

Impact of COVID-19 Pandemic on Content Marketing Strategies: Transforming Higher Education, Work and Life

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ABSTRACT

The COVID-19 pandemic has constrained numerous associations to go through huge change, re evaluating key components of their business cycles and utilization of innovation to keep up activities while sticking to a changing scene of rules and new systems. This research offers an aggregate understanding to a considerable lot of the main points of contention and hidden intricacies influencing higher educational institutions and society from COVID-19, through a data frameworks and innovative viewpoint.

This investigation expects to give information and comprehension of what substance promoting means for client commitment from a purchaser's viewpoint in advanced education. This study is a subjective report utilizing a few organized meetings and perceptions to assemble information. A theoretical system from past research is utilized to examine the outcome, this structure is a multidimensional methodology of how clientele respond and see various kinds of online marketing in optimized exposure. The result of this study shows that customer commitment is a mental express that is difficult to go after any brand, to be really fruitful the customers measurements of intellectual, enthusiastic and activity reaction should all be influenced, which can be empowered through tenable, directed and separated substance of marketing.

Key words: COVID-19 Pandemic, Content Marketing, Higher Institutions, Intellectual, Tenable, Optimized Exposur

I. INTRODUCTION

The Content Marketing is one of the marketing strategies used by the higher education in the 21st century but there is more utilization of digitalization during the pandemic and its result there is boom in the areas of Content Marketing. Now days, there is trends or curiosity among the youth to be digitalized and Content Marketing is the platform for them. As content Marketing includes blogging, webinars, podcasts, email newsletters, videos, e-books and other content this can be created and published. Not like other forms of online marketing, content marketing mostly relies on anticipating and meeting an existing customer need for information, as opposed to creating demand for a new need. As it requires continuous delivery of large amounts of content, preferably within a content marketing strategy.

The main focus must be the needs of the prospect or the customer. Once a business have identifies the customer's need, information can be presented in the different formats, including news, webinars, video, white papers, e-books, infographics, email newsletters, case studies, podcasts, how-to guides, question and answer articles, photos, blogs, etc. Content marketing is 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 action.

II. LITERATURE REVIEW

Malthouse et al. (2013) pointed that the customer have ability to filter the content which appeals to them, so the enterprises must adapt the strategies for communication must fit with the message they want to communicate and create the value for the customers. Content is the only way by which we can engage the customers and create the

brand. Sometime the customer don't buy the goods but to get the information they visit certain web site. To maintain the credibility of the brand they must co-creation the content with the customers.

Kronrod&Danziger (2013)states that the online word of mouth or online reviews can impact the consumer behaviour. They found that the florid word can create the positive effect on the consumer's decisions. When the language is explanatory, it can affect the emotions and actions in a helpful manner as compared to soft language which impact the negative review more. The study also showed that the people prefer to transmit the review online more as compared to offline because social risk is high on social media.

Moran (2016) introduces that the content marketing having four attributes such as credibility, differentiated, targeted and measurable which seeks to be that the content must be innovative, helpful, and informative. The content plays a vital role in the digital marketing as through which we can attract the leads which means customer engagement (Ahmad, Musa &Harun 2016). The definition of content marketing is according to Content Marketing Institute (2015) "a strategic marketing approach that focuses on creating and distributing valuable, relevant and consistent content to attract and retain a clearly-defined audience to gain profit".

Boateng&Okoe (2015)defined that the action of the consumer depends on the attitude toward the content and it also includes that the social media have positive impact to engage consumer. Social media is a marketing tools which can be used to attract the target audience. Content must be carefully choose by the enterprises to create the brand image. Acc. to him the company must link the content with the websites to get the credibility and validate the posted content. If they stimulate the share message with consumers there credibility will be more than commercial sources and a positive attitude is formed towards the brand.

Kilgour et al 2015 states that the content which is create by the enterprises must enhance the self- esteem among users. When they develop and share the content or messages there prime motive is improve the feeling of self-esteem. They also mention that to spread the messages on social media they should reach to key social influencers who are part of large networks in the community. Key social influencers' can create positive influence as compared to corporate messages or advertising. They also create positivity and credibility for the content which are vital factors in content marketing.

Ashley &Tuten 2015 addressed that the objective of content marketing is to provide the content to consumers in which they are willing themselves. There are numbers of ways to engage the consumers by sharing, liking, and commenting on the content. They can also Psychological engage them by creating user friendly content or acc. to consumer's goals, needs and motives which create positive self-images.

