The Strategies for Improving the Efficiency of Content Marketing in the Field of E-Commerce

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Abstract. Since the development of the Internet and digitization in modern time, with more powerful big data analysis capabilities, people's lifestyles, especially their shopping habits, have mainly transformed from offline to online. Having seen the huge benefit hidden behind the internet, many e-commerce enterprises appear and join in the competition. They are taking much more control over the Internet and taking up growing market share in the whole market. In the meanwhile, customers are requiring more autonomy. Therefore, it's essential for e-commerce enterprises to improve the efficiency of content marketing in order to attract more potential customers and build a better relationship with them. However, with the upgrade of content marketing, the marketing requirements of e-commerce enterprises are raised, and many related problems arise. By reviewing some relevant research and analyzing the data, this paper aims to offer some useful suggestions to e-commerce enterprises about the improvement of the efficiency of content marketing. This paper finds that there are still some problems existing in the process of improving efficiency and the most effective methods include content quality improvement, customer-oriented content creation, regulatory system completion, talents' help and enterprise synergy. Enterprises are bound to pay attention to not only their inbound effort, but also some outbound help.

Keywords: Content marketing; e-commerce; e-commerce enterprises.

1. Introduction

With the development of social media and online shopping, e-commerce is taking up an increasing market share. It is becoming more and more obvious that e-commerce has developed into a cutting-edge method for assisting smallholders in gaining market access. In the meanwhile, people are more engaged in online activities and have more control over the products they prefer. They tend to choose the products that they suppose are the most satisfying ones. As a result, now a large number of countries have online goods or trades, and e-commerce is a USD 29 trillion industry [1]. It is evaluated that 1.3 billion people are involved in online shopping [1]. It is easy to discover the large potential benefit lying in e-commerce. The emergence of the big data and artificial intelligence eras has led to an increase in the use of cutting-edge technologies and knowledge management techniques by e-commerce businesses to increase productivity. One of the most crucial components of a company's business growth in the range of e-commerce is the creation and upgrade of the enterprise marketing management model.

Content marketing is a new platform, also a marketing strategy and marketing technique for digital marketing, especially for the use of expanding e-commerce. What's more, it is also a viable method to build brands and connect with the consumers and create value for them [2]. It is so powerful that now a wide range of e-commerce enterprises are taking advantage of content marketing. For a wider audience, social media marketers must develop a strong content plan [3]. However, the methods to improve efficiency still lies some doubts. It's important when competing with each other. Companies are trying their best to improve the efficiency of content marketing to attract potential consumers, build their loyalty, as well as lowering costs. Based on previous research, this paper aims to work out some feasible measures to solve the problems of improving efficiency. According to this phenomenon, some suitable solutions should be taken into consideration.

The rapid development of e-commerce requires the upgrade of content marketing. In recent years, the pandemic has spawned a large number of e-commerce enterprises. Having been in a long period of the pandemic, people have begun to realize the importance of doing business online, which

stimulates the rapid development of e-commerce. According to a report conducted by eMarketer, global e-commerce retail sales are growing constantly, from 1.845 trillion dollars in 2016 to 5.695 trillion dollars in 2022 [4]. E-commerce has shown strong vitality. By 2026, the amount related to these retail sales is expected to have increased by 56% over the previous few years, totaling about 8.1 trillion dollars [4]. Customers enter online purchases, and enterprises are able to have a knowledge of the latest needs of customers more quickly and more conveniently [5]. The types, configurations and styles of products in high demand in the market are clearly analyzed [5].

What's more, the mode of content marketing has transformed from PGC (Professional Generated Content) to UGC (User Generated Content). It resulted from the transformation of e-commerce. The fierce competition between e-commerce enterprises stimulates the D2C (Direct to Customers) business model. A report by eMarketer shows that e-commerce enterprises using the D2C model will have more than 103 million shoppers in the U.S. by 2022. In order to fulfill the need for the new business model D2C, enterprises have to spare no effort to offer more accurate and attractive content to introduce their products to their potential customers. Therefore, in recent years, to provide better online services, content marketing has changed from PGC to UGC. Users are more engaged in the content and have higher retention rates [6]. It's clear that user-generated content aims to fit with the taste of the consumers, but it has also led to a rise of costs. So, improving efficiency, thus lowering cost is of vital importance.

2. Analysis on the Content Marketing Strategies in E-Commerce

2.1. The Importance of Using Content Marketing in E-Commerce

Entering the age of digitization, consumers have more control over the Internet and more direct access. They can reach the internet whenever and wherever they want. Therefore, they require more veritable information in order to help them decide what they really demand. In this sense, e-commerce enterprises appear, and they use online channels to build long-term relationships with customers.

