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Content Marketing and the creation of a brand with voice

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Assignment Cover Page

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Content Marketing and the creation of a brand with voice

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1. Abstract

This article argues that the future of content marketing is strongly linked to the development of new technologies and how new technological devices influence the way companies engage with consumers. This paper aims to investigate how the development of personal voice assistants opens a new direction for companies to create substantial individualized, informational and engaging content. Content marketing is defined as the development of relevant and consistent brand content to create value among customers. Companies are being influenced by new technologies to conduct distinct formulas of content creation to develop a more engaging and aligned customer and brand relationship. The analysis is structured and conducted on the basis of questions in order to investigate more profound how the market is adapting content marketing. The paper is formulated by a literature review, consisting in the exploration of sources that communicate modern and actual examples of content marketing. The conclusion interprets that content marketing is being continuously influenced and adapted based on the technological advance. The arise of command voice devices induce new methods and delivery of content creation. Brands are expanding the abilities to communicate with loyal customers and creating personalized interaction to attract potential customers. In addition, the customer experience is also influenced by how a brand will create a real voice to communicate through voice command assistants. The techniques of marketing are integrated into branding and data analysis in order to generate a more humanized brand with compelling content. The study also concludes that the enormous amount of data produced by virtual assistants is the main struggle for the modern industry. Content marketing becomes a more integrated platform that connects a brand to customers' expectations. Therefore, content marketing assures that consumers are fully engaged with the brand and more than never is making use of smart technologies to enhance the face of brands.

Keywords: Content marketing, branding, smart assistants, voice command, marketing strategies.

2. Introduction

One of the major changes for today's market has been based on the connection between customers and the brand through content. Value creation has reached high levels of strategic importance, becoming a priority not only in large companies but also in small and emerging brands that seek to engage and innovate in order to create their own market space.

In order to achieve that differentiation, content marketing, as claimed by Pulizzy (2014), has become a valuable tool to help companies in their process of obtaining a value and purpose distinction. With the advancement of social media as one of the critical elements of digital marketing and communication, content development has received more and more space in marketing strategies. However, the increasingly development of new technologies is demanding a constant evolution of content creation strategies.

This dissetation aims to analyse how modern content marketing is being strategically inserted in organisations, the main impasses currently related to content development for smart assistants and how businesses are being influenced to get involved with content marketing and new technologies.

3. Goals and Objectives

1) How new smart assistants are changing content marketing strategies?

2) What are the challenges and limitations related to content marketing and voice devices?

3) How can companies create a more interactive and personalized content marketing strategies taking advantage of smart voice devices?

The questions proposed in this research aim to guide the main objectives of the investigation. The study suggests analyzing possible marketing strategies related to smart assistants and an investigating the main challenging and limitations regarding personal assistants by voice command and content marketing creation.

The objectives regards an identification of how personalized content can be achieved when

distributed strategically through smart assistants and how this tighter interaction can influence a company's outcomes— identifying how brands can expand values among customers and increase the concept of humanization within content creation. The research also aims to exemplify how content marketing strategies can be applied considering the voice command devices.

The goal of the research is to bring more objective information that exemplifies how content marketing can use new technologies, such as voice assistants, to enhance content creation.

4. Literature Review

4.1 The content

A new era immersed in content has changed the process of how it is produced and bought. Marketing Content has become a broad decentralized tool when it comes to brands and future customers (Pulizzy, 2014). That seems to be a tough and challenging match between companies that continuously need strategies to reach and capture the attention of their audience versus consumers who are in a deep pool of content and information without brand loyalty (Lieb, Szymanski, 2017).

As part of this battle for attention, companies have created too many contents that are often uninteresting to anyone; no one likes or feels like responding (Pulizzy, 2014). Although the budget available for content marketing has grown in large companies and specialized individuals in the area have been gaining more and more space, still, countless cases where content marketing is developed by staff with totally different obligations (Lieb, Szymanski, 2017).

