Content marketing model for leading web content management

Iryna Diachuk
East European University of Economics and Management
Nechuy-Levitsky str. 16, 18036 Cherkasy
Ukraine
e-mail: irina_diachuk@ukr.net

Igor Britchenko
Faculty of Technical and Economic Sciences
State Higher Vocational School Memorial of Prof. Stanislaw Tarnowski in Tarnobrzeg
Henryka Sienkiewicza str. 50, 39-400 Tarnobrzeg
Poland
e-mail: ibritchenko@gmail.com

Maksym Bezpartochnyi
National Aerospace University named after N. Zhukovsky "Kharkiv Aviation Institute"
Chkalov str. 17, 61070 Kharkiv
Ukraine
e-mail: confer.piel@gmail.com

Abstract This paper is envisaged to provide the Ukrainian businesses with suggestions for a content marketing model for the effective management of website content in order to ensure its leading position on the European and world markets. Our study employed qualitative data collection with semi-structured interviews, survey, observation methods, quantitative and qualitative methods of content analysis of regional B2B companies, as well as the comparative analysis.

The following essential stages of the content marketing process as preliminary search and analysis, website content creation, promotion and distribution, and content marketing progress assessment were identified and classified in detail. The strategic decisions and activities at each stage of the process showed how a company's on-site and off-site content can be used as a tool to establish the relationship between the brand and its target audience and increase brand visibility online. This study offered several useful insights into how website content, social media and various optimization techniques work together in engaging with the target audience and driving website traffic and sales leads. We constructed and described the content marketing model elaborated for effective web content management that can be useful for those companies that start to consider employing content marketing strategy for achieving business goals and increasing a leadership position.

1   Introduction

The plethora of research in the field of digital marketing is increasing and has received a lot of attention in the works of many researchers and practitioners (Agostini and Nosella 2017). The state of content marketing, content marketing challenges and key concerns, as well as strategies and solutions on how to use content to keep brands front and centre in the minds of target audience are analysed and highlighted in many relevant works. Unfortunately, content marketing as well as content strategy are not paid enough attention in the publications of Ukrainian scholars. Moreover, most of Ukrainian enterprises, unlike businesses in North America and Europe, are unaware of the benefits of B2B content marketing strategy.

Today, websites go to the forefront of the Internet communication, and modern marketing is rapidly moving into the online space (Negi and Jain 2017). Objectives of today's marketing remain the same as those of traditional marketing, namely are to attract potential customers (clients), increase brand awareness and encourage customers to purchase products more willingly.

Consumer behaviour is influenced not only by personal (i.e. person's interest and opinions, habits, background and culture, age, gender), psychological (i.e. values, perceptions and attitudes, motives), social (i.e. person's social interactions, social conditions, lifestyle) factors (Vasylchak and Halachenko 2016), but also by such marketing factors as product design, pricing and promotion, as well as consumer's confidence in the quality and reliability of products or services available, and provider's reputation (Strielkowski et al. 2012; Hosťovecký and Poláčik 2016; Varanavicius et al. 2017; or Yokokawa et al. 2018). No less important factor in consumer choice is whether this product or service is recommended by society or a reference group.

Today's consumers are getting increasingly sceptical and tired of traditional advertising and are more likely to block out unwanted pervasive advertising messages, which significantly reduces the effectiveness of traditional marketing techniques. Having surveyed 500 people aged 18-45 the authors have found out that more than a half of respondents (54%) prefer to find out about companies through online articles, not through advertisements, 73% skip TV commercials and 64% ignore direct mailings. Today's consumers find hard-sell approach annoying and off-putting, and tactics of "aggressive marketing" are likely to evoke resistance.

Although, newspaper and radio ads as well as TV commercials are still effective for some businesses, traditional marketing tools are becoming less and less effective in our constantly evolving digital world (Chiabai et al. 2014). Modern consumers are digitally savvy and always connected to their digital devices. With huge amount of information available to them today they are in control of their shopping experience: they research, explore, and share; they want to control when, where and how they interact with a brand.

Thus, outdated traditional advertising models have been replaced by content marketing, the very essence of which is to create valuable, compelling, informative content to educate potential customers, to help them solve their issues and draw them in, rather than selling them products or services.