Regarding the benefits of content marketing itself, it is generally regarded as a management process responsible for defining customers' characteristics and predicting and satisfying customers' requirements with enough profit in the context of content through electronic paths [7]. More importantly, content marketing is fast becoming a key part in a company's marketing mix. Additionally, strengthening online identity is also essential for enterprises looking for ways to digitally modernize their marketing strategies to better fit the new requirements of this modern time. Through digital marketing, one can broadcast marketing ads after a complete analysis of consumer interests and identifying the target ones [8]. Content marketing is an important part of digital marketing. It is illustrated that content is a wide concept used in multiple fields of our society, including social life, such as business, learning, or building relationships [2].

E-commerce enterprises should pay more attention to consumers' reviews. Consumers' reviews are an essential part of content marketing. Consumers are easily affected by influencers in the process of making a decision when shopping online. They tend to trust the influencers, especially through the fact-based reviews. The reviews are both quantitative and qualitative, which means both the numbers and quality are important [9]. Driven by positive emotions, consumers are more likely to choose the products ultimately [9]. However, sometimes they are held back by the negative ones. Enterprises need to be responsible for creating a good review environment.

Clear and direct information is of great importance. Content marketing means delivering relevant content to existing and potential consumers through pictures, videos, animations, words and other carriers, in order to achieve the purpose of affecting consumers' psychological decisions with the various products and services they provide. The core is the use of information to guide users, to convey to users the new value concept, and to shape and emphasize certain values, in order to change consumer buying behavior. In turn, users feel that through this information, the enterprises can understand their needs, and users themselves are more likely to have an emotional relationship with

the brand [6]. In conclusion, clear and transparent information should be conveyed to the users in the process of gaining their favor.

2.2. Existing Problems When Applying Content Marketing to E-Commerce

One of the most disturbing problems in content marketing is information overwhelm. Pushing marketing to consumers makes them annoyed. Some e-commerce companies put much effort into showing customers bounded and overlapping information or ads about their products, which turns out to have a negative effect on customers' preferences and buying behavior. When customers are surrounded by a large number of similar ads, they feel disturbed and driven by psychological inversion, they go against what the advertisers recommend to them. In addition, if a product that the consumer never needs appears on his or her website, he or she may go to another brand immediately.

Many fake goods appear to result from a lack of regulations. Unlike the traditional market, where the regulatory system is in place, the e-commerce market has not built such a complete regulatory system. As a result, some e-commerce enterprises sell "fake goods" and offer inferior content mixed in with real and high-quality ones. Then, through the operation of the team, people with different identities, such as students, white-collar workers and other seemingly reliable people, can be found to make so-called objective comments on the products [6]. In turn, some uninformed consumers fall into this packaged trap, and real marketers and online celebrity bloggers have made a lot of money. In the end, the only people who pay for such a bad product are the consumers, and the enterprises' trust is overdrawn [6].

Another important problem is the lack of highly qualified professional people and insufficient money [10]. Highly qualified professional people are also called talents in the area of content marketing. Only through the promotion of talents can e-commerce realize the constant development. On the one hand, enterprises lack these talents in the process of implementing content marketing strategies and their comprehensive quality is relatively low [10]. Many e-commerce enterprises do not spend much on their training, thus their knowledge is limited. On the other hand, many e-commerce enterprises have a small scale and relatively small profit space, making it difficult to introduce talents from the outside through a human resource management mechanism. In addition, it is difficult for advanced external knowledge and skills to enter the enterprises. As a result, it is difficult for these enterprises to implement a more effective plan of content marketing [10].

3. Suggestions for Improving the Efficiency of Content Marketing

3.1. Focus on the Content Itself

Firstly, e-commerce enterprises should improve the quality and authenticity of reviews and find some reliable influencers. Since most customers would choose to pay attention to the related reviews when choosing a product, it is important for e-commerce enterprises to pay more attention to the quality of reviews. The influencers should publicize positive and encouraging words to get potential buyers' attention. Brand knowledge, corporate reputation, and brand resonance are the most often employed objectives in content marketing [8]. So, these should be shown in the reviews. Online word-of-mouth is significantly affected by content marketing [11]. By promoting a company and its associated goods and services online, this kind of content enables e-word of mouth to flourish [11]. A study discovered that the use of a CHV and an avatar within content marketing, along with a reliable communication partner, were essential in creating a high perception of social presence [11]. This unmistakably increased customer word-of-mouth [11]. According to Ramzan and Syed, content-based social media marketing is crucial for cultivating client loyalty and enticing users to share content online [11].

