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Master's Thesis

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Content Marketing via Online Media in Interior Design Market

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Declaration of Authenticity

I hereby declare that all the materials presented herein are my own work, or fully and specifically acknowledged wherever adapted from other sources.

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Acknowledgements

Abstract

This work aims to provide an overview of current knowledge in the field of content marketing. Based on that, it defines key requirements for successful content marketing via online media. The system can be further used for creating or re-defining content marketing for any company that wishes to effectively attract and retain their customers by providing them with valuable information.

In the practical part, the thesis discusses the case of Insidecor, a company providing a web portal that showcases interior design products and inspiration available on Czech market. Based on the theoretical knowledge, description of the company's business, market situation and primary research, the thesis proposes key areas for improvement of the company's content marketing initiative.

Keywords: content marketing, online media, digital media

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Introduction

The topic content marketing via online media was chosen because both the notion of content marketing and usage of online media are currently gaining on importance, due to the increasing use of internet. Content marketing builds on the idea of attracting target audience by providing them with pieces of valuable content. As opposed to advertising, the idea is not about pushing the promotional information about the company's offer, but about the being able to provide the audience with the information they want to receive. Such pieces of information have entertaining, editorial or educational character.

The content can be distributed by a variety of media formats such as blog articles, e-books, video or audio podcasts. The practice of content marketing, formerly known as corporate journalism or custom publishing, dates back to 19th century. However, the theory of content marketing started to be popularized around year 2011. (Pulizzi 2012 & Google Trends, 2015) There are two main factors behind its increased importance. One factor is that it has become cheaper for companies to publish corporate content, mostly thanks to the use of online media. The other factor is that companies find it effective to engage their audience and gain trust by providing valuable content on top of their offer. Non-media companies who act as corporate publishers create profit from the content indirectly, by attracting customers for their products or services. (Pulizzi 2012)

Content marketing strategy plans for creation, delivery and governance of the content. (Halvorson, 2010) As a part of the marketing strategy it aims to support the objectives of the business. The content is therefore tailored to address target audience of the company and to trigger a specific behavior. In general, it can address audience in all stages of the buying cycle. Currently, businesses use content marketing mostly to drive customer engagement, to nurture and generate leads. (Pulizzi, 2014) Providing customer audience with valuable information can result in a long-term competitive advantage, formed by delivering an exceptional customer experience with the brand. When creating the content marketing strategy, companies should think of their internal predispositions and put them in line with external predispositions. The internal predispositions are the company's ability to create, distribute and promote the content, as well as the ability to measure and analyze the performance of marketing activities. The external predispositions are the characteristics of target audience, current situation on the market and the trends. Once the predispositions are evaluated, the aim for the business is to develop the content marketing strategy and put it into action. This way the companies are be able to provide value to their customers and at the same time, fulfill their business objectives.

Closer look at the relation between the content marketing strategy and the business strategy is provided in the theoretical part of this work, which summarizes current knowledge in the field of content marketing. It also provides an overview of characteristics of most performing pieces of content and based on that, defines key requirements for successful content marketing via online media. The theoretical part

of this work draws from books and online resources created by contemporary professionals in this field. The learnings will be used in the practical part, which aims to provide a description of a selected company and suggest recommendations to improve its content marketing initiative.

The case in the practical part is focused on a Czech company called Insidecor. The company's main activity is running a web portal that showcases designer products available on the Czech market and provides the end customers with pieces of inspiration on home design. The company cooperates with business clients who are mainly furniture suppliers, interior designers and architects. It aims to facilitate marketing of their products and services. Currently, Insidecor's content marketing initiative translates into publishing blog articles and photos of designer homes on the web portal. To get deeper insights into customer interaction with the current content, a primary research consisting of user testing of the company's web is used. The aim of the practical part is to provide recommendations for improving Insidecor's content marketing initiative, based on the description of current situation of its business, findings from the primary research, and the theoretical knowledge. Overall, this work aspires to define key areas to ensure that content marketing provides value to both the business and to the customer audience. The system of requirements for successful content marketing via online media that is identified and used in this work could be also further used for creating or re-defining successful content marketing for other companies of choice.

1   Theory of Content Marketing

Content marketing is a relatively new term, popularizing the practices known back in 19th century and providing modern businesses with a clear idea about attracting the customers by providing them with pieces of valuable information. (Pulizzi, 2012) This part will briefly describe the theory of content marketing by looking at its history and its connection to the business strategy. It will also provide an overview of theory and results relative to primary research.

1.1   Introduction to Content Marketing

1.1.1   Defining the Term "content marketing"

The term *content marketing* stands for "a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience - and, ultimately, to drive profitable customer action." (Pulizzi, 2014)

This term corresponds to what was previously described as custom publishing, customer media, private media, branded content, corporate journalism or corporate storytelling.

The increasing popularity of the term can be seen in Figure 1-1, representing the evolution of the online search for keywords "content marketing" worldwide. (Google Trends, 2015) The search results for this exact term count 17.5 million.

Figure 1-1: Search for "content marketing"
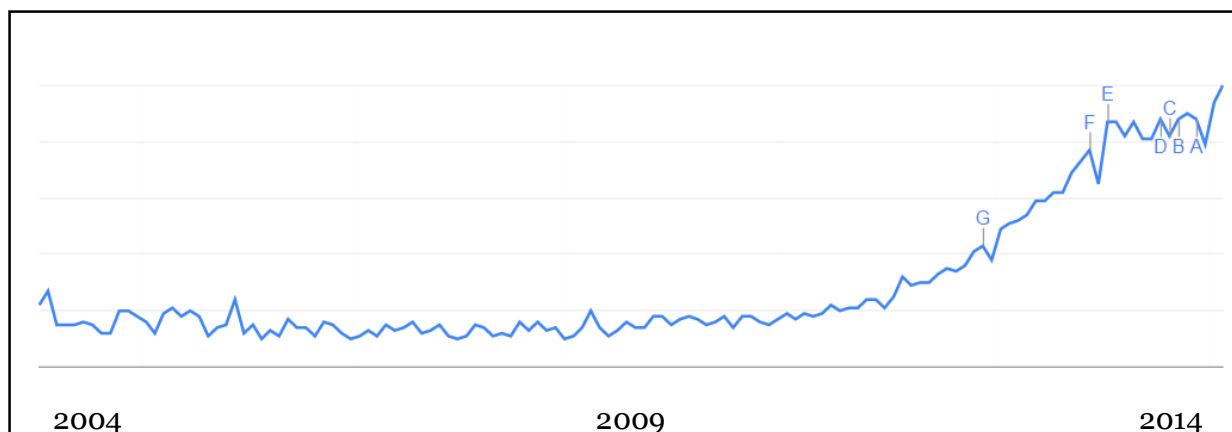
Cohen (2011) says the focus of marketing activities is to provide "useful information to aid purchase decisions, improve product usage and entertain while achieving

organizational goals without being overtly promotional." She lists major attributes of content marketing as follows:

- embodying an organization's core brand elements
- using of a variety of media formats such as text, video, photographs, audio, presentations, e-books and infographics (to tell the brand's or company's story)
- being suitable for reading on a variety of devices including computers, tablets, smartphones and others
- being distributed via owned, third party and social media platforms
- providing measurable results through the use of appropriate calls-to-action and promotional codes

If we consider the traditional approach to be focused mostly on promoting the products and services, content marketing, in contrast, aims to shift this promotion to promoting valuable content published by the company. An example of the traditional approach can be a „buy-me!" advertisement in the leading magazine read by the target segment. Content marketing, on the other hand, is „the marketing of attraction. It's being there when consumers need you and seek you out with relevant, educational, helpful, compelling, engaging and sometimes entertaining information." (Lieb, 2011) The strategy is about providing the content that customers are looking for, leveraging their open and receptive attitude at that moment. Instead of merely renting the media for advertising, content marketing aims for businesses to own the media and to shift their attention from advertising to publishing. Valuable content usually provides one or more of following: *educational value*, *editorials* (presenting one's perspective) or *entertainment*.

Pulizzi (2012) sees the difference between *media* and *non-media companies* that publish valuable content only in the way how they earn money. While the media generate profit by selling the content or advertising space, "for a non-media company, content is created, not to profit directly from the content, but indirectly by attracting and retaining customers."

Digital content marketing can use various forms, such as: *advertorials, articles, blogs, case studies, comments, competitions, e-books, fora, games, giveaways, images, infographics, interactive tools, microsites, mobile apps, news releases, newsletters, podcasts, status updates, videos, photos, presentation slides, product catalogs, research reports, surveys, webinars websites* or *white papers*. (Pulizzi, 2013, Content Marketing Playbook...)

1.1.2   History of Content Marketing

Even though the term "content marketing" emerged only recently, it is believed that the practice of content marketing dates back to 1895 when John Deere, American seller of the agricultural equipment, introduced the magazine with agricultural tips for farmers. (Pulizzi, 2012; John Deere, 2015) The Furrow, as stands the name of the magazine, is still sold in the United States.

Other brands that used the principle of content marketing in its early stage were Michelin publishing its Michelin Guide for travelers in 1900, Jell-O publishing recipe books in 1904 or an engineering firm Burns & McDonnell launching the private magazine, followed by Sears introducing a radio program in 1924.

The development of the information technology had a great impact on the evolution of content marketing. Companies were suddenly able to communicate with their customer audience via internet. Corporate publishing thus became more affordable and also new possibilities connected to digital communication emerged. This led the companies to invent new ways of interactions with their customers.

Another aspect encouraging the development of content marketing is the increasing information overload. The trend is that customers are ignoring the communication that they do not find valuable and focus on the part of corporate communication that provides some value for them. Companies adapt to this trend by putting more focus on content marketing and less on advertising. Most companies report increasing the amount of content published each year. "More and more, marketing is structured to supply content and to enable customers to use it, interact with it, and share it." (Lieb, 2011)

1.2 Content Marketing Strategy as a Part of Business Strategy

According to Halvorson (2010), content marketing strategy is "the practice of planning for the creation, delivery, and governance of useful, usable content." The content is said to be useful, when it fulfills two objectives: "to support a key business objective and to support a user (or customer) in completing a task."

Being a part of the marketing strategy, the content strategy should respond to the specifics of the target audience and as well, to the business goals. The content strategy should be created with the aim of triggering a specific part of buyer behavior, convey a consistent story, and ultimately, allow for measurement of its results.

1.2.1 Goals of Content Marketing

Pulizzi (2014) summarizes the gains for a company who adopted a successful content marketing strategy: „Building loyalty and trust with an audience over a long period opens up amazing opportunities to sell more, save costs, or create customers for a lifetime."

Providing valuable content leads to improving brand recognition, customers' perception of brand's authority, authenticity and credibility. Content marketing is used in both B2B and B2C models; replacing or augmenting traditional advertising campaigns. "Content can spark customer engagement at all stages of the buying cycle... reinforce an existing relationship, inspire upselling, cross-selling, renewals, upgrades, and referrals." (Lieb, 2011)

Before creating a content, the company needs to choose a specific goal for it to be accomplished, for example: to attract more visitors to the website, to increase the amount of time spent on the website, increase the conversion of visitors to customers. Main organizational goals to be achieved by content marketing are as follows, starting from most cited in the UK survey (Pulizzi, 2014):

- engagement
- lead nurturing
- lead generation
- brand awareness
- sales
- customer retention / loyalty
- upsell / cross-sell
- customer evangelism

Content marketing aims to leverage the aspects of marketing that are welcomed by the audience and suppress the aspects that are regarded as negative. Heath's study based on depth interviews (2008) observed that most respondents saw „marketing, and particularly advertising as misleading, dishonest, manipulative, and aggressive." On the other hand, when asked about the positive connotations, customers saw marketing activities as being informative and entertaining. To increase the perception of providing value, content marketing strategy should focus on building trust with the audience. It shouldn't act like an advertisement pushing the product, or to the other extreme, be intransparent while hiding the brand standing behind the content.

Content marketing seems to be an important element of forming a competitive advantage for the company. Competitive advantage as such is first based on the fact that *company's offer brings value to the consumer* and second, that *its services make the use, purchase, etc. convenient*. Then, it is *exceptional customer experience* that forms the next differentiating point, which is supported by providing valuable content. (Park, 2013) "Customer experience is the internal and subjective response customers have to any direct and indirect contact with the company." (Meyer and Schwager, 2007) In other words, customer experience is about how the company makes its customers feel. It encompasses all aspects of a company's offering, functional as well as emotional elements. According to Shaw and Ivens (2002), "the customer experience is a blend of a company's physical performance and the emotions evoked, intuitively measured against customer expectations across all moments of contact."

