Abstract

Jens Hanssen, Fredrik Landström

**Content Marketing – on the receiver's premises**

*A qualitative study examining professional communicators approach and usage preferences regarding content marketing.*

The purpose of this study is to better understand how the communication industry defines, approaches and practically uses the marketing strategy “content marketing” by examining professional communicators. In a wider perspective the study focuses on aspects regarding ethics and social impact but is also discussing content marketing in relation to the “convergence culture” theories as created by Henry Jenkins.

A qualitative study has been conducted interviewing six professional communicators – three of which was found in the private sector and three from public organizations. The choosing of two different industries were meant to show if approaches on content marketing would vary depending on the communicators assignment. The interviews took place electronically via e-mail.

The analysis and results showed that both private and public sector do define as well as problematize content marketing much alike. Both groups focus mostly on the receiver and means that content marketing is based upon entertaining the audience in a channel and place chosen by the very same. In ethics, both private and public sector discussed whether the, in content marketing, less visible “camouflaged” sender will increase or decrease the number of people trusting traditional neutral journalists. Furthermore the study showed a small difference in how the communicators in private sector more frequently argued on how content marketing is more pure entertaining than the public sector admitted, which on their hand focusing more on the challenges in reaching a whole community in an age of medialization.

*Keywords: content marketing, public and private sector, convergence culture, ethics, hyperreality, buzz, viral*