

From Content to Commerce: Investigating the Role of Content Marketing in Driving Sales and Brand Engagement

Dari Konten ke Perdagangan: Menyelidiki Peran Pemasaran Konten dalam Mendorong Penjualan dan Keterlibatan Merek

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ABSTRACT

This research examines the role of marketing content in driving sales and increasing brand engagement. Through literature analysis and empirical studies, the relationship between marketing content, sales, and brand engagement is explored in depth. The research results show that quality marketing content plays an important role in increasing sales and strengthening brand ties with consumers. In addition, strategies and tactics in implementing marketing content, as well as the challenges and obstacles faced in its use, are also discussed. By taking these findings into account, companies can optimize the use of marketing content to effectively achieve sales and brand engagement goals.

Keywords: Sales, Brand Engagement, Marketing Strategy, Marketing-Sales Relationship, Literature Analysis, Empirical Study, Challenges and Obstacles.

ABSTRAK

Penelitian ini membahas peran konten pemasaran dalam menggerakkan penjualan dan meningkatkan keterlibatan merek. Melalui analisis literatur dan studi empiris, hubungan antara konten pemasaran, penjualan, dan keterlibatan merek dieksplorasi secara mendalam. Hasil penelitian menunjukkan bahwa konten pemasaran yang berkualitas memainkan peran penting dalam meningkatkan penjualan dan memperkuat ikatan merek dengan konsumen. Selain itu, strategi dan taktik dalam implementasi konten pemasaran, serta tantangan dan hambatan yang dihadapi dalam penggunaannya, juga dibahas. Dengan memperhatikan temuan ini, perusahaan dapat mengoptimalkan penggunaan konten pemasaran untuk mencapai tujuan penjualan dan keterlibatan merek secara efektif.

Kata Kunci: Penjualan, Keterlibatan Merek, Strategi Pemasaran, Hubungan Pemasaran-Penjualan, Analisis Literatur, Studi Empiris, Tantangan dan Hambatan.

1. Introduction

Marketing content is a key driver of sales and brand engagement. Research has demonstrated that content significantly impacts consumer engagement on social media platforms (Lee et al., 2017). Content strategies are crucial for enhancing customer-brand engagement (Shen, 2023). Additionally, content marketing, akin to advertising, aims to increase sales and establish a strong brand presence (Asnawati et al., 2022). Marketer-generated appeals in online brand communities have been shown to effectively enhance brand equity by driving user engagement (Weiger et al., 2017).

Professional content on social media platforms positively influences brand visibility and business performance, highlighting the importance of high-quality content in marketing

(Rezun, 2019). Integrated marketing communications are essential for boosting sales and fostering brand growth (Chaniago & Ariyani, 2023). Content marketing, especially on e-commerce platforms, has varied effects on sales performance, with interaction behaviors within fan communities playing a significant role (Geng et al., 2020).

Studies emphasize the significance of content marketing in achieving marketing objectives, transitioning from traditional selling approaches to more engaging content strategies (Holliman & Rowley, 2014). Organizational processes supporting content marketing are vital for B2B sales success (Järvinen & Taiminen, 2016). Furthermore, social media campaigns, particularly those focused on sales, are crucial for driving business value and increasing sales (Senanu et al., 2023).

Effective brand-related communications on social media platforms can improve brand image and evoke positive behavioral intentions from consumers, illustrating the impact of content on consumer perceptions and actions (Adetunji et al., 2019). Content that resonates with consumers and evokes emotions has been found to drive product sales, highlighting the importance of emotional and functional content in marketing strategies (Jang et al., 2021).

In conclusion, marketing content significantly influences consumer behavior, enhances brand visibility, and fosters positive brand perceptions, thereby playing a pivotal role in driving sales and increasing brand engagement. By strategically creating and disseminating engaging content across various platforms, businesses can effectively strengthen their brand presence in the competitive market landscape.