4.2 Content Marketing

According to Steimle (2014), Content marketing has its definition built on the word valuable. On his article, the author describes the technique as a tool to create consistent and relevant content to attract value. By reaching customers with valuable content, a brand can acquire profitable customers, explains Steimle (2014). Liebe (2011), however, defines

content marketing as a more profound technique. Content marketing is different from the traditional way of advertising to sell. The main objective of creating content is to deliver educational, helpful and engaging information when a customer seeks for the company, as defined by Lieb (2011).

The diverse definitions of content marketing are an example of how the technique can be reinvented and rebuilt according to market changes. However, for the development of this paper, the concept of content marketing by Jarvinen and Taiminen (2015) seems to be the most applicable when relating to the future of content marketing. The authors identify content marketing as a tool to promote an image and create brand awareness, but more specifically in digital platforms. Jarvinen and Taiminen (2015) introduce content marketing automation that employs digital capabilities which allows identifying possible consumers to deliver exclusive and individual content.

Pulizzi (2014) affirms that companies are using tactics less productive when they decide to create unbridled content as a method to introduce them in a world loaded of information and technological progress. Pophal (2015) claims that the main companies's limitation today is related to a lack of marketing strategies to make the connection with valuable content efficient.

Lieb (2017) traces how a business can introduce useful information when exploring customer's expectations as a manner to be beside them during their moment of the purchase decision, and as a result, generate engagement. Despite a considerable amount of content marketing studies and researches, small businesses remain struggling with positioning brands due to a scarcity of tools to develop marketing strategies (Pophal, 2015).

In a study provided by The Content Marketing Institute's 2015 with the view to examine how small enterprises in North America have been introducing marketing strategies, only 39% suggested a potential strategic plan documented (Pophal, 2015). The research also features an increasing number that identifies how the sector already understands the impact of content creation (Pophal, 2015), however, the dissemination of content might not be enough to create results (Lieb, 2017).

According to Lieb (2017), content marketing is currently becoming a more expensive method due to the rising in the content budget. However, Pulizzy (2014) emphasises that content creation and dissemination are becoming polluted and contaminated. Pulizzy (2014) adverts that there is a vital need to recreate strategies related to content marketing, such as developing a proactive strategy in order to facilitate how a company positions its brand and develop social and economic value. The paradigm exists mainly in how to emphasise a distinctive presence in the market place without spending a fortune to make the differentiation of a brand or company a success, even in small proportions (Pulizzy, 2014).

Hasanali, Williams and Leavitt (2005) dismantle branding strategies and list the main principles to achieve a singular differentiation from competitors. The authors consider that establishing a distinguished appearance will position company engagement more efficiently. The method can lead to a stand out in an extremely competitive current market (Hasanali, Williams, Leavitt 2005). This point of view is supported by Pulizzi (2014), when he describes the content as the source that makes the connection stronger, and even though there is a significant number of social media websites, they would not exist with no content to be shared or liked.

Branding and content marketing can draw from the same source of information, the purpose of a business and how it positions itself needs to be transparent enough to be combined and integrated to informational necessities of a public (Hasanali, Williams, Leavitt, 2005). Ellis (2011) claims that to avoid failure during the process of being strategic, it is essential that an enterprise clearly perceives the company's heritage and culture and how they operate together. A significant real understanding of the purpose of the company is strictly related to engagement and content creation (Pulizzy, 2014).

4.3 Branding

In recent years, there has been an increasing interest in developing products that mean more than presenting a new technology, for example, but engaging with people by their benefits (Lieb, 2017). Lancastre (2010) refers to branding not as the meaning of a brand but how customers interpret its references. This description validates how important it is to build a reliable and honest engagement between branding and content marketing and understand how the two terms can relate (Lancastre 2010).