2 Algorithm of content marketing strategy model development

According to B2B Content Marketing 2018: Benchmarks, Budgets, and Trends – North America report produced and shared by Content Marketing Institute the following factors were attributed to the increase in overall success of survey respondents' organizations: content creation (higher quality, more efficient) – 78%; strategy (development or adjustment) – 72%; content distribution (better targeting, identification of what works) – 50%; content marketing has become a greater priority – 49%; spending more time on content marketing – 46%; management/HR (organizational changes, staffing, new content marketing roles) – 39%; content measurement (growing in ability to show results) – 36%. While the question "Does your organization have a content marketing strategy?" showed the following results: 38% of respondents said that their organization has a content marketing strategy, but it is not documented; 37% – Yes, and it is documented; 19% – No, but plan to have one within 12 months, and 6% – No, with no plans to have one within 12 months (Beets and Handley 2018).

The authors have compared the number of respondents and found out that B2B Content Marketing: Benchmarks, Budgets, and Trends – North America reports present the findings from the 870 respondents in 2018 (Beets and Handley 2018), 1,102 – in 2017 (Pulizzi and Handley 2017), 263 – in 2016 (Pulizzi and Handley 2016), and 580 – in 2015 (Pulizzi 2015).

As for the Ukrainian market, the use of content marketing is lower because the B2B sector in Ukraine is not so open-minded to new techniques and methods. Very few people understand how the effectiveness of content marketing is measured. No more than 10% of companies are engaged in creating useful content for their business, while it could be very beneficial as a strategic marketing approach helps attract and retain consumers, and, ultimately, drive profitable customer action (Razdobudko 2015).

Content marketing is a set of marketing techniques based on creating and distributing consumer-friendly content in order to attract prospective consumers while engaging and retaining existing leads on your website, build trust and credibility with your website visitors. Content marketing is an alternative to limited distribution methods (Illashenko 2011).

In a general sense, content is a compilation of ideas, subject information, and messages, well-presented in some kind of written, visual, or audible format designed for consumption and further dissemination via the web. Unlike data, which is a set of information that conveys pure facts, figures and statistics to the target audience, content has potential to elicit and initiate action, spark conversation and interaction. Content also serves a purpose, whether it is to inform, entertain, connect emotionally, influence, educate, build trust, convert, etc. Content marketing strategy model for effective management of website content can be developed based on the following algorithm:

- Set goals and objectives against which you can analyse your target audience, prospective audience influencers and stakeholders, assess your content and your compatriots' content as well as measure your content marketing progress;
- Define and get to know your target audience. Create your target audience profile or persona by selecting several of your regular average customers and defining their most common characteristics. Conduct an in-depth analysis of their psychographic and demographic data, and pain points. While demographic data (age, gender, marital status, education, location) only show you who your customer is, psychographic data (interests, activities, attitudes, behaviour, habits, lifestyle, opinions) provide deeper understanding of your target audience as such data let you discover motivations of your consumers (Patel 2018). Research forums and websites where your target audience communicates, interview regular clients, conduct customer surveys, ask your friends and

Facebook followers to participate. As soon as you understand your target audience interests, identify and record all of the relevant topic ideas and keywords on a separate spreadsheet;

- Analyse profiles of your prospective audience influencers. Benefits of integrating individuals who have impact over your prospective audience (i.e. bloggers, forum writers, industry experts or anyone in your industry who has a significant network of connections) into your marketing plan are improved targeting, since influencer's audience insight reveals psychographic and demographic data about your target audience, and increased visibility of your website across a wider online network;

- Identify and understand stakeholders. During the preliminary content strategy analysis identify your stakeholders, those people who are affected by your work, who have the most to gain or lose from the new process, such as owners, senior management, content creators (i.e. authors, graphic designers, etc.) and ensure that their needs and requirements are addressed in the content strategy plan. It is also crucial to identify legitimate constraints;

- Conduct a content inventory which is a quantitative analysis of the entire website content. Your website content inventory, usually in a form of spreadsheet, will typically include the following: URLs, metadata (page title, meta description, etc.), images, audio and video files, document files, content owner(s), dates (created, revised, last updated), etc.

- Conduct a content audit, the main goal of which is a qualitative analysis of website content. Content audit enables you to analyse and understand what of your existing content is working and what is not, identify outdated, irrelevant or duplicated content, improve quality of existing content, etc.

Content can be analysed against a variety of metrics, such as Search Engine Optimization (SEO) metrics: organic traffic, keyword rankings, etc.; engagement metrics: likes, shares, comments, etc.; user behaviour metrics: time on page, bounce rate, scroll depth rate, click-through rate, etc.; sales metrics: on-page conversions, etc., all of which can provide you with a valuable information about the pieces of content that generate the most traffic, convert users, or bounce your site visitors away. Record the results of both content inventory and audit into a spreadsheet.

