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ML1PR

分类号: G350

单位代码: 10183

研究生学号: 9200824203

密 级: 公开



吉 林 大 学

硕 士 学 位 论 文

内容营销的信息交流与知识共享效应

Effects of Information Communications and
Knowledge Sharing in Content Marketing

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2010 年5月

Abstract

Background

Recent years, the boom of communication technologies creates stable communication platforms than before by avoiding technical, demographic and geographic boundaries. In buzz technological atmosphere, one of the areas heavily affected is marketing companies. It is good to mentioned that specially the Internet marketing companies. Because, in the information economic savvy society, the Internet becomes an utmost important tool to consumers to gain their knowledge on desired products or services. As a result, marketers have to adapt to the changes and make improvements on their marketing communications strategies to maximize consumer information needs instead just selling. Therefore, so-called information need of consumers, methods of communications platforms and search engine optimizations have to play a key role. Because, the Internet first acts upon dragging rich contents from the search engines to maximize clients search quarries. In the process of data mining, the priority is drawn for multi-formed rich contents instead just only texts form data. As a result, companies having multi contents have highlighted at the top rate in the Internet search engines.

In contrary today's world of business, an increased number of brands are also competing gain market shares. As a result, companies' promotion has become more significant in order to reach out to target audiences. The design of the promotion has in many lines of business become the only factor separating a company's offer from its competitors. As competition grew stiffer across most industries, companies started to peek on the consumer side of the transaction as well. What evolve, in order to increase sales of companies need to understand the need and behavior of their consumers. Not until then is marketing in its truest sense born.

So that, the recent past, companies understood the new reality is booming into whole marketing scenarios. Then rethink ways to communicate by promoting customization and niche fragmentation marketing concepts. That is more focusing on to educate consumers with rich contents so that "*the content is king*" was born defeating "*consumer is king*" as a buzz new concept of content marking.

Purpose

This study has two purposes;

1. How knowledge sharing and information communications effect on strengthening information relationship;
2. To insight ideas to improve marketing communications to keep up with new content marketing.

The researcher first investigated the modern knowledge sharing and information

communications platforms in the Internet marketing environment. In communications aspect, concepts of marketing communications, viral marketing and knowledge marketing whilst social media relationship, content structural relationship and content marketing relationship were taken into consideration in information relationship aspects.

And also, based on a comprehensive literature study and empirical findings, valuable suggestions are set upon what companies should be done in marketing communications in future to endure win the consumers.

Method

Firstly, for the empirical findings, author presents a combination of industry theory in order to objectively interpret the answers to research questions, by using an inductive approach. Secondly, a deductive approach was used to determine existing information, or the theoretical framework and empirical study. Thirdly, the analysis unit used an inductive approach compare the findings from theoretical and empirical data in order to study the differences between the two areas. Finally, main problem and research questions were answered in the conclusion by shifting the approach again to a deductive one. During this whole process, author matched the empirical data and the theory together by going backward and forward between the theory, the empirical data and the analysis.

Of based on a comprehensive literature study and empirical findings, it created path to indentify the importance of strengthening information relationship in content marketing. As a result this is a descriptive study.

Conclusion

Before it goes to the conclusion of pure findings of the research, it good to highlight how chapters are deployed.

As usual, the researcher has presented whole research overview in details in chapter one. It goes telling research purpose, methodologies used, sample selection and how findings analyzed. After that, broader knowledge is in content marketing presented in the areas of literature review that is chapter two. It started with detailed introductory in content marketing and end with content marketing communications strategies. In chapter three and four respectively addressed the main issues of the research. That is how knowledge sharing and information communications strengthening information relationship in content marketing. In knowledge sharing and information communications perspective, marketing communications, viral marketing and knowledge marketing extensively studied on comparably with content marketing. And also social media relationship, content structural relationship and content marketing relationship were studied to see information structural relationship to find ways in which strengthen information relationship in content marketing. In this new and emerging reality, the researcher identified four major elements that will be crucial for

companies to cultivate and incorporate in their operations in order to strengthen information relationship adjust to the changes. The elements were customization, speed, flexibility, sustainability and value. In addition, not just only introduced elements but also provided some suggestions how actually integrate those elements into your company. Those findings as well as suggestions were presented in chapter five.

Finally, the researcher is was able to distinguish some major trends in which the current content marketing environment is being altered in regards to the future.

Today's the Internet marketing environment, outbound tools and techniques are not enough to gain a deeper insight into the needs of consumers. In order to understand the evolving markets and the rapidly changing consumers, marketers should be observed instead of simply asking questions regarding their markets habits. So it would be empathic design which focuses on understanding the consumer's needs through empathy with it and its surroundings. This enables companies to gain a deeper understanding of the consumer and its environment.

At last, those new trends are; technology particularly the Internet, from demographically based segmentation into more niche fragmentation, existing business models to a modern potential of entirely new business concepts, and finally, the tangible assets into the importance of intangible assets should be addressed.

Above discussed on going changes have a common characteristics which information rich content is becoming an interactive medium. Now consumer becomes an active participant, contributor, and marketer. What earlier could be described as "Piñata-style marketing" where you swing the air and, if lucky, you hit your target group, but now seem to be moving towards a more "punch marketing style" where you can reach your target groups with content preciseness.

【Key Words】 Knowledge Sharing, Information Exchange, Content Marketing