Ahmad, Musa &Harun 2016mention that to create the good brand health they must focus on content marketing which can be evaluated by Digital content marketing. Key performance indicators (KPI) can be used to measures the brand health by evaluating the subscriptions, followers, repeat visitors and feedbacks. They also focus on constant monitoring of brand health score which indicates the customer engagement for the content.

Pharr (2016)defined that the universities using open-source branding whose primary aim is to target market which fits into millennial demographic and try to transfer consumer-based branding to open-source branding. The universities wants to take full advantages of the open-source branding approach. In thisapproach the way of communication is changed from broadcast-dominated to conversational by the use of social media platforms which generates user friendly content.

III. STATEMENT OF PROBLEM

Now a day's technology advancement reached at a level that it opened a tremendous possibilities for the educational institutions. As a result they have use the digital marketing and build effective strategies to communicate with the parents, students, industry experts and other stakeholders. To create a strong brand image they must have creative

and innovative content. "In content marketing, content is created to provide consumers with the information they seek." (Author Jeff Cannon, 1999). The powerful model of marketers is Content marketing. The main aim of content marketing is influence the target audience without force them to do buy the product or service. In a competitive world it is very important for higher education institutions to create the content which can create credibility. Even in the education sector there is huge demand of specialized skills from education institutions, employees, and students which leads to competition. But it also creates a way or platform through which we can share the knowledge and information. In the situation of pandemic, content marketing plays a vital role in the higher education as it provides a platform to the institutes, faculties, students to communicate, to share knowledge and to educate.

This research therefore seeks to investigate the usage of content marketing strategies in higher education before and after the pandemic and also evaluate the change in the perspective towards the use of content marketing among various educational institutes.

IV. OBJECTIVES OF THE STUDY

1. To evaluate the usage of content marketing in higher education.
2. To determine the difference in patterns of content marketing during pandemic time.
3. To ascertain what are the factors which influences the content marketing strategies in academic arena.

V. RESEARCH METHODOLOGY

The research instrument is a questionnaire, with quantitative data. The method used is a survey. A total sample size of one hundred (100) youths and faculties were randomly selected from the total population of Bangalore City which represents the higher education system. The Questionnaire for the data collection was framed according to the objective of study. The questionnaire was designed by putting up statements which respondents had to rank using a Likertscale to indicate their level of involvement in the content marketing.

VI. Content marketing

Content marketing is the form of marketing that focused on creating, publishing, and distributing the content for the targeted audience online. It attracts attention of prospects and transforms prospects into customers by creating and sharing valuable free content which is useful for the customers. Content marketing now a days helps the companies create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to purchase products from the company in the future. This relatively new form of marketing does not involve direct sales but it will Increase brand awareness or credibility which helps in generating or increasing the online sales. It also builds trust and rapport with the audience which leads to expand their customer base. It also engage an online community of users.