Content marketing plays a crucial role in driving sales and brand engagement. Research has shown that content marketing contributes significantly to engaging with target audiences in a natural manner within social media content communities (Plessis, 2017). Additionally, studies have highlighted the importance of content in driving consumer engagement on social media platforms, emphasizing that the type of content significantly influences consumer behavior (Lee et al., 2017). Furthermore, the role of content marketing in business-to-business (B2B) digital marketing has been recognized, shedding light on best practices and theoretical insights into the impact of digital content on marketing strategies (Holliman & Rowley, 2014).

Moreover, the influence of social media influencers on brand engagement has been empirically supported, showing that influencers act as a route to brand engagement through various cognitive and emotional dimensions (Delbaere et al., 2020). Understanding consumer engagement within retail communication channels, including online brand communities and digital content marketing initiatives, is essential for enhancing brand engagement and customer relationships (Bowden & Mirzaei, 2021). Furthermore, the dynamics of social media marketing elements, such as valuable campaigns and relevant content, have been found to significantly impact consumer perceptions of customer-brand relationship building (AL-Mashrafi & Khan, 2022).

In conclusion, leveraging content marketing strategies, understanding the impact of influencers, and optimizing social media marketing elements are essential for driving sales and enhancing brand engagement in today's competitive market landscape.

To explore the impact of content marketing on driving sales and brand engagement, several studies offer valuable insights. Cheung et al. (2020) emphasize the significance of content marketing on social media platforms in enhancing consumer engagement through entertaining content (Cheung et al., 2020; . Lee et al., 2017) also underscore the crucial role of content in boosting consumer engagement on social media (Lee et al., 2017). Additionally, Plessis (2017) delves into the role of content marketing in social media content communities, highlighting its importance in engaging target audiences naturally (Plessis, 2017).

Furthermore, Mishra (2019) investigates the factors influencing consumers' engagement with brand-related content on social media, expanding on previous research by examining the impact of social media marketing efforts on consumer engagement (Mishra, 2019; . Taiminen & Ranaweera, 2019) focus on cultivating brand engagement and trusted B2B

relationships through digital content marketing, elucidating how engagement fosters valuable brand relationships (Taiminen & Ranaweera, 2019).

In summary, these studies collectively emphasize the pivotal role of content marketing in driving consumer engagement and brand relationships on social media platforms, offering a comprehensive understanding of how content marketing strategies can effectively enhance sales and brand engagement.

2. Research Methods

This research uses a Systematic Literature Review (SLR) approach to investigate the role of marketing content in driving sales and increasing brand engagement. Reference sources were obtained from leading international databases such as PubMed, Scopus, and Web of Science. Keywords used in the search include "content marketing", "sales", "brand engagement", "social media marketing", and other variations relevant to the research topic. Accepted articles must meet the following inclusion criteria: (1) Investigate the relationship between marketing content and sales and/or brand engagement, (2) Have a focus on the digital marketing context, especially on social media platforms, (3) Published in English between 2010 to 2023. Articles that are not relevant to the topic, are not available in English, or do not meet other criteria will be rejected.

After conducting a search using the specified keywords, relevant articles will be critically analyzed to evaluate their contribution to the understanding of the role of marketing content in driving sales and increasing brand engagement. The extracted data will include the main findings, research methodology, and conclusions drawn by the researcher. Data analysis will be carried out systematically to identify patterns, trends and general conclusions that emerge from the literature investigated.

3. Results and Discussions

3.1 The Role of Content Marketing in Driving Sales

3.1.1 Definitions and basic concepts about marketing content

Content marketing is a strategic approach that involves creating, distributing, and sharing valuable and relevant content to attract and engage a target audience. This content aims to drive profitable customer action by providing information that is useful and interesting to potential consumers (Pažėraitė & Repovienė, 2018). Scholars have highlighted three key points in various definitions of content marketing: the purpose of digital content, the focus on sharing valuable information, and the aim to engage and encourage customers in the buying process (Wang & McCarthy, 2020; Alamäki & Korpela, 2021). Content marketing is closely related to social media marketing, with both concepts emphasizing storytelling over traditional promotional communications (Järvinen & Taiminen, 2016).

