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CONTENT MARKETING: CREATING ATTRACTIVE AND ACCESSIBLE ONLINE CONTENT

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Abstract. *As part of the study, attention is paid to the increasing relevance of using content marketing as a fundamental component that guarantees the presence of proprietary content capable of influencing the consciousness of customers. It is also noted and visually illustrated those modern manifestations of content marketing may include content transmitted through blogging, video content, social media, and other formats on the Internet. However, the author has demonstrated that the effectiveness of such content is not always present, but only if it corresponds to certain characteristics (including quality, originality, uniqueness, relevance, value, visual appeal, structured format, and call to action). When such characteristics are met, the content becomes a tool for influencing the individual's consciousness and begins to create value for the business by attracting the attention of potential customers, encouraging them to take action, expanding the target audience, and activating interaction with it, as well as enhancing the reputation.*

Key words: *social media, channels for transmitting content, content, marketing strategies.*

Introduction.

Since social media became an essential link between people and businesses in the 21st century, the application of content marketing as a fundamental component to ensure the availability of relevant content capable of influencing customers' awareness has become increasingly relevant. One of the earliest examples of content marketing can be traced back to journalism and advertising in print media, where brands created interesting and useful content for their audience. From the mid-2000s, as the demand for high-quality and engaging content began to rise, companies quickly diversified their methods for attracting customers. As a result, modern manifestations of content marketing can now include blogging, video content, social media, and other formats on the internet. However, only under certain conditions, such content becomes an influential tool for shaping individuals' perceptions and begins to create value for businesses by attracting the attention of potential customers, prompting them to take action, expanding the target audience, and fostering engagement, ultimately leading to an enhanced reputation. Furthermore, ideally, if this content is available for everyone free of charge and without restrictions, it helps increase the ranking in search engines and boost traffic to the selling website. However, it is particularly crucial for such content to have a direct connection with the products or services of the business entity. Under these circumstances, it can help increase sales and attract new customers. This highlighted importance requires a systematic study of the basic principles of content marketing that promote its attractiveness (namely, attention-grabbing and creating interest in the audience) and accessibility (namely, availability for viewing and consumption by the audience on the internet).

Main text.

In the study, content marketing is interpreted in its modern understanding, which it has acquired since the mid-2000s, namely as one of the marketing strategies based on the technologies of creating and disseminating valuable and useful content for the target audience to attract and stimulating them to action (such an opinion is shared by both practicing marketers [1] and a significant number of modern scholars [2-4]). One can agree with the opinion of modern marketers that such marketing is one of the types of activities aimed at transmitting specific content that affects the consciousness of clients through special channels. Therefore, the basic components of content marketing are: content (or specific material created to attract attention and a corresponding reaction from the target audience); channels for transmitting content (or special tools and platforms used to disseminate content among the target audience).

Indeed, it is the repeated transmission of information through specific channels that transforms it into content that is created and disseminated to attract and engage an audience. It should be noted that many well-known companies now use this type of content in their marketing strategies. This content is created by them and not copied or translated from other sources. [1]. In particular, Coca-Cola is a great example of a company that actively creates content that reflects its values and mission, and builds emotional connections with its customers. The company uses social media and its website to share its stories and values and employs various content formats such as videos, photos, and infographics to attract more attention to its brand. One example of Coca-Cola's content is their Christmas campaign "Holidays are Coming," which includes promotional videos featuring the well-known "Holidays are Coming" soundtrack that has become almost synonymous with Christmas. The main element of the campaign is advertising videos featuring Coca-Cola trucks moving through snowy landscapes and passing through festively decorated streets.

Red Bull is another company that regularly creates content that reflects its brand and presence in the energy drink market. This includes videos, original articles, photos, and more, which not only showcase their brand and products but also contribute to the creation of a community of brand advocates. For instance, Red Bull organizes sporting events, and festivals, sponsors athletes, and more, and publishes content about these activities on social media and their website. One example of content created by Red Bull is the Red Bull Cliff Diving World Series video series, which showcases the competition between the best high divers in the world.