Design Council (2013) highlights the importance of branding in different aspects; one of them is: creating emotional sonority in the customer's mind. However, Lacanstre (2010) claims that an approach of this type comes with various well-known difficulties, such as developing a vision, values and purpose. Design Council (2013) emphasizes the importance of creating a brand personality, mainly for small companies in order to avoid possible outside influences, such as a negative review of a product by the media. Lancastre (2010) focuses on the argument that businesses personality can be created based on the persona of the owners themselves and it is essential to observe that, personality is a reflection of the culture and the inner behaviour of the company (Design Council, 2013).

Branding such as positioning a brand can enable a company to evolve or enhance its business strategies (Design Council, 2013). The structure of a brand do not necessarily require to show any advantage, however showing coherent structure benefits the idealization of a culture's company and also the development of elements related to customers (Ellis, 2011).

Ellis (2011) claims that strategies should result in an online expansion for the brand. Ellis (2011) affirms that a company needs to look at inside its system, responding key elements such as details about the audience, the principal value of the company, the meaning of success and other important questions to understand the real purpose of the corporation better.

Lancastre (2010) reaffirms the importance of branding, which means the symbolism beyond the brand or company, as a tool to help customers interpret the brand involving all the representation that stands behalf the structure, products or services. Being aware of the business culture and purpose leads to thinking about strategies, explains Ellis (2011).

4.4 Online presence and Content Marketing

The internet and the possibility to share content online have transformed how enterprises deal with marketing, including the relationship with customers and value generation (Forbes, 2009). Alford and Page (2014) claim that businesses that participate effectively and with a strong online presence have a more significant grown if compare to

those who have no or minimal presence. Forbes (2009) highlights that Content marketing is effectively impacting the way businesses are strategically entering the market, especially when it comes to becoming seen with affordable prices. Taking into account the amount of content currently produced online, every 60 seconds, 3.3 million people make a Facebook post (O'brien, 2019). Forbes (2019) affirms that in order to compete in a massive world of content sales, small businesses mostly need to lean on what they have the most original, be proud of, and effectively show their content to followers.

Cleary (2013) affirms that the attempt by businesses to recover from the economic recessions that have taken hold in several countries in recent years has relied mainly on the use of technology. For Cleary (2013), the explosion of online content and a new way to create value have made the development of marketing to small business more difficult. The main reason is related to the challenge of combining a new environment with not only products but also with information, regarding the size of the company, explains Cleary (2013).

However, Sutter (2017) claims that content marketing is one of the most effective tools for business with small budgets. The author relies on the idea of online influencers, who have the audience, as a great example of how a company can strategically influence. O'brien (2019) affirms that technology and social media enable people to become powerfully influential, providing possibilities to reach follower niches in a much simpler and cheaper way.

Cleary (2013) claims that new online marketing elements, such as content marketing, have created a competition not just between marketers and their strategies, but also between consumers who seek for online interaction. Sutter (2017), suggest that finding influential people who are in line with the company ideas and also new technologies have become a substantial element for businesses, for example.

4.5 The future of Content Marketing

According to Core DNA (2019), there are foreseeable trends in the market that will formulate how content marketing will be practised. The Australian content marketing agency with a focus on converting online visitors into buyers highlights that the creation and distribution of content marketing will change radically in 2020.
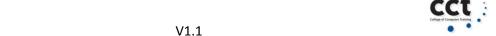
If in 2015, according to Manic (2015), the future of content marketing was based on visual content, Core DNA (2019) explains that voice search and smart devices will shape content marketing for the next years. The strong relation between visual techniques and human nature created an essential impact on how marketing would create engagement by visual content. Manic (2015) shows how videos, infographics, 360 degrees videos and photos and an immense amount of visual elements have been shared on social media and consequently changed the market.

Human perception is scientifically visual. 90% of daily human perceptions are absorbed from visual information, explains Manic (2015). However, the market seems to have a new challenge when engaging with new technologies to attract customers. Core DNA (2019) anticipates that approximately 50% of online searches will be driven by voice. The agency alerts that 60% of web searches conducted by voice are accurate and correct, and the figure tends to increase.

