

2nd International Conference on Digital Economy

Emerging Technologies and Business Innovation

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📍 Sidi Bou Said, Tunisia

Special Session on

CONTENT MARKETING AS DIGITAL MARKETING TOOL (CMDMT)

Aims and Scope

With the abundance of information, it has become very difficult to attract the attention of the audience especially with the rise of social networks, blogs and mobile applications. Indeed, in digital marketing, one of the major challenges is how to create value content to get profitable audience and consumer actions.

The main purpose is to diffuse useful information that will shape their minds. So, many think that today “content is king”! In this field, the majority of researchers suggest that content marketing must be explained by “creating and sharing valuable, relevant and consistent content to attract and acquire a clearly defined audience”.

At this point, it is about helping customers, not selling to them. Content can take many forms: creating themed content, telling interesting stories, asking users for their opinion and it can consider the interests and living situations of a target market. Despite this definition, the idea of creating and using content marketing to help create a better user experience and engagement must be clarified because research in this field remains embryonic. For example, it becomes important to measure the impact of the perceived value of digital content on consumer future intentions, brand awareness or brand loyalty. In another side, it is very interesting to know what extent content marketing can influence inbound strategy or firm performance.

Topics of interest

The topics of **CMDMT** includes, but is not limited to the following topics:

- Content marketing,
- Inbound Marketing,
- Storytelling,
- Branding and e-branding
- Video-marketing,

- Social Media Context
- Mobile marketing

Submission procedure

We invite researchers to submit scientific papers which should not exceed 10 pages using the **Springer** templates ([Latex template](#), [Word template](#)) without page numbers. Please select the acronym of the special session when submitting your paper on the EasyChair system. Submitted papers are selected based on their originality, relevance to the Special session topics and technical soundness, following a double blind peer-reviewing process. Authors names and affiliations should be deleted from the submitted version. Self-references should be in the third person. One of the authors of an accepted submission should attend the conference to present the work. Papers should be submitted in PDF format through the EasyChair system. Please note that English is the only accepted language for writing and presenting papers. Registered and presented papers will be submitted for inclusion in **Springer Library**.

EasyChair online submission website:

<https://easychair.org/conferences/?conf=icdec2017>

Important Dates

- Deadline for paper submission: **January 2nd, 2017**
- Notification of the first round review: **February 5, 2017**
- Deadline of revised version submission **February 26, 2017**

Special session Organizers

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