- Assess your competitors' content. While conducting competitors' analysis think of both direct competitors, who offer the same product or service as you, and indirect competitors, who do not necessarily sell the same product or service but want to engage the same audience. First, analyse their websites from SEO and social media perspectives; examine publication schedule, comment section, user experience; try to identify competitors' content topics that drive traffic to their site.

Nowadays, there are a lot of content marketing tools at businesses' disposal that serve various purposes from collecting real-time data, measuring the effectiveness of your content marketing, getting insights into competitor content on social media to content planning and publishing and many other (Curate Blog 2017).

- Now when you have the results of your target audience analysis, content audit and your competitors' content analysis you can conduct a "gap" analysis. Comparing topic ideas and keywords spreadsheet with your website current content and spreadsheet enables you to see which content is missed altogether, which content needs follow-up actions (e.g. optimization, repurposing, updating, editing, etc.), thus, allowing a development of a content creation and distribution strategy.

- At this stage revise your goals. Limit your future strategy to one sentence, which reflects the main intention of the company, accurately describes its goals and objectives, and is easy to remember. Brainstorm ideas and concepts, outline the messages you want your content to convey on the website, record and expend your ideas with the help of mind map. Decide on voice and tone of your content. Voice, which should be consistent throughout of your content, reflects your brand's identity and personality. Consumer choices are frequently influenced by the tone in which a company presents and delivers its service.

- Tone, which is the words you choose and structure in a certain way, would be different for different audience, depending on their age, values, and even location, as well as on your intentions and the ultimate purpose of your content. Once you have your goals and objectives set, tasks and messages decided on, define your content, its types and the best ways of presenting it for maximum impact.

Internet marketing as a crucial modern-day tool has the following advantages:

- Broad and Global Reach. Today people have access to the Internet almost anywhere in the world. By marketing your products and services via the Internet, your business can reach a wider global audience. Furthermore, commercial resources are available for various categories of consumers from corporate to individual.
- Convenient operating hours. Advantages of internet marketing do not restrain you with opening hours letting your marketing campaign run 24 hours a day, seven days a week. Customers see your services and products whenever they wish as they are in control of their online purchases.
- Cost Effectiveness. Marketing products and services online has advantage of low operating cost in comparison with traditional advertising methods which include cost of land, costs of business premises rental and maintenance, inventory costs, etc.
- Personalization. Internet marketing allows you to collect and analyse your target audience purchasing history and preferences data to find out what product and/or services sell frequently, enabling the use of targeted offers that reflect your audience interests.
- Relationships. The Internet enables you build trust and rapport with customers and increase customer retention levels.

3 Effective Web content management

In the B2B space, it's essential for marketers to understand that consumers look for substance, rather than entertainment and conduct a lot of online research before selecting companies to contact as possible suppliers. To make their buying decisions, consumers rely on social networks, influencers, and review sites. Thus, it is crucial for a company's success to be visible in these places and provide easily accessible on-site and off-site content to answer the questions prospect customers might have and address business objectives – create awareness, educate, build trust, convert and retain.

It is essential that good business website content is up-to-date, credible, relevant, and meets the requirements of proper webpage performance. If you update your website with high quality content regularly, it will achieve higher rankings, since search engines regard websites with the most recent and frequently updated content as most relevant to web surfers.

When a website conveys both trustworthy and expertise people will find it credible. You can boost your web site credibility by providing crucial business information such as contact information (i.e. phone number, physical address, and email address), detailed product information, product images, prices, return and refund policies, testimonials, customers' reviews, Google rankings, a client list, etc., while keeping promotional content like ads and pop-ups to a minimum. Your site should look professionally designed and have clear navigation. Keeping the site as current and up-to-date as possible also strengthens credibility (Fogg 2002; or Laja 2018).

Relevance is a measure of whether your website content complies with the requirements and objectives of your consumer. This term also refers to how well the information on a website corresponds to a search query.

Despite the fact that reputation, relevance and content quality of the website are prioritized, page speed is obviously of crucial importance in a website user's experience, since 1 second delay in page response will lead to a 7% reduction in conversions; 47% of consumers expect web pages to load in 2 seconds or even less; 40% of them will abandon a website that takes more than 30 seconds to load; 79% of online shoppers who are dissatisfied with a website performance are less likely to buy from the same website again; 52% of the online shoppers stated that fast page load is crucial to their site loyalty (Patel, 2011). In order to optimize your website performance use images of smaller file size (preferably in kilobytes), zip or compress your pages.

