombarding the customers with brochure-ware, pitching of product or banner ads.

OBJECTIVES OF THE STUDY:

1. To study and understand the need of HR department and Marketing department alliance for the success of the organization.
2. To evaluate and understand the power of employee influence.
3. To study and understand the customer's buying decision based on content marketing.

RESEARCH METHODOLOGY:

Sources of data collection --The present research is a qualitative research based on primary data.

Scope of the study : The motive of the present study is to highlight and provide insights on how the HR manager can appoint the most appropriate public relation team and also makes it more effective by providing them training on how to deal with different sets of customers and consumers, which will helps the marketing team to make their content great and as per the consumer choices.

Conversion of customers into loyal consumers takes a lot of efforts which includes attracting people which is easy if the content is astonishing after all "Content is King" designing a proper content to educate the target market can be helpful to prospective customers well before they are ready to buy. A buyer will consider that one brand on top-of-others whose content have changed his mind for making a corrective decision. By listing useful content, a brand can win the trust of the prospective consumers.

Significance of study: . Inbound marketing techniques such as content marketing are becoming more ordinary, and the main aim is to attract customers to online social platforms through high quality content.

Also nothing is as powerful as mouth publicity and the best medium can be human resource of the organization as no one will apportion the message of the institute as honestly as them.

The human resource operations can congeal and authenticate the promotional efforts.

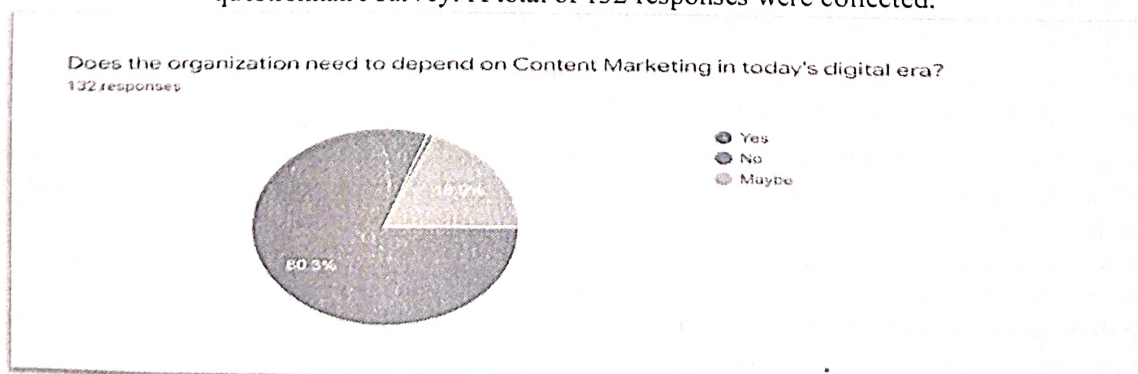
LIMITAITON OF STUDY:

The study has some limitations, the results are based on prospective observational studies.

- I. This study focuses majorly on to understand the customer's buying behavior.
- II. The study emphasis on how the HR department of the company can recruit effective workforce soo as to help the marketing department.
- II. This study is done through random sampling of 132 buyers. Out of these 132 respondents, 69.2% of people belong to the age group of 20-30, 21.1% belong to a bracket of 30-40 and the remaining 9.8% belong to the age bracket of 40 and above.
- III. Conclusions are based on the survey conducted through questionnaire on Google forms. Therefore the results are just conjectural.

DATA ANALYSIS AND INTERPRETATION:

Data analysis is done with the help of charting and diagrams based on the responses recorded from the questionnaire survey. A total of 132 responses were collected.

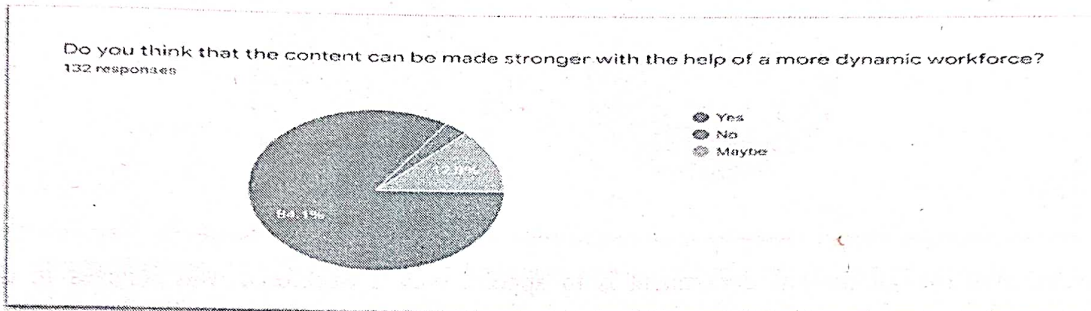


Content marketing evolves to be a powerful marketing tactic in the digital world.