In marketing, customer experience translates into many forms, including the relevance and frequency of the message, its appropriateness and connection with the brand promise. Great customer experience can be a source of a long-term competitive advantage and effective content marketing being a part of it, it is clear how it relates to the big picture of company's strategy.

1.2.2   Creating the Content Marketing Strategy

A survey of UK for-profit companies showed that in small companies (10-99 employees) it is mostly a C-level executive who is accountable for the content marketing, as opposed to the enterprise companies (1000+ employees) where the responsibility falls on the marketing group. Almost half of the companies claimed to outsource the content creation (mostly design and writing) while strategy, distribution and analytics tend to stay in-house. (Pulizzi, 2013, Content Marketing in the United Kingdom...; Pulizzi, 2014)

How much and in which format the company needs to document its content strategy is given by the character of its business – small businesses with limited content marketing initiatives may not need to document the strategy at all and still be successful by simply walking through the process.

Content Marketing Institute's guide (2013) presents 5 steps to follow to create a content marketing strategy and the questions that need to be answered in each step:

- **business plan for innovation**

  What are the current challenges of the business, the dream outcome, risk of failing, budget, time plan, exit scenario and internal conditions to executing experimental ideas?

- **business case for content marketing**

  What is the need and how big it is: what is to be accomplished by content marketing, what is the strategy needed in relation to the business model, what is the differentiating value?

  What are the risks, what stands in the way of success and what would happen if the plan failed?

- **persona development and content marketing**

  What is the detailed description of personas in the audience, sales funnel, customer buying cycle and customer context?

- **brand story**

  What is the current marketing like, who are the competitors, what is the customer viewpoint, desired brand story, who is responsible for the brand image?

  How to lead the audience into the desired brand perception and how should the differentiation look like (operative, tactical plan, strategic plan)?

  How would it look like if the strategy was in practice and why hasn't it been done yet?

- **channel plan**

  What are the existing channels to tell the brand story and what needs to be changed, fostered or stopped?

  In which context will the content be viewed, what are the objectives and specific goals for each channel, which channels apply to which personas?

  Who creates and manages the content and conversation on each channel, what is the editorial plan: what is the desired structure, tone, velocity and action for each channel?

Yagodich (2011) depicts slightly different approach to the content strategy creation, suggesting that following consumer-centered questions are to be answered at the beginning:

- **why:** What are the objectives of the content strategy? What is the content marketing mission statement?
- **what:** What is the message delivered and which moves will consumers do in exchange for it?
- **who:** Who is the consumer audience of the message?
- **where:** In which context, device and location will the consumers read it?
- **when:** When will the content be created and published?
- **how:** How will the information be structured? (Which information are a part of the title, meta-description, summary, RSS form, blog post, tweet etc.?)

For planning the execution of the content marketing strategy, Halvorson (2010) identifies following areas to revise, their graphic relationship is shown in Figure 1-2.

- **substance:** How do we know this is the right content?
- **structure:** How will this content appear across channels?
- **workflow:** Do we have the skills, budget, tools and time?
- **governance:** Who is in charge of ongoing content quality?

Figure 1-2: Content Strategy Framework
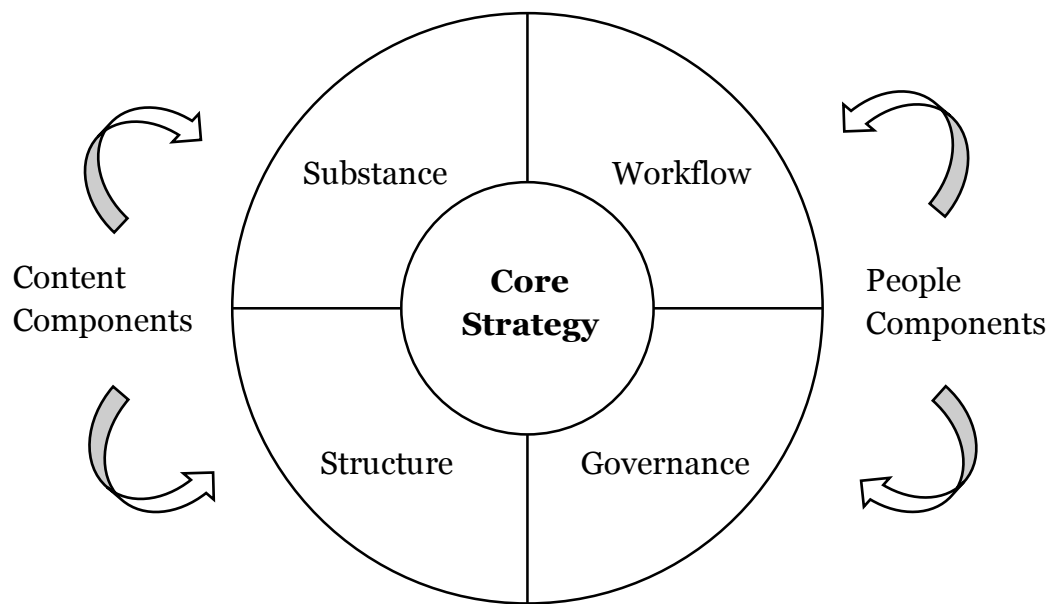
Once the content strategy is created according to internal and external conditions of the company, a process of implementing and revising will start. Parts of this continuous process are depicted in Figure 1-3. After the analysis of the conditions, the company starts collecting (creating or curating) the content. It is advised to create the content in a way that would facilitate its distribution, by making it findable (by using the vocabulary of the audience, including links to internal and external content and optimizing it by associating descriptive texts to non-text items). Along with the distribution, the content will be promoted in order to reach the target audience. The company would follow-up by measuring the performance of its content marketing activities. (Cohen, 2013) It should then learn from results and according to the need, alter some parts of the strategy to improve its performance. As well, the company would need to monitor the changes in the predispositions, making sure that the strategy is updated to new trends, needs and challenges.

Figure 1-3: Content Marketing Circle

- why
- what
- who
- where
- when
- how

- substance
- structure
- workflow
- governance

Analyze Predispositions and Revise Strategy

Create / Curate Content

Measure and Analyze Results

Distribute and Promote
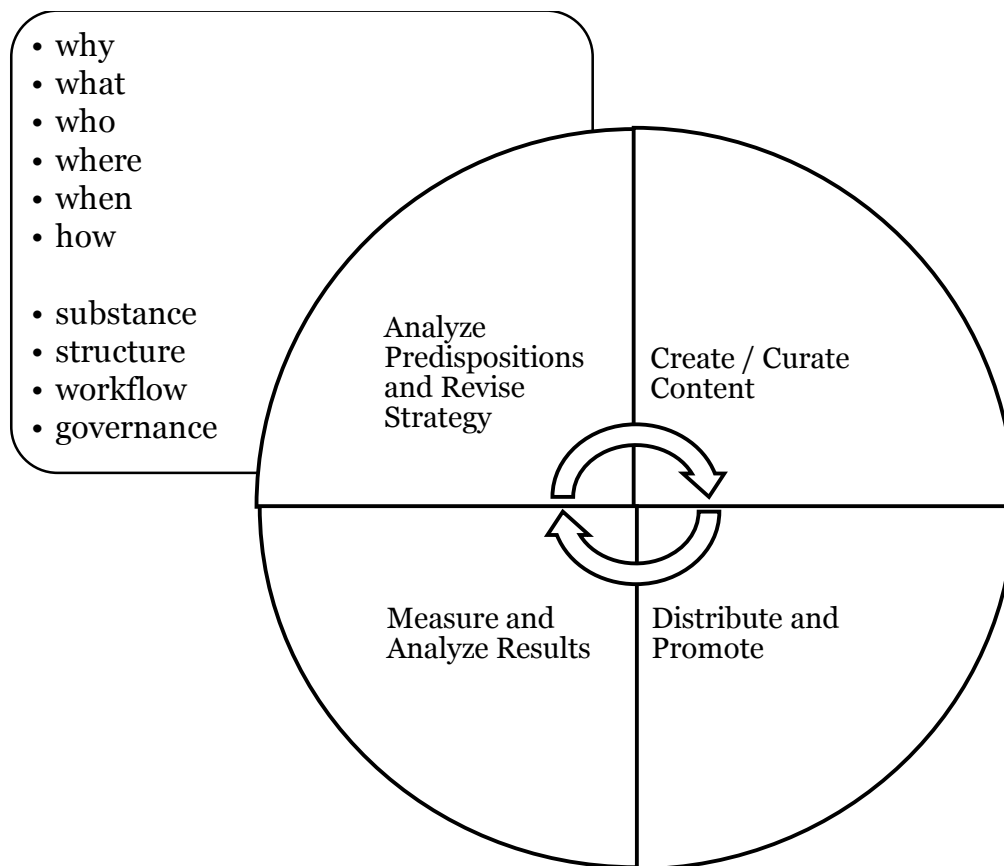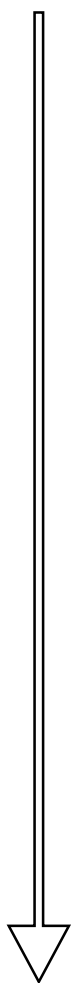
1.2.3 Developing the Content according to the Sales Funnel

"Effective content marketing is heavily interwoven with the marketing strategy and tactics, as well as with the organization's sales process." (McDuffee, 2013)

To be effective, content marketing has to be tailored to the role it should perform in the sales process. The sales process is described by the sales funnel, whose specific appearance may differ from company to company. The conventional stages of sales funnel and forms of content marketing most suitable for each part are described in Figure 1-4.

Figure 1-4: Stages of Sales Funnel

Goal of Content	Form of Content	Classification of Audience
Awareness	• tip sheets, how-to videos, guest blog posts, gamification	Leads
Interest	• infographics, checklists, SEO optimized website content	
Consideration	• guides, how-to videos, social media	Prospects (Qualified Leads)
Intent	• white papers, e-books, webinars, email newsletters	
Evaluation of alternatives	• case studies, data sheets, demo videos	
Purchase decision	• testimonials, reviews	Customers (Buyers)
Relationship	• email newsletters, blog posts, social media	
Retention	• special offers, coupons, contests, giveaways	

Source: Single Grain (2015)

