The Advertising Market and the Evolution of the WEB: A study about the company Rock Content

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ABSTRACT
The article aims to study and understand the tools available on the web and relate these tools to the concept of digital marketing, introducing new ways of business, through the creative economy and entrepreneurship. The methodological procedure chosen for the investigation of this work was the exploratory research. The research was developed through the qualitative method, with interviews as instrument of data collection. The type of research technique was classified as semi-structured interview, in which communication professionals in the company Rock Content answered a questionnaire, with a view to obtaining previously information about the demands of the advertising market, the difficulties and the challenges encountered in the daily life of these professionals. In this perspective, the present study discusses concepts raised by the literature on the web and entrepreneurship, insofar as this scenario of the advertising market in the web is analyzed.

Keywords: Web; Digital marketing; Entrepreneurship; Creative economy.

INTRODUCTION
New information technologies have changed the strategies companies use to address the consumer. Digital marketing and web 2.0 are strategies in this new scenario, in which the offerings reach the public more easily and quickly, leaving the consumer closer to the market offers, making it easier to consume and offering the consumer Power to evaluate products and services instantly. This evolution of technology changes not only the approach and prospecting but also the way companies execute the Customer Service System and manage crises related to communication problems. The Internet enables the company to receive consumer feedback, and what was previously done through surveys and telemarketing, is done today by analyzing the interests of each consumer on the Internet, based on the history of searches and sites visited. In this way, there is also a need for companies to become more attractive to their audience, because in social networks there is not only commercial information, such as prices and hours of operation, but also content of interest to their audience, adding value to the brand.

In a global scenario, changes in the forms of work, employment, sales and purchases are observed. The work tools have evolved, especially those related to the new technologies scenario, and thus, the relevance of the investigation of this subject is more and more remarkable. The formal, formal jobs are giving way to new types of work. There is an increase in the entrepreneurship rate of freelancers. The economy in general has been showing a new format through ideas, the so-called "creative economy" (MACHADO, 2009).

The world of work, in a general perspective, has undergone profound changes, driven by technological, organizational and market innovations (WRIGHT, SILVA and SPERS, 2010). According to data from the IBGE (2015), drawn up by Folha de São Paulo, it can be observed that in Brazil the number of self-employed workers has decreased, and the number of self-employed workers has increased. In this scenario, new business opportunities such as entrepreneurship and the creative economy are favored, as shown by data from the GEM (2015) research sponsored by SEBRAE. The survey reveals that 52 million Brazilians between the ages of 18 and 64 were involved in creating or maintaining a business as an entrepreneur. Entrepreneurship obtained a rate of 39.3%, the highest rate in the last 14 years, which means that every 10 Brazilians, 4 already have a company or are involved in the construction of a new company.

In this context, there is a potential market for those who work in the advertising area, considering the need of companies to have experienced professionals in business communication. This professional is not only responsible for propagating products and services offered by the company, now he is also responsible for adding value to the brand in social networks, producing quality content, working the brand image online. That way, the company will stand out from its competitors. It is noted that business communication is inserted in this discussion to seek a contribution on the interest of the consumer public and the actions of organizations.

Companies should focus on integration among sectors, internal communication, marketing, products and services, and institutional, which deals with the image and presence of the organization, as well as seek channels that privilege and improve communication with the organization (KUNSCH, 2003). In this research, we seek to understand how digital marketing can be worked by communication professionals in the advertising market. Therefore, in this study, the question is: what is the role of web evolution in changing marketing and in the performance of communication professionals in a content marketing company?

Rock Content, a content marketing company with more than two thousand professionals from diverse segments such as marketing, Information Technology, consulting, education and e-commerce from all over Brazil, carried out a survey with about two thousand marketing professionals that indicates That 69% of respondents use content marketing to generate brand recognition and customer loyalty. There is a big difference in behavior with US marketing companies, where 93% use content marketing as a strategy to retain customers. "We know there is more room for breakthrough and intrusive advertising, giving way to practices like Content Marketing, Inbound and Content Marketing," says Vitor Peçanha, co-founder of Rock Content. (MIDDLE & MESSAGE, 2016).

The consumer is more experienced and is not only looking for good offers, therefore, contents and experiences become increasingly important to attract him. With the change in the way communication is handled, the profile of consumers also shows a significant change in the professional profile of the communication area. This new professional is influenced by the new format of the Web, web 3.0, which brings with it several marketing tools, which stand out for the low cost and the high index of precision of the investments.

