

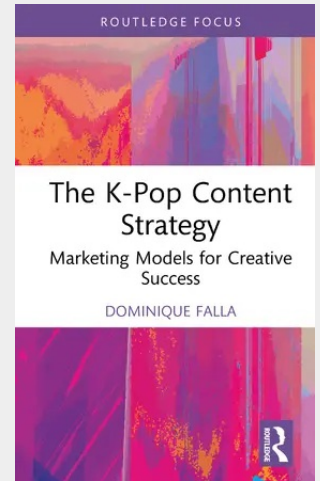
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## The K-Pop Content Strategy

Marketing Models for Creative Success

In an era where digital algorithms dictate visibility, creative professionals are struggling to attract audiences and sustain long-term careers. Yet, K-pop has seemingly mastered the art of digital engagement, successfully leveraged global fandoms, and bypassed traditional media gatekeepers. This book explores how K-pop's strategic approach to content creation can serve as a model for creatives everywhere, offering powerful lessons on building sustainable careers beyond algorithm dependency. Through a research-driven analysis of K-pop's content and engagement model, this book reveals four key lessons behind its global success: (1) Mass Content Creation as a Business Model; (2) Leverage Fans as Business Partners; (3) Access is the New Digital Currency, and (4) Cultivate Non-Traditional Income Streams. By drawing parallels between K-pop's strategies and the broader creative industries, this book offers actionable insights to help creative professionals develop sustainable businesses through innovative digital content strategies and next-level audience engagement inspired by the recent global success of groups such as Stray Kids and BTS. This book serves as both an academic study and a practical guide, tailored for scholars in media, digital culture, marketing, and creative industries, as well as creative entrepreneurs seeking new business strategies.

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