The first stage of sales funnel is focused on building an awareness about the possible need and the solution among the audience who initially knew nothing about the product, service or company. Then the content aims to sparkle an interest in the issue. People in the audience who are aware and interested (*leads*) become *prospects*, once they start considering getting the offered solution. After the consideration, they form an intention to get it, and in the next step they start to evaluate alternatives for purchase. In this stages, the content usually helps prospects to clarify their objectives and to provide more specifications of the solution. Once the purchase decision is made, the content focuses on conveying company's understanding of client's needs and efficiency in fulfilling them, usually in form of case studies and testimonials. When the prospect buys the product or service, he converts into a *customer* and the company's effort goes into maintaining the relationship with him. Having loyal customers then ensures repeated purchases and spreading positive word of mouth about the brand or the company.
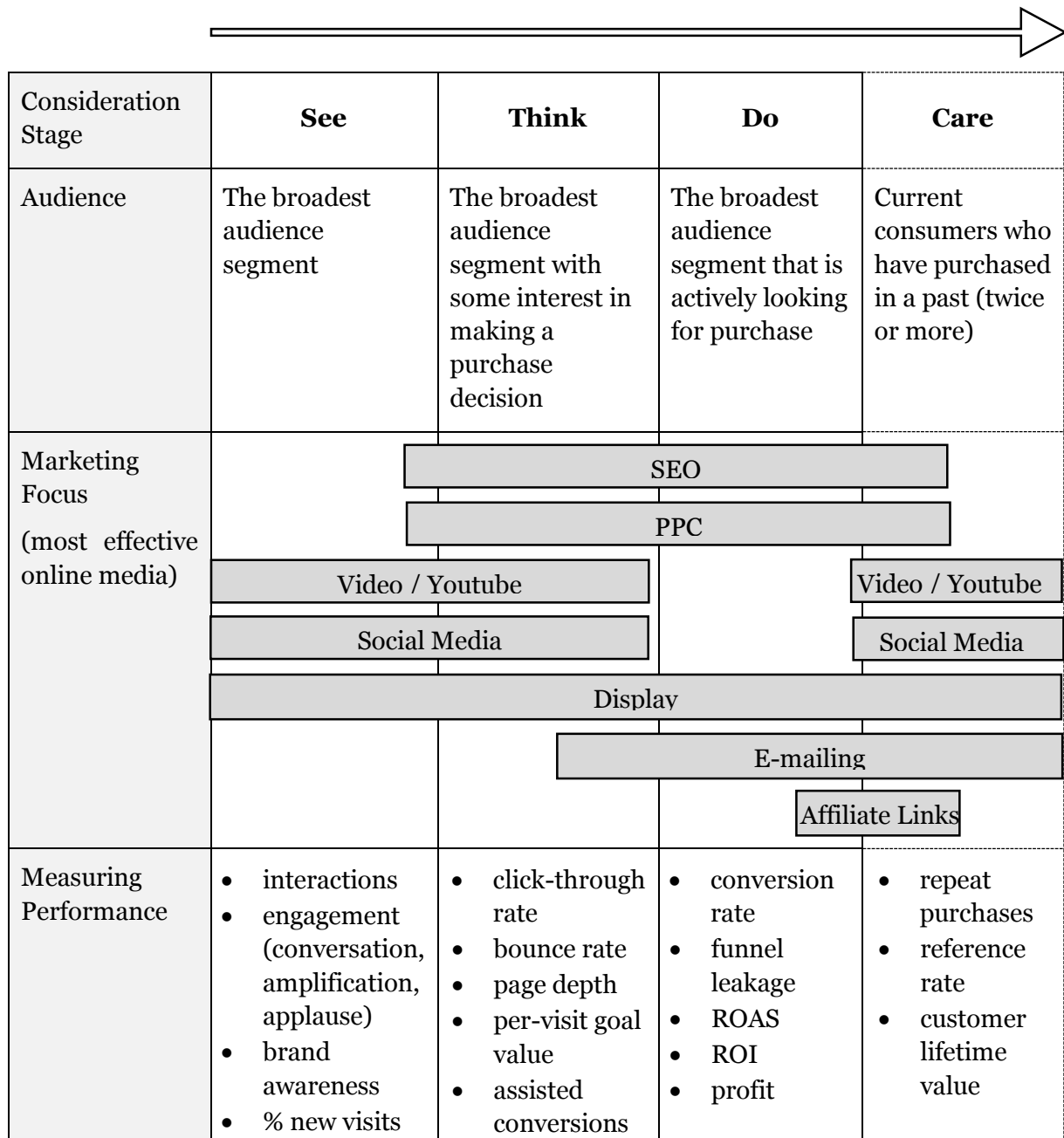
The sales funnel described is a contemporary model inspired by the basic AIDA model. In AIDA, the marketer attributes some specific desired outcome to the advertisement

and reflects: "Did the ad: grab attention, arouse an interest, stimulate desire and provide a call for action?" (Charlesworth, 2014) Similarly, when deciding about publishing the content, one has to have in mind its specific purpose and define the customer behavior that the content should trigger. After the desired action is triggered, the company should have some steps prepared to guide the potential customer through the next stage of the sales funnel.

In marketing via online media, desired actions are often in form of clicks or typing the web address. It is advised that once the customer makes such an action step (for example clicks on the link provided in the tweet), he is directed to a custom designed *landing page* which is relevant to him, instead of just being directed to homepage or a product page. According to McDuffee (2013), there are three main components of a successful landing page: it should *offer of the content asset* (perceived as a main focal point of the landing page), *description of the company business and its USP* and an *easy access to more information on the company*. Thus, the content should be created with the complete conversion process planned in advance, specifying the steps that would lead to eventual purchase (or other goal).

Another approach to customer segmentation, according to consideration stages, is described in the *See-Think-Do* framework by Kaushik (2013). He argues that each marketing program, its creative, targeting and purpose should be in line with the given consideration stage of audience. Figure 1-5 describes the audience and most effective online media for each stage. It also suggests metrics of marketing performance. Especially in the online world, it is said to work best if the company works with people in all stages of consideration. Company's content marketing is usually focused around *See* and *Think* stages. For customers in the *See* stage, the company usually aims for inspiring and entertaining, in the *Think* stage, it aims for informing and educating. It tries to sell only in the *Do* stage. After the customer makes a purchase, there is an additional *Care* stage. Further discussion on possible metrics will be held in the part 1.2.6. Monitoring the Effectivity.

Figure 1-5: See-Think-Do: A Content, Marketing, Measurement Business Framework

Consideration Stage	See	Think	Do	Care
Audience	The broadest audience segment	The broadest audience segment with some interest in making a purchase decision	The broadest audience segment that is actively looking for purchase	Current consumers who have purchased in a past (twice or more)
Marketing Focus (most effective online media)		SEO (Think–Do)		
		PPC (Think–Do)		
	Video / Youtube (See–Think)			Video / Youtube (Do–Care)
	Social Media (See–Think)			Social Media (Do–Care)
	Display (See–Do)			
			E-mailing (Do–Care)	
				Affiliate Links
Measuring Performance	• interactions • engagement (conversation, amplification, applause) • brand awareness • % new visits	• click-through rate • bounce rate • page depth • per-visit goal value • assisted conversions	• conversion rate • funnel leakage • ROAS • ROI • profit	• repeat purchases • reference rate • customer lifetime value

Source: Kaushik on MarketingFestival.cz (2014); Google workshop for University of Economics in Prague (2015)

1.2.4 Characteristics of the Best Content

Content marketing is supposed to deliver "the right content, to the right person, in the right place, at the right time." (Halvorson, 2015) According to Kissane (2011), the characteristics of best content are:

- **useful**
- **user-centered**
- **clear:** speaking to people in a language they understand and organized in ways that make it easy to use
- **consistent:** in form, style, publishing period
- **concise**
- **supported:** it is viewed correctly across devices

Rockley (2014, Why Mother of Content…) describes yet another aspect of effective content: „**Intelligent** content is structurally rich and semantically categorized (related to meaning) and therefore automatically discoverable, reusable, reconfigurable, and adaptable" according to device or channel. The content which is intelligent can be processed automatically; having the formatting removed from the source files while the structure is maintained. "An intelligent content strategy involves all aspects of content strategy plus the additional tasks of structured content modeling, reuse strategy, and metadata or system/device content retrieval." An example given by Rockley (2014, What Is Intelligent Content) on the semantic aspect of the intelligent content is as follows: "The metadata tag < italic > is not semantic; it describes appearance, presentation. It leaves no room for intelligence; italic is always italic. On the other hand, the metadata tag < emphasis > is semantic; it describes a quality. Text marked for emphasis may be italicized for print and extra loud for audio."
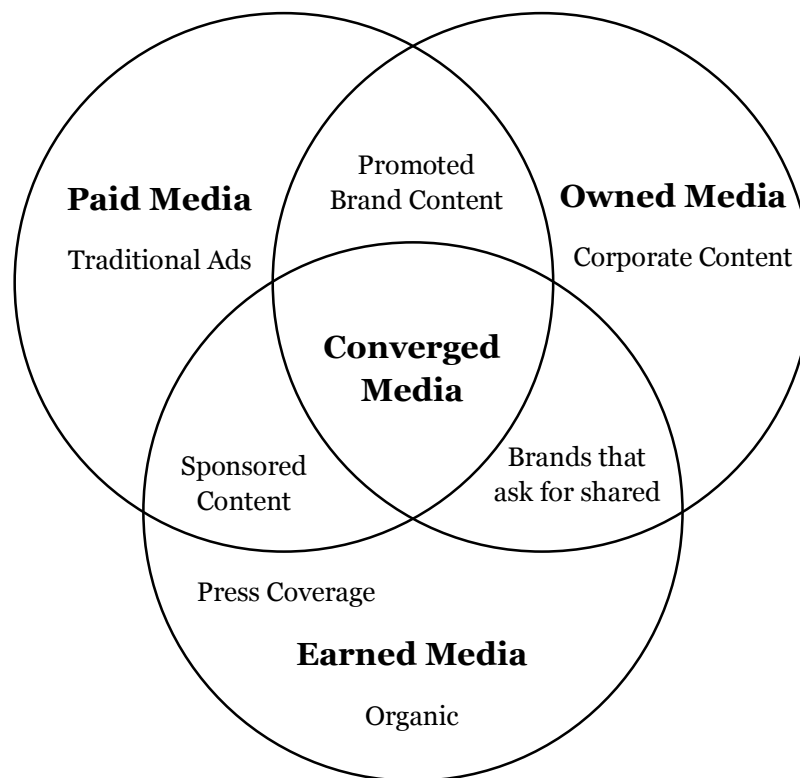
There are few more specifics to pay attention to when aiming to publish valuable online content: „Factual content must be **updated** when new information appears and culled once it's no longer useful; user-generated content must be nurtured and weeded; time-sensitive content like breaking news or event information must be planted on schedule and cut back once its blooming period ends." (Kissane, 2011) As well, the content should take advantage of search engine optimization copywriting, providing intriguing yet relevant headings.

When deciding about the amount of content published, Halvorson (2010) advocates the use of less content over using too much of it for the following reasons: less content is easier to manage, it is more user-friendly and it costs less to create.

1.2.5 Distributing and Promoting the Content

Content marketing is used to amplify the effect of traditional advertising or to replace it. It thus aims to shift the resources from promoting the product to creating, distributing and promoting the content. Then, *owned*, *earned* and *paid* media can be used for the content promotion and distribution. However, these terms tend to be overlapping, as Figure 1-6 shows.

Figure 1-6: Owned, Earned and Paid Media

Paid Media
Traditional Ads

Promoted
Brand Content

Owned Media
Corporate Content

Converged
Media

Sponsored
Content

Brands that
ask for shared

Press Coverage

Earned Media

Organic

Source: Alimeter Group (2012)

Compared to the pre-internet era when the content was distributed mainly via private magazines, nowadays the distribution happens mainly through *social media*, *e-newsletters*, *blogs* and *articles on own website*. (Pulizzi, 2014) The channel choice differs according to the specific purpose and business character (whether it is B2B or B2C, and according to the specific characteristics of its target segment). It is vital to tailor the message according to the selected channel.

Following paid methods are used to promote the content most often: *native advertisements, search engine marketing, paid online advertising and press release services*. (CMI, 2015)

In addition to planning the content according to the channel, the company needs to think as well about via which devices it will be received. More and more importance is attributed to mobile devices, their increasing usage is shown in recent trends for both B2C and B2B communication. In the Czech Republic, smartphone penetration was estimated to be 42 percent in 2013 and is still on the rise. While using a mobile device, Czechs are searching for products or services most often at home (47 percent) and in work (26 percent). Mobile devices are used most commonly upon looking up products or services after first hearing about them. After searching on their smartphone, people tend to make purchases across other channels, via computer or offline. (Google, 2013) Speaking of B2B trends, executives tend to see tablets and smartphones to be their primary business devices in three years' time. Current most relevant put-off factor from making a purchase on a mobile device is said to be that „mobile websites or apps are

hard to see, read or navigate on a mobile device." (Forbes Insights, 2013, North American market) More than two thirds of respondents claimed that a bad mobile experience would make them less likely to engage with a company and more likely to go to a competitor. To provide the best experience, companies often chose to display less content (adapted to momentary needs and context of the user) on the mobile sites and opt for responsive design.

1.2.6 Monitoring the Effectivity

Talking about marketing activities in general, the effectivity is measured by comparing the cost of the activity with the gains it achieved. As for measuring the performance of each piece of content, Kissane (2011) proposes to define "a clear, specific purpose... (and then) evaluate content against this purpose." To find relevant metrics, Kaushik (2010) recommends to start focusing on setting simply stated business objectives, break them to individual goals, and to define key performance indicators (KPIs) representing most relevant metrics for each goal. He suggests setting target values for the KPIs and measuring the performance against them. When evaluating the results, the focus should be on getting actionable insights that would facilitate defining next actions for improving the effectivity. For this purpose he advocates segmenting the audience for the analysis by their sources, online behavior and outcomes. Kaushik (2013) also proposes defining the metrics in line with the See-Think-Do framework, as was shown in Figure 1-5.