Since this new era of communication is recent, there is little academic information on the subject; Thus, the present study is necessary in the search for new information and a general synthesis about the new market, the business format, the profile of the professional and the new tools. In the mentioned context, seeking to deepen the

Knowledge on the new advertising market, this work aims to achieve the following objectives: contribute to the discussion of identity, image and brand positioning in the Web; Understand the dynamics of consumer interaction with web 3.0 advertisers; Understand the new practices of the advertising market based on new content marketing tools and identify the cost benefit advantages for a company that works with Web 3.0.

Entrepreneurship: transformations in the advertising market

Competitiveness in the current market is growing steadily and it is necessary to undertake, promote changes, innovations. This entrepreneurial profile becomes necessary not only to stand out and succeed in the market, but also to contribute to the process of economic development. The entrepreneur is not only responsible for the increase in production, undertaking involves promoting changes in business and society, as was quoted by HISRICH and PETERS (2004).

According to the definition of Schumpeter (1985), to undertake is to radically transform a certain sector or activity where one is acting. A new cycle of growth that breaks the continuous economic flow. This innovation causes changes in the economic routine of the entrepreneur or the company in which he operates. The author defines that the entrepreneur is "the one who makes new combinations of the productive means capable of promoting economic development" (Schumpeter 1985: 49)

Brazil stands out in the world scenario in the entrepreneurial sector due to the scenario of financial and political crisis since the year 2013. There are several programs in the country that help the entrepreneur and the microentrepreneur, such as SEBRAE, which sponsors the GEM survey, which Year of 2015 raised data that prove the great rise of the activity in the country. In the year cited, the entrepreneurship rate reached 39.3%, the highest in the last 14 years, while in 2002, the figure was just over 20%.

In view of the concepts of entrepreneurship and the economic situation of the country conducive to such activity, we are going to meet the evolution of the web, marketing and advertising market. These factors, as well as the constant technological evolution, become tools available to the present day entrepreneur

Changes in the economy: creativity as a significant element in the economy era creative

The creative economy, considered a modality of enterprise, is based on a market that differs from conventional standards, seeking intelligent, creative, innovative solutions. According to John Howkins (2001), in his book "The Creative Economy", the activity is based on the intellectual capital for the creation, production and distribution of products and services. The activities of the sector are linked to knowledge and produce tangible and intangible, intellectual and artistic goods with creative content or economic value.

The term Creative Economy was first cited in 1994 in Australia in a "public policy document focused on culture and art, called Creative Nation. And in 1997 used by the Department of Culture, Media and Sport "(COSTA and SANTOS, 2011, p.03). According to Unesco (2010), the activity covers fields such as arts, design and fashion, cinema, radio, television, media, tourism. However, it is not only related to technology, since part of the creative production is artisanal. In spite of following an innovative line, the creative entrepreneur must also be connected to conventional processes, such as analyzing the market, identifying opportunities, defining products or services, setting goals, segmenting and positioning his product, and defining sales strategies.

The growth of the category, even in a time of recession of the global economy, is due to the fact that this is an alternative measure, which offers a faster and more effective response. As Gabriel Pinto, coordinator of the FIRJAN Creative Industry program, told O Globo newspaper (2016), "the creative professional is an option to produce better, more efficiently and effectively."

According to data provided by SEBRAE (2015), the sector has more than two million companies and generates R $ 110 billion equivalent to 2.7% of the total Gross Domestic Product (GDP) produced in the country. The figure reaches R $ 735 billion, considering the production of the whole chain, equivalent to 18% of the national GDP in 2015. According to the Report of the Creative Economy in 2013, this activity moved around USD 624 billion worldwide In 2011, registering an annual increase of 12.1% in developing countries. According to the report of the newspaper O Globo, the GDP of the sector grew 70% in the last decade in Brazil. It was one of the few sectors that continued to grow in the global economic crisis in 2008 and today is among the fastest growing and generating jobs.

Problems more easily than when organizing individually, the collaboration between users is greater and becomes important, in these fundamentals arise social networks. According to O 'Reilly (2005), information on the third generation of the Internet is also understood by machines. In this way, the organization of the content offered by the network allows the search appliance to search for what the user needs, knowing the user profile through their interests, being able to exclude or focus on certain results in their search according to what matters in fact To the user, based on determining this interest the profile of this user on social networks.

