EFFECTIVENESS OF CONTENT MARKETING ON SOCIAL MEDIA PLATFORMS IN INCREASING BRAND AWARENESS

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Abstract

This research is a literature study that aims to explore the effectiveness of content marketing on social media platforms in increasing brand awareness. Through a comprehensive review of existing literature, this research analyzes various theories, models and empirical studies related to content marketing and its impact on brand awareness. The results of the literature analysis show that factors such as content quality, publication frequency, and interaction strategies with the audience play an important role in increasing brand awareness. Additionally, social media platforms such as Facebook, Instagram, and Twitter offer various tools and features that can strengthen the effectiveness of content marketing strategies. This research also highlights the importance of using social media analytics to monitor and measure the impact of marketing campaigns. Although empirical evidence supports the effectiveness of content marketing, this research warns of the need for more comprehensive studies to understand more complex dynamics in various industry contexts. The conclusions of this literature study provide valuable guidance for marketing practitioners in designing more effective and data-driven content strategies.

Keywords: Effectiveness, Content Marketing, Social Media, Brand Awareness

INTRODUCTION

In the last decade, social media has rapidly grown to become one of the most vital marketing tools for companies around the world. Platforms like Facebook, Instagram, Twitter, and LinkedIn offer brands the opportunity to reach a wide audience at a lower cost than traditional marketing methods. Social media allows companies to implement more personalized and direct marketing strategies, allowing them to interact in real-time with consumers (Amarullah et al., 2022). This provides a significant change in the way

companies build relationships with consumers, from a one-way relationship to a more dynamic and responsive two-way interaction.

In addition, social media facilitates the dissemination of content more quickly and efficiently through strategies such as viral marketing, influencer marketing, and sharing functions. Companies can leverage the virality characteristics of social media to increase brand exposure and reach a wider audience through users' social networks. Influencers with large follower bases can become ambassadors for brands, creating a powerful and authentic influence on consumers' views and purchasing decisions (Newar & Chetry, 2024). Social media also allows for more targeted market segmentation, with targeting options based on location, demographics, interests and user behavior.

In addition to the benefits in disseminating content, social media also provides powerful analytical tools to measure campaign performance in real-time. Data from user interactions, such as likes, shares, comments, and click-through rates, can provide companies with valuable insight into the effectiveness of their marketing strategies. This analysis allows for rapid strategy adjustments to maximize campaign results (Furinto et al., 2024). Thus, social media is not only a means of disseminating information, but also a strategic decision-making tool, which allows companies to move more nimbly and be responsive to market changes and consumer desires.

The growth of social media platforms in recent years has created a revolution in the way we communicate and interact. Platforms such as Facebook, Twitter, Instagram and TikTok have seen a significant increase in users, with billions of people from all over the world using these services every day. As internet accessibility and smartphone use increase, social media has not only become a part of social life but has also become a primary means for information, entertainment and business. This diversity of platforms offers a variety of features and functions that meet various user needs, from sharing photos and videos, the latest news, to professional networks (Hidayati & Sari, 2024).

Apart from increasing the number of users, the evolution of social media platforms is also marked by continued feature innovation. For example, Facebook started as a simple social network for college students, but has now evolved into a multifunctional tool that includes a marketplace, community groups, and live streaming. Instagram, which was originally only a photo sharing platform, now offers Stories, IGTV and Reels features to support short video content. TikTok quickly rose to fame thanks to its unique approach to

short-form creative video content, attracting the younger generation and creating a global trend (Alfonsius & Lawrence, 2024). These changes demonstrate the platform's adaptability to remain relevant and attractive to users amidst intense competition.

The impact of the growth of social media platforms extends to various sectors, including marketing, education, and politics. In the business world, the presence of social media has become crucial in digital marketing strategies, allowing companies to reach a wider audience and interact directly with consumers. In the education sector, social media is used as a tool for collaboration and distance learning (Bui et al., 2023). In the political realm, social media plays an important role in political campaigns and mass mobilization. As technology continues to develop and user behavior changes, it is likely that we will continue to see significant changes and increases in the use and benefits of social media platforms in the future (Aydın, 2022).