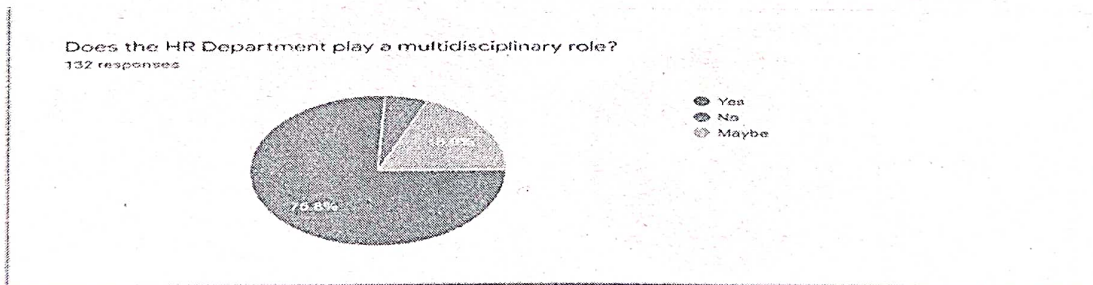
To be capable of influencing consumer decisions, content plays an important role as it attracts and influences the mind.

Dependence on Digital marketing is increasing at a steady speed at an 11% compound annual growth rate between 2016 and 2021, the biggest growth rate has occurred in online video.

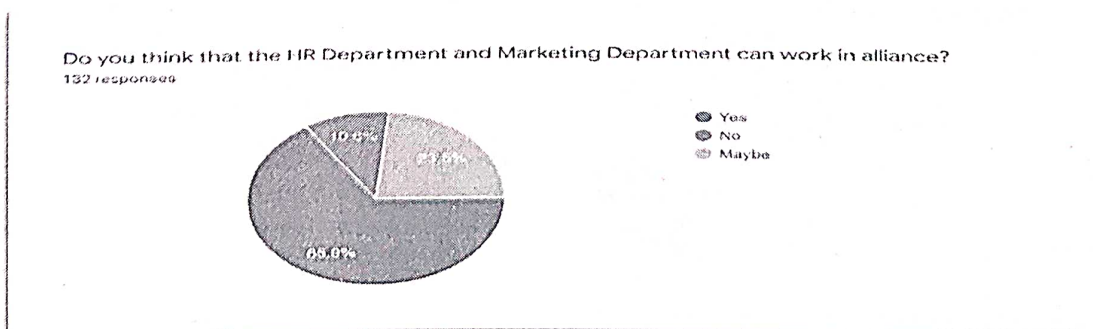
Content marketing is one of the strategies of online vendors to focus more and more on the target market and prospective consumers. Out of 132 respondents, the survey depicted that 81.5 percent of internet users believe that organizations need the support of content marketing only a few respondents believe that the organization can achieve its target without using Content Marketing i.e. They are unaware of what content marketing is all about. The survey also portrayed that 17.7 % of respondents are still puzzled about whether or not the organization needs the assistance of Content Marketing.