Digital content marketing

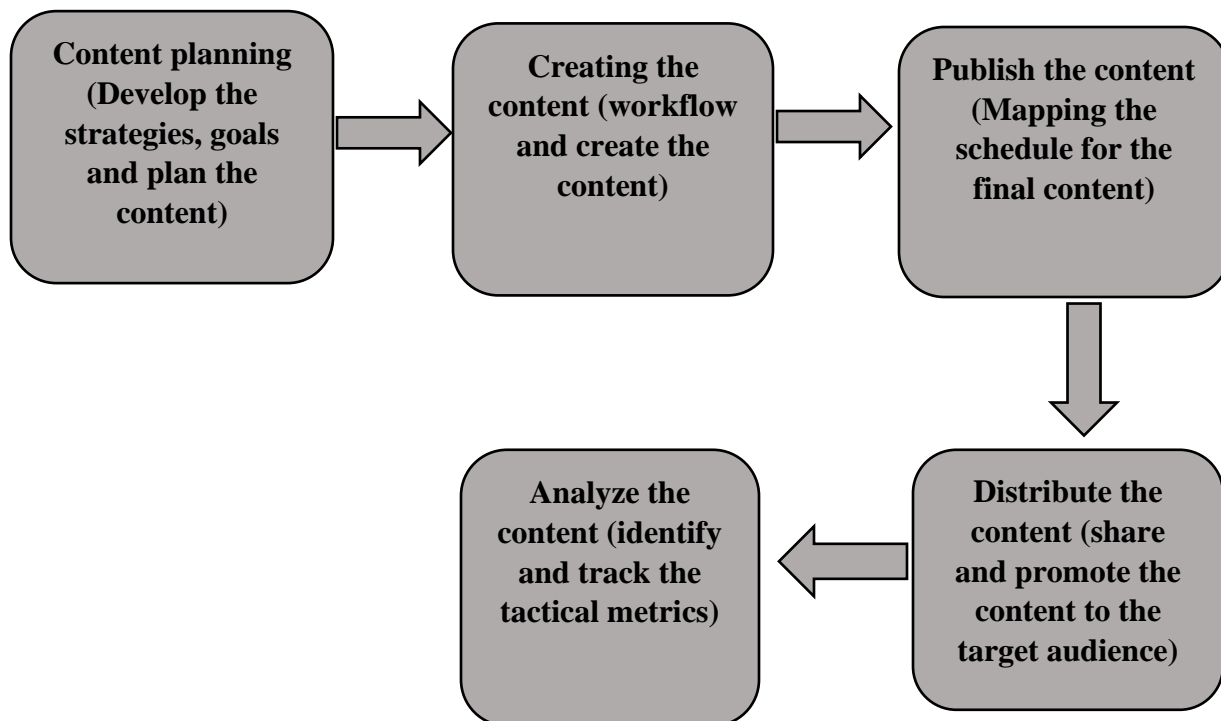
Digital content marketing is the process that uses digital products through different electronic channels to identify, forecast and satisfy the necessity of the audiences. They must be consistently maintained the content to preserve and according to the change in the behavior of customers. Now a days they are focused on expanding their reach to more on audiences and want to pay more attention in increasing the volume of visitors, as well as the quality of their interactions. Measures of volume includes the number of visitors to a page and number of emails collected, while time spent on page and click-through to other pages/ photos are good indicators for engagement. Brand awareness will be more if more the audience visits the page and spent the time on that page.

Brand health metrics

Every institute want to measures the impact of their content on target audiences. Brand health refers to the positive or negative feedback that they will get. It also measures how important a brand is for the target audience. With this they want to find out if brand reputation influences their audiences to make a decision. For any institute hoping to reach not only more - but also new - types of audiences online, they should pay attention to the demographics of new visitors, as evidenced by cookies that can be installed, different sources of traffic (i.e., SEO, social media, referral, direct), different online behaviors, and/or different habits of online visitors.

Process of content Marketing

Flow Chart of Process of content marketing



1. **Content planning** – Planning means specify the details of creating, publishing, distributing, and measuring a content marketing program and guide a brand’s content marketing efforts. It is a Strategic component of content planning that includes understanding how the brand and target market will intersect in the form of content and topics. Mapping the content according to the target audience is also critical. Marketers should also communicate and comprehensible objectives for their content marketing efforts in the planning phase. In this phase it contains tactical elements such as specifications of titles, content forms, contributors, and publication dates.

2. **Creating the content** – Creating and framing involves taking ideas, themes, and topics and transforming them into attractive content. In this phase main focus is on the creation of raw material as opposed to final published content. Identifying specific topics is very critical and most of the effort in this phase is allocated to sourcing the content from contributors. Contributors can include internal or external groups such as faculty members, research scholars and freelancers. The use of technology allows the efficient creation and collection of content. Self-publishing tools and commonly used content aggregation tools are used. The objective of creating the content more effective, valuable and creative.

3. **Publish the content** –Publishing the content means transforms the content into a published into content assets. The final content assets should be supported as part of the content marketing program is critical element. Common types include articles, blog posts, online events, videos, printed documents, and podcasts. Mapping published assets according to the planned objectives and improves the results. The audiences cite form of publication as one of the most important variables they use to judge content. The workflow involves editing and approving content for final publication. Marketers can take a single piece of content and publishing it into multiple published assets.

4. **Distribute the content**–The process of sharing, publishing, and promoting the content once it is published. How to provide the content to the target audience members for their consumption through various channels and media formats. Marketers should distribute the published content in both earned (free) and paid tactics that includes search engine optimization, paid search, social sharing, word of mouth, advertising, and email marketing. There are many types of content you can create to market your business but all types of content are not created equal and each type typically requires its own content distribution plan like E-books can be distributed by Hub’s spot landing pages,Podcasts and Interviews can be distributed by sound cloud, Infographics can be distributed by Hub’s spot Infographics blog posts.