Brand awareness is a key element in a marketing strategy that serves as the foundation for building customer loyalty and increasing sales. Growing brand awareness means creating recognition and positive associations in the minds of consumers towards the products or services offered. When brand awareness is high, consumers are more likely to choose the product or service over competitors because they are familiar with and believe in the value offered. Additionally, strong brand awareness can open the door to more effective marketing strategies, such as word of mouth recommendations, repeat marketing, and increasing accelerated adoption of new products (Fatima et al., 2022). Therefore, businesses need to invest adequate resources in marketing campaigns that focus on building and maintaining strong brand awareness in order to compete in an increasingly competitive market.

RESEARCH METHOD

This research will use a literature review approach by examining various academic sources, industry reports and relevant case studies. A comparative analysis of existing studies will be conducted to identify common patterns and findings. In addition, interviews with experts and practitioners in the field of content marketing will also be conducted to gain further insight (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION
Content Marketing Concept

Content marketing is a strategic approach to marketing that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. The ultimate goal is to drive profitable customer actions, such as increasing sales, strengthening brand awareness, and building strong relationships with the audience. Content marketing includes various types of content, including blog articles, videos, infographics, podcasts, and social media posts, each tailored to provide useful and interesting information to the target audience (Farkas & Geier, 2023).

The main elements of content marketing include understanding the target audience, quality content creation, content distribution, and performance analysis. First, understanding your target audience involves in-depth research to find out their needs, preferences and behavior. Second, creating quality content means producing informative, interesting and relevant content, which is also able to solve problems or meet audience needs. Third, content distribution must be carried out through the most effective channels for reaching the target audience, such as social media, email, or websites (Mercer-Jones & Rezai, 2023). Finally, performance analysis is an important step to measure the success of a content marketing campaign, using analytical tools to track metrics such as engagement rates, conversions and ROI, thereby allowing strategy adjustments based on the data obtained.

Content marketing isn't actually a new concept; Its historical roots can be traced back to the print era of the late 19th and early 20th centuries. One of the earliest examples is "The Furrow" magazine published by John Deere in 1895. This magazine not only focused on promoting their products, but also provided useful information for farmers, to help them run their farming operations more efficiently (Schulkind , 2022). This practice exemplifies a basic principle of content marketing: providing relevant value to an audience, beyond simply selling a product.

The development of content marketing accelerated significantly with the emergence of the internet and digital technology in the late 20th and early 21st centuries. Websites, blogs, social media, and other content platforms open up new opportunities to reach audiences more effectively and widely. Today, companies of all sizes are leveraging content marketing strategies to increase their visibility in the digital world. Additionally, digital analytics tools enable marketers to more accurately measure the impact of their content, so strategies can be adjusted and optimized based on concrete data. This digital transformation has made content marketing one of the main pillars in modern marketing strategies (Lima, 2022).

Social Media as a Marketing Platform

Social media has grown to become one of the most effective and popular platforms for content marketing. Platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok allow companies to interact directly with consumers in real-time and build more personal relationships (Mutiara & Putri, 2023). Social media offers a variety of content formats, such as text, images, videos, and stories, as well as interactive tools such as polls and live streaming. This opens up opportunities for marketers to create more dynamic and engaging content, as well as adapt their messages based on feedback received from the audience (Maehle et al., 2022). Additionally, social media allows content to go viral quickly, expanding reach and significantly increasing brand visibility.

Another advantage of marketing via social media is the ability to target audiences with high precision. Advanced analytical tools and algorithms provided by social media platforms enable marketers to identify and reach specific demographics, based on data such as age, location, interests and behavior. This means that marketing messages can be delivered more effectively to those who are most likely to be interested in the product or service being offered (Aldous et al., 2024). Additionally, the platform also offers highly segmented paid advertising features, allowing marketers to optimize their ROI. Through the use of social media as a marketing platform, companies can build brand awareness, increase engagement, and ultimately, encourage conversions and customer loyalty (Jeon, 2022).