One example of a company that creates content aimed at motivating athletes and creating a community of people who value fitness and a healthy lifestyle is Nike. This content includes videos, and articles about sports achievements, fitness training, and healthy living. They also use social media and their website to share this content. The company regularly releases video ads and interactive campaigns that encourage physical activity and a healthy lifestyle. One such example is the "Dream Crazier" video, which showcases the success of female teams and athletes, inspiring millions of people worldwide. Nike also creates special communities for athletes and people who value a healthy lifestyle. For instance, Nike+ Run Club is a community of runners that brings together people from all over the world to help them achieve their

running goals. Members can discuss their training, share their accomplishments, and motivate each other.

Based on the experience of the mentioned companies, content marketing is focused only on multi-purpose proprietary content, namely such that: is created and owned by the company or brand; is used to promote products or services; is used to interact with consumers and increase their loyalty.

Given this specific nature, this content can encompass any type of information that can be conveyed through various channels, such as textual content, photos, videos, audio, graphics, and so on.

Let's examine the specifics of content and content distribution as components of content marketing to understand their role in influencing customer awareness.

So, the main channels for broadcasting specific content of content marketing are blogging, video hosting platforms, channels for infographics, social media, podcasts on special platforms, and e-books. These channels are systematized in Figure 1.
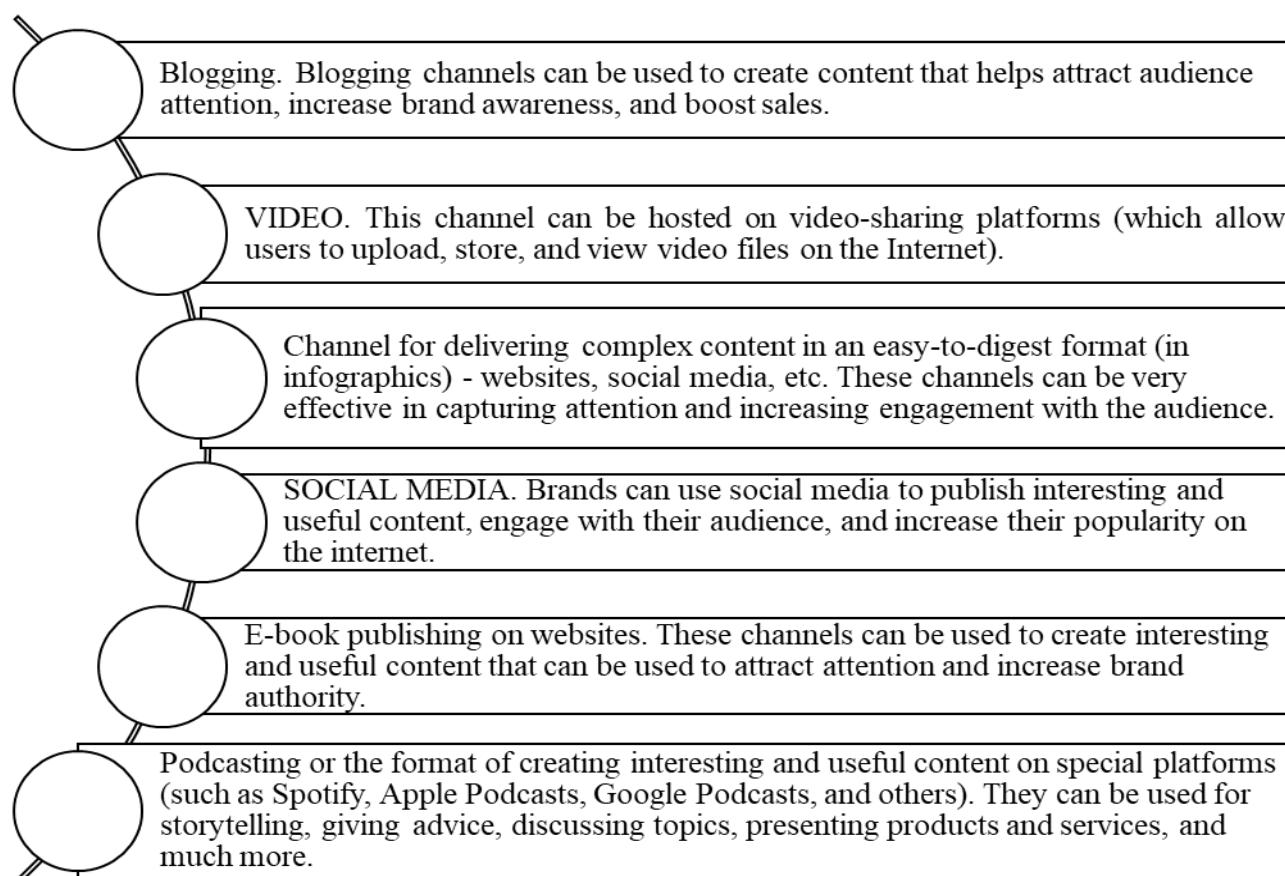
Blogging. Blogging channels can be used to create content that helps attract audience attention, increase brand awareness, and boost sales.