The effectiveness of content marketing lies in its ability to inform and persuade audiences to purchase specific products or services through the dissemination of purposeful information in the digital space (al., 2022; Wold, 2022). It is essential for content to be relevant to the target audience to maximize its impact on search advertisement effectiveness and customer value creation (Pažėraitė & Repovienė, 2016). Furthermore, the role of content marketing has evolved beyond attracting potential consumers to encompass complexities that require careful management throughout the content marketing process (Plessis, 2017).

In conclusion, content marketing is a dynamic strategy that involves the creation and sharing of valuable content to attract, engage, and convert customers. By focusing on providing relevant information and engaging storytelling, content marketing aims to drive customer action and build lasting relationships with the target audience.

3.1.2 The relationship between marketing content and the sales process

The relationship between marketing content and the sales process is a crucial aspect of organizational success. Research has shown that collaboration between marketing and sales departments can significantly impact business performance positively. While historically there has been a perception of conflict between these two functions, recent studies have highlighted the importance of cooperation and integration (Kelemen-Erdős & Molnár, 2019; Homburg & Jensen, 2007; Meunier-FitzHugh & Massey, 2019). Effective cross-functional relationships between sales and marketing have been associated with improved business performance (Meunier-FitzHugh & Massey, 2019). Studies have indicated that strong structural linkages between marketing and sales, as well as a high level of market knowledge in marketing, are key factors in successful configurations (Homburg et al., 2008).

Furthermore, the literature emphasizes the complexity of the sales-marketing interface and the need for collaboration to enhance market intelligence collection processes (Meunier-FitzHugh & Piercy, 2010). The integration of marketing and sales has been found to have a positive effect on new product development project performance (Ernst et al., 2010). Additionally, the effectiveness of cross-functional coordination mechanisms has been highlighted as crucial for improving relationships between sales and marketing (Meunier-FitzHugh & Massey, 2019).

Moreover, the impact of marketing content on sales performance has been explored in various contexts. Studies have examined how different content marketing channels can influence sales performance and how interaction behaviors within fan communities can contribute to economic value (Geng et al., 2020). Additionally, research has investigated the relationship between marketing communications activities and sales performance, emphasizing the importance of understanding how marketing efforts affect sales outcomes (Okyere et al., 2011).

In conclusion, the relationship between marketing content and the sales process is multifaceted, with studies emphasizing the significance of collaboration, integration, and effective cross-functional relationships between marketing and sales departments in driving business success.

3.1.3 Empirical studies that support the role of marketing content in driving sales

Marketing content plays a crucial role in driving sales, as supported by various empirical studies. For instance, Homburg et al. (2008) discuss configurations of marketing and sales, highlighting the distinct influences of marketing and sales on driving sales (Homburg et al., 2008; Verbeke et al., 2010) delve into the drivers of sales performance, emphasizing the shift towards understanding salespeople as knowledge brokers and the impact of personal characteristics on sales performance (Verbeke et al., 2010). Furthermore, explore how marketing automation can enhance B2B content marketing for lead generation and sales, showcasing the potential of technology in driving sales through marketing efforts (Järvinen & Taiminen, 2016).

Moreover, Geng et al. (2020) focus on content marketing in e-commerce platforms, demonstrating how marketers' content generation efforts and interactions with consumers significantly influence e-commerce sales, underscoring the direct impact of marketing content on sales outcomes (Geng et al., 2020). Additionally, Enyinda et al. (2020) highlight the role of social media marketing in influencing B2B sales processes, showcasing how social media enables firms to drive marketing and sales activities, gain customer insights, and convert leads into profitable opportunities (Enyinda et al., 2020).