5. **Analyze the content** – Analyzing the content means identify and track the tactical metrics. There are various metrics that tell content marketers how content is performing in terms of traffic acquisition, engagement, and at various conversion points from lead to customer. Metrics include brand uplift, search engine referrals, social activity, and lead conversion rates. The metrics span a typical marketing life cycle, they correlate the metrics to specific pieces of content and create a closed loop that feeds metrics collected during content analysis back into the planning component of this content marketing framework. This will help the marketers to publish more effective and creative content. Track the results of your content is very vital while analyzing the content.

Advantages of Content Marketing

1. **More on-site content.** When the target audience spends more time on your site that means your audience will have more reasons to stick around, more opportunities to familiar with your brand, and trust, which will lead to higher conversion rates. More the Audience spend time, more the content you have in your site.
2. **Higher visibility in search engines.** Whenever new post added in your blog it will be indexed in Google. More quality pages indexed can grant you more opportunities to be rank for more search queries. But if you use more frequent searched words as keywords there is no problem in appearing for those search.
3. **Higher domain authority.** When your content earns more inbound links from external sources and it leads to increase in your website’s domain authority. As we know that the higher domain authority is correlated with higher search rankings. So higher quality content will increase the perceived expertise, relevance, trust of your site and the more organic search visibility you will stand to gain in all areas of your site.
4. **Conversion potential.** The main aim of content is to help, inform, and engage the readers but we can utilizes the remaining space. It can use the remaining space tactfully so that it do not look like an advertisement.
5. **Brand reputation.** When people read your material and find it is informative, helpful, useful, or enlightening it will build an impression of your brand. If your content is published on external sources and showing up on their social newsfeeds it will be more trustworthy for the target audience.
6. **Universal utility.** Now a days in every sector we are using Content marketing as a major strategy. So the content marketing is very crucial and important in higher education also. There is boom in utility of Content marketing in higher education also.
7. **Content marketing drives increase insight .**Now a days before joining as a faculty, or as a student, or research scholars they search about the institutes.Boosting website traffic is meaningless if it doesn’t result in more insight. So the content should be attractive and which results in increase in insights.

Usage of Content Marketing

1. **Brand Building.** Content marketing enables you to show your institutes, information through the use of text, images, video and audio.
2. **Attract leads and customers.** Content marketing attracts leads and transforms prospects into target audiences by creating and sharing valuable free content. By providing valuable information to consumers, and creates a willingness. This relatively new form of marketing does not involve direct impact. Instead, it builds trust and rapport with the audience.
3. **Provide information need before they use.** They must provide the information they seek to enter the consideration set. This means content, answers to audience questions, information, ratings and reviews. If you don't supply this content, someone else will.
4. **Feedbacks or Reviews.** Many institutes underestimate the value of this type of information in supporting the efforts related to the feedbacks. This type of information is effective to the prospects or leads. Therefore, make sure that your content is easy-to-share and optimized to attract members active on different platforms.
5. **Support search optimization.** Content is critical to a strong search optimization strategy which is very vital for the institutes or for higher education sector.
6. **Establish your reputation.** The great way to establish your brand by providing information that shows your knowledge of a particular niche in the form of a blog.

Beneficiaries of content marketing

1. **College students:** For college students it is very important when they have to write their papers or assignments. It is an opportunity to promote your brand, increase the number of students and push up the visibility. Like an academic writing service - Papers Owl where students send their requests titled 'write my paper for me' and the Papers Owl experts do their best to help them tackle academic challenges. To grab the reader's attention the writing should be in a creative manner
2. **Colleges and Universities:** Now a days, most of the college's websites are dedicated to information about the colleges and they segment into online content hubs to appeal to each audience. In order to build focus on providing engaging content that will appeal to each of your defined audiences through dedicated content hubs. Others ways are also there like Creating an alumni magazine — either online or offline, Social media platforms particularly Twitter and Facebook which can help you stay connected with your base on a day-to-day basis, and will give you opportunities to build stronger relationships with your community.
3. **School Students:** When a students were planning to go for higher studies firstly, they will decide the place where they wants to study. They might have a number of universities in their mind. Studies shows that the college or university website is the first thing that a student check when they decide to take admission there. College or university website has to play the major role of attracting the attention of the students to retain them and for that they have to communicate the USP or the unique selling proposition of the institution with the students. It will help the university to create an image.
4. **Parents:** Parents have lots of questions in their minds when they are searching for a proper educational institute for their children's higher studies. So which university is able to satisfy them by clearing their doubts and providing them with the best answers to their queries will get the benefits. Parent usually search the website on Google and as the famous saying goes - the First Impression is the Best Impression so it is very important to attract their attention through the website design as well as content for that your website must be responsive, engaging, and informative.
5. **Faculties:** Faculties from various departments will have various personal and professional interests. For writing the publications they read the content to expand their knowledge and it will help in getting the

information, data, etc. They go through different articles which they can relate to their research. Many blogs posts also attract the faculties for getting informative content which enhances their knowledge which is very useful for their academic growth. What projects, initiatives, research or papers the faculty working on? Have they won any awards or grants lately, or been published somewhere new The e-book is also a small digital copy that can be used by the faculties for enhances their knowledges so content marketing is very important for faculties.