VIDEO. This channel can be hosted on video-sharing platforms (which allow users to upload, store, and view video files on the Internet).

Channel for delivering complex content in an easy-to-digest format (in infographics) - websites, social media, etc. These channels can be very effective in capturing attention and increasing engagement with the audience.

SOCIAL MEDIA. Brands can use social media to publish interesting and useful content, engage with their audience, and increase their popularity on the internet.

E-book publishing on websites. These channels can be used to create interesting and useful content that can be used to attract attention and increase brand authority.

Podcasting or the format of creating interesting and useful content on special platforms (such as Spotify, Apple Podcasts, Google Podcasts, and others). They can be used for storytelling, giving advice, discussing topics, presenting products and services, and much more.

Fig. 1. Channels for broadcasting specific proprietary content.
Source: adapted from [1; 3].

As shown in Figure 1, the channels outlined are used for their functionality in attracting audience attention and increasing interaction with them. Blogging allows for the creation of useful and interesting content for the audience, which increases brand awareness and can contribute to its popularity. Video is becoming an increasingly popular format for content consumers as it allows for a more vibrant and emotional conveyance of information. Infographics provide a convenient and concise

way to convey complex information. Social media is a very popular channel for content dissemination and audience interaction. Podcasts and e-books can be used to create comprehensive and detailed content that helps establish brand authority and increase its recognition. The highlighted channels for broadcasting specific content are: accessible and convenient for creating and disseminating content, as they do not require large expenditures on filming, editing, and distribution; allow for attracting different types of audiences with different interests and subscriptions, which allows drawing the attention of more customers to the brand. However, it should be noted that these channels are the main ones, but not exhaustive. Other channels can be used, such as webinars, browser games, etc. It is important to take into account that the choice of channels should depend on the target audience and the specifics of the brand. For example, if the audience actively uses social media, this channel can be very effective for interacting with them.

The components of proprietary content that can influence customer behavior may include informational messages of various formats that meet the criteria of attractive content and can be broadcasted through different distribution channels. The components of proprietary content that can influence customer behavior are shown in Figure 1.
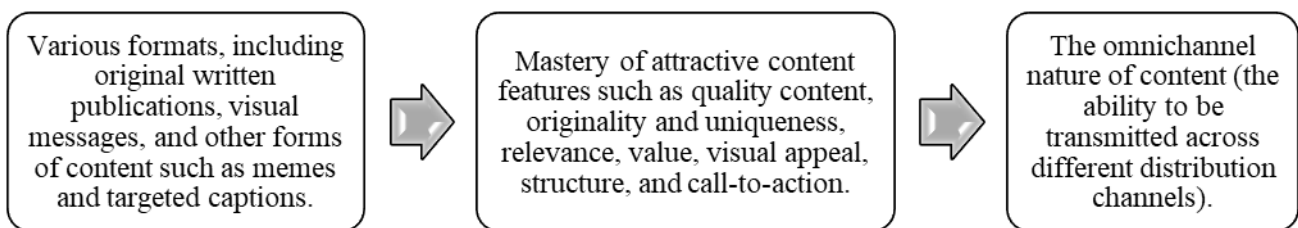