Boyd (2008) argues that the profiles used in most online social networks evolved from social dating networks: this way, there is always a category that contains user demographics (age, sex, addresses, etc.) , Interests (favorite books, favorite songs, movies, etc.), photographs and a short description of what this user is looking for when establishing his / her profile in terms of relationships (if you just try to establish friendships or if profile creation has a more Sentimental or professional).

Thus, a new organization and use of the internet are proposed, focusing on the structure of the sites and the user. The third generation of the internet, along with social networks and the changing environment in which people interact, also stimulates commerce, determining to companies that the customer approach needs to follow the parameters of Web 3.0. In addition to the need to change the way in customer service, there was also the lack of professionals capable of understanding the languages, the tricks of the relationship with the user via social networks and with experience in advertising, acting within the company, showing which strategy should be adopted so that the products or services of this company have visibility, in addition to taking advantage of the dynamics of the third generation of the internet, which enables a more concrete and sincere feedback about the product offered, which should be used as raw material to improve it. In this way, the advertising professional has become indispensable in medium and large companies that want to highlight their points of difference from competitors. According to Henrique Cesar Nani (2009), in his study about the importance of social networks as a competitive advantage in corporate business, some companies are already looking for professionals who use social networks to interact with their clients to improve communication and gain competitive advantage in Competitors (NANI and CANETE, 2009).

The evolution of the web contributed to the relationship between the company and the clients by making instant contact with the company, solving communication problems that would

previously be solved by the SAC or ombudsman. In addition, it is possible to access the customer's purchase profile through social networks, making it easier to get leads and sales, making ads that impact customers taking into account the content that users usually access, thus improving communication between them.

The Semantic Web and the reflexes in the labor market

By leveraging data collected through user surveys, social networks, preferences, location and consumer behavior on the Internet, the "Semantic Web" promises to completely modify the market and consumption, causing technology media to perform tasks that were previously Fulfilled by users. Berners-Lee (2001, p. 2) states that "the Semantic Web is an extension of the current Web, where information has a clear and well defined meaning, enabling better interaction between computers and people." To interpret commands, to understand the context of the user's way of life, in order to perform searches and present to the consumer which product is most suitable for a given purchase, making consumption faster and more efficient, based on the cost and benefit offered by the product or According to the culture in which the consumer lives and in his / her purchasing condition. In this way, companies must increasingly care for a close relationship with their customers so that these Semantic Web mechanisms understand this identification and always present that mark when requested. On the other hand, companies will have access to information from their end consumer, such as their behavior, preferences, social class and all information to store in database, knowing their target audience, making it easier to determine marketing strategies to achieve this Easily. According to Dziekaniak and Kirinus (2004):

> *The Semantic Web aims to incorporate semantics into information. This will not only allow users to understand information but also machines. It aims to provide frameworks and semantic meaning to the content of web pages, creating an environment where software agents and users can work cooperatively (DZIEKANIAK and KIRINUS, 2004, p.21).*

This environment cited by Dziekaniak and Kirinus (2004) allows an interaction between computers and people that makes the web identify the tastes of each user. In this way only products and services that he usually uses or are offered are offered to this consumer.

Research, reducing the possibility of brands reaching people they do not want to communicate. Luiz Manuel Silva Cunha (2002, p.10) states that "the Web is a broad source of dissemination of information in the main areas of knowledge and provider of various services, such as: information and news searches, e-commerce and entertainment".

As mentioned at the beginning of the topic, the third generation of the web, or semantic web, provides a great amount of information about the user, being possible to access personal data about the user's behavior, their tastes, preferences, their locations, etc. With the great volume of information available, an alert is raised for the issue of privacy in the online environment, the user must be concerned and caution that there is a limit on this data access, so that his privacy is preserved.

Thus, the need for a professional in the area of communication and marketing in the company to transform this feedback obtained through the Semantic Web into ideas and plans for the relationship with the consumer. This professional does not need specific training, must have mastery of Semantic Web management tools such as applications and storage clouds. Many of these tools are presented in the academic environment, such as Google Adwords and Facebook Ads. This professional should always keep abreast of new tools and possibilities for

prospecting and approaching consumers on the web. Therefore, it is clear that the Semantic Web changes both consumption and the market, including the advertising market. Opening the possibility of hiring newly trained professionals, who had access to the tools and methods of Semantic Web work in an academic environment, enabling them to the job market.