Secondly, it is of great significance to improve the transparency of information. There are three levels of consumer decision-making: Extended problem solving—there is a need for gathering a large quantity of information; Limited solution—less information is needed because the consumer has already established the product evaluation criteria but has not yet made up their mind regarding which

options to select; Routine response behavior—a small amount of information is required, as the user experience with the product is already abundant, and they can easily choose from many alternatives [12].

In all, when a person acknowledges that they require a particular good or service, they make every effort to gather as much information about it as possible. Finding out which information sources have the biggest effects on their target market is the primary task of marketers. Some efficient, direct messages should be clearly conveyed to consumers. It's one of the most efficient ways to get their trust and loyalty.

3.2. Get Down to Practical Problems

For the problem involving information, create more customer-driven content. When viewed, bought and spread by consumers, content that has been produced for consumers and promoted by enterprises can be greatly profitable. As a result, enterprises have to improve the quality of content marketing personnel and fulfill the content marketing system. It is probable that some particular circumstance, as well as the users' individual characteristics, will determine the relevance and appropriateness of the content for each user [12]. It's important to build customer value. By gathering the value dimensions of different theories, it can be concluded that both the dimensions presented in advertising value theory (informational value and entertainment value) and the consumer value dimension (perceptive, emotionally related, social, functional, and conditional) can be compared and used to define the value of the content [12].

At the regulatory level, enterprises are responsible for completing the inbound regulatory system. It's an effective way to reduce the appearance of fake goods. As for the information wandering around the red line, enterprises need to strengthen the audit and establish a professional maintenance team to deal with it [6]. Improving the ability of technical audit and establishing a scientific and effective reporting mechanism has become the basis for the healthy and sustainable development of the e-commerce enterprises [6].

To satisfy the demand for more talents, it is suggested to bring in more people from universities and institutes and improve efficiency in practice [10]. E-commerce enterprises should invest more in the professional training of existing marketing personnel in order to make sure they stay ahead and keep themselves immersed in the current and upcoming social media marketing trends, in addition those who will follow [3]. Furthermore, professional marketing talents from universities, research institutes and other enterprises should be introduced to the e-commerce enterprises [10]. Thus, more fresh blood can be injected into the existing marketing team and this can guarantee the formulation and implementation of e-commerce enterprises' content marketing strategies [10].

3.3. Keep Pace with the Upgrade and Lower the Cost

Build a cooperative system and sign contracts with others, especially the new and small enterprises lacking abundant information. They are supposed to cooperate more with larger enterprises which have more access to different kinds of information, so as to realize the sharing of information, better serving the building of the content. This cooperation can help to achieve economies of scale, thus improving efficiency. It is also necessary to cooperate in the form of mutual benefit. With enough benefits to earn, larger enterprises are more willing to offer help. Then they can provide more effective information references for the marketing behaviors of smaller enterprises in order to reduce the marketing risk cost, find more customers and improve the total revenue [10].

The synergetic power of larger and smaller e-commerce enterprises can help to generate more effective results, further expanding the whole e-commerce market. Small enterprises should also raise their corporate reputation and image by offering a higher standard of products and services to attract more investment from society or larger enterprises, raising their financing capability.

4. Conclusion

This paper concludes the significance of content marketing in the framework of e-commerce. Content is believed to have benefited e-commerce enterprises a lot in various aspects. The core value lies in the promotion of e-commerce enterprises. In addition, this paper summarizes the present problems in the growth of content marketing. On the basis of analyzing these, it offers practical measures that can be taken. The most important one is indisputably the content itself. Good reviews are a good reference when consumers are concerned about buying the products or not. Therefore, influencers who can offer informative reviews and real user experiences are somebody enterprises should invite. Furthermore, information also plays an important role. Not only does it have to be direct and transparent, but also it has to be built on customers' value. According to the present problems including over-loaded information, inadequate regulation resulting in information overlap and the proliferation of sham products, enterprises are responsible for completing their regulatory system so as to prevent illegal content. To solve the problem of the shortage of high-end talents and reach a higher level, startups and small enterprises in the field of e-commerce must seek better advice from professionals and talents who are in relevant knowledge and creative minds. They also need to take advice from larger enterprises having a wide range of information resources. It is the constant cooperation between these people or organizations that can motivate unlimited potential. The efficiency of content marketing needs comprehensive improvement within and outside the enterprises. Since content marketing is still a comparatively new tool in terms of e-commerce, the subject of content marketing and the ways to improve it has remained with many problems and empty spaces, this paper offers a theoretical system of solutions. In the future, more research based on practice can be done to further verify the feasibility of this theoretical system.

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