Rowley (2008) introduces the main characteristics that content marketing has to obtain. One of them is considered by the author to be the capacity of connecting technologies and the delivery of content. Being aware of how to deliver a message through voice devices enables a brand to gain more knowledge of the type of information that future consumers are looking for, explains Core DNA (2019).

Fritschle (2019) affirms that the engagement between consumers and voice speakers are continuously increasing. The author indicates that 26% of internet users in The US own a smart speaker and 54% of them make more use of the device now than during the first month of usage. The industry figures are also significant: the expansion of the smart speaker market went from 4.4 billion dollars revenue in 2017 to predictions of more than 17 billion dollars by 2022, explains Fritschle (2019).

Sharma (2020) affirms that intelligent voice assistants are leading the way consumers interact with brands. Names such as Microsoft's Cortana, Google Assistant, Amazon Alexa, Apple's Siri and Samsung's Bixby have become accessible and changing ordinary daily routine (Sharma, 2020).
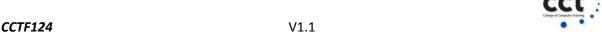
The development of smart speakers remains progressing, as explained by Kinsella (2019). In 2019, Amazon reported that the company would have 10000 people working on the development of new technologies to improve Alexa, explains the author. According to Sharma (2020), Facebook is already testing its voice assistant, which can be named Jarvis and will bring Morgan Freeman's voice to give life to the speaker.

Figures from GeekFlare show that 24% of the internet would instead use a voice assistant than visiting a website to interact with the brand (Sharma, 2020). The author shows that 43% of companies have already invested in voice technologies to enhance marketing strategies. The increase in voice shopping's value is expected to return to the market approximately 40 billion dollars by 2022, explains Sharman (2020). Kinsella (2019) claims that the likelihood of creating new spaces where digital content can be more efficiently distributed is one of the main factors that make giant tech companies introduce new voice assistant technologies.

According to PWC, young consumers are driving the adoption of intelligent assistants. However, the usage of such devices remains low in comparison to other technologies. Researches developed by PWC reported that despite growth capabilities, the lack of experimentation related to voice assistants is still high. PWC shows that basic tasks remain as the main factors to consume this technology. Most of the consumers suggested that a lack of knowledge of whether they can trust on a voice assistant and its possible capabilities is the main barrier for voice assistant users.

Even though digital assistants are increasingly used to help shopping, 43% of voice devices users add items to the shopping cart by using intelligent assistant (Sharma, 2020), PWC affirms that the majority of items purchased are small and not necessarily relevant to be bought physically. However, it is essential to highlight that voice devices require less learning or training for interacting with the technology, comparing to webpages and smartphones, for example, explains Kinsella (2019). Voice makes interactions more straightforward and direct; users speak as they do naturally with no difficulties, affirm the author

4.6 Voice search strategy

According to Jones (2018), voice is the new operating system. Visual and written content gave way to more elaborate video and image content throughout the years, for example, and in today's world, content marketing strategies may be being coordinated by a new revolution in how engagement is created by audio content.

Kemp (2019) claims that voice assistant and smart speakers represent efficient and modern tools for companies to engage and interact with consumers. The author affirms that the increase in numbers of adults using intelligent assistant is a sign for companies to develop and enhance strategies to leverage these new devices to their advantage. The Digital Marketing Institute proposes that businesses have now a need to incorporate voice search plans into their digital marketing strategies to improve customer's experience and drive them to the company's website, generating therefore competitive advantage.

Jones (2018) highlights that what is most significant, from a content marketing perspective, is that these assistants are now shifting the market to a more highly individualised activity. The author affirms that personalised voice interaction with brands can result in a more positive consumer's perception and a closer brand and customer engagement. The Go Agency, an American marketing communication agency, shows that marketers need to be aware of what capabilities these technologies will have tomorrow. Brands have the opportunity to be more creative by developing their own recognisable and representative voice (Go agency, 2020).