Digital Marketing as a tool for prospecting and relationship with the client
Marketing is an essential tool to gain a competitive and sustainable advantage, developing from a focus on the client and the search to recognize and fulfill their desires and needs. According to Kotler (2000, p.30), it means "the art of selling products or services". Digital marketing, in turn, consists of communication actions adopted through the Internet, cellular telephony and other digital means to propagate products, services and even affirm the posture of the brand, conquering new clients and improving the network of relationships. Cruz e Silva (2014) cite an evolution of marketing, which begins to present new concepts. And nowadays digital marketing, which uses the internet and other electronic channels to expand the market, and improve the relationship of the company with its customer. Also according to Cruz e Silva (2014), the advancement of technology and the growth of the internet are related to the emergence of digital marketing.

It should be noted that this marketing encompasses the practice of promoting products or services through the use of electronic distribution channels to reach consumers quickly, in a relevant, personalized and more efficient way. This type of marketing acts strategically, adapted to digital media, achieving the same efficiency of direct marketing, boosting the effects of traditional marketing. In addition, it translates into strategic, economic and operational actions (Strategic, Economic and Operational) adapted to the digital media, in order to obtain, in these channels, the same efficiency and effectiveness of direct marketing and at the same time potentialize the effects of traditional marketing. In their operation, channels, media and digital tools are usually used.

Facebook can be taken as an example of the vehicle of digital marketing, quickly winning the public and in a short time overtaking competitors, using simplicity and speed of execution. Due to the success made by Facebook, some companies have invested in the creation of customer communication departments, which allow greater proximity to the customer. The tool provided by Facebook for these companies are the Fan pages, which work with Facebook Ads, to reach people who use the social network that are directly in the target of that company.

In this way, a new style of consumer emerges: consumer 2.0, which becomes more demanding, informed, attentive, always looking for the product or service that can meet their needs, always aiming at the cost benefit and experience of other consumers, Through the exchange of information, give great feedback so that companies adjust their errors and enhance their characteristics.

Another example of marketing strategy adopted by companies is Search Engine Optimization (SEO), which is nothing more than optimizing a website to be better understood by search engines such as Google (OLIVEIRA, FERREIRA, CASIMIRO et al., 2014). In this way, SEO seeks the best positioning of a site on a search results page. SEO is an unsecured practice, that is, no company or person can ensure that your site comes first in a search because the only thing that could be the search engine itself, such as Google or Yahoo.

The authors Cruz e Silva (2014) conclude on the existence of several tools and strategies of social marketing and, in order to be successful in the process of attracting online clients, one must use such strategies, such as content marketing, Marketing in social media, viral

marketing, email marketing, online advertising and constant monitoring and analysis of results achieved.

Branding building the brand image

The process of building and managing brand facing the market is called Branding. This process is responsible for determining attributes that will come to represent the essence of the brand in the market, such as name, logo, slogan and visual identity. The Branding process aims to build and strengthen the brand image, making it have more value than the product or service offered by it. According to Sampaio, "branding can be defined as the set of marketing tasks - including its communication tools - aimed at optimizing brand management" (2002, 27). Aaker (1996, pp. 7-8) defines brand value as "a set of assets (and liabilities) linked to the name of a brand that add up to (or subtract from) the value provided by a product or service to a company And / or for consumers".

Two similar products can be evaluated differently by the consumer depending on how the companies supplying these products position themselves and establish their brand. In this way, branding is necessary so that the product of a particular brand stands out from another similar product. In addition to identifying and differentiating the brand by its symbol, slogan, logo and identity, the characteristics of the brand can carry intangible values that correspond to the psychological and financial value of the organization. The tangible value corresponds to the brand-owned goods that are palpable, that is, that are concrete, such as properties, machines and stocks. Cobra (2003) conceptualizes the tangible and intangible characteristics of the brand and develops a scheme to present these concepts:

