

## CONTENTS

<b>ABSTRACT</b>	<b>A</b>
<b>ACKNOWLEDGEMENT</b>	<b>B</b>
<b>CONTENTS</b>	<b>C</b>
<b>CHAPTER I: INTRODUCTION</b>	
1.1 Research background	1
1.2 Research Problem	3
1.3 Research Objectives	3
1.4 Scope of Research	4
<b>CHAPTER II: THEORY AND RELATED RESEARCH</b>	
2.1 Characteristics of the industry	6
2.2 Digitalization	7
2.3 What is digital marketing	11
2.4 What is content marketing	13
2.5 Content marketing today	15
2.6 Benefits of Content Marketing	17
2.6.1 Intangible results	18
2.6.2 Tangible results	19
2.7 What is content marketing strategy	21
<b>CHAPTER III: METHODOLOGY</b>	
3.1 Data Collection Procedures	23
3.2 Target audience interviews	24
3.2.1 Population and sample size	24
3.2.2 Research Design	24
3.3 Multi channel data collection	25

**CHAPTER IV: DATA ANALYSIS AND RESULTS**

4.1 Literally review	26
4.2 Mission and vision	26
4.2.1 MyAgent mission statement	27
4.2.2 MyAgent vision statement	27
4.3 MyAgent content marketing goals	27
4.4 Overview of how brand is perceived	28
4.5 Performance analysis	28
4.5.1 Domain and page authority	29
4.5.2 Root domain link metrics	30
4.5.3 Spam score	30
4.5.4 Website key performance indicators	31
4.5.5 Audience report	31
4.5.6 Acquisition report	34
4.5.7 Behavior report	36
4.5.8 Keyword ranking overview	38
4.6 Content audit	40
4.6.1 SEO audit	40
4.6.2 Site structure	41
4.6.3 Subfolder and subdomain	42
4.6.4 Changing myagent.fi site structure	45
4.6.5 On-site meta tags	47
4.6.6 Title tags	48
4.6.7 Meta descriptions	49
4.6.8 Image Alt Text & Titles	50
4.6.9 Headings & Content	51
4.7 Content marketing audit	52
4.7.1 Content marketing funnel	52
4.7.2 Exploration stage	53

4.7.3 Consideration stage	55
4.7.4 Conversion stage	56
4.7.5 Retention stage	56
4.8 Content marketing matrix	57
4.8.1 MyAgent content marketing audit results and findings	58
4.9 Customer Research	61
4.9.1 Customer interviews	62
4.9.2 How to find interviewees	62
4.9.3 MyAgent interview	63
4.9.4 Question structure	64
4.9.5 MyAgent focus groups	64
4.9.6 Seed keyword survey	65
4.9.7 Persona development	66
4.9.8 Creating personas for MyAgent	66
4.10 Keyword research	67
4.10.1 Analyzing existing keyword data	68
4.10.2 Filling seed keywords	69
4.10.3 Generating a list of relevant topics	70
4.10.4 Related search terms	72
4.10.5 Head terms and long-tail keywords	74
4.10.6 Competitor keyword research	77
4.10.7 Cutting down and prioritizing keyword list	80
4.10.8 MyAgent on-site keyword targeting	83
4.10.9 MyAgent blog keyword targeting	83
4.11 Objectives setting	86
4.11.1 Objectives and sales funnel	86
4.11.2 SMART objectives	87
4.12 ROI of content marketing	88
4.12.1 Calculating costs	88

4.12.2 Calculating ROI through conversion rate	89
4.12.3 ROI qualitative and peripheral benefits	91
4.12.4 Content Marketing ROI for MyAgent	92
4.12.5 MyAgent cost of investments	93
4.12.6 MyAgent lead generation ROI	94
4.12.7 MyAgent peripheral gains of investment	95

## **CHAPTER V: CONCLUSION OF THE STUDY**

5.1 Conclusion	97
5.2 Discussions	97
5.3 Recommendation from Respondents	99
5.4 Suggestions for Future Research	100
5.5 Research Limitation and Difficulties	101

## **REFERENCES**

## **APPENDICES**

