Abstract

Research Title:		Content Marketing Strategy for MyAgent Ltd.
Researcher	:	Mr. Olli Kokkonen
Degree	:	Master of Business Administration (International Program)
Major	:	Marketing
Advisor	:	…………………………………….

(Dr. Teetima Piyasirisilp)

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This research discusses content marketing and instructs how to target content effectively to target audience implementing customer lifecycle stages. The aim of the study is to find out why MyAgent Co., Ltd. have not succeeded in prior online marketing efforts and provide a complete guide for readers how to plan and create high-quality and relevant content in future. This process will include a complete content marketing strategy and reviewing fundamentals of content marketing funnel and its relation to customer lifecycle.

In the end of study, conclusion section states that MyAgent website is poorly executed, and to implement successful content marketing in future, it need to be aligned with goals and objectives and it will require a well-structured plan, an understanding of target audience and customer lifecycle stages.

More closely, the first problem situation analysis found out wat that their current site structure has divided their company blog section to a separate subdomain, which means that they have two individual pages competing against each other. In addition, their website is hard-coded, and changes can be only done by outsourced programmers. To solve these problems, they need to use a certain website content management system in future that allows them to do all changes in-house and cost effective.

SEO audit pointed out that all on-site meta tags were poorly optimized, hence their search engine rankings were remarkably low. In turn, content marketing audit key finding were that their website is heavily relied on bottom-of-funnel content and do not take other customer lifecycle stages into consideration, thus conversion rates are low. Whereas keyword research found out that their keyword strategy was targeting nonrelevant and highly competed keyword terms and phrases. Lastly, customer research, target audience interviews and buyer persona development pointed out clearly that their current on-site content do not match audience needs and preferences at all and in future processes of content planning, ideation, creation, optimization and distribution must be customer data-driven.

As a result of the study, MyAgent decided to create whole new website for their business, because they understood that making all the necessary changes would take as much time and money than creating a completely new website for their services and corporate blog. They are now using this research as a guide to avoid all previous faults, and now they also have clear understanding of the necessary processes what content creation and search engine optimization must include. In addition, this study also provides them an on-site content marketing strategy including 18 months content marketing SMART objectives for their new website, ROI calculations to predict profitability of content marketing in future, new keyword strategy, new customer insights based on customer research and interviews as well as numerous targeted content marketing tactics for each customer lifecycle stages based on all previous processes.

This study is targeted for small business owners and any marketing personnel, who are looking to plan and implement content marketing campaign for the first time. All the research and analytical techniques and tools introduced in this paper can be used in any organizations regardless the industry. Each section introduces various web analytical tools and step-by-step guides on why they are used for and how to put them into use.

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Independent study reviewed professional literature, Internet sources and studies detailing with content marketing and content targeting. The information is gathered from various sources were then compared to each other and critically evaluated to form a coherent and logical whole