Figure 1: Branding Strategies / Tangible and Intangible Values (Iceberg)
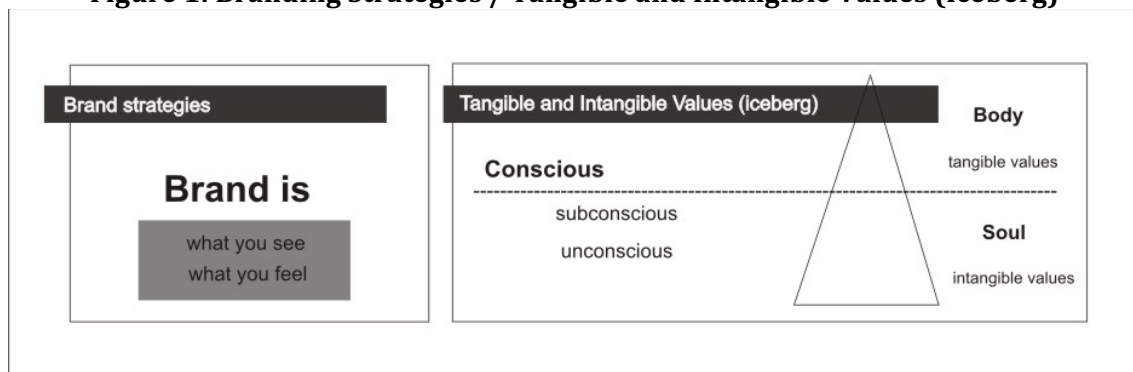
Source: Cobra (2003, p.209).

In this way, the performance of communication and marketing professionals in companies of different areas is essential, because an effective brand management adds competitive benefits in the long term, becoming a point of difference of the competing companies. Gilbert Churchill states in his book "Marketing: Creating Value for Customers":

> *A good branding strategy is important because it helps marketers develop and maintain a positive image among buyers. Consequently, a reputation for quality and value can attract new customers as well as encourage existing customers to become loyal to the brand or to try out other products of the same brand. In this way, organizations can increase sales with lower costs. Positive associations with a brand can even persuade people to give the organization a second chance when it slips or encounters problems. In general, strong brands can be the most valuable assets of an organization (CHURCHILL, 2005, p.250).*

Encompassing the tangible and intangible values of brands is extremely important when strategizing and making decisions in the marketing of the company, as these factors will make the brand to be accepted by its target audience, thus determining the equity value of this brand.

Rock Content: the pioneering company in Content Marketing in Brazil
As a result of the great rise of digital marketing, and more and more companies seeing themselves as necessary in expanding their performance to the internet, there is an understanding of creating new strategies to ensure that this online process works well. One of these strategies is content marketing, concept defined by director Rock Content company Vitor Peçanha (2017) as:

> *Content Marketing is a way to engage with your target audience and grow your network of customers and potential customers by creating relevant content and valuable, engaging, engaging and engendering value to people so as to create a positive perception of your brand and thus generate more business (VITOR PEÇANHA, 2017).*

Content marketing is based on optimizing the creation of quality content and directing it to the right audience at the right time. Traditional marketing is no longer as effective as before, according to marketing companies. Nowadays, companies are increasingly working in spaces where the consumer has more autonomy at the time of purchase, where a greater diversity of options is available. While in the traditional way the focus is on the product or service to be sold, in this new way the marketing is geared to the needs of the customer, to get to it at the right time, and thus to provide it with content that is really useful and interesting.

Another proposal of content marketing is to create a brand image and add value to it. With this quality content, the relationship between brand and customer will be broader, the interaction will be greater, thus, the possibility of new purchases increases as a kind of loyalty of trust and customer satisfaction with the brand. After a successful purchase and satisfaction, it is more likely that this consumer makes a purchase again with the same company, than looking for other unknown companies.

In order for content marketing to succeed, you need to define strategies and plan accordingly. In this way, Rock Content organizes its work in a way that follows 3 steps: planning, execution and measurement.

The initial ones, in the planning, stage that covers the whole process before the execution, listing goals, channels (blog, social network, email, etc.), and documents that are useful, studies are done like: Of the brand, interview clients, market research. Always focusing on strategies that will bring real benefit to the company. Such strategies can be: generate brand awareness, generate leads, generate engagement with the brand, educate the market, generate sales, optimize the purchase process, increase the customer's lifespan.