Fig. 2. Components of proprietary content that can influence customer behavior.
Source: formed based on [1; 2].

Some of the main formats for informational messages include authored publications and visual messages in any form. Authored publications, in particular, are text-based messages that can contain a variety of information, from reviews and updates to articles and research. These messages can be transmitted through various formats (on different platforms, such as blogs, social media, websites, etc.). Other original visual messages are messages that contain visual content presented through memes, captions, presentations, webinars, and online conferences and are broadcast through various channels. All formats of information messages can be used to talk about products and services, share experiences, establish authority, and promote a brand. One of the basic characteristics of proprietary content is how attractive it is, particularly highlighting the uniqueness and specificity of the company since it is created specifically for it and reflects its vision and values. Therefore, the outlined messages can have different levels of effectiveness, which increases with their compliance with the characteristics of attractive content, or content that attracts attention faster and allows information to be conveyed more vividly, according to the specifics outlined in Table 1.

Table 1 - Ways to increase the effectiveness of proprietary content-forming informational messages.

Feature of an informational message.	Features of ensuring compliance of an informational message with a trademark	Objective of compliance
Quality of content	It is important to ensure usefulness (for the audience, for the relevance of their needs and interests), overall quality of execution (including high quality of images, sound, and editing for visual content, proper grammar and structure for written content, etc.).	Attract audience attention and retain their interest
Originality, uniqueness	It's important that informational content is not copied from other sources, as this can negatively affect the brand's reputation and be perceived as plagiarism and lack of originality. Only when such content is unique, it is suitable for SEO, which makes it more visible in search engines.	Attract audience's attention, increase brand loyalty.
Relevance	It is important to ensure that the content of informational messages is relevant and aligned with current trends and the needs of the audience.	To attract and retain users' attention and interest.
Value	It is important to ensure that the content of informational messages provides value to the audience, meaning it helps solve problems or provides information that can be useful to their personal or business lives.	Increase sales, enhance brand engagement and impact on the market.
Visual appeal	It is important to ensure that the content of informational messages is attractive and easy to understand. The visual appearance of the message is also important - it should be oriented towards an attractive design, photographs, and graphics that can make the content more appealing and memorable.	To attract the audience's attention.
Structured format	It is important to ensure that the presentation of informational messages is structured in such a way that it will provide clear organization and structure when it is converted into content. Clearly defined sections and headings, visual elements, lists, and other organizational tools help to organize content and make it more accessible to consumers.	help the audience to navigate and easily find the necessary information.
Call to action	It is important for the content of informational messages to include a call to action that encourages the audience to take certain actions, such as purchasing a product, subscribing to a newsletter, downloading an app, and so on. The content should have a direct connection to the products or services of its owner.	Increase conversion and sales.

Source: formed based on [1; 3; 4]

To ensure the effectiveness of informational messages, it is necessary to achieve their maximum compliance with the characteristics of attractive content while being highly adaptive to various channels of distribution. This includes creating content that is easy to read on mobile devices as well as on computers and tablets and utilizing various formats of content. Under such conditions, proprietary content will meet the

needs and expectations of the audience, and be interesting and attractive to them. In addition, such content can be made omnichannel (able to be broadcasted on different distribution channels, such as social networks, blogs, etc.) and controlled (allowing the company to control the message it wants to convey to its customers and subscribers and maintain control over its reputation).