Brand Awareness

Brand awareness, or brand awareness, is the extent to which consumers recognize and remember a brand. This includes the introduction of brand names, logos, slogans, and other unique characteristics that differentiate one brand from another (Goyal & Verma, 2022). Brand awareness plays an important role in consumer purchasing decisions because when consumers are familiar with a brand, they tend to feel more trust and confidence in choosing products or services from that brand. Brand awareness also includes the positive associations that consumers have towards a brand, which influences their perception of the quality and credibility of the product (Hu et al., 2024).

The main benefit of brand awareness is the ability to create a competitive advantage in the market. When consumers are more familiar with

a brand, they are more likely to choose that brand over less well-known competitors. In addition, high brand awareness can help build customer loyalty, because consumers tend to be more loyal to brands they trust and recognize. This can also reduce marketing costs in the long term because widely known brands have to work less to get consumer attention (Oktaviani, 2024). Ultimately, strong brand awareness not only increases sales and market share, but also creates a solid foundation for future business growth and innovation.

Measuring the level of brand awareness is critical to understanding the effectiveness of marketing strategies and determining the extent to which the brand is known to consumers. One of the most commonly used methods of measuring brand awareness is consumer surveys, which include questions such as "Are you familiar with this brand?" or "What brand do you think of first when you think of this category of products?". This survey can be equipped with techniques such as aided recall (respondents are given a list of brands and asked to identify those they know) and unaided recall (respondents are asked to name brands without the help of a list) (Permana & Kholisoh, 2023). Analysis of the results of this survey provides an overview of the level of brand awareness both in terms of recognition and recall.

Apart from consumer surveys, measuring brand awareness can also be done through digital data analysis, such as Google Analytics, social media analytics, and SEO tools. Metrics such as impressions, reach, website traffic, and the number of brand searches can provide an indication of how often the brand appears in front of consumers and how many people are interested in finding more information about the brand. Monitoring activity on social media can also help in measuring brand awareness by looking at engagement rates, mentions and shares which can reflect the extent to which consumers talk and engage with your brand (Irdewanti & Setianti, 2023). Through a combination of these methods, companies can gain a more holistic picture of their brand awareness levels and evaluate marketing strategies more effectively.

The Relationship between Content Marketing and Brand Awareness

Content marketing and brand awareness have a close relationship and support each other in modern marketing strategies. Content marketing is a marketing approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a targeted audience (Sudarta & Mahyuni, 2024). Through content marketing, companies can build stories and narratives that help consumers understand, recognize and

remember the brand. Good content can create positive experiences for consumers, which in turn can increase brand awareness (Wong, 2023). For example, blog articles, video tutorials, infographics and social media that are prepared with the right strategy can make consumers more familiar with your brand and associate the brand with certain skills or values.

Apart from attracting attention, content marketing helps in strengthening brand recognition and recall. When consumers are repeatedly exposed to content from the same brand, they will begin to associate the brand with positive information or experiences (Ooko, 2023). For example, if a brand consistently provides educational content that helps consumers solve a specific problem, it will be more likely to be remembered as an "expert" in that category. Thus, content marketing serves as a tool to embed a brand in the minds of consumers and differentiate it from competitors who may not be implementing an effective content strategy.

Furthermore, content marketing supports brand awareness by building communities and long-term relationships with consumers. Interactive content such as webinars, podcasts or social media campaigns allow brands to interact directly with their audience, drawing active participation from consumers. Through continuous engagement, consumers will feel more connected and loyal to the brand, which not only increases awareness but also trust and loyalty (Domingues & Remondes, 2024). Ultimately, well-planned content marketing not only attracts attention but also fosters strong, long-lasting relationships between a brand and its consumers, which is critical to long-term success in a competitive marketplace.