In order to design effective content marketing model for efficient website content management, the following suggestions should to be taken into consideration:

- Combine Search Engine Optimization and Content, since they complement each other: content increases trust, SEO boosts traffic. Conversions, customer engagement and traffic are three main criteria of successful content marketing. Along with SEO content marketing helps to achieve the desired rankings and change the attitude toward the site. The higher are the conversion rates, the higher is customer engagement, which leads to a direct increase in traffic. For this very purpose develop and execute SEO strategy before not after your new website launch, as altering your website design to meet SEO needs after launching can be costly, time-consuming and less efficient, and result in decreased traffic. Create micro-content like short videos, GIFs, infographics, etc., since they are short, and extremely efficient, they communicate a message quickly, are easily consumed by customers, and correspond to search queries more precisely in contrast to long-form content like webinars, reports, or case studies.

- Improve your content quality and increase audience engagement. If content does not increase traffic and conversion, your website will not fall into the top of search results and thus it will not generate revenue. Only one in five B2C companies produces useful and valuable information products, B2B segment audience engagement is 50% in 71% of organizations. Website search engine rankings depend on consumers' engagement, site structure, site speed, time spend on site, click-through rate, etc. To increase audience engagement, you should adopt the following: conduct a proper target audience analysis for better understanding of their needs and habits, use search query statistics; write substantial content about things your target audience would be most interested in, and optimize your content for mobile devices. Learn how to write titles and headlines that attract and direct your website visitors' attention. Keep in mind that if a visitor decides to stay on your site, he or she should find answers and solutions, find out something new and interesting.
- Leverage mobile devices and geo-targeting. Capabilities of modern mobile devices and local content are not fully utilized. 51% of marketers admit that their main task was to learn to pinpoint their target audience based on location and deliver them tailored content based on that location.
- ThinkWithGoogle analysts have shared data that every third search query is associated with user's location (Gevelber 2017). If the content is not relevant to the query, it will be lost in the search engine as well as target audience. To avoid this optimize your website for local SEO, leverage geo-targeted keywords, optimize your website load time and page performance, use mobile devices responsive website design, create a content relevant to local topics and utilize different content formats like infographics and videos to have your web content on track and updated.
- Utilize voice search. At Google I/O 2016, Google announced that more than 20% of all Google search queries are voice searches and that number will probably continue to grow throughout 2018. Google Assistant allows performing different tasks through spoken voice commands and currently supports 15 languages, and by the end of 2018 it will understand voice commands in more than 30 languages. Among other top devices that use voice search are: Amazon Echo / Alexa, Siri / I Phone, Microsoft Cortana, etc.

Statistics on current usage of voice search revealed the following: "*Google voice search queries in 2016 are up 35x over 2008*"; "*The Echo Dot was the best-selling product on all of Amazon in the 2018 holiday season*"; "*40% of adults now use voice search once per day*"; "*60% of people using voice search have started in the last year*"; "*37% use Siri, 23% use Microsoft's Cortana AI, and 19% use Amazon's Alexa AI at least monthly*"; "*41% say using their voice-activated speaker is like talking to a friend or another perso*n" (Jeffs 2018).

About 31 % of marketers consider this technology a breakthrough, however, 62% of businesses are still not planning to optimize their content to meet the requirements for voice search. Since the popularity of voice search cannot be ignored the following ways to optimize a website for voice search have been offered: a) anticipate and pre-emptively answer the questions your prospective customers might pose to a digital voice assistant and optimize your website content around the core needs of your target audience, providing answers to their specific queries in most useful manner; b) remember that voice searches are done in natural-sounding language and use semantically more complex search structures. Thus, in order to increase your site visibility in voice search results incorporate conversational phrases and natural sentence structures into your website content, use question words in headings and subheadings, adapt long-tail keywords to spoken language; c) write substantial, high quality, compelling content that can answer a couple of various voice queries on one page (Patel 2014).

It is also essential to any B2B company to have valuable off-site content. Offsite content strategy is a set of techniques and methods that aim at distributing your expertise elsewhere on the Internet than your own site and drive potential customers to your website. Off-site content can take a number of different formats like off-site blog, content on social media accounts, videos, podcasts, presentations, infographics, in-person event-based content, interviews, etc.

Along with a company's website, the following types of off-site content prove to be of utmost importance for B2B marketers: blogpost in different formats and event-based content.

The following B2B blogpost formats are well shared through social media and earn links, boosting your search results: opinion posts, interview posts, list posts, how-to posts. Opinion posts or expert advice offer practical insights, real facts, and relevant advice from a trustworthy industry professional. Substantial, informative content inspired by personal experience, backed by research and data positions your company as authoritative industry expert and drives meaningful consumer engagement. Interview posts are great for introducing the perspective of a third party on a particular topic. Such posts also allow you to develop relationships with the industry experts or influencers you interview. List posts work especially well for B2B leads, who have little time on their hands to read full blog posts, as they present plenty of information in

short, scannable, bulleted format. How-to posts generate traffic from organic search, because they are useful and educational, especially if supported with visual components like instructional video or a visual aid.