Cohen (2011) puts content marketing metrics into five basic categories according the measured element, as follows in Figure 1-7.

Figure 1-7: Content Marketing Performance Metrics

Category	Element to Track	Metrics
People	• How many visitors/viewers per piece of content? • How many unique visitors? • Has content marketing improved lead generation?	• # of visitors; unique visitors • # of sales leads
Action	• How much time do visitors spend with content? • Do they share content? • Do they register for on-going content? • Do they take next action you want them to? (Do you have an appropriate call-to-action?)	• time on site; time on page • # of Tweets, Facebook likes, Email-a-Friend emails, RSS, downloads • # of actions (unique promo code is critical)

Brand Impact	• What is brand impact of your content? Has content marketing improved branding?	• improved brand sentiment, intent to purchase, brand recall, …
Revenues	• What are sales related to content marketing? • Has content marketing improved conversation rate? • What is value of earned media? • Has content marketing reduced returns?	• total sales, total units, average order size • conversion rate • value of earned media • # of returns
Expenses	• What are content creation costs? (Include creative, technical support, etc.) • Has content marketing reduced search marketing costs and/or improved results?	• total costs (breakout external versus internal costs) • search marketing costs, search ranking for keywords

Source: Cohen (2011)

When comparing the gains obtained by various channels, both *conversion process* (generating leads and turning them into customers) and *post-sales process* (maximizing repeated businesses and life-time value of the customer) should be taken into account. (Tonkin, Whitmore, Cutroni, 2014) Figure 1-8 provides an insight into the relation between various channels and the customer ecosystem of an online marketing system.

Figure 1-8: Major Components of an Online Marketing System
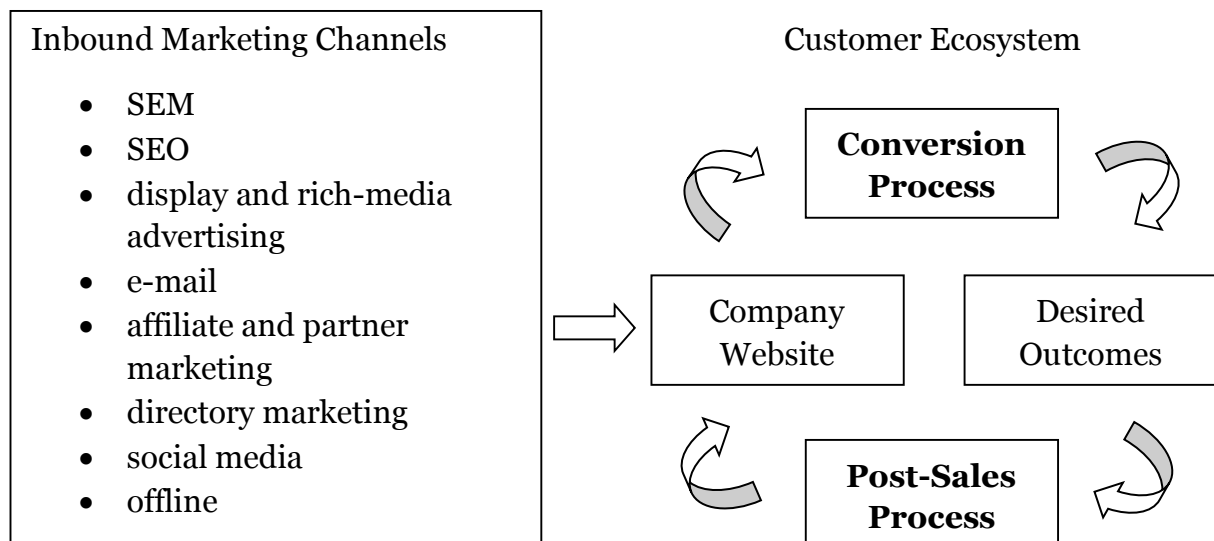
Source: Tonkin, Whitmore, Cutroni (2014)

To calculate the return on investment (ROI) of a content marketing program, the return from the activity, after subtracting the amount invested from it, should be divided by the amount invested. Linn (2012) proposes a following method of

calculating the investment and return: To calculate the investment, one needs to multiply hours per month that are needed to create the content by hourly pay rate and add overhead costs (reaching usually 50 percent of the hourly pay rate) as well as adding other costs (design fees, hosting fees, software, etc.). To calculate the return, one needs to multiply the leads (attracted by the content marketing per month) by the lead conversion rate, average lifetime value of the customer and average profit margin. If the key behaviors do not immediately produce revenue, a specific monetary value needs to be assigned to them. An example of measuring the page value can be using "Google Analytics which assigns value to each page corresponding to how often it is viewed 'on the way' to a conversion." (Linn, 2012) When looking at the leads generated indirectly by social media posts, the value can be tracked by tying the social media activity to landing pages by using custom URLs to provide a unique call to action from one piece of content.

Generally, it is advised to always look for a correlation between the content consumption and revenues achieved. As Linn (2012) puts it, "The goal isn't to be good at content. The goal is to be good at business because of the content. Measuring content comes down to how well it achieves business goals."

1.2.7 Summary of Requirements for Successful Content Marketing via Online Media

This part summarizes key learnings from the theory and identifies key requirements for successful content marketing via online media. The quality of content marketing efforts can be measured according to their ability to fulfill following three requirements:

1. Content marketing contributes to the business objective
2. The company learns from its past content marketing actions
3. User experience ensures smooth flow towards the goals of content marketing

Factors that contribute to fulfilling these requirements are mentioned below.

1. Content marketing contributes to the business objective

Content marketing strategy respects the business strategy
Content marketing goals are designed to support the business goal. Content is created, distributed and promoted in a way to address the audience relevant for the business. It supports the brand image and communicates brand values.

Each piece of content supports a specific step towards the goal
The content supports a predefined desired action which will move the customer closer to the goal (the goal is usually a customer conversion).

2. The company learns from its past content marketing actions

Performance of content marketing is analyzed
The actual contribution of the pieces of content and channels is tracked with respect to target KPIs. Monetary value is assigned to respective steps of the goal

flow. The performance is assessed by quantitative metrics and user satisfaction is assessed by qualitative metrics. Analysis of the performance is used to learn and improve. Some space for experimental content is allowed and continuous testing is used to improve most important parts.

3. **User experience ensures smooth flow towards the goals of content marketing**

Content is valuable

The content is useful and relevant to target audience, aesthetically appealing and presented in clear language.

Content is findable

The information provided is easily looked up upon search (due to SEO) and promoted in relevant paid, owned and earned media.

Content display is functional

The content is supported on various devices and well displayed across channels, with size of data optimized so the content does not load too slowly.

Content (and website) is easy-to-navigate

The structure and visuals are created in a user-centered approach. The calls to action are clear. The website is easy to navigate for both type of users: searchers and browsers.

Content is consistent

The communication strategy is defined for various channels. The brand message, form, style, structure, as well as publishing periods, are consistent.

Content is shareable

The consumers can easily share the content (via social media, e-mail…)

Content is maintained

The content is updated, obsolete content is cut off, and discussions are moderated.

Content is reusable

The content is built as intelligent. It is structurally rich and semantically categorized and therefore can be automatically processed according to device or channel.

2   Case of Insidecor: Content Marketing in Interior Design Market

2.1   Brief Description of Current Trends

This paragraph describes current importance of content marketing from a broad perspective. According to the research, more than 80 percent of UK business respondents claim to use content marketing and more than 30 percent claim to have a documented content marketing strategy. Respondents with documented content marketing strategy are found to be more effective in most aspects of content marketing. One third of the companies in the UK survey reported to spend less than 10 percent of the marketing budget on the content marketing, the average expenditure being 26 percent. Over the half of respondents expected the budget for content marketing to rise in the next year. (Pulizzi, 2014) As mentioned in the previous part, another trend is the increasing importance of mobile devices in online marketing and therefore it is expected that there would be greater emphasis on responsive design, mobile versions and on mobile applications. It needs to be mentioned that current research conducted on the topic of content marketing trends is commissioned or conducted mainly by companies selling content marketing services and may be biased.

Overall, content marketing is present in the Czech Republic mostly thanks to foreign companies and companies providing consulting services. It is more familiar under the term corporate journalism. These type of companies are already well known for their corporate magazines and blogs. Online search for interior design products and inspiration suggests that there is little focus on content marketing in this industry so far. When performing a search for products (*quality armchair*, *design furniture* in Czech language), the top results showcase supplier websites, that do not bear signs of any publishing activity.

When performing a search for *living room inspiration*, *kitchen inspiration* or *kitchen advice* (in Czech language), magazines focusing on decoration (living.cz, interiery.cz, utulnydum.cz, zena.cz) and a TV show (loskutak.nova.cz) are ranking highest among search results. They do not directly focus on selling products via the site neither on directly driving sales to business clients. Then the results provide websites with a variety of interior photos submitted by businesses or other users (inspireli.com, inhaus.cz, modrastrecha.cz). These websites can be considered as using content marketing. They usually provide contact information on the atelier or supplier who provided the photo, and some of them provide also few promotional articles from the business clients. Again, websites of individual suppliers who do not perform any content marketing on their respective websites, are listed among the rest of top results.

2.2 Description of the Situation in Insidecor

Insidecor is a company that operates a web platform providing Czech customers with interior design inspiration and contacts on home professionals (mostly furniture suppliers, designers and architects). This part will describe the company's story and current marketing strategy. Information describing current situation in Insidecor comes mostly from the personal interview with Mrs. Lermen (2014), co-founder of the company.

2.2.1 Introduction to the Company

Company's Story

The co-founder of Insidecor who came with the initial idea, Mrs. Lermen, is a professional architect with a passion for interior design, who moved to the Czech Republic from Brazil in 2004. When working on an architectural project, she found out that the Czech market was missing a single and user-friendly system encompassing various local supplier offers relative to design and home furnishing. This motivated her to build such a system on her own. The system's main focus was to provide a customer-friendly, easy to navigate experience for the demand side. Additionally, Mrs. Lermen made an observation that Czech design market was not living to its potential, mainly due to the economic situation and a cultural heritage that adopted minimalistic style from Germany. People were inclined to consult their houses with professionals when building them, but far less when designing the interior. As well, Czech customers tended to put more emphasis on the price than on the possibility of making their home a place for enjoyable living. This inspired Mrs. Lermen to define yet another goal: to show the consumers that investing into the design of their homes can bring a lot of value to their living, in ways they didn't know about. On top of the factors mentioned until now, in 2008 the economic crisis hit the Czech Republic and made the design professionals to cut on their marketing expenditures. It made their need for being helped out with the marketing struggle even stronger and this became yet another issue addressed by the new project called Insidecor.

Insidecor was launched 2013 as a web platform connecting the Czech public with professionals in the field of interior design and furnishing. Its aim is to be a source of inspiration for the customers and present them the opportunities in designing the interior, pieces of advice on how to proceed with the realization, and ultimately to provide them with the contacts on industry professionals.

In contrast to the companies who target people wanting to furnish their house mostly with designer products, Insidecor targets wider segment of people who would buy only one or few designer pieces. Instead of focusing only on the high class consumers, the company aims to enable the middle class to find a way how to mix designer products with generic ones, making interior design less of a thing reserved for the richest. Insidecor approaches design as a part of a lifestyle, reflecting owner's personality but being practical at the same time.

The company still finds that the awareness of interior design in the Czech Republic lags behind, most people not being aware of the design possibilities which would suit their needs, personality, aesthetic preferences and financial restrictions at once. Looking at the trends in home-designing, furniture shops preferred by Czechs are one-stop shops like IKEA, where they can find lots of cheap furniture. Usually, Czech customers buy what their neighbors have and take inspiration mostly in the shops' catalogue. Not seeing the innovative ways of home furnishing in the neighbor's houses, Czech people end up not being very creative in home designing process. (Hořejší, 2015)

Insidecor's mission can be summarized as educating the Czech market on interior design by giving industry professionals the voice to present the opportunities; connecting supply with the demand; and thus making the whole process of home designing and furnishing easier and more effective. Their current motto displayed on the website is "design as a lifestyle". The Implicit motto could be "Insidecor is making people think about design".

Stakeholders

Most important stakeholders apart from the owners are Insidecor's B2B clients, B2C customers and its employees (team members).