The Digital Marketing Institute affirms that voice interactions take less time than text or videos. Kemp (2019) considers that specific tasks are more efficient via voice, therefore implementing, successfully, voice technologies can diminish effort and time to finalise a task. However, Go agency explains that with the advancement of technologies and new implementations by the market, companies have to understand some obstacles.

For the active development of strategies that will leverage the distribution of content marketing and interaction with customers, companies must train consumers how to use new techniques and buyers will need to develop strategies of how advertising verbally the new implementations, explains Go Agency (2020). The agency also takes attention to the

possibility of concerns addressed to privacy. Strategies also have to be developed in order to find a balance between convenience and security. Jones (2018) claims that the content marketing strategies must secure that brand loyalty and value will be created.

Kemp (2019) exemplifies some simple abilities that a company can enhance by using voice assistants, such as instead calling to make an appointment or reservation; a customer can do it by using its intelligent assistant. The content, however, can be delivered after. The author suggests that whether using ordinary tools to deliver content, a company can extend its brand in different ways by interacting with these technologies. More personalised messages or even a survey can be created and sent by a voice assistant (Kemp, 2019).

Jones (2018) brings the concept of consumer-orientation and individualisation. The author highlights that content can be individually delivered through a smart voice speaker, crafted more toward the knowledge the brand has about a specific individual. The author affirms that such strategy goes beyond personalisation; it creates value and trust by connecting with a person individually. However, merely creating a voice experience might be not enough. Kemp (2019) considers that making customers aware of the experience to be proposed is the most efficient and challenging method to generate engagement.

Digital Marketing Institute shows some examples of how brands are initiating their strategies with voice search devices. Domino's, for example, allows customers to order online using only their voice; Nestlé has improved its communication releasing recipes by voice assistants. However, Companies have to deal with the boundaries of technology, claims Jones (2018).

PWC reports that voice search users, more than 80% of them, would be open to listening to brand's content if they have a choice to skip or allow the content to be broadcast. PWC also affirms that companies must be aware of how consumers can feel intimidated by receiving invasive content.

Jones (2018) says that developing strategies to deliver content through voice assistants is even more challenging since consumers accept paying to filter ads. The author affirms that for these new technologies, businesses will need to be more intelligent to create compelling content in a personal, home level. The market will visualise a wave of creating content in a sense one-to-one relationship, affirms Jones (2018). Kemp (2019) suggests that by designing

content that informs and educate customers of how brands and voice assistants can save time and effort might be a first efficient step. Even with 38% of consumers interviewed affirmed that would not want a device listening into their lives every day, 89% of customers who shop online would consider to be influenced by voice assistant (PWC, 2020).

PWC (2018) highlights that maturity is the crucial factor while developing content marketing strategies directed to voice search devices. It is essential to understand the potential implications of new technologies and how consumers will have their behaviour influenced (Jones, 2018). GeekFlare claims that businesses need to understand their public and if they are smart-home enthusiastic and most important if they can create valuable content for target consumers.

The voice assistants and technological devices are continually capturing information and getting smarter. Even though evolving to follow new systems is essential, Jones (2018) affirms that managers have to determine how to analyse the increasing amount of information and data. Strategies related to reading data are essential to creating relevant content, amplifying experiences and create conversations that costumers want. Voice search technologies might be a great tool to expand and diversify content creation; however, a solid-optimised content marketing strategy is needed to optimise businesses' performance, explain Digital Marketing Institute (2020).