These studies collectively emphasize the importance of marketing content in driving sales, showcasing how various marketing strategies, technologies, and interactions with consumers can directly impact sales outcomes. By understanding the nuances of marketing and

sales interactions, leveraging technology like marketing automation, and utilizing social media effectively, businesses can enhance their sales performance through targeted and impactful marketing content.

3.2 The Role of Content Marketing in Increasing Brand Engagement

3.2.1 Understanding brand engagement and its importance in building relationships with customers

Brand engagement plays a crucial role in fostering relationships with customers, leading to increased loyalty and brand advocacy. Studies have shown that customer engagement is essential for managing customer-brand relationships (So et al., 2014). Customer-brand engagement has been identified as a significant factor in building loyalty within the hospitality industry (Rather et al., 2018). The term "engagement" has gained traction among scholars and practitioners due to its vital role in establishing relationships between brands and customers (Chauhan, 2023).

Research has highlighted the importance of customer engagement with brands on social media platforms. While previous studies have focused on the motivation for using social media, recent research emphasizes the significance of customer engagement with brands on different social media platforms (Shen, 2023). Engaging with brand posts on social media has been found to lead to stronger customer-brand relationships (Hamzah et al., 2021).

Customer brand engagement behavior, especially in online brand communities, is crucial as engaged customers can act as brand advocates, enhance brand loyalty, and provide valuable feedback for brand management, thereby creating a sustainable competitive advantage (Gong, 2017). Furthermore, customer engagement has been shown to play a significant role in enhancing customer-brand relationship quality and fostering customer loyalty towards retail brands (So et al., 2016).

In the context of brand loyalty, customer engagement has been found to mediate the relationship between trustworthiness and brand loyalty in retail banking (Kosiba et al., 2018). Additionally, customer engagement has been linked to brand equity, brand experience, brand personality, and brand affect, showcasing its importance in reflecting customers' active participation in brand-related activities (Farhat et al., 2020).

Overall, customer brand engagement is a multifaceted concept that encompasses cognitive, emotional, and behavioral aspects of customer interactions with a brand. It is crucial for businesses to focus on fostering customer engagement to build strong relationships with customers, enhance brand loyalty, and create brand advocates.

3.2.2 How content marketing can increase brand engagement

Content marketing is a crucial strategy for increasing brand engagement by providing valuable and relevant content to consumers. Research has indicated that creating entertaining content is a significant factor in boosting consumer engagement with brand posts on social media platforms (Menon et al., 2019). Moreover, studies have emphasized the role of digital content marketing (DCM) in promoting favorable brand engagement by sharing valuable brand-related content (Bowden & Mirzaei, 2021). This approach involves developing and distributing content that resonates with the target audience without relying on overtly promotional tactics (Plessis, 2017).

Additionally, the effectiveness of content marketing in enhancing brand engagement is evident across various industries, such as higher education institutes in India, where a well-crafted content strategy leads to heightened customer engagement on social media brand communities (Chauhan & Pillai, 2013). Leveraging branded content experiences on social media platforms has been identified as a strategy to improve customer engagement, ultimately resulting in increased brand engagement (Waqas et al., 2021).

Furthermore, the type of content significantly influences engagement, with entertaining brand posts on social media platforms proving particularly effective in capturing consumer interest and interaction (Dash, 2019). Marketers can strategically design brand posts to enhance consumer engagement; however, the optimal content for different brands remains a subject of ongoing research (Deng et al., 2020).

In conclusion, content marketing serves as a potent tool for increasing brand engagement by delivering valuable and engaging content to consumers. By focusing on creating entertaining and relevant content, businesses can effectively enhance consumer engagement with their brand, leading to stronger brand-consumer relationships and increased brand loyalty.

3.2.3 Case examples or empirical studies that illustrate the effectiveness of marketing content in increasing brand engagement.

To demonstrate the effectiveness of marketing content in increasing brand engagement, various empirical studies offer valuable insights. For example, Yang et al. (2017) conducted a study on the impact of gamification on engagement and brand attitude, highlighting the role of perceived usefulness and enjoyment in predicting engagement intention and brand attitude