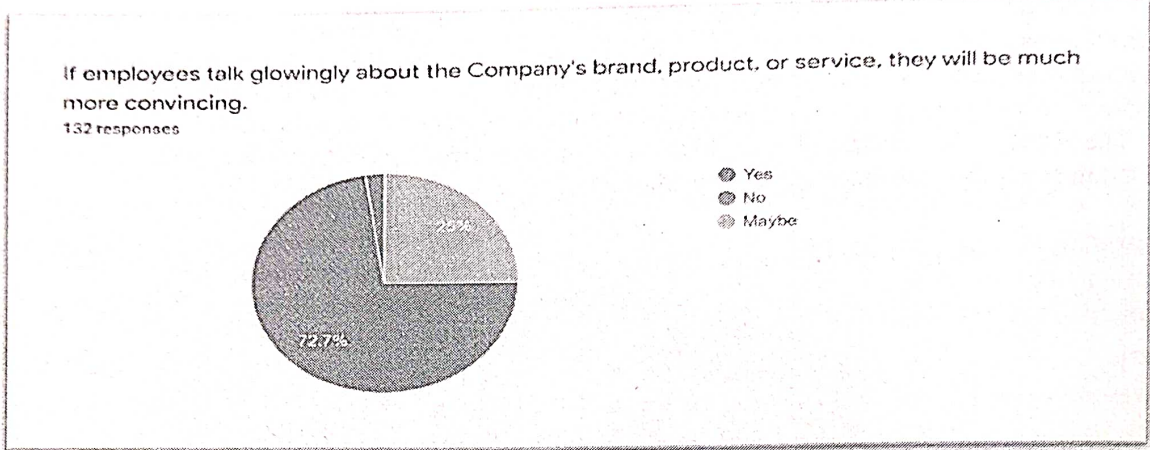
A consumer comes to know about various brands, their prices, specifications, and differences about the different products on a single webpage which enhances his time utility and upgrades the level of satisfaction. Creating a perfect blend and displaying the same is not easy. It can be a long process for say it may take 15 to 17 months of continuous content creation to achieve results if the content makers have constructed it magnificently. In concern of the same, the human resource i.e. makers should be aware of recent market trends and should be good adapters. Dynamism brings positive energy, attitude, and enthusiasm it leads to better work on employee's paths and better results for the organization.



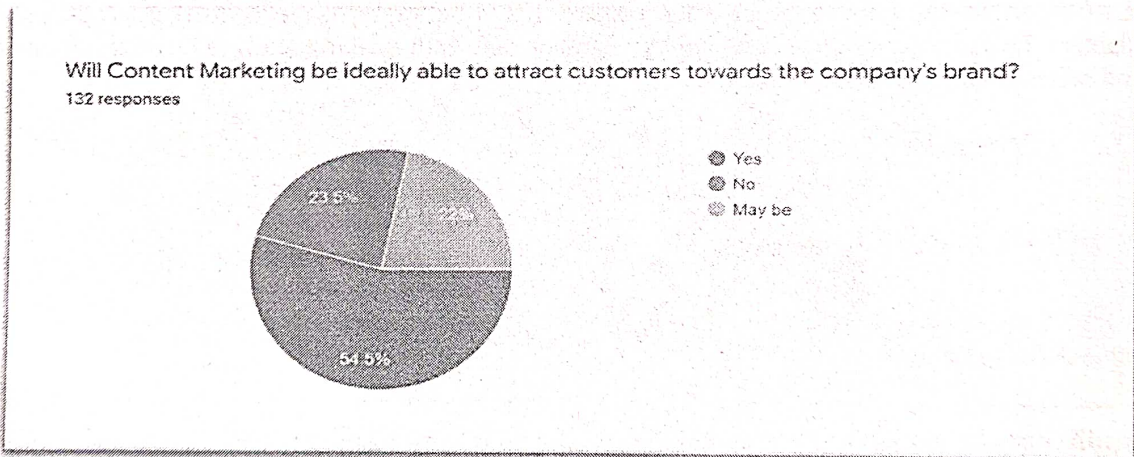
HRM is zestful and versatile and also the Central pillar of any institute. It just does not play the role of appointing the right people but also assigning them the right job, providing them better training, motivating them and soo on. Also conducting training programs depicts the company's commitment towards its employee's growth. Training programs develop the culture of teaching and learning, also helps to communicate with peers, and as training helps to know and learn new things, it helps to understand the changes in trends on social platforms. HR makes use of various disciplines like Psychology, Sociology, Communication, and using various Management tactics to get work done effectively. A key HR role in the firm will be multidisciplinary consulting around the Individual, Team, and Business units.