4.7 A challenge named reading data

Bean and Davenport (2019) claim that companies are increasingly showing consistency in the attempt of achieving a more-oriented data analysis strategy. However, according to a research developed by NewVantage Partners' 2019 Big Data and AI Executive Survey, companies are failing in their strategies to become data-driven or enhance data strategies (Bean and Davenport, 2019). Amado, Cortez, Rita and Moro (2018) show that, in 2012, the analysis predicted a gap for the following years related to Marketing, new technologies and Big Data. The computer software company, Adobe, affirms that voice assistant devices are creating more natural interactions with consumers, but for brands, these new technologies have been challenging, mainly referred to data reading.

Saeed (2017) explains that the increasing amount of data flowing generated by new technologies such as Google Home and Alexa is forcing companies to introduce more efficient methods to collect process and analyze that data. Amado, Cortez, Rita and Moro (2018) argue that managing and storing an enormous amount of data is appropriate to extract useful decision information, for example. The authors consider Marketing analytics and vital data information essential tools that can benefit companies in different types of problems, such as when identifying the ideal customers who can respond positively to the content created and disseminated.

Ann (2015) claims that by setting up data analysis tools, a company enables the understanding of customer behaviour patterns. The analysis of referral traffic, which identifies customers or visitants that access a company's website from outside sources, can inform content marketing where the content is efficient. Big data platforms for exploring data information can be interpreted in three different classes, explain Amado, Cortez, Rita and Moro (2018). Loading processing tools, streaming processing tools and interactive analysis tools regard different functionalities and focus towards data analysis. However, it is the data organization approach that must be considered. The authors argue that differentiating significant data sources from which the data is generated as also how the data is stored and applied are substantial topics for Data analysis systems.

Sharma (2019) affirms that companies are already accessing voice recordings through smart assistants to develop content and products. Google, however, explains that the description process by analyzing audio data is disassociated of personal information (Sharma, 2019). Bean and Davenport (2019) show that among large technology companies, data analysis is still an area to be developed. According to the author, 52% of the NewVantage Partners' 2019 survey participants are not competing on data analytics, and 69% have not created a data-driven organization.

The critical obstacles related by companies to data analysis were the lack of organization and people and processes issue, explain Bean and Davenport (2019). The authors also emphasize the disagreement between firms and outsourced tech companies that support them. The lack of agility related to data investments are pushing companies to establish internal innovation labs which combine function with data engineers and business leaders (Bean and Davenport, 2019). Adobe Company affirms that the use of no visual clues to provide accurate answers and interaction is challenging for companies that want to adopt

voice-based technologies (Adobe, 2020). However, the understanding of how voice data is impacting the overall context of customer experience is the most challenging strategy.

According to the Adobe website, the company has released a new voice-assistant analytics program which aims to capture critical data for voice assistants. The analytic capabilities of the system allow firms to drive more value out data from voice-based programs. Adobe (2020) shows that relying on the increasing numbers of smart assistant usage, updating the Key Adobe Analytics is a way to analyze brand/customer opportunities better. The process can result in a more personalized content experience. The Adobe program processes data by analyzing voices, usage frequency, user's intentions, and interaction time to understand how frequent users interact with the voice technology. However, Bean and Davenport (2019) suggest that high investments in technologies for data analysis must consider creativity to access the human side of data so that brands can deliver meaningful content and experience.

5. Methodology

Research Strategy

The research is based on already existing studies and references regarding the evolution of content marketing to use voice assistant's technologies as a source of communication for brands. The process of investigation and analysis of references formulates the primary research strategy for the achievement of the final research paper. The investigation relies on authors, specialists and magazines and website writers to expand and introduce a more robust discussion.

Research Methodology

In order to correspond to the objectives of the dissertation, a qualitative research was held. According to Langkos (2014), the main components of a qualitative research are proper for small samples where possible outcomes are not measurable and quantifiable. The method allows for more profound analysis and description of the topic. The critical factor for utilising qualitative research in this dissertation is to avoid the limitation of the scope and the subject.

Langkos (2014), however, observes that qualitative research is massively based on the researches and results obtained by others. According to the authors, the results achieved by qualitative research is possible to be perceived as not reliable, since it can be interpreted as the opinion or judgments of a broader sample of references.

