

Content marketing strategy in increasing consumer interaction on social media

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Article Info	ABSTRACT
<p>Keywords: Marketing Strategy, Content, Consumer Interaction, Social Media</p>	<p>In this digital era, social media has become the main platform for communicating and interacting online. Therefore, content marketing strategies are crucial to attract consumer attention and build sustainable engagement. This research aims to examine and analyze the effectiveness of content marketing strategies in increasing consumer interaction on social media. This research uses a qualitative approach with descriptive methods. The research results show that an effective content marketing strategy on social media requires a deep understanding of the audience, branding consistency, and a balance between content frequency and quality. Responsiveness to audience comments, collaboration with others, and continuous evaluation through analytical tools form key pillars in improving consumer engagement. In conclusion, content marketing success on social media involves an adaptive approach, leveraging technology, and keeping up with emerging trends to build solid relationships with audiences and achieve marketing goals.</p>
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INTRODUCTION

The development of the world of marketing is increasingly expanding along with the emergence of various new innovations and technologies that are drastically changing the business landscape (Saraswati & Hastari, 2020). Currently, marketing strategies are no longer limited to conventional methods, but have developed into a series of integrated approaches that include the use of social media, digital marketing, and consumer data analysis (Untari & Fajariana, 2018). In this context, marketing strategy is not only a plan, but also dynamic and responsive to changes in consumer and market trends (Wono et al, 2023).

Marketing strategy is basically a comprehensive guide that covers various aspects, starting from setting goals, identifying target markets, to implementing specific tactics (Tjiptono, 1995). Therefore, marketing strategy is not just a series of policies, but also rules that provide direction to companies in directing marketing efforts to achieve optimal results (Winarto, 2011). In this digital era, marketing strategy also includes a deep understanding of consumer behavior and the ability to adapt to changing market dynamics.

A marketing strategy is not just a static plan, but is also a form of directed plan that can be adapted to changes in the business environment (Lubis, 2004). A deep

understanding of this concept allows companies to remain relevant and compete effectively in an ever-changing market, so that they can obtain optimal results and win business competition (Naimah et al, 2020). Therefore, develop a marketing strategy with a holistic and adaptive approach to achieve success in this dynamic business environment.

According to Kotler & Mcdougall (1984), marketing strategy is the essence of marketing logic, where business units are directed to achieve marketing targets by making appropriate decisions related to the company's marketing costs. In this view, marketing strategy is not just a plan, but is also a concept that involves rational thinking and careful calculation of marketing investments. This strategy is expected to provide clear direction for the company to achieve the marketing goals that have been set (Effendi et al., 2022).

Meanwhile, according to Winardi (2001), marketing strategy is the result of combining various marketing elements. This approach highlights the complexity of marketing strategies involving various factors such as product, price, distribution, and promotion. In other words, marketing strategy not only includes cost decisions, but also involves the synergistic integration of these elements. Therefore, marketing strategies need to be designed holistically and creatively to be able to have a positive impact on the interests and future of the company amidst ever-changing market dynamics (Sulistiyani et al, 2020).

The principle of content marketing emphasizes that the essence of this activity is to provide content that is relevant to the target market, both through print and digital media (Setiawan & Savitry, 2016). Basically, the content presented must be designed specifically according to the needs and preferences of the target market. The existence of the "rented media to own media" approach, as explained by Pandrianto and Sukendro (2018), indicates that companies tend to shift from a marketing model that uses rented media to owning their own media. In other words, content marketing has become more strategic because companies focus on creating and managing content that can build brands and market products effectively (Nurimani, 2022).

In this context, content marketing is not just a promotional tool, but also a key element in branding and marketing strategies (Asse, 2018). By presenting valuable and relevant content, companies can more easily build emotional connections with audiences, increase brand awareness, and gain consumer trust (Natsir et al, 2022). Therefore, content marketing does not only involve creating promotional materials, but also requires a deep understanding of the characteristics of the target market and the ability to convey messages persuasively (Santoso & Toruan, 2018). In an era where digital information dominates, content marketing is a crucial foundation for achieving success in marketing and winning competition in an increasingly complex market.

METHOD

This research adopts a qualitative descriptive research approach using a post-positivist research paradigm. This paradigm is characterized by its deterministic, reductionist nature, the use of empirical observations and measurements, and is equipped with theory verification (Creswell & Miller, 2000). Qualitative research methods or naturalistic inquiry

are used to understand actual reality, social reality and existing human perceptions (Lincoln & Guba, 1985). This research does not have a predetermined hypothesis, does not involve special treatment, and there are no restrictions on the final results of the research. Determining key informants in this research used the snowball sampling technique, a method used to identify, select and take samples in a network or chain of sustainable relationships (Yulianah, 2022). Data collection was carried out through observation, interviews and documentation. The validity of the data was tested using triangulation of the data source, namely the informant. After being tested, the data will be analyzed descriptively to describe the research data according to the focus being studied, without testing the relationship between variables through hypothesis testing, because in this research no hypothesis was created.