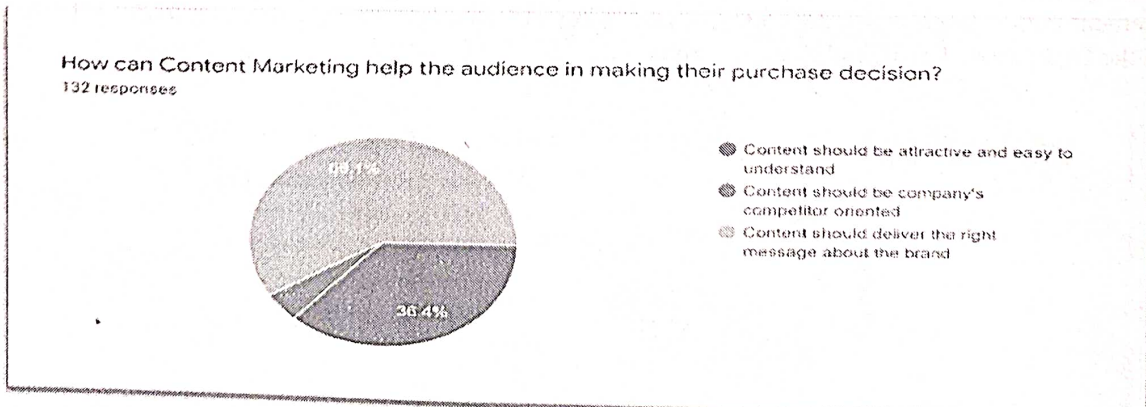
The prime objective of Content Marketing is to define and make customers aware of the brand and various products with numerous promotional activities under its umbrella. A total of 5 to 12% of revenue is spent on marketing. The human resource can condense and corroborate the promotional activities. The Marketing department can rely upon the HR department for studying and understanding the market environment, as it is done efficiently by the customer relationship team hired and trained by the HR department.



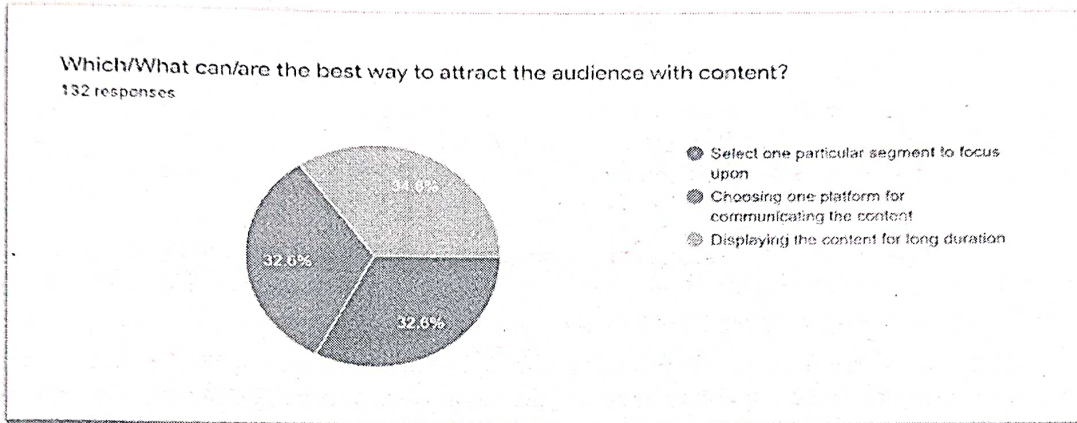
The fundamental role of the HR department is to appoint such a workforce who believes in Company's objectives and mission. It is also important to the marketing department because only the determined and loyal employees will help you to position your brand into customer's perception. And let's not underestimate the power of mouth publicity it creates more than 2x the sales than any other form. If it's done by employees it leads to wonders for the organization. Over 74% of people all over believes that posts and words from other people are more persuasive than posts from brand accounts.



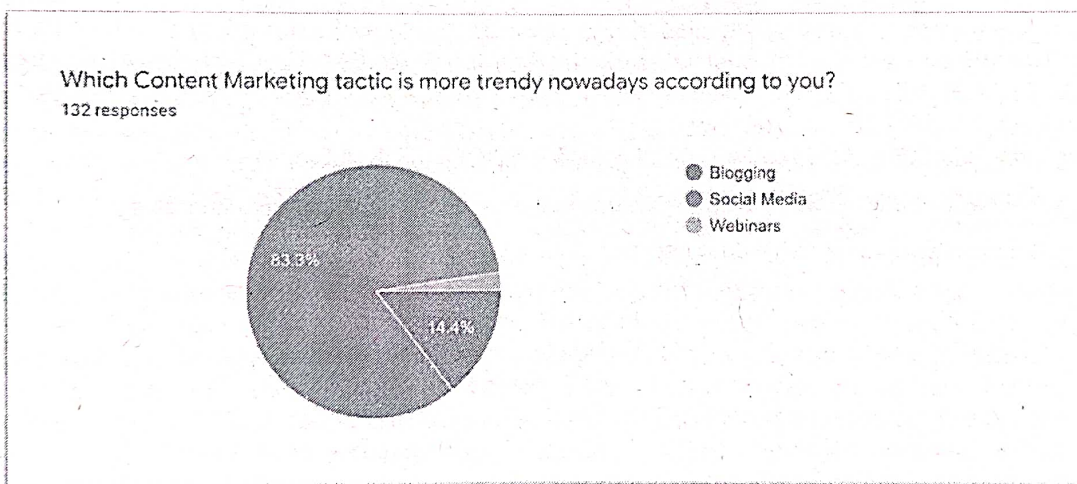
Content Marketing is a tactic of the entity to create a firm customer pool, drag their attention, and improve brand image, it should always be borne in mind that to accomplish the desire, maintaining public relation and understanding their product need is crucial. One cannot attract customers with content that does not talk about customer want or focuses upon customer expectations.