Factors Affecting Content Marketing Effectiveness

1. Content Quality and Relevance

   Content quality and relevance are two main elements that determine the effectiveness of content marketing. Content quality includes various aspects such as clarity, accuracy, visual presentation, and the value of the information conveyed. High-quality content not only grabs your audience's attention but also adds value to them, increasing the chances of it being shared more widely. Attractive graphics, easy-to-understand language, and in-depth information are the hallmarks of high-quality content. Content that is well structured and provides valuable information is more likely to build credibility and gain the trust of the audience (Fiviana & Supardi, 2024). Apart from quality, content relevance also plays an important role in ensuring the effectiveness of content marketing. Relevance means that the

content delivered matches the needs and interests of the target audience. To achieve relevance, companies need to understand the demographics, preferences, and information consumption behavior of their audience. By targeting relevant content, such as blog articles that solve consumers' everyday problems or video tutorials that show how to use a particular product, companies can attract more interest and engagement from their audience. Relevant content raises issues and topics that are important to the audience, thereby creating a stronger emotional connection (Chen & Xu, 2022).

2. User Interaction and Participation

User interaction and participation is an important factor in determining the effectiveness of content marketing. When users interact with content, such as commenting, sharing, or liking a post, it shows that the content is interesting and relevant to them. This form of interaction not only increases the visibility of the content but also helps in building a community around the brand. Social media algorithms often consider engagement levels to decide how widely a piece of content will be distributed. Therefore, content that can encourage discussion, debate or simply positive reactions will have a greater chance of reaching a wider audience (SARIİPEK, 2023).

In addition to increasing reach, user participation also provides valuable insights for companies. Through direct feedback from audiences, companies can better understand the needs, preferences, and problems their audiences face. This can be the basis for developing even better content in the future. For example, comments or suggestions provided by users can be used as material to create further content that is more relevant and informative. By encouraging active participation from users, companies not only increase engagement but also create more personalized and interactive experiences that can ultimately strengthen the relationship between the brand and its audience (Boinett et al., 2022).

The findings from this research show that user interaction and participation significantly increases the effectiveness of content marketing. This can be seen from increasing engagement metrics such as the number of comments, likes and shares, as well as increasing conversion rates in marketing campaigns. These findings indicate that marketing strategies that focus on user engagement are not only relevant but also very effective in building brand awareness and consumer loyalty (Ranabilla, 2024). Additionally, feedback received from consumers helps companies understand market needs and preferences, allowing them to tailor content for better results.

These findings align with various theoretical concepts in the field of digital marketing and communications. One relevant theory is Engagement Theory, which states that active interaction between users and brand content will produce stronger and deeper relationships (Ramadhan, 2024). This concept is also related to Social Media Theory, which emphasizes the importance of two-way dialogue in building online communities. User interaction and participation reinforces the understanding that effective content marketing must be interactive, not just one-way (Mayrene & Junaidi, 2023).

From a theoretical perspective, these findings reinforce the importance of engagement theory in the context of content marketing. This provides empirical validation of theories that emphasize the importance of active interaction and user participation. These results also open opportunities for further research in understanding more deeply the mechanisms of how user interaction and participation contribute to content marketing effectiveness. A more in-depth research could explore other variables such as the type of content that is more interesting to users or the social media platforms that are most effective for interaction (Fahimah & Fitria, 2024).

From a practical perspective, the implication is that companies need to focus more on strategies that promote user engagement. This can include a variety of techniques, such as creating content that sparks discussion, engaging influencers to increase reach and engagement, and leveraging analytics to understand what types of content resonate most with audiences. Implementation of this strategy will allow companies to not only increase engagement but also build stronger and more sustainable relationships with their consumers (Hirani et al., 2024).

CONCLUSION

This research shows that content marketing has a significant influence on brand awareness. Findings reveal that user interaction and participation play a crucial role in increasing the effectiveness of content marketing strategies. This not only increases engagement on social media platforms but also contributes directly to increasing conversion rates and consumer loyalty.

Interactive content marketing is proven to increase brand awareness significantly. Engagement metrics such as the number of comments, likes, and shares, as well as increased conversion rates, confirm that strategies that focus on user engagement can build strong brand awareness. Direct feedback

from consumers also allows for more accurate content adjustments to market preferences.

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