- B2B clients (from now on called *business clients*) are designers, architects, and suppliers of original and quality design furniture. In the future, the company plans to cooperate also with developers. Insidecor focuses mainly on embarking a cooperation with European, preferably Czech professionals. Currently, almost all cooperating designers and architects are Czech. However, the potential client base is restricted by the fact that many Czech suppliers of designer products are focused exporting to foreign markets and so not very interested in penetrating the Czech market. (Lermen, 2014)
- B2C customers (from now on called *customers*) are people visiting the website who search for inspiration in interior design, in the need for services and products, who eventually contact the business client with the inquiry and buy the service or product.
- Currently, Insidecor team consists of 7 members, 2 in executive function and 5 in creative and content-creating functions.

Business Model

Currently, Insidecor helps its business clients to market their services in exchange for a fee. Business clients fall in following categories*:* business clients having only a profile listing (*members*) paying cheaper monthly fee; business clients having a profile listing plus a publishing role (*partners*) paying slightly higher monthly fee (exact information on the fee is confidential) and student architects and designers, who enjoy a free profile.

Customers contact business clients directly. Insidecor counts the number of such inquiries made via a contact form on the website, but is no longer a part of the sales process. The ultimate aim of the consumer traffic is said to be to *visit a store of the*

supplier or contact the interior designer who is Insidecor's business client. Current steps defined to reach this goal are: visiting the webpage, following the Facebook page, subscribing for e-newsletter, registering for an Insidecor account and registering for the loyalty card which is yet to be introduced (these steps are not necessarily consequent one to another).

Insidecor as a Brand

Insidecor adopted black and white as its main colors, visible on the logo below. Its associated color is grey.

Unique selling proposition of Insidecor is *showing valuable design opportunities to Czech consumers in a way they understand* and *giving voice to design professionals to express themselves in front of their potential customers, facilitating their marketing activities*. Currently, the company is active mostly via its website, where it provides following themes, as seen on the main menu: *Inspiration*, showcasing residential and commercial projects. *Designers*, listing of professionals in interior design, architecture, product design, art. *Suppliers*, listing of suppliers providing products from categories like furniture, home accessories, lights, electro, walls and floors. *Products*, listing of products falling into categories like furniture, home accessories, lights, electro, walls and floors. *Residences*, listing of selected flats and houses available. *Blog*, articles related to interior design inspiration, products, designers, happenings and design tour.

Insidecor as a brand aims to be linked mainly with following characteristics: creativity, originality, high quality, neutrality (providing more perspectives), usefulness and customer-centric approach.

Competitors

The main competitors of Insidecor are mainly Czech publishing portals focused on interior design, which showcase designer products and provide a link between consumers and design industry professionals. A brief description of companies considered as main competitors, as well as a similar description of Insidecor is provided in Figure 2-1.

Figure 2-1: Insidecor and Competitors

Company	Main Activities	Targeting
CzechDecoTeam.cz	• aggregating contacts on individual home designers, architects, suppliers, artists and artisans • blog with PR articles by business clients • promoted via Facebook	• Czech consumers looking for a contact on home professionals
DesignMagazin.cz	• online magazine (design trends editorials on website) • e-shop DesignBuy.cz (world trendy designer products) • portal with videos DesignVid.cz • organizing Prague Design Week exhibition • promoted via Facebook, Twitter, Pinterest	• younger people interested in design trends • designers
Inspireli.com	• photos with home design inspiration (by business clients as well as by the public) • contacts on individual home designers, architects and suppliers • promoted via Facebook	• customers (not only Czech) looking for home design inspiration and contacts on home professionals
inHaus.cz	• articles about home design • photos with home design inspiration (by business clients as well as by the public), possibility to comment under photos via Facebook account • contacts on individual home designers, architects and suppliers • promoted via Facebook	• Czech customers looking for home design inspiration and contacts on home professionals
Insidecor.cz	• aggregating contacts on individual interior designers, architects and suppliers • selection of quality designer products • online blog (written by own journalists, focused on Czech design scene and advice) • promoted mainly via Facebook and e-newsletter	• Czech customers looking for interior design inspiration, designer products and contacts on home professionals

Source: companies' websites

Following companies are active in the Czech market in a similar area, but are no longer considered competitors:

- Profil Media, which runs an annual design exhibition in Prague called Designblok, became a partner of Insidecor. They do not aim to provide an online system for connecting consumers to design professionals.
- CzechDesign.cz is representing Czech designers and connecting them with manufacturers. They use Insidecor as a media channel.

For the near future, Insidecor plans on building partnerships with Czech design magazines in print.

Competitor web portals show great variation in user-friendliness and focus on providing valuable content, some of them being overtly promotional. Besides the company competitors, Insidecor faces a situation on the Czech market where most people are not informed about interior design possibilities and would not naturally look for them when furnishing their home. In this sense, the demand for design advice and products is not really mature and instead of taking a market share from company competitors, it might be more beneficial to create new customers by educating the market.

Current Marketing Activities

To describe content marketing activities, a framework describing nine components by Pulizzi is used (2013, Epic Content Marketing…), as follows: *Channel from which the content initiative is focused* is a website, that includes a blog. *Targeted audience* are Czech people who are looking for interior design inspiration, advice, products and design news. Currently, Insidecor's marketing activities are not focused on business clients. *Overall goal of the content initiative* is to drive visits of the suppliers' shops or contacting the designer, creating new leads and loyal customers. *Primary content type* are articles accompanied with photos. The main content activity, blog, is structured to 500-1600 words long articles. *Tone* of the articles is informative, semi-formal, using mainly descriptive style to create mood. The goal of blog is defined as making people think about design. Looking at *channel integration*, Facebook, Pinterest, Instagram and e-newsletter refer to company's website (or blog). Blog posts can be liked and commented via Facebook account, website pages can be liked via Facebook, Pinterest or Google+ account. The blog uses occasional hyperlinks to product details. The main promotional channel is Facebook. *Desired actions* are defined as registering for an account and an e-newsletter, following social media pages, registering a loyalty card (which is to be introduced), reading the blog, browsing through products and inspirations, and ultimately, getting contacts on business clients. *Editorial plan* is created for the blog. It includes basic topics for upcoming articles over next few months (with topics like *kitchen*, *living room*, etc.) Five new articles created by Insidecor journalists are published per week.

Currently, marketing activities consist mainly of website's promotion on Facebook (via sponsored stories and updating statuses), writing a blog and of partnership on design

exhibitions (DesignBlok, DesignShaker). All marketing activities described above are focused on the *customers*; the *business clients* are approached individually with the offer of collaboration or the collaboration is entailed as a result of their native interest in the project. What is monitored is the number of visitors of the Insidecor website (along with the number of those who created their own account), e-newsletter subscribers and to be introduced soon, the amount of customers registered for the loyalty card. Next parts will discuss only the marketing to the end customers (home owners).

Target Audience

Key personas for the Insidecor business are the business client and the customer. This part will elaborate more on the latest one, as the Customers form the target audience for the current content. As well, right now there is no intent of putting focus of the marketing strategy on the business clients. Following customer persona is the dominant one that can be used to understand customer's behavior around the process of home designing.

Dominant Customer Persona

"I am looking for a way how to furnish my home. I like to pick up advice and inspiration and then select few products on my own."

Demographics: lives in the city (Prague) in a flat, middle to high income, age 30-50, usually a woman
Lifestyle: actively working during the week and enjoying getaways to the downtown or nature during the weekend, from time to time inviting visitors to the house, living with a partner and probably children
Interests: culture, latest trends, home decor
Who influences her product choices: friends, family and media
Personal goals: in the process of furnishing or home designing; wants to develop her own style and be able to recognize good design
Emotional perspective: pragmatic but wanting to express her personality by quality and designer products, does not want to be less trendy than her peers, does not want to use only generic products
What she wants from the company: she may come with or without specific needs; wants to read inspirational and entertaining news; wants to get ideas according to which she will furnish her own home, collect and share them; wants to see designer products available on Czech market and pick some for her home; once she decides for a product or service, she wants comfortable access to it
Where she looks for the information about the product/category: searches for quality furniture on the internet and discusses with her like-minded friends, reads Czech magazines and newspaper but also foreign articles, from time to time visits a design-oriented exposition or a concept store
Where she is when she looks for such an information: she uses a mobile device when commuting, at work or casually browsing from home; she usually looks at e-shops via computer from home to compare alternatives and prices

Stressor: not being able to find products she likes, to recognize quality and not overpaying, not being able to afford to buy desired products, not being able to combine various design ideas or come up with the ideal solution on her own

Another persona targeted by Insidecor is similar to customer persona described above, the main difference being her willingness to appoint a professional for the redesign. She is considering hiring an architect or interior designer.

Current Results and Goals

Looking at the business goals, the company aims to increase the number of sales for the business clients and therefore its revenue. The link between facilitated sales and the revenue is currently missing in the business model, but it is going to be introduced. The company also aims to increase the awareness about its presence and about design possibilities on the Czech market. Finally, it aims to establish itself as a trusted resource of ideas for interior inspiration and as an aggregator providing a selection of quality designer products available on Czech market. The goal of Insidecor relative to business clients is defined as increasing the base of its clients and making the cooperation with current clients more intensive. However, it is not the aim to accept a large amount of business clients, but to showcase only those who conform to the quality and originality requirements. The need is therefore to revise the business model to better reflect the increasing popularity of the website and to tie the revenues to Insidecor's contribution to the business clients. The company is going to address this issue by introducing a loyalty card that would enable it to charge clients according to the sales it facilitated.

Results of marketing activities are tracked mainly by Google Analytics, focusing on general goals (for example increase of the traffic and time spent), without attributing specific conversion goals and KPI targets to user activity. Given that Insidecor's business goal and marketing activities for customers are not linked so far, the return on investment of marketing activities is not measured. Currently, the performance of the marketing is evaluated by factors like gradually increasing follower base on Facebook and increasing subscription for the e-newsletter. Nowadays, the company counts over 8000 followers on Facebook (for comparison, Czech design magazine claiming to be the most read one, designmagazin.cz, has almost 21000 followers), about the same amount of users are visiting the website per month and hundreds of people registered for the monthly e-newsletter in total. According to current statistics, the main source of visitor stream is Facebook (45 percent of all sessions), then organic search (Google counts for almost 40 percent and Seznam.cz for 6 percent of sessions) and direct access (15 percent of sessions). Looking at unique page views attributed to main parts of the website, among most viewed are *Blog* with 30 percent, then *Products* and *Inspirations* with 20 percent. Also, current importance of the blog is seen in the fact that almost 60 percent of all website visitors land on it. It is the *Blog* section and *Inspirations* section that report the biggest growth of new users' landing. Number of new users landing on other sections is on decline.

Looking at the customer behavior, Insidecor site counts about 55 percent new visitors compared to 45 percent of returning visitors. Facebook is reporting the biggest growth

as a source of new visitors, currently bringing 20 percent of them. The highest number of new visitors comes from organic search and is steady on 50 percent. Google Analytics show that over March, roughly 25 percent of new visitors used a mobile device to access the Insidecor website (15 percent via phone and 10 percent via tablet). The monthly e-newsletter subscriptions count steady growth of 5 percent, however, the click-through rate for the links provided is continuously lower than the industry average.

The current challenge is to develop a business case for the marketing efforts and then to optimize them accordingly. For the future, when the loyalty card is in use, it would be easier to track the success of the ultimate customer conversion – purchase of product or service from business clients that was marketed by Insidecor. The introduction of tracking conversion progress in Google Analytics would shed more light on the results of individual marketing activities as well.

2.3   Primary Research

Usability testing was used as a main qualitative research method to provide insights for evaluating user experience with the content-focused website of Insidecor. The reason why this method was chosen is that the website serves as the main channel of company's presence. Usability tests aim to find out "how easy and pleasant" to use are the features and content of a website. Another key attribute that was tested along with the *usability* was *utility*, which is defined as "providing the features that are needed." (Nielsen, 2012) Usability together with utility form *usefulness*, a vital characteristic for the success of any content-focused website.