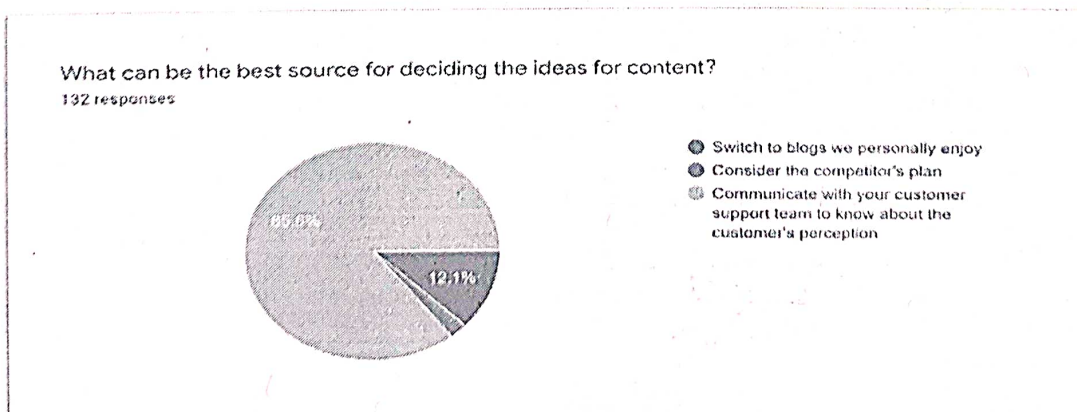
Content focuses upon consistency in delivering the message. It is a communication tool via which advertisers or publishing houses create brand awareness by passing on brand information. It generates 3X more leads on every dollar used. If the information is right and adequate it will always attract the customer's eye. It helps you to propel more traffic onto your site and gives the audience insight into their purchase. In order to make the tactics more catchy, help of various mechanisms like blogging, podcast, infographics, videos, and soo on can be taken. Such things keep on hitting the customer's attention and aids the organization to create demand for its product.



Continuous approach from the content makers drags customer mind. People may forget a one-time thing but something which is continuous and on display for a longer span attracts the customer. It's like hitting the recall button till the product does not reach the sales peak.



Social media now has become a customer support channel there were 448.0 million users in India in January 2021. Social channels like Facebook, Instagram, LinkedIn, Pinterest, Twitter, etc. helps in direct connection with users. With the right content and right channel, one can attract, entertain, educate and convince the customer to purchase the product



No matter how great a brand feels about itself, the real decision lies with customers. The brands which are customer-centric keeps a tap onto market activities. To know the customer the organization's HR manager needs to recruit such a customer relationship team that can understand the customer's perception. Perceptions can be analysed through social media analytics, a poll or a question can be posted on social media profiles, ask for customer's opinion and feedback, buzz-sumo can be used, and even creating market personas is helpful.

CONCLUSION:

Content Marketing is the heart of every organization and it can pump effectively if assisted by dynamic, talented, enthusiastic, and loyal employees. What is to be produced, how is to produced, what resources can be used and soo on are such questions, finding answer's of same can make the company take lead in the market. In other words, the company needs to do a complete survey of the market to know the wants of the prospective customers. A big responsibility lies upon the HR manager to appoint such talented pool which can study the market forces, as with such pool company can build trust amongst audience by delivering them the product they desire to use.

Appointment in itself is not the final stage. Continuous effortS are required on both the department ends. The HR manager needs to conduct various training programs to improve performance. The marketing department needs to work on making the content more attractive.

Content marketing plays an important role in engaging with the target audience innately in social media content communities. Focusing on some important areas--traffic, navigation, organic search, and conversions—is vital to get meaningful insights.

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