Content Marketing a Boon or Bane

Content marketing plays a very important role in attracting the target audience towards the content. Marketing of content is fulfillment the requirement of published contents. We cannot decide that the content marketing is a Boon or Bane as it having both advantages and disadvantages.

In the market, there are many experts who offer huge opportunities to content writers to write contents for their business or company or universities. As Contentdada.com who are working on the commission basis by authorizing the writers to work for the clients for their websites. Many writers are working as a freelancer which is one of the best sources of earning through content marketing.

Through Content marketing, the writers who are writing quality and well-researched content earns profit. If the companies hires the permanent content writers for their institute which may be costly as compare to freelancer writer. It also saves the time when they hires a temporary content writer for their websites, blog, novel, etc.

Effective content demands creativity and friendly content covering all the aspects in a professional manner. It is a great platform for those candidates who are having an excellent command on content writing. Valuable resources are used in the content writing is 'time, efforts, and commitments which are mandatory to be successful in this field.

Business will view the tactics in a way to educate its target audience and not ultimately for profitability purposes. It is an important tool that bridges your business and the target audience. They can also make the website which offers an opportunity to writers and comforts the clients by helping them in assigning clients. There are many websites who are earning in dollars and hiring the free lancers who are working in the content writing field. There is not much difficulty of attaining a successful position in the content marketing.

So we can conclude that content marketing is a bane for those writers who are not regularly, consistently and passionately writing by proper utilizing the resources and tools. The efforts and willingness is required for quality, effective and creative writing.

VII. RESULTS AND DISCUSSION

In light of the hypothetical exploration and examination introduced in the Literature Review segment, questions with respect to content advertising started to emerge. To answer these vulnerabilities, theories were created to test the factors of substance promoting while thinking about business sites and explain these questions. The examination questions and theory are introduced underneath

Hypothesis 1:

Students have more positive attitudes and higher intention when UGC is displayed on the web site

Hypothesis 1o:

Students have more positive attitudes and higher intention when Videos and Tutorials are displayed on the website

Hypothesis 2:

More complex content produces positive attitudes and increases online marketing intention

Hypothesis 2o:

More complex content increases the effectiveness of online marketing, by decreasing the need for physical marketing and increasing product knowledge

Since the exploration questions are centered around distinguishing which mix of autonomous factors produce constructive outcomes on perspectives and aims, a quantitative report will be led. By the methods for a study try, 4 distinct conditions testing the impacts delivered by various speculated sets of autonomous factors, were be planned and introduced to the respondents as a counterfeit business site's page. To gauge perspectives and expectations, it is imperative to think about conduct goal hypotheses, like the Technology Acceptance Model (TAM). Furthermore, the poll will be planned in accordance with past research reviews that have demonstrated proficient in social event comparable outcomes to those speculated in this examination.

Data Collection:

Given that there is absence of examination in this space to address the inquiries presented in this proposal, it is urgent that essential information is explored. Essential information will be gathered through an online review, that will be passed online by means of web-based media, as this is the best medium to reach whatever number respondents as could be allowed in the most brief measure of time. Given that web-based media is presently generally utilized by most age ranges, it was viewed as the most proper method of get-together reactions from various sorts of socioeconomics, psychographics and geographic territory.

The information accumulated examinations customer perspectives, buy aims and inspiration to gather data in online establishments, affected by content promoting. Content promoting is here partitioned into three subcategories: business web architecture (for example single or numerous page), content strategies (UGC, VT or both) and content intricacy (saw quality, amount, value and convenience of substance). As a few inquiries in the review tried every one of these factors, they were joined to work with the investigation of the information. The depiction of how these inquiries were coordinated into content classes is portrayed in the subsections while breaking down the speculation

VII.1 Effects of content format displayed on the website on Students attitudes and confirm intentions

Respondents were haphazardly allocated to four gatherings of boosts to see how the page plan, in what concerns the substance showed in it, influence mentalities and aims of online clients. To comprehend if UGC or VT content strategies produce more uplifting outlooks and higher goal, as recommended by theory 1 and 1o, individually, autonomous t-tests, between the gatherings gave the control boost and both UGC and VT improvements, were run

When shown the UGC, users did not have significantly different attitudes or purchase intentions ($p = .950$), in comparison to the control stimulus. The results showing these statistics are presented in table 1 Thus, hypothesis 1 is rejected.

