

# The commercial value added chain of Content Marketing response

**Benedikt Hirschfelder**  
University of Cape Town  
**Joel Chigada**  
University of Cape Town

Cite as:

Hirschfelder Benedikt, Chigada Joel (2019), The commercial value added chain of Content Marketing response. *Proceedings of the European Marketing Academy*, 48th, (8996)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



# The commercial value added chain of Content Marketing response

## **Abstract**

The communication of firm-generated content/stories has become a popular strategy to encourage consumers to generate additional content whilst building up a non-commercially driven long-term relationships with other consumers. This strategy progressively known as Content Marketing is already applied in the corporate world, but research is needed to fully understand the coherences between communication channels and content generating channels. In order to illuminate the coherences between communication channels and content generating channels, this study visualizes the impact of Firm-generated content (FGC) on Content Marketing response. Apart from theoretical assumptions, the results of this study provide managerial implications how to influence user-generated content. In this matter the visualisation of the commercial value added chain of Content Marketing illustrates bottlenecks, indicating low motivation for content generation from the consumer/customer's side. Since there is relatively little empirical research focusing on the commercial content generation, this study will contribute fundamental knowledge to Content Marketing an upcoming marketing strategy.

**Keywords:** *Content Marketing; Firm-generated Content; Storytelling*

**Track:** Digital Marketing & Social Media