In-person events are the core to a sustainable business strategy as they offer the chance for human connection which is the foundation of strong relationships. Face-to-face communication with company's consumers through in-person events allows companies to communicate with their audience more accurately and effectively, present their product in an authentic, memorable way, and thus build positive brand association and earn the trust of prospective customers.

Maximise your marketing opportunities by creating and executing great content before, during and after an event. First, consider the kind of event you will create your content for. Marketing events come in many different formats, from online webinars to large conferences. Keeping in mind your target audience and the best format to suit them, plan the content you will offer at your even. To attract both past and first-time attendees to your event, base your content on what is interesting and valuable for them, providing key information, industry news or expert opinions in the form of blog posts, interviews, videos, sessions and speakers recommendations.

By utilizing social media during the event, you can significantly increase consumer engagement at events. Take advantage by sharing the big keynotes, special speakers, and conference's influencers. According to Event Marketing Institute's 2016 Event Track Report, 98% of attendees create digital content while at live events and 100% of those attendees share their content. Facebook, Instagram and Twitter are used most by consumers to post and share event content. In comparison, the most often used social media platforms by brands to post and share content are Facebook, Twitter and Instagram, followed by YouTube and LinkedIn (Event Marketing Institute 2016).

The post-event content marketing practices analytics give you opportunity to continue building upon the awareness, while interest you generated at the event, helps you convert event participants into qualified leads, and increases traffic. As a part of post-event practices publish a great "key takeaways" post, repurpose the event content and post it online, set up appointments with key attendees, figure out what worked and what you might do differently next time.

As soon as you have decided on your content types, determine and schedule your content creation, promotion and distribution, and content marketing progress analytics.

An editorial calendar is a must-have guideline, which defines and controls the process of creating content, from idea through creation and publication. A good editorial calendar contains list of content that should be published based on your content strategy (including its status: existing, developed, in-progress, finished, your partner's content, etc.), people responsible for creating the content, dates for both creation and publishing, target keywords, meta data tags, formats, promotion and distribution methods. It is essential to have a well-planed, elaborate editorial calendar, since content will be published on different dates and platforms – including websites, social media profiles (Facebook, Twitter, Instagram), distribution channels (YouTube, Slideshare, or Vimeo), your blog, etc. An editorial calendar, that includes the entire content your business plans to publish, should be reviewed and adjusted regularly based on the successes and failures of your content.

Once you content has been created, start promoting it through the social media most relevant to both your industry and your target audience. You can build your authority and expand your audience with guest posting well done on credible sites related to your industry. To have your content shared, mention it in presentations, sales meetings, client trainings, webinars, podcasts, etc. Repurpose, reformat and republish you content to reach a variety of channels. For example, take you existing blogpost article and create a video and post it again on your site and on YouTube, or produce infographic, slideshow, e-book or podcast and post it again (Crestodina 2017).

In order to measure the content marketing progress regularly, one should analyse this content using analytics to see whether it is resonating with the target audience, to realise what is working and what is not. The brand specific, as well as objectives and goals are also very important. Page views, social shares, links, inbound referral traffic, comments, bounce rate and conversion rates should also be analysed and kept a good track of. One should also take notes of what types of own and competitor's content have attracted the most visitors and are shared on social media. This is crucial in order to learn how to plan to create more content pieces around these popular topics or formats.

4 Conclusions

All in all, in this paper we explored the element of marketing communication referred to as "content marketing". The essence of content marketing, its features and characteristics were revealed. In general, we can come to the following conclusion: it appears that content marketing was identified as a contemporary, effective and promising element of marketing communication which in turn aims at creating and disseminating valuable and useful content that attracts and builds trust with prospective customers. Within

the framework of this study, statistical data on world and domestic trends in the field of marketing communication were analysed and interpreted.

The paper presented the advantages of Internet marketing as compared to traditional advertising. The reasons for lower content marketing rates in Ukraine in comparison to North America were investigated and described in detail. We also provided some valuable insights into such website content characteristics as quality, relevance, credibility, page performance, and offered suggestions on how to increase website visibility, and improve on-site and off-site content management. The authors of this paper believe that the results of this study, as well as the model offered, can be used as a guideline for Ukrainian as well international companies which are considering employing content marketing strategy for the effective web content management.

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