	Test Variable	P - Value	Mean	St. Deviation
Attitude	Liked	354	370	76
	Valued	511	381	68
	Physical Marketing	724	340	107
	Informative	509	393	70
Intention		950	367	76

Table 1 Statistical analysis for Hypothesis 1

In table 2 are presented the outcomes of the t-tests for VT content. As it can be concluded, VT content does not prove to be more significant towards user attitudes and their intentions ($p = ,350$) when displayed on the product page. Therefore, hypothesis 1o is rejected

	Test Variable	P - Value	Mean	St. Deviation
Attitude	Liked	405	342	96
	Valued	427	363	73
	Physical Marketing	883	345	88
	Informative	313	367	65
	Intention	350	353	83

Table 2 Statistical analysis for Hypothesis 1o

VII.2 Effects of displaying combined content format on the product page on attitudes and intentions

Suggested by hypothesis 2, that a website page would be more effective when displaying combined content, including both UGC and VT. To tests this hypothesis, independent t-tests, between the groups presented with the control stimulus and the combination stimulus, were run. The results of the t-tests are presented in Table 3 As illustrated, respondents shown the combination stimulus do not produce significantly different means for attitudes or purchase intentions ($p = ,250$), compared to the control group

	Test Variable	P - Value	Mean	St. Deviation
Attitude	Liked	572	354	61
	Valued	860	374	56
	Physical Marketing	497	333	118
	Informative	464	398	95
	Intention	254	350	99

Table 3 Statistical analysis for Hypothesis 2

VIII. FINDINGS AND RECOMMENDATIONS

In this Study are studied some of the independent variables that constitute content marketing: content tactics (UGC and VT) and content complexity (usefulness, ease of use, quality and quantity). These variables were studying to identify their impact on consumer behavior, more precisely consumer attitudes, motivations and intentions. A summary of results of study concerning the potential relationship among content marketing and consumer behavior are summarized

Currently, digital marketing discussions are largely focused on the use of UGC and video as marketing tools. However, their use has been extensively limited to the social networks in which they are traditionally distributed: forums, social media websites and video-sharing websites, to name a few. Successful brands are now beginning to include this form of informative and interactive content on their commercial pages, but it is still unknown to what extent this content is relevant for conversion, as a consequence of consumer attitudes and purchase intentions. Based on this new trend, hypothesis 1 and 1o were developed with the aim of testing the affect of displaying this content on websites.

The latest exploration has started to address content showcasing as a coordinated apparatus, rather than the manner by which it has been used up until now. The inquiry so far has been of whether to leave content in a few site tabs and surprisingly separate sites, for example, web journals or UGC sharing sites, or to remember everything for a solitary page. In view of the idea of remembering all substance for the item page, it was intriguing to test the effect of remembering different sorts of substance strategies for the single page, for this situation both UGC and VT. The factual outcomes recommended that a business page that is finished with more kinds of substance strategies isn't more viable. Despite the fact that buyers like to have all the substance on a solitary page, having various kinds of substance strategy in show doesn't have an effect in their perspectives or buy expectations

IX. CONCLUSION

Great substance advertising keep clients intrigued on the page by impacting customers' perspectives and buy goals. The additional time clients spend riding a business site, the more they will in general make successful towards accomplishing this objective, the significant revelation of this investigation concerns content intricacy. It was tracked down that substance advertising strategies are not the determinants of a business page's prosperity; it is the intricacy of substance that adds to a business page and makes it fruitful. Impacting clients through content relies upon conveyance quality and amount of substance with high handiness and simple to utilize. In any case, amount and quality should be treated with alert, as it has been proposed that one is conversely related to the next

Various clients are roused by various improvements, which characterize their insights, perspectives and conduct expectations. In this manner, it is significant for web engineers to start by attempting to comprehend and assess how and why a guest utilizes their site, to make a site that fits the cycle and undertaking. Four-fifths to 66% of online clients are occupied with restricted, objective situated shopping, as opposed to searching for no particular reason as far as they can tell. Because of the requirements for data and amusement, it is significant that the inspirations of the intended interest group are distinguished, prior to characterizing the substance arrangement and intricacy that is important for its clients.

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