RESULTS AND DISCUSSION

Content marketing has become an integral element in digital marketing strategies, especially on social media platforms. In this context, content marketing involves a series of activities, including creating, sharing and promoting content that has high relevance and strong appeal, with the aim of attracting the attention of the target audience (Sari et al, 2023). By understanding consumer behavior and market trends, companies can create materials that not only provide useful information, but also create deeper engagement. Through this approach, content marketing becomes not only a tool for introducing products or services, but also for building closer relationships with consumers, increasing brand awareness, and strengthening the company's position in a dynamic digital marketing environment (Ainurofiqin, 2021). The following are content marketing strategies to increase consumer interaction on social media.

First, a deep understanding of the audience is the main basis for designing an effective content marketing strategy on social media. Through careful market research, companies can identify the characteristics, preferences and behavior of their target audience. Demographic data such as age, gender, geographic location and education level are important elements in forming a holistic picture of who to target for marketing in the digital world. Additionally, analysis of online behavior, such as preferred content types, dominant online times, and frequently used social media platforms, helps devise content marketing strategies that suit consumer habits.

With this deep understanding, companies can adapt their messages and content to be more relevant to their audience. For example, if your audience tends to be active on visual platforms like Instagram, focus on image-based content or short videos. Meanwhile, if the audience is more interested in in-depth information, the content marketing strategy can focus on creating articles or infographics that provide added value. A deep understanding of the audience also helps avoid content that is irrelevant or uninteresting to the target market, ensuring every marketing effort reaches its goals more effectively. Thus, this understanding becomes an important cornerstone in designing a successful content marketing campaign on social media.

The second point in an effective content marketing strategy on social media emphasizes the importance of creating relevant, high-quality content. Relevant content is key to attracting attention and maintaining audience interest. In the context of content marketing on social media, relevance is closely related to a deep understanding of the target audience's specific needs, problems or interests. Therefore, companies need to continue analyzing trends and listening to consumer feedback to ensure that the content produced truly provides added value and is relevant to audience expectations.

Apart from relevance, content quality is also a determining factor for success. High-quality content includes aspects such as authenticity, usefulness, and visual or narrative appeal. Creating unique and engaging content can differentiate a company from competitors and build a positive brand image. Content that provides concrete solutions, answers to questions, or even entertainment, has the potential to build deeper engagement and interaction with audiences. Therefore, companies need to invest in creative and professional resources to ensure that any content produced meets high quality standards, creates a positive experience for consumers, and increases brand appeal in the social media environment.

The third point in an effective content marketing strategy is maintaining branding consistency. Consistency in visual style and brand voice is critical to creating a strong, memorable brand identity amidst the noise of information on social media. Through this consistency, companies can build a cohesive brand image, present a uniform message, and strengthen brand recognition among audiences. This includes the use of visual elements such as logos, colors, and graphic styles that remain uniform across every piece of content published, be it images, videos, or text.

Branding consistency also includes the compatibility between the brand message and the company's core values. Any content produced must reflect the essence of the brand and create a consistent positive impression on the audience. If a brand is known for being humorous, then the content produced should consistently reflect this element. This helps build a clear brand image and provides a consistent impression to consumers.

In addition, consistency must be implemented in all social media platforms used. Every company social account or page should provide a uniform feel, ensuring that audiences get a consistent brand experience with every interaction. This consistency creates consumer trust and helps build long-term relationships with the audience, as they can identify the brand easily and feel connected to the message and values promoted by the company. By maintaining branding consistency, companies can strengthen their brand identity on social media and maximize the impact of their content marketing strategy.

The fourth point in an effective content marketing strategy is managing the frequency and consistency of publications. This frequency and consistency play a vital role in building expectations among the audience and maintaining the company's presence in their minds. By establishing a consistent publishing schedule, companies can create a consumer habit of monitoring content regularly, which can increase engagement and strengthen relationships with audiences.

A consistent publication schedule also helps create predictability and stability in providing information to the audience. For example, if a company has a daily or weekly posting schedule, audiences may anticipate new content at set times. Thus, companies can leverage these patterns to reach audiences at the most effective times, based on analysis of when audiences are online and active on social media.

However, it is important to note that consistency should not be sacrificed for frequency. Although a high frequency of publications can increase a company's presence, the content must remain high quality and relevant. Too much quality or less relevant content can harm a brand's image and cause the audience to lose interest. Therefore, companies need to find a balance between frequency and quality of content, as well as ensuring that each post has value and appeal that can retain audience attention. With a balanced approach, frequency and consistency of publications can be a pillar in building sustainable relationships with audiences on social media.

The fifth point in an effective content marketing strategy is the use of technology and analytical tools. In the digital era, companies need to leverage technology and social media analytics tools to optimize the performance of their content marketing campaigns. Analytics tools can provide deep insights into content effectiveness, audience engagement, and online behavioral trends and patterns. Thus, companies can make more informed decisions to improve their content marketing strategy.

