THE APPLICATION AND PRACTICE OF CONTENT MARKETING STRATEGY IN CORPORATE BRAND COMMUNICATION - TAKING STARBUCKS' "COFFEE ENCYCLOPEDIA" KNOWLEDGE CONTENT AS A CASE

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As an important means of modern corporate brand communication, content marketing has been widely used. The study found that by providing systematic coffee knowledge popularization content, Starbucks enhanced its professional image in the field of coffee culture, promoted the continuous interaction between consumers and the brand, and enhanced consumers' brand identity and loyalty. At the same time, Starbucks has also actively explored the optimization and innovation of content marketing strategies, including precise content positioning, professional content production, diversified content dissemination, diversified content monetization, and content data insights.

Keywords: content marketing; Starbucks; knowledge content; brand communication.

ПРИМЕНЕНИЕ И ПРАКТИКА СТРАТЕГИИ КОНТЕНТ-МАРКЕТИНГА В КОММУНИКАЦИЯХ КОРПОРАТИВНОГО БРЕНДА – НА ПРИМЕРЕ СОДЕРЖАНИЯ ЗНАНИЙ «КОФЕЙНОЙ ЭНЦИКЛОПЕДИИ» STARBUCKS

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В качестве важного средства современной коммуникации корпоративного бренда широко используется контент-маркетинг. Исследование показало, что, предоставляя систематический контент для популяризации знаний о кофе, Starbucks улучшила свой профессиональный имидж в области кофейной культуры, способствовала постоянному взаимодействию между потребителями и брендом, а также повысила идентичность бренда и лояльность потребителей. В то же время Starbucks также активно изучает оптимизацию и инновации стратегий контент-маркетинга, включая точное позиционирование контента, профессиональное производство контента, диверсифицированное распространение контента, диверсифицированную монетизацию контента и анализ данных контента.

Ключевые слова: контент-маркетинг; Старбакс; содержание знаний; коммуникация бренда.

As an emerging brand communication method, content marketing has become an important means for enterprises to increase brand awareness and reputation. As a leader in the global coffee industry, Starbucks is undoubtedly one of the outstanding practitioners of content marketing applications. By creating a series of contents such as "Coffee Encyclopedia", Starbucks comprehensively displays its professional knowledge and insights in the field of coffee culture, effectively improving the brand's status in the minds of consumers. This article intends to use Starbucks "Coffee Encyclopedia" content marketing as an entry point to deeply explore the application and practice of content marketing strategies in corporate brand communication, with a view to providing valuable insights for corporate brand communication.

Content marketing refers to a way for companies to actively attract target audiences and establish trust and connections between brands and consumers by creating and disseminating valuable and attractive content, thereby achieving marketing goals. Different from traditional promotional marketing, content marketing pays more attention to consumer demand-oriented and provides them with valuable information and services, thereby achieving the improvement of brand image and the growth of sales performance.

In 2015, Starbucks launched the content marketing project "The Starbucks Coffee Encyclopedia". "Coffee Encyclopedia" has created a brand image of "coffee expert" for Starbucks through a comprehensive interpretation of coffee culture, attracting user groups with different preferences. At the same time, it also conducts comprehensive promotion in Starbucks' online and offline channels, and attracts traffic through social media to increase the exposure and dissemination of the content [1, p. 800].

"Coffee Encyclopedia" knowledge operation data

Time period	Number of users	Average visit duration (minutes)	Number of comments	Number of shares
Q1 2019	100,000+	5.2	2,000+	1,000+
Q2 2019	150,000+	6.9	2,500+	1,200+
Q3 2019	200,000+	7.2	3,000+	1,500+
Q4 2019	250,000+	8.1	3,500+	1,800+

As revealed by these data, Starbucks is successful in knowledge operation. On the one hand, growth in the user number implies the growing attractiveness and user loyalty of the platform [2, p. 115]. On the other hand, the elevation in average visit duration suggests enhanced content quality. As demonstrated by the increased number of shares and comments, users actively participate on the platform and would like to share their experiences of coffee with others.

These insights can help Starbucks further optimize its knowledge operation tactic. For instance, they can gain an insight into users' preference for distinctive topics and content categories based upon their sharing and comments data, so as to offer more targeted contents. Additionally, they can not only deeply understand users' needs via user research but also improve content on the platform to offer a superior user experience.

In accordance with the data, Starbucks' Coffee Encyclopedia knowledge operation presents positive trends in the number of users, average length of visit, and engagement of users [3, p. 27]. This data provides Starbucks with valuable information that can help them further optimize their knowledge operations strategy, enhance user experience, and consolidate their leadership position in the coffee industry.

However, in future content marketing practices, Starbucks still needs to further optimize and improve:

Continue to optimize content forms and interactive design to maintain content innovation and attractiveness; strengthen in-depth integration with offline marketing activities to achieve an organic combination of online and offline; further understand user needs through big data analysis, and continuously optimize content strategies; focus on content Evaluation and data analysis of communication effects to continuously improve the conversion effect of content marketing. In short, Starbucks' "Coffee Encyclopedia" content marketing project provides a good case reference for corporate brand communication. In the future, companies should continue to innovate content marketing strategies based on their own characteristics and goals, provide users with valuable content, and achieve continued improvement in brand influence.

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