Chapter 4
Content Marketing Framework for Building Brand Image:
A Case Study of Sohar International School, Oman

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ABSTRACT

In an increasingly interconnected digital world, content marketing plays a pivotal role in building the brand image of contemporary organizations. For the current study, a leading international school in Oman is selected to study the effectiveness of their content marketing over the last two years and as a result to develop a framework, which can be followed by other organizations as well. The school's content marketing efforts and active social media presence consistently had a positive impact on their audiences resulting in high enrollments even during the unprecedented times under the COVID-19 scenario. This study utilizes the tools like netnography and thematic analysis of the qualitative data. Considering the dimensions of AIDA model, an analysis is done as to how effective content marketing can grab the attention of consumers through eye-catching images and videos, making them indulge and develop interest in the content's usefulness, followed by a strong desire to avail the organization's services, and finally opting for the action to use the services.

INTRODUCTION

Marketing as a term is very common to a business. Normally in a narrow term it is considered to be synonymous to advertising however, in the modern times, the term itself has evolved in the form of a process, and has emerged as a mega concept that influences every department of the organization. Further the tradigital approach to marketing requires a marketer to employ the best combination of tools to achieve the organizational goals (Mumtaz, 2019; Fanning, 2019). Marketing is utilised to promote product or services of the organization. However, in the modern times the way these products and services are offered to the target audience is undergoing a paradigm shift. This shift requires the marketers to become more proactive in their approach, along with the element of being creative and innovative (Mumtaz, 2019). Loyalty and satisfaction of the customer have been the main focus of the marketing process (Khan et al., 2020). With the shift towards online marketing tools and platforms, a greater level of customer exposure and interaction is made possible (Khan et al., 2020). Further with concepts like the big marketing concepts that focus on the buyer decision process; the total product concept and circle of satisfaction (Fanning, 2019). The objective of the marketing activities has even become more sophisticated and challenging. The online platforms are changing the way education sector used to function (Khan & Magd, 2021). Due to covid 19, the dependency on the online platform has undergone a boost and thus, the organizations that make a better use to the online platforms are expected to sustain better (Mumtaz, 2019). Social media, an important element of the online platform requires a different skillset to be used for the marketing purposes (Hassan et al., 2015; Mumtaz, 2019). The existing trends show that the customers trust their social media contacts and friends as compared to the advertisements by the commercial companies. The era of referring to customer reviews and feedback is getting prominence among the potential customers. The social media not only facilitates the word-of-mouth publicity but also gives the first-hand user information (Woodcock & Green, 2010). Thus, the content used in the social media and other online platform is expected to be a game changer for the brand building process of the contemporary organization (Gold et al., 2001; Mumtaz, 2019).

BACKGROUND

In an increasingly interconnected digital world, content marketing plays a pivotal role in in building the brand image of contemporary organizations (Rowley, 2008; Wang & Chan-Olmsted, 2020). Appropriately designed content can positively influence the consumer behaviour by providing today's tech-savvy consumers the needed

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