Technology also allows companies to better engage audiences. Features like polls, live Q&As, or online contests can increase engagement and direct interaction with your audience. Utilizing this technology not only enriches content, but also creates a more interactive and personalized experience for consumers. Additionally, analytics tools can help companies understand audience preferences for certain types of content, help improve future content and focus on the aspects that audiences are most interested in.

Triangulation of data through various analytical tools and data sources provides deeper and more accurate understanding. This helps companies continue to optimize their content marketing strategies over time, keep up with emerging trends, and make more informed decisions in curating content that meets audience needs and expectations. Therefore, investment in technology and analytical tools is crucial in increasing the effectiveness of content marketing strategies on social media.

The sixth point in an effective content marketing strategy is being responsive to comments and messages from the audience. Two-way interaction with your audience is a key element in building engagement and strong relationships. Responding quickly and personally to comments and messages not only shows the company is listening, but also creates a positive experience for consumers. This responsiveness can spark further conversation, expand the reach of the content, and give the impression that each audience member is valued.

Through interactive responses, companies can also take advantage of opportunities to get direct feedback from the audience. Questions, input, or even criticism can be a valuable resource for improving and improving content and services. Positive responses or even creative responses from the audience can be used as a source of inspiration for future

content. By actively engaging audiences, companies can build closer relationships, generate customer loyalty and improve brand image.

Being responsive to comments and messages also helps build trust. Audiences tend to feel more connected to brands that provide personal attention and respond to their questions or concerns. Speed of response is key, especially in the dynamic social media environment. Therefore, companies need to manage an efficient response team and have a deep understanding of the brand and product, so they can provide responses that are relevant and useful to the audience. By designing responsive strategies, companies can maximize positive interactions and strengthen engagement on social media platforms.

The seventh point in an effective content marketing strategy is collaboration and partnerships. Collaboration with other parties, including influencers or parties with similar audiences, can be an effective way to expand the reach of content. This collaboration allows companies to reach audience segments that may not have been reached before, while providing added value to the partner's followers or audience. By combining the strengths and audiences of different parties, companies can create more varied and engaging content, enriching the consumer experience.

Partnerships can also provide opportunities to co-create unique and innovative content. By working together, companies can benefit from each other, share ideas, and create more engaging content simultaneously. This kind of collaboration can create buzz on social media and increase brand visibility significantly. Therefore, it is important to choose a partner who is in line with the brand's values and vision, so that collaboration can be more organic and have a positive impact for both parties.

Additionally, getting involved in online communities or related groups can also be an effective form of collaboration. Joining communities that are relevant to the target market's industry or interests allows companies to build an online presence, listen to feedback, and interact directly with audiences. This way, companies can gain a better understanding of their audience's needs and preferences, and create content that better meets their expectations. By making wise use of collaborations and partnerships, companies can strengthen their position on social media and achieve higher levels of engagement with their audience.

The eighth point in an effective content marketing strategy is evaluation and adjustment. Regular evaluation of content performance is a critical step to ensure that marketing strategies remain relevant and effective over time. By using analytics tools and performance metrics, companies can identify positive and negative trends, as well as measure the impact of content on marketing goals. Careful evaluation allows companies to understand what is working and what needs improvement.

Once the evaluation is carried out, companies need to be ready to adjust their strategy. These adjustments can involve various aspects, such as changing content formats, adjusting publication frequency, or even shifting the focus of content topics according to audience response and feedback. Flexibility in content marketing strategy is essential given the rapid changes in consumer trends and preferences. Additionally, companies can also

leverage learnings from previous campaigns to design smarter and more effective approaches in the future.

Evaluation and adjustment also play a role in measuring success against predetermined business goals. By continuously monitoring key performance indicators (KPIs), companies can ensure that their content marketing strategy not only builds engagement, but also has a positive impact on conversions, sales, or other business goals. A willingness to continuously measure, evaluate, and adjust content marketing strategies is at the heart of an approach that is adaptive and responsive to the dynamics of the social media environment and changes in consumer behavior.

CONCLUSION

A successful content marketing strategy on social media requires a holistic and adaptive approach. A deep understanding of the audience is the main foundation, enabling companies to create relevant and interesting content. Branding consistency, frequency and consistency of publications, and the use of technology and analytical tools are important steps in building a strong presence on social media platforms. Responsiveness to audience comments and messages adds an interactive dimension, building deeper engagement and increasing consumer trust. Collaborations and partnerships open up opportunities to reach new audiences, while continuous evaluation and adjustment ensures that marketing strategies remain relevant and effective over time. By combining all of these elements, companies can maximize the impact of their content marketing strategy. Overall, content marketing on social media is not just about producing engaging content, but also about building meaningful relationships with audiences, measuring performance, and adapting to changes in the digital world. Thus, companies can achieve higher engagement, strengthen their brand and achieve long-term success in the digital marketing era.

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