The method used for the testing was described by Krug (2010) and consists of watching participants solve few realistic scenarios of an interaction with the website. According to Nielsen (2000), usability testing is most effective for up to five participants for one round of testing. Four participants were addressed in this case (three men and one woman). They were all living in Prague, aged around 30, from higher income category and currently in the process of home furnishing. None of the participants had a prior knowledge of the company whose website was tested. The testing was conducted in Czech language and the anonymity of participants was guaranteed. Responses were recorded on a video of the screen and a voice recorder. The equipment used for this test was a laptop with a 15.6-inch display, screen resolution 1366 x 768, Google Chrome browser and the internet connection speed was 3 Mbps.

Moderating technique used was Concurrent Think Aloud, which "is used to understand participants' thoughts as they interact with a product by having them think aloud while they work. The goal is to encourage participants to keep a running stream of consciousness as they work." (Usability.gov, 2015) Given that this method infers with time on task, the time of task completion was not considered as a relevant metric in this study. Participants were invited for 30-45 minute long individual sessions.

The usability and utility testing consisted of a short interview, task solving and a questionnaire. The interview aimed at users' demographics, at their behavior when searching for interior design inspiration and at their use of websites for online shopping or reading magazines. Participants were afterwards presented with five tasks: *five seconds long test* (users were shown the main page for five seconds and then asked about their opinion on website's purpose and what caught their attention); *a broad task* (users were asked to find an inspiration and ultimately a product that they would like to buy for their home); *a specific task* (users were shown a picture of a living room and asked to find a small round wooden table that would fit there); *funnel completion* (after the users picked up a product in previous task, they were asked to proceed as if they were interested in buying it) and *e-newsletter or blog testing* (users were asked to go through an e-newsletter or blog article as if they did naturally and share their opinion.) Users were not helped in any way while solving the tasks. The specific, broad and funnel completion task were evaluated according to how well the user was able to solve the respective task: without problems, with minor problems, with serious problems which delayed the user significantly, or by an evaluation that the user was not able to solve the task. Finally, the website and its content were assessed in a questionnaire containing various statements about users' experience. Participants were asked to put their opinion on a scale from 1 to 10, from completely disagreeing to completely agreeing with a given statement. They still expressed their thoughts out loud.

Results of the User Testing

During the initial interview, users were asked about websites they use for online shopping or reading magazines that they enjoy most or use frequently. The websites mentioned were Heureka.cz, BoConcept.cz, Mall.cz, Alza.cz and Houzz.com. Knowing which websites users use is important because it provides an idea which navigation system is familiar for them.

Looking at the tasks completion, three users were able to complete the broad task with serious problems and one user was not able to complete it. All users were able to complete the specific task and the funnel completion task, but again serious problems arose which delayed them in a significant way. Figure 2-2 shows description of main findings for various sections of the website.

Figure 2-2: Findings from User Testing

| Tested Section	Findings
Main page	**Users were not able to quickly understand the purpose of the website.** • website was initially misunderstood as providing designer clothes, presentation of actors or aimed for professional designers • users were focused mainly on the main menu, they noticed carousel banner at the center of the screen but did not pay much attention to the information on it
Search on website	**Simple search showed variety of relevant results but it did not enable the user to categorize search results further.** • it was not possible to filter results from search on website to relevant subcategories • search including 2+ words was not performed in the testing
Section *Products* and product filtering	**Users appreciated wide selection of products and the possibility to see the product in a furnished room, but were unable to work effectively with current navigation and filters.** • links and photos that redirected to a new page were not clearly visible, users did not easily understand which area could be clicked and which information would they get after clicking • users found confusing that photos in the listing were not in line and of different size • options for ordering results were not relevant for users • users were confused by current navigation and filtering system • filters did not provide users with relevant categories; category "style" was not understood well, category "provider" showed irrelevant options, category "space" was welcomed • it was not possible to erase one filter selection, only to erase all filters • filtering according to *style* displayed products with irrelevant styles • function *similar-to* provided products that users did not find similar • users wanted relevant product description available already in product listing and found the process of getting details exhausting • characteristics such as *color*, *material*, *availability* were missed in product description • users thought that quality of products was not clearly communicated • users missed direct link to supplier's website and were not able to understand the exact product name from the description • users missed the possibility to share the website easily, the link of the product was regarded as too long to share

Section *Inspirations*	**Users expected different content in this section and were confused by the navigation.** • users did not appreciate that photos in the listing are not in line and of different size and were confused by filtering • users expected advice and photos of several furnished apartments with the possibility to view products in similar style, with clear link to product details and provider
Sections *Designers* and *Suppliers*	**Users thought that pieces of information provided were not relevant for them.** • users did not appreciate emphasis on photos of members of a designer studio and on the motto of the studio • users did not find links to blog articles provided in this section relevant, but distracting • users thought contacts were hard to find and not relevant • the current form for contacting the professional was not regarded as useful, pre-filled e-mail and more information on the recipient and day of reply would be appreciated
Funnel completion	**Users thought that they cannot work effectively towards their goal with the website.** • users found that there was a lot of irrelevant information displayed that slowed them down • users missed clear navigation that would simplify the process • a lot of clicks were required to reach pieces of information that users were looking for, which was considered as exhausting
Section *Blog* and e-newsletter	**Users appreciated the visuals and did not find current copywriting engaging and relevant enough.** • users appreciated the visuals (native photos) • content of the blog was seen as very loosely linked to design and containing a lot of promotional and irrelevant information • size of photos was not optimized which slowed down the loading • display of the photos was not optimized for viewing on mobile devices, text was displayed as too cluttered • content was regarded as excessively long and descriptive • users would appreciate more engaging content with clearly communicated benefit

Source: author's adaptation

Survey distributed to participants at the end of the testing confirmed serious navigation problems, users unanimously claiming that it was difficult for them to navigate on the website. The content problems were shown by users claiming that the website included lot of distractive features that slowed them down while completing the task. The website also ranked low for being well-aimed at users' needs. Overall, the

users expressed mixed feelings and assessed the experience with the website as not enjoyable. Exact statements and their evaluation are shown in Figure 2-3. The graph shows an overview of general opinion on a scale from completely disagreeing to completely agreeing. As well, it shows how each individual user assessed the statement on a scale from 1 to 10, 1 meaning he completely disagreed and 10 meaning he completely agreed.

Figure 2-3: Survey after Testing
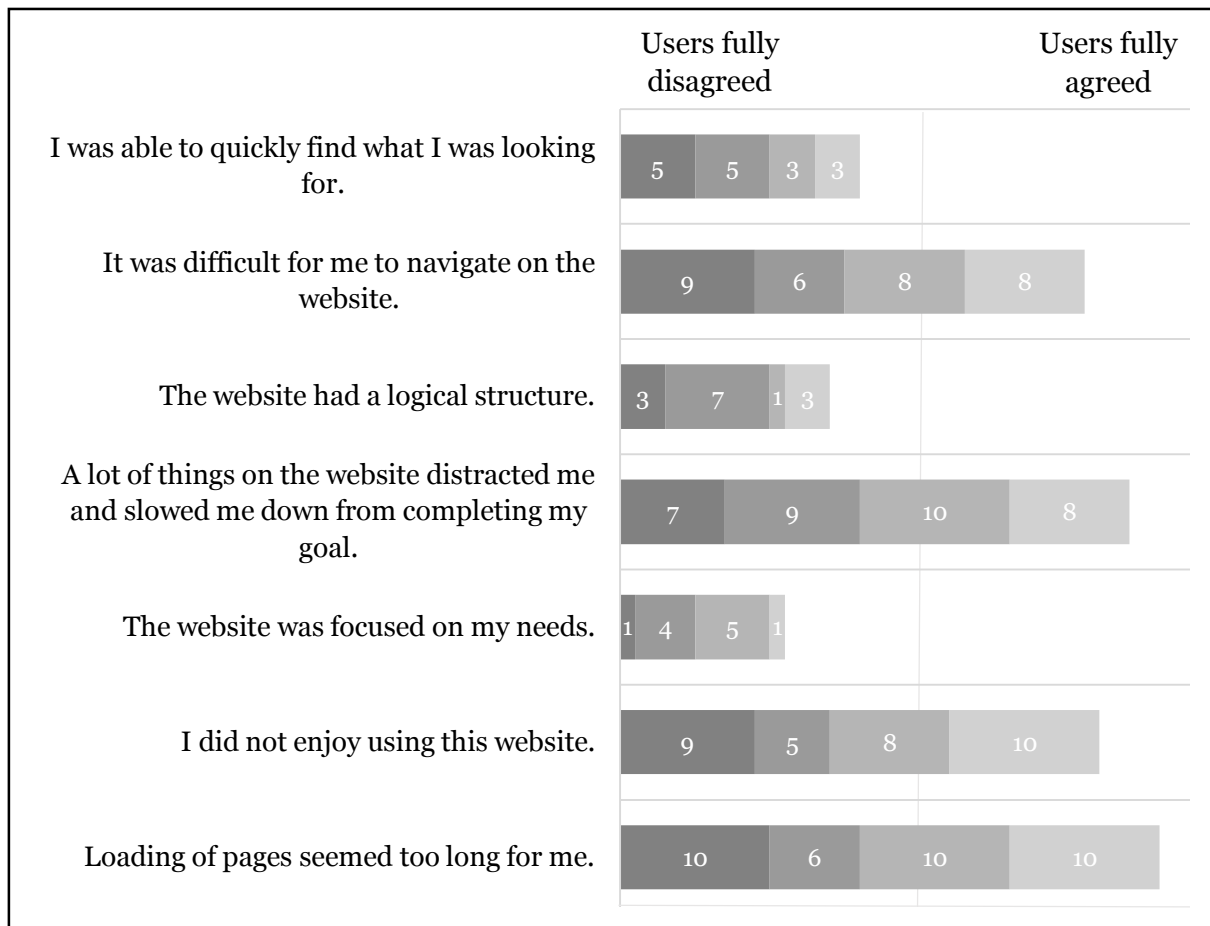
Source: author's adaptation

2.4   Recommendations

2.4.1   Fulfillment of Requirements for Successful Content Marketing via Online Media

This part elaborates on possible improvements of Insidecor's content marketing efforts, using the criteria described in the summary of the theoretical part. It builds on the theory, description of the current situation in the company and on the results of the research. Again, the focus stays on marketing to end customers (B2C).

1. Content marketing contributes to the business objective

Content marketing strategy respects the business strategy

Content marketing goals are designed to support the business goal. Content is created, distributed and promoted in a way to address the audience relevant for the business. It supports the brand image and communicates brand values.

Right now there is no clear link between the monetary business performance and the performance of the content marketing. The business clients pay a monthly fee independent to the actual contribution of Insidecor. As a result, as long as the businesses have trust in Insidecor, there is seemingly no reason to push the marketing efforts further. However, if Insidecor wants to grow, there is a limited number of business clients it wishes to attract. The company claims that they have already attracted over half of the business client base they are aiming for. The modification of the business model is therefore one of the most important things that should be on the agenda. Currently, Insidecor is thinking of addressing this issue by creating a loyalty program, where customers buy products with their loyalty card. This would ensure performance-based rewards for Insidecor and would establish a clear link between its business strategy and content marketing.

Next aspect that would need the attention is that current content marketing strategy is not sufficiently defined and supported by recent research. The company would need to get to know their customers better, for example making a survey or depth interviews, and then update its customer personas. The content, promotion and distribution channels would then be redefined to better fit the target audience. Current content marketing activities support the desired brand image partially, by communicating the company values focusing on quality interior design, creativity, originality, and neutrality of its content. However, closer attention would need to be paid to usefulness and customer-centric approach.

Each piece of content supports a specific step towards the goal

The content supports a predefined desired action which will move the customer closer to the goal (the goal is usually a customer conversion).

The big space for improvement is in tailoring each piece of content to support a specific goal, and addressing customers according to the stage of sales funnel they are currently in. Defining goals for the pieces of content would have a positive impact on defining clear calls to action too. Currently, clear goals are not set and the content is evaluated by users as having a lot of distractive and excessive features. Giving the content clear focus would substantially contribute to higher performance of the main communication channel – Insidecor website.