According to the above provisions for content creation and its transmission through different channels to ensure its attractive and accessible content, it is necessary to follow the following set of systematized steps:

Step 1. - Defining the target audience for creating content to determine its direction (who it will be intended for). At this step, content marketers should [1; 4-5]:

1. Identify the target audience. Identifying the target audience involves analyzing the geographic, demographic, socio-economic, and other characteristics of people who may be interested in your product or service. To do this, methods such as surveys, analyzing data from Google Analytics and social media, studying competitors, etc., can be used/

2. Determine the basic needs of the target audience. Determining the basic needs of the target audience involves analyzing what can specifically interest and satisfy the needs of the target audience. This can be done by conducting market research, analyzing demand for certain products and services, and studying audience behavior online and on social media.

3. Define the basic problems of the target audience that they seek to solve. It's important to understand what problems are troubling the target audience and what solutions can help them. This can be determined by surveying the audience, analyzing forums and groups on social media, studying user feedback, and more.

Step 2. - Thematic content construction. At this step, content marketers should [1; 4-5]:

1. Identify a list of topics that are interesting and useful for the target audience (using search query analysis, social media monitoring, conducting surveys or questionnaires with the audience);

2. Choose topics that will meet the needs and interests of the target audience (taking into account factors such as usefulness and value of content, diversity).

Step 3. - Creating Engaging Owned Content. At this stage, the content should be attractive and interesting to your audience. It should be presented in various formats, such as original articles, photos, videos, infographics, and more.

Step 4. – Content optimization. At this stage, content should be optimized for search engines to attract more visitors to the channel. Content marketers should [1; 5]:

1. Identify and incorporate relevant keywords and titles into the content that reflect its essence and include keywords;

2. Ensure that the content remains unique and interesting to the target audience (this requires constant updating);

3. Implement meta tags to help search engines index the content;

4. Include internal links from your own articles or blogs to the owner's website's selling pages to attract more visitors and increase your website's rank in search engines;

5. Ensure fast loading of content on the owner's website. This will help maintain visitors' interest and improve the website's rank in search engines.

Step 5. - Distribution of content through an omnichannel broadcasting system.

Step 6 - Performance analysis. At this step, it's important to analyze the effectiveness of the content and identify which channels and messages aren't working. Content marketers should [1; 4-5]:

1. Determine which types of content are most attractive to the target audience by using analytical tools such as Google Analytics to analyze website traffic and content performance indicators, SEMrush to analyze SEO indicators, social media analytics, and more.

2. Identify which communication channels work best by relying on analytical data that determine the popularity of each channel among the target audience and effectiveness indicators, such as conversion rates, number of subscribers, and content integrations.

3. Determine measures for improving the content marketing strategy by using approaches such as A/B testing or feedback regarding the content and communication channels.

Summary and conclusions.

The authors of the study emphasize that proprietary content is the foundation of content marketing. This means that companies create their own content that helps them promote their products and services, increase their audience, and attract new customers. This content should be attractive and easily accessible. According to the research results, it has been proven that only providing attractive and accessible proprietary content can allow businesses to gain significant advantages, including the following:

1. Attractive content attracts the attention of potential customers, encourages them to act, which ensures increased sales and increased website traffic.

2. Accessible content helps the owning company to reach a wider target audience, which ensures increased brand popularity, recognition of goods and services, and attracts new customers.

3. If the content meets quality and value criteria, it can help the owning company attract more customers and improve its reputation.

4. If the content is interesting, original, unique, it can encourage the target audience to interact with its owner, for example, on the one hand, it encourages real-time communication with company representatives, leaving reviews and asking questions, on the other hand, it allows the owner to quickly distribute their content.

5. If the content has a direct connection to the owner's products or services, is interesting and useful to the target audience, it contributes to increased sales and attracting new customers.

6. If the content is optimized for search engines, it can help increase the company's ranking in search engines and increase website traffic.

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