Research Approach

The inductive approach adopted in this dissertation aims to analyse a definite topic or observation firstly, explain Langkos (2014). The approach is based on a more detailed and descriptive initial phase. The management of information can lead to generalised theories and approaches (Langkos, 2014). To avoid the generalisation instituted in a short amount of observation and references of qualitative data and to maintain the reliability of the dissertation, a well-structured search is necessary.

Research tools for data collection

To guarantee the purpose of this research, a deep search for references, authors and studies was established. The method for collecting data followed the themes proposed previously with the main research questions. It is a real interest of this paper research to capture the most significant and distinct amount of data in order to create a more conclusive discussion. The main advantage of a qualitative research based on previous studies is that qualitative data is more rich and can unfolds new perspectives for the subject of matter (Langkos, 2014).

As far the gathering of data is the most important for the accomplishment of this dissertation, interviews of questionnaires related to the topic were not considered as a manner to capture data. Even though the use of participants or individual interpretation are understood by Langkos (2014) as an important method to avoid the research to become too much subjective, there was no requirement or strong evidence that these tools would enhance the dissertation.

6. Results

This article has explored how content marketing has been influenced to achieve new demands and goals because of the emergence of new technologies. The results show that the concept of content marketing is broad and tends to be confused with other activities within marketing, but in a highly technological market, the creation of content has been substantial in enlightening the purposes and values of a brand.

7. Discussion

The resounding advance in the use of social media by the modern industry has brought the need for a more solid identification about what is content marketing and what is its role in the company. A separation between advertising and branding is necessary for the content created to be unique and with the potential to cause engagement. Content marketing is not about selling directly or creating a face for the company, content marketing is the integration of these two mechanisms, but in an educational and informative way.

With the advancement of new technologies, customers are more willing to interact with relevant content that impacts their lives, not just in a commercial way. The storytelling of a brand through the available content is a crucial source to create more robust and more reliable connections with consumers. Smart voice assistants have now created a new challenge for content marketing. A company can enhance its voice to create powerful connections through technological speakers that transmit data consistently.

The research can conclude that understanding how new personal voice assistant work has still been a challenge for most companies. The true potential of this new technology has yet to be tested and implemented. The capture and analysis of data is an important step to be improved in a company that wants to evolve the way of disseminating content. The creation of content with voice is undoubtedly a new segment that will have an impact on the market, but it must be meticulously studied so that problems related to the individuality of each consumer are not violated.

The challenge of creating communication between brands and customers through voice assistants can bring the best or worst of a content marketing team. The ethical values and the relevance of the content must be strategically considered of extreme importance so that this more individualized communication occurs effectively and without damages.

In summary the challenges are related to:

Practical data analysis competencies and strategies;

Uncertainty about the real capabilities and usefulness of smart assistants;

Policies related to privacy violation;

Strict strategies to create a more personalized and relevant content.

8. Conclusion

To summarise, the research concludes that content creation has been increasingly used in line with the emergence and growth of new communication platforms and technologies. Companies have discovered new ways of presenting values, educating and creating a stronger relationship with consumers. The voice command that is becoming more and more common in technological devices is becoming a new point of study for brands that aim to create a voice. The contact between brands and consumers is increasingly turning more engaged and strict. Content marketing is the tool that will unite different actions and plans of a company around a single objective, make the brand seen, or in this case, heard.

9. Critical Self-Review

The construction process of this study contributed to a robust understanding of how content marketing and content construction has become a crucial source for strengthening online engagement and creating competitiveness. The research process based primarily on content marketing evolved during the study period so that the final work could propose a vision of the future of the area discussed.

The final result was entirely consistent with the initial research proposal, but it is important to note that this analysis leaves openings for future research. The research introduced issues related to data analysis that will undoubtedly be substantial for a more conclusive deepening in the area of content marketing and its relationship with new technological devices and communication tools.

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