Figure 2-4 shows an example how the content and its goals could be structured according to the specific position in the sales funnel. The new distinction between *Inspirations* and *Blog* section different to the current use of these website sections is proposed. The Figure works with *Blog* section providing content about news, events or

design tours and with *Inspirations* section aggregating advice on home furbishing and a gallery of current possibilities on the interior design market. In the proposition, the *Blog* content is focused solely on customers in the *See* stage, aiming to inspire and entertain them. On the other hand, content in *Inspirations* is focused mostly on people in the *Think* stage, aiming to educate them about furnishing according to design styles and possibilities. Social media would be a channel linking users mostly to Blog, with occasional tips on furnishing in an easily digested form linking to Inspirations. Clear division of content to *See*, *Think* and *Do* stages would enable the company to tailor the content precisely to the momentary consideration stage of a customer. It would avoid distracting him by pieces of content that appeal to customers in a different stage. User testing suggested that display of an irrelevant content has a negative impact on perceived effectivity of working with the website.

Figure 2-4: Example of Relating Insidecor Content to the Sales Funnel

Category	Addressed Through	Desired Action
See • people having a home (in Czech Republic), who can afford designer products or services • people who like design	• social media posts (curated content + excerpts from *Blog* with links, short tip sheets linked to *Inspirations*) • displays (guest blog posts, featured articles, exhibitions) • mobile-optimized own blog (news, events, design tours)	• like, share and comment on Facebook • visit the website, read and browse through *Blog*, if interested click through to *Inspirations*
Think • people thinking they might need a designer product or a service	• SEO optimized website content, PPC • social media posts • *Inspirations* section (advice + gallery) • possibility to save their favorite ideas for later • e-newsletter (advice + news from *Blog* or *Inspirations*)	• find the site through search • read and browse through *Inspirations*, if interested click through to product or business client's page • make an account and put products to wishlist • register for e-newsletter
Do • people with an intention to buy a designer product or a service right now	• SEO optimized website content, PPC • user-friendly search • product page (detailed information) • business client's profile page (contacts, testimonials) • remarketing	• find the site through search • register for loyalty card • make a purchase at the business client
Care • people who have already bought a product or a service with loyalty card	• e-newsletter (possibility of a special e-newsletter for people with a loyalty card)	• share, spread WOM • stay in contact and repeat purchase

Source: author's adaptation

2. The company learns from its past content marketing actions

Performance of content marketing is analyzed

The actual contribution of the pieces of content and channels is tracked with respect to target KPIs. Monetary value is assigned to respective steps of the goal flow. The performance is assessed by quantitative metrics and user satisfaction is assessed by qualitative metrics. Analysis of the performance is used to learn and improve. Some space for experimental content is allowed and continuous testing is used to improve most important parts.

Currently, there are no clear targets set for the content and thus the performance and conversions are not precisely measured and analyzed. As well, the monetary values of conversions are not assigned. Figure 2-5 provides an example of goals and key metrics, which build on information proposed in Figure 2-4 and assure the connection between the metrics and respective business objectives. The next step that is suggested is defining target values of KPIs and measuring the performance against them. The performance should be then analyzed for segments with regards to their sources, online behavior and outcomes. Segmentation will allow to see which type of audience is most important for the business and which acquisition strategy creates qualified leads. The analysis would thus facilitate the decision process for taking next actions. To track where the audience came from precisely, UTM codes should introduced (they can be used simultaneously with an URL shortener). An example of a qualitative KPI that is easy to implement and quickly provides valuable insights is evaluating a task completion rate. The rate is assessed by surveying website users, asking following questions: *What is the purpose of your visit to our website today? Were you able to complete your task today? If you were not able to complete your task, why not?* (Kaushik, 2007)

Another issue to address is introducing quantitative and qualitative tests for continuous learning. An example of such testing can be A/B testing of most important pages or usability (and usefulness) testing.

Figure 2-5: Example of Goals and Key Metrics for Insidecor

Stage of Consideration	Business Objective	Goal	KPI
See	Increase awareness	Increase social media presence	• # of comments, shares and likes per post
		Increase new leads to website	• # of new visits to website, their economic value
Think	Build goodwill	Serve as a resource to community	• # of pageviews of resource pages (*Inspirations*) • # products added to wishlist
		Create qualified leads	• # of account registrations • # of e-newsletter subscriptions, open and click-through rate
Do	Facilitate sales of designer products and services	Make more sales	• # of loyalty card registrations • conversion rate and value of purchases via loyalty card • monthly revenue
		Make profit	• profit margin

Source: author's adaptation

3. User experience ensures smooth flow towards the goals of content marketing

Content is valuable

The content is useful and relevant to target audience, aesthetically appealing and presented in clear language.

The current content is provided mainly in a form of photographs with description and articles. The usefulness was assessed in the user testing of Insidecor's website. It showed that users appreciated the variety of products showcased and the possibility to view them in a living space. It also emphasized few areas improvement. To be valuable, the content should focus on the needs and wants of its consumers, as was suggested by the See-Think-Do framework. Excessive content that is not relevant for users in the given stage of consideration should be removed. Insidecor's content should refrain from being overly promotional in the blog and stay focused on providing the users with entertainment and inspiration they are seeking in the *See* stage. To provide relevant

content in the *Think* stage, there is a need to get to know the audience better, understand their needs and re-define the content accordingly. User testing showed that users would appreciate different content in this stage than they can currently find in *Inspirations* section. For example, they are looking for clear and concise guidance through styles and possibilities of furnishing. They would also appreciate the possibility to access similar products to those displayed in a visual inspiration. *Products*, *Designers* and *Providers* sections should be targeted to customers in a *Do* stage. User testing showed that there is a huge opportunity in rethinking the categories and ordering options, as well as re-defining the content in these sections.

Another issue to be faced is that users were not able to quickly understand the purpose of the website and the benefits they would get by interacting with it. New visitors form about 60 percent of overall number of visitors and so it is crucial that the communication is clear from the beginning. Current motto and description did not seem to deliver that the website provides interior design inspiration. Looking at the copywriting, the motto "Insidecor: design jako životní styl" (translation: design as a lifestyle) evoked mostly design apparel. The testing also showed that the description on the homepage that aims to introduce Insidecor's purpose does not deliver the clear message. The first paragraph "The ideal source of information for those, who are interested in their surroundings" gave users little clue that the website provides inspiration for interior design. However, the testing showed that most users did not pay much attention to the piece of information displayed banners and so it is suggested to communicate the purpose in a different way. Testing the value of the content of e-newsletter showed as well that the copywriting was not attractive enough for the users. They emphasized that it is the e-mail subject that needs to catch their attention, otherwise they would not open it. The current subject of the e-newsletter "March, a messenger of good news" was not well-accepted. Users would appreciate a more to-the-point subject that clearly states the benefits of opening the e-newsletter. Overall, the content of e-newsletter was seen as "too long, not to the point, without phrases that catch attention and without clear structure." In summary, to deliver the content that is valuable to its consumers, Insidecor needs to present it in a clearer and more engaging way that communicates user benefit.

The company focuses its content creation on blog articles. There is further space for development in reusing the content and expanding to a different format, for example making a whitepaper, e-book, presentation or an infographic. Such content can provide users with a lot of valuable information at one place and would be easy to share and promote via different media. Another advantage would be the ability to collect leads by exchanging the possibility of downloading the content for an e-mail address.

Content is findable

The information provided is easily looked up upon search (due to SEO) and promoted in relevant paid, owned and earned media.

To better target the audience, the company should create SEO keyword clusters according to the consideration stage the content is created for. For example, in a *See*

stage the keywords would be general, relative to the industry, for *Think* stage they would be relative to a category and a certain problem or solution and for *Do* stage they would be more specific, relative to a product. (Kaushik, 2013)

The content is currently promoted via earned and owned media, namely Facebook and own website. The promotion can be further developed to paid media, using guest blog posts or sponsored articles. Another possibility is promoting the content via business client websites, as it might serve them for providing additional value for their own customers. Such content can be for example an e-book, whitepaper or an infographic with a style guide.

Content display is functional

The content is supported on various devices and well displayed across channels, with size of data optimized so the content does not load too slowly.

Insidecor currently operates only a website optimized for desktops. The content display could use improvement, for example, in text display, which is not optimized for comfortable reading. The line length of the blog articles is almost 100 letters on desktop, while the appropriate amount for better legibility would be around 75 letters. (Řezáč, 2015) As well, current font size of the text body of 13px should be tested for legibility. Looking at size of the content, Insidecor uses images of high quality (usually exceeding 1,5MB), which slow down loading of the page. For example, current e-newsletter including seven images with such resolution could be better optimized for mobile display, given the trend that e-mail is increasingly accessed via mobile devices. As well, the images from e-newsletter are displayed in a skewed manner via mobile. (Insidecor e-newsletter from March 2015 was used for this example). Testing page speed (via developers.google.com) shows low score for Insidecor pages, mainly for its blog posts. Their speed performance is evaluated at around 35 percent. Main problems are said to be solved by allowing the compression and optimizing the pictures.

Given that the company sees Facebook as the main channel creating traffic to the website (directing mainly to the blog) and Facebook operates on a mobile-first strategy, the company should reconsider using responsive design. Another trend supporting the increasing importance of mobile users was discussed in the theoretical part and seems to hold for Insidecor's case too. Sessions on Insidecor.com website more than doubled comparing the data for 1st quadrants of 2015 and 2014 (desktop, mobile and tablet access combined). Tablet access jumped from 5 percent to 8 percent over the year 2014 and currently the share seems to be stable at 8 percent. Mobile access is on the rise, constituting 14 percent of all sessions, the major segment being first-time visitors to the website. The development of visitors using mobile is shown in Figure 2-6. Currently, the number of first-time visitors accessing the website via mobile is around 1000 per month. It is the blog which is expected to be continuously more and more accessed via mobile and so the importance is on introducing a mobile-friendly display mainly for this part.

Figure 2-6 Share of Insidecor.com Visitors Accessing via Mobile
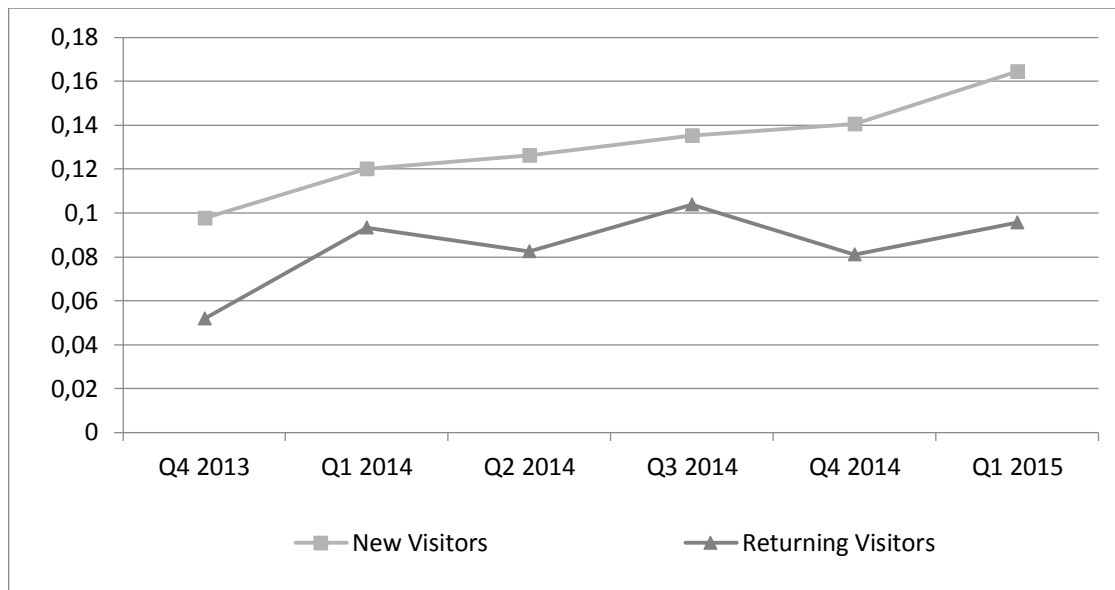
Another area relative to display that might need attention is the use of carousel banners. Currently, almost all of the space on Insidecor homepage is devoted to them. Řezáč (2015) argues that the excessive use of banners, especially the carousel, harms the website's performance. He describes the banner blindness as a trend of users ignoring anything rectangle shaped with a considerably different background color than the rest of the website. Even if there is a relevant content for the user, it gets ignored when it resembles a banner. One solution for Insidecor to the banner blindness problem might be to make the content look visually incorporated to the rest of the web and remove the rotation. Figure 2-7 shows Insidecor's homepage as viewed on desktop.

