

# IMPORTANȚA MARKETINGULUI PRIN CONȚINUT ÎN STRATEGIA DE BUSINESS A UNEI COMPANII

## IMPORTANCE OF CONTENT MARKETING IN A COMPANY'S BUSINESS STRATEGY

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**Abstract:** The era of technology and globalization has determined the emergence of a new type of marketing – content marketing – which outruns the traditional marketing techniques regarding promotion and brings in the foreground real opportunities for attracting the attention of buyers, potential customers and other target audiences. Businesses invest today more and more in creating a valuable marketing content, which is considered the basis of online marketing strategies, being able to attract more customers in the selling process and thus contributing to revenue growth. This paper addresses marketing content as a valuable component of a business strategy.

**Keywords:** content marketing, online marketing.