The second part of the process, the execution, part of the point in which the finished planning is done, must be followed correctly during this stage, keeping the frequency of content generation and distribution. It is worth mentioning that some changes may be necessary during the process. Thus, Rock Content strives to stay true to planning, and at the same intensity strives to identify possible changes to be made and make any adjustments. The company workflow is divided into 2 strands, tools and documentation. It uses the cloud service as a tool,

In order to facilitate access and sharing among the team members, the data stored there in the marketing plan. The documentation has a strict care. According to the "Content Marketing Trends" survey conducted by the company itself, 84% of professionals suggest that a well-documented strategy becomes more successful. Thus was created the "Global Marketing Manifesto", containing all the objectives, key performance indicators, principles, language and organization of the company. Each "persona" has an individual space, the topics covered are mapped in spreadsheets, expenses and results achieved with the media are also documented.

Rock Content determines a well-structured routine: it works with quarterly cycles in all departments. Thus, every 3 months, new macro objectives are defined for the following quarter. Monthly meeting for analysis of results and definition of the editorial calendar, including co-marketing partnerships and guest posts. Weekly meeting on Mondays to review results, align team members, and make decisions. It is in this meeting that the possible changes of the plan are made, if necessary.

In the third stage of the process, the team proposes to make the measurement, when the metrics of the strategies are analyzed. This step is more practical compared to traditional marketing, because in digital marketing the results are simpler to measure. The key performance indicator will measure the level of success of a campaign. Combined indicators can point to the success and completion of a strategic business objective. These indicators can be: tanned on Facebook, followers on Twitter, views on YouTube videos, number of sales, time spent to make a sale. These factors are taken into account when you set a goal in the planning process.

Content Marketing has proven to be a successful strategy with good results, but the strategy must be careful not to be invasive, with the approach being done in an intelligent and subtle way. As an example of e-mail marketing, it is necessary to make tests, dosing and varying the volume of e-mail, until finding out what quantity and frequency has more acceptance of the public and has more positive effects, an exaggeration besides being able to annoy the user , Will cause the server itself to classify you as spam.

METHODOLOGICAL PROCESSES

The research was classified as exploratory and descriptive. The method to perform the analysis of the primary and secondary data that were collected. This research consists of an interview with those responsible for the marketing and communication sector of Rock Content company, aiming at a study, in order to delve into the new tools and marketing strategies made available by Web 3.0, which have become a challenge for those who work In the area of communication. The interview was carried out in the company and a semi-structured script was used, containing 10 questions (Appendix A).

DATA ANALYSIS

During a visit to the company Rock Content, we interviewed Lais Bolina, responsible for the company's marketing. The purpose of the interview was to understand content marketing and understand the role of internet evolution in the new way of advertising, as well as to understand marketing strategies for prospecting and customer loyalty. According to Laís Bolina, Rock Content has existed for four years and is a pioneer company in content marketing in Brazil. For her, content marketing is a very consolidated strategy abroad and that enables customer service through the internet, video conferencing and e-mail, facilitating customer service throughout the country.

When asked how content marketing works in practice, Laís cites Google's example as an online search platform and claims that 70% of consumers access the first three links pointed to by the site. Consumers do not usually access the second pages of the research or search other means of information. Content marketing acts at the time of this search, pretending to be the response that a potential customer searches for when accessing a search engine. The company does not run after the customer, the content marketing strategy makes the customer's need take you to the company. This adds to the audience segmentation process, as only the consumer who is really interested in a certain product will contact the person who markets the product.

According to Lais, content marketing is a strategy 62% cheaper than traditional marketing, regardless of the size of the company, whether small, medium or large. This strategy has many positive results, so Rock Content segments the type of sales and customer service so that each team is focused on the size of the company they usually meet using different strategies to meet the needs of each customer.

Rock Content attracts its own customers using its own content marketing strategy and teaches customers how the strategy works. After that, the company plans together with the client content mapping and strategy tracking, searching for keywords related to the customer's business and examining the competitors in the customer's success sector. When setting the agenda, the planning sector launches this planning to the freelance base, which produces texts for blogs.

Rock Content has a base of more than 20,000 freelancers who are segmented by subjects and scored from one to five points, the highest rated have a preference in contracting content. The customer approves the content through the Rock Content online platform where he can manage the content produced, the guidelines and obtain analytical data on the customer interaction on the web. After the content is posted to blogs and social networks of the client, the company makes this content accessed by the target in the Internet search tools.

To adapt to the constant changes on the web, Rock Content provides its employees with continuous access to necessary information, such as program updates, new applications, ranking strategy and change in search engines, such as Google algorithm updates. For this to be possible, the company organizes times of content sharing, such as the "Rock School", where employees search for updates and present to colleagues once a week. Therefore, employees exchange information acquired in blog, updating the content of the team. These new features are posted on the Rock Content blog and are available to customers and the general public. In addition, Rock Content also has a university set up for the company, so employees have access to courses and materials such as "How to use Marketing to scale your sales", "How Content Marketing can help Your agency and your clients "and" Student Mapping Content Mapping ".

Laís states that most companies that require marketers require certified candidates issued by Rock Content, such as content marketing. In addition, Rock Content provides a tool called the "gamma academy" that functions as a talent recruiter and directs these students to start-ups. Rock Content students generally seek to qualify for the job market, there are also companies that are looking for Rock Content to specialize their employees.

A successful case cited by Lais is the "Beard" customer, an e-commerce product for men, focused mainly on the care of the beard and hair, which, with the help of Rock Content, increased by 487% the number of sessions in 456% the number of users in 268% page views since when you started using the content marketing strategy. Beard's greatest difficulty in finding Rock Content was to produce relevant, quality content for the company's audience.

Beard's goal was to get this audience engaged and active. The solution found by Rock Content was the production of 9 monthly articles for the blog, all optimized with good SEO practices and specific keywords, plus an e-book per month always focused on style and products.

Laís Bolina concludes in the interview that content marketing arises as a result of technological advancement, and consequently of people's migration to the Internet. With this, the consumer profile has changed: now it has access to a greater amount of information and thus has more autonomy at the time of purchase. Because it is a more strategic and complex process, content marketing requires the professional to train more, stay current and always seek new knowledge.

It is observed that the evolution of the web and the emergence of its last format, Web 3.0, is related to the emergence of new forms of work, business, such as the creative economy; And with the expansion of existing formats such as entrepreneurship. The evolution of the web, in a certain way, opens space for the entry and strengthening of these activities in the market.

The format to consume information has evolved, the consumer has more authenticity at the time of purchase, you will find more options available. The internet, the platform that is largely responsible for this change, has expanded in recent years and attracts more and more users, who are potential consumers from the point of view of advertising. In the field of the internet, the emergence of social networks stands out. Not only the internet, but also the other digital means that creates the Digital Marketing. With the share of the internet user population growing, and thus, when consumers are migrating to the online medium, it was necessary to study and create new marketing standards; A new format, with different strategies for working the marketing of a company on the web.

As a relatively new situation, companies should not only aim to attract customers and sales. Before that, it is necessary for the company to work on the image of its brand in the internet and its positioning. With this, the branding, process of construction and management of marks, is something primordial for the entrance of a brand in the web. The brand, which previously focused on selling its product / service, now turns to the needs of its customers. Brands should position themselves best in Web 3.0 to understand and meet those needs. The relationship between company and customer and the position of each party has changed, become more dynamic, the consumer becomes more important in this process of the advertising market.

With all these changes, new market practices and new tools to work are emerging. Content Marketing, Email Marketing, Viral Marketing, Online Influence Marketing, Google Adwords and Facebook Ads exemplify these new practices and tools. They will serve for brand positioning, image building, relationship, customer capture and maintenance, data analysis, audience segmentation and sales. These practices being well applied and utilized by companies will create it in the market. In this new format, the cost of advertising is lower, segmentation is more efficient, only the audience that has real potential will have access to the content, data analysis is more complete as the tools offer a greater volume of data. A company well established in the online medium also has in its favor the fact that the internet reaches more spaces, thus dialoguing with public of all the regions.

Beard is an example of how content marketing is a more accessible and effective strategy and that along with the evolution of the internet has helped small business owners to become "authority" in the field in which they operate. This image that the brand passes is not due to the size of the company, but to the work of content marketing, which proposes to attract the

customer not by the price, promotion or quality of the product, but through information in which that customer searches the internet. This experience brings the customer back to the brand site to seek more information, strengthening brand authority in the business.

In an interview with Rodrigo Normandia, the businessman said that he has reduced his investment with Google Adwords by 70% after investing in Content Marketing. Beard believes that Digital Marketing is one of the main pillars of the

Consumes content such as the Newsletter and E-book made purchase on the company's website. In this way, the Blog helps the company to spread the information about the products marketed and their use, facilitating to convince the customer that the product actually works, giving the customer an experience of use even before the purchase of the product.

The businessman also tells that whenever he gives the business card at events and barbershops, people say that they follow the Blog or Instagram. The entrepreneur highlights the importance of Digital Marketing and Content Marketing by making a comparison of what people see most smartphones, which are always within reach of what printed newspapers and television.

FINAL CONSIDERATIONS

This research aimed to study and understand the tools available on the web used in the advertising market. Content Marketing, a strategy used by the company Rock Content, is thought as a tool for prospecting and interaction with the customer. This tool is perceived in the digital marketing scenario, where it became an effective strategy for marketing and branding after the advent of the Semantic Web. According to Rock Content, it's a strategy 62% cheaper than traditional marketing. This possibility has spurred new forms of business, based on creative economics and entrepreneurship. Rock Content is an example of entrepreneurship and the variety of new businesses made possible by Web 3.0. In addition to running Content Marketing for its customers, the company has also opened a university that teaches its students and employees the tactics and constant changes in digital marketing. In this way, Rock Content bets on the creative economy as a source of income and knowledge.

In order to obtain information about the requirements in the advertising market, a visit was made to the company where a research and interview was developed. From the analysis of the data, it was clear the importance of the professional in the area of communication and marketing, as this should always be in search of knowledge about the news and updates of the web.

It is pertinent to highlight that when using Content Marketing as a strategy, a new tool in the market, companies need to constantly renew themselves due to the numerous updates of the tools available on the web. Therefore, Rock Content provides its employees with a full scholarship at any Rock Content University course, these courses do not work as a degree, but as a specialization for the communications and marketing professional who wants to work with digital marketing, named "University Rock Content "sounds pejorative because it gives the idea that the courses offered by the company would qualify a professional as a graduated person, which usually happens on the contrary, the graduate professional seeks the company to specialize in a certain marketing technique, The company organizes events in which employees discuss and present each other with updates that can determine how to run a campaign. In addition to giving access to new strategies to employees, this strategy helps in the process of building and managing brand facing the market, which makes the consumer recognize Rock Content as an authority in Content Marketing, highlighting the company of its

competitors.

Therefore, it is concluded that a company that is successful in building the identity and positioning of the brand on the web can, in addition to winning new customers, loyalty to those who already know the brand. These clients, in turn, interact and build with the company the image of this brand, evaluating and positioning itself on the quality of the product or service provided by the brand. In this way, the marketing and advertising professional should always be aware of new trends in the Internet and the preferences of their target audience in order to be able to outline the best approach strategy for the Web 3.0 target.

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APPENDIX A - QUESTIONS OF THE INTERVIEW WITH LAÍS BOLINA, RESPONSIBLE FOR MARKETING ROCK CONTENT

1. How does Content Marketing work in practice, how many communication professionals and other areas are needed for the Content Marketing process to run successfully?
2. Content Marketing is a great tool of relationship with the client. Is it also effective in prospecting new customers? What are the methods to approach new customers?
3. In view of the constant renewal of social media management tools, how do Rock Content professionals keep up to date and bring those updates to customers and students?
4. Cite a case or give an example of a customer who was able to change the relationship with the end customer and his image in the market using Content Marketing.
5. After completing Rock Content courses, which companies require employees who have technical knowledge and Digital Marketing and Content Marketing?
6. How is Rock's relationship with its customers? What are their goals in pursuing Rock Content? When these goals are presented, is Rock Content responsible for the diagnosis or prognosis?
7. Students of the course of SEO, Digital Marketing and Content Marketing, when joining Rock, are looking for jobs in the job market or an opportunity for entrepreneurship?
8. Where did the need arise to invest in a marketing company that also acts as a college?
9. What Rock Content relationship with students and clients? After graduating, is there a partnership?
10. What advantages can be highlighted in the new format of marketing (Digital Marketing) in relation to traditional marketing where the focus was on the product?
11. What factors contributed to the emergence and growth of content marketing?
12. Can content marketing indirectly generate "word-of-mouth" marketing?
13. Can it be said that the process of content marketing requires a more skilled professional compared to traditional marketing?
14. Can you say that this new format of marketing, is more complex and laborious than the traditional?