Figure 2-7: Insidecor Homepage
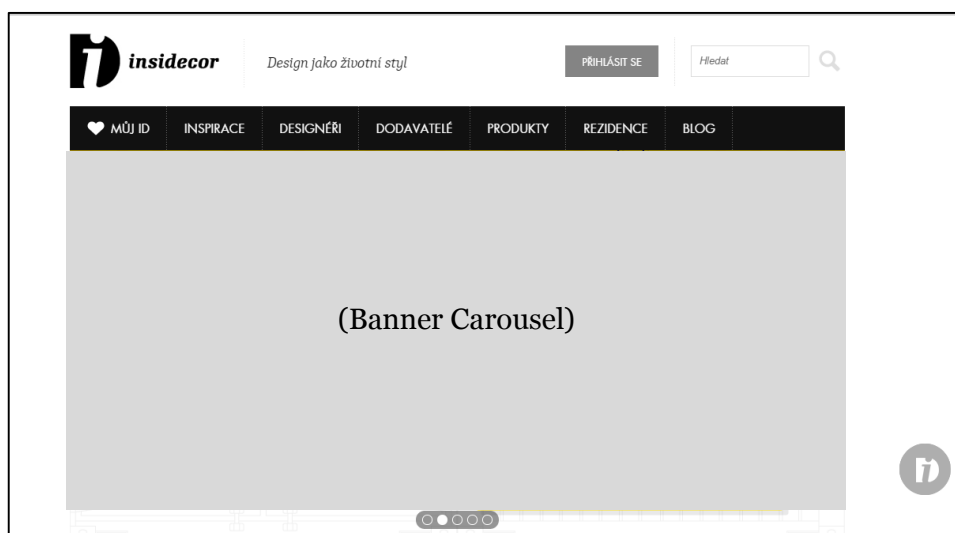
Content (and website) is easy-to-navigate

The structure and visuals are created in a user-centered approach. The calls to action are clear. The website is easy to navigate for both type of users: searchers and browsers.

The importance of clear navigation is emphasized by the fact that most of users coming to the website are new users with no previous interaction with it. An area for improvement is removing unnecessary distractions and making the navigation clearer. Users claimed that current navigation on the website was too difficult for them. Links and places available to click on were assessed as not clearly visually distinguished and the amount of clicks and scrolls that are needed to drill down to relevant information was perceived as overtly high. As well, users found the current use of filters and process of selecting the categories confusing.

The simplification and emphasizing the relevant features and calls to action at the cost of abandoning irrelevant ones would make the website more user-friendly. An example might be the use of distinctive color for the most relevant action the content aims to trigger. Such navigation would gently guide the user towards the goal he came to accomplish. It is advised to adopt navigation system that the target audience is used to, by getting to know which websites they frequently use and which are their favorite sites. To improve the navigation and the user experience, it is advised to perform usability testing with three to five users, implement the results and continue testing the features on a regular basis.

Content is consistent

The communication strategy is defined for various channels. The brand message, form, style, structure, as well as publishing periods, are consistent.

The guidelines for communication via various channels are not explicitly defined, but the content delivered has the same form, style and structure for a selected channel. It also delivers similar message. The publishing periods aren't consistent - for example the e-newsletter is sent out once in a month, but the publishing period (day and time) differs from issue to issue. Maintaining the consistency of publishing periods would increase the professional image of the company and build trust among readers.

Content is shareable

The consumers can easily share the content (via social media, mail…)

It is possible to like the products and articles via Facebook, Google Plus and also to pin images via Pinterest. These possibilities are used very rarely. Another option is to mark them as favorite when the user is connected via his own Insidecor account. Sharing is currently available to users only by copying the URL. User testing suggested that it would be appreciated if sharing was facilitated. One possibility would be assessing shortened URL, which would also allow for better monitoring of user interaction with

the content. Another way that can help users with interacting with the content is enabling the users to print the content or save it as PDF (such services are offered for example by www.printfriendly.com and can be incorporated to the website).

Content is maintained

The content is updated, obsolete content is cut off, and discussions are moderated.

The website is updated in a sense of adding new articles regularly, but content that is already published does not seem to be maintained. For example, the website displays few obsolete articles like invitations to competitions that are already expired. Those could be either cut off or updated with the result of the competition. The crucial content like tips for kitchen could be updated on regular basis, providing an update to the old article or publishing a subsequent article introducing new ways of furnishing. The archive of older content is not maintained in a clear and structured way. As well, there are few discussions under company's Facebook posts and they don't seem to be moderated (the users do not tend to converse a lot, the comments show mostly positive claims and the company is not replying to these.) It might be advised to experiment and start to provoke more discussion on the user side. Comments per post are one of the most important metrics for performance of content on social media and improve company's visibility and reach. There is also a possibility to comment under blog articles on the website, but it is not used by users.

Content is reusable

The content is built as intelligent. It is structurally rich and semantically categorized and therefore can be automatically processed according to device or channel.

The fact that the content is not created and stored as intelligent is of little relevance for this company, as they currently operate with few channels and do not aim at reusing the content a lot. Once they have a need to deliver the content via various channels and have a big content base from which they will take out the content for reuse, focusing on intelligent content would be necessary.

Prioritization of Key Recommendations for Improvement

Key areas that provide greatest opportunity for improvement relate to re-defining content marketing strategy in relation to business strategy, defining the goals of the content according to the business objective and consideration stage of the audience, introducing relevant metrics of the performance, and finally, re-defining the navigation and structure of the website. Another recommendations that have large impact are to adopt clear but engaging copywriting, to improve the display of the content, to increase the company's reach by optimizing the content for online search and to use paid media for content promotion. Figure 2-8 ranks the areas according to their impact on content marketing performance and difficulty of implementation.

Figure 2-8: Summary of Areas for Improvement and Their Prioritization

	Difficult Implementation	Easy Implementation
High Impact	**Content marketing strategy respects the business strategy** • introduce the loyalty card • update customer personas and redefine the strategy accordingly **Each piece of content supports a specific step towards the goal** • redefine the content according to the stage of consideration and set clear goals to be accomplished **Content (and website) is easy to navigate** • redefine the navigation and structure of the website **Content display is functional** • increase the speed of the web, optimize pictures and text display • develop a mobile-friendly version of a blog	**Performance of content marketing is analyzed** • set up relevant quantitative and qualitative measurements, define targets, attribute monetary value to goal flow and segment the audience for analysis • continuously experiment, test, monitor and learn from results **Content is valuable** • focus the content according to customer's goals in the specific stage of consideration, remove all irrelevant content • use engaging and clear copywriting • consider expanding to new formats **Content is findable** • optimize the content for search • consider using paid advertisements for the content, sponsored stories and guest blogging
Low Impact	**Content is reusable** • when using various channels, create a content database that would allow for the easy modified use of pieces of content	**Content is consistent** • define guidelines for content published for each channel • set publishing periods **Content is shareable** • introduce a link shortener and a possibility to print the page **Content is maintained** • assign a responsibility to update obsolete but relevant content and cut off irrelevant content, moderate discussions

Generally, recommendations with easy implementation and high impact are advised to focus on first. However there are some areas in the high-impact and difficult-implementation quadrant, implementation of which is vital for overall performance of the content marketing initiative. Priority should be therefore given to ensuring the link between content marketing and the business objective by introducing the loyalty card, and to redefining the content according to the goal it should accomplish for both the business and the customer audience. These are the vital predispositions for successful content marketing and the company can further increase its performance by implementing other recommendations. More areas indicate that a new design of the website should be considered. It should be based on testing, analytics and on a research among the target consumers. Such design would translate into improved display, structure, navigation and customer-centricity of the website and its content.

Conclusion

The aim of this work was to provide an overview of current knowledge in the field of content marketing and also to recommend areas for improvement relative to current content marketing initiative of a Czech company called Insidecor. The focus was put on distributing and promoting the content via online media, as these are continuously gaining on importance. Based on the theory, three main areas describing the requirements for successful content marketing via online media were identified. First requirement is that content marketing contributes to the business objective. As such, it should be planned according to the business strategy and ensure that each piece of content is designed to support a specific step in the sales funnel. Second requirement is that the system of continuous learning from past initiative is established in the company. It is thus advised that the performance of content marketing is analyzed and that the content is tested. The third requirement that was identified is that the content provides its audience with an experience that ensures smooth flow towards the goals of the content marketing initiative. To ensure such experience, the content should be valuable, easy to find, well-displayed across various devices and channels, easy to navigate, consistent, easy to share, maintained and reusable.

To be able to evaluate whether current content marketing activities are in line with the business strategy, the practical part provided an overview of the current situation in the company and in the relevant market. Insidecor is a company active on Czech market, running an online portal displaying designer products available in the Czech Republic and inspirations for home design. Its business objectives can be identified as increasing the awareness about interior design, building its goodwill by serving as a resource of ideas relative to interior furnishing and ultimately, facilitating sales of designer products and services. Current business model is built on collecting fees from business clients for exchange of displaying their products and contacts on the web portal. The main business clients of Insidecor are suppliers of quality and original furniture, architects and designers.

Marketing to business clients was out of the scope of this work. The work aimed to discuss the marketing initiative aimed on end customers. Looking at end customers, the target audience of Insidecor are people living in Czech Republic who have home and might afford a designer product or service. Current marketing activities of the company consist mainly of running a blog and promoting the blog articles on Facebook and on an e-newsletter. Looking at the situation on the market, Czech customers have low awareness of interior design possibilities and tend to prefer one-stop shops, like Ikea, where they can find what their neighbors have. (Hořejší, 2015.) From this point of view, there is a big opportunity to educate the market for more possibilities that are available in the Czech market. Educating the market in form of publishing the content is seen in Czech Republic mainly as an activity of media companies. So far, non-media companies in this sector do not focus on using content marketing. Yet there are few other companies like Insidecor, who use content marketing to some extent and act like marketing facilitators for furniture suppliers, architects or designers. Several companies whose activities are similar to Insidecor's were listed in the practical part.

However, there were substantial differences in the focus or usefulness of their content, that gave little competitive feel.

Overall, looking at the compliance with first requirement of successful content marketing, current activities of Insidecor were evaluated as missing a clear link to business strategy and objectives. This was due to the fact that current business model works with monthly fees from business clients which are not linked to actual contribution of Insidecor to business clients' sales. In this sense, the performance of Insidecor's content marketing is not clearly reflected in its revenues. This issue could be addressed by the introduction of a loyalty card and a new definition of the fees paid by the business clients. Another issue that needs to be addressed is the fact that current content marketing does not build on recent research among the target audience. Therefore, there is a need for the company to get to know their audience better and use it for re-defining its strategy and focus of its content. Nowadays, content marketing strategy of the company is not clearly defined and the pieces of content are not attributed to support specific goals in the sales funnel. Following the See-Think-Do framework by Kaushik (2013), a new sales funnel for Insidecor was proposed. The aim of the funnel was to redefine goals of the content according to the consideration stage of people in the audience.

When evaluating current content marketing activities of Insidecor against the second requirement, that emphasizes that the company should be able to continuously learn from its past actions, it was found out that current performance is not sufficiently tracked and analyzed. Following the framework developed for the previous recommendation, new key performance indicators were proposed. It was also suggested that the company introduces quantitative and qualitative tests for the current and experimental content it might have.

The third requirement for successful content marketing emphasized that the content should provide the audience with an experience that ensures smooth flow towards the goals of content marketing initiative. To get deeper insights into the user experience, a user testing was conducted. Four participants representing the target audience were selected and asked to fulfill several pre-defined tasks on the website. Their interactions were recorded and key findings were described in the practical part dedicated to primary research. Key areas that were evaluated as providing greatest opportunity for improvement of content marketing performance were relative to navigation and structure of the website, improving the focus on user's needs, and adopting clear but engaging copywriting. Another areas that were assessed as having large impact were relative to improving the display of the content, increasing the company's reach by optimizing the content for online search and using paid media for content promotion.

The end of practical part provided a summary of areas for improvement defined for the case of Insidecor relative to three core requirements for successful content marketing via online media and their prioritization. The system used in this work allowed for assessing current content marketing initiative. It also allowed for finding key areas to make content marketing efforts more beneficial to both the company and the target audience. The system can be further used for creating or re-defining successful content marketing via online media by any company that wishes to effectively attract and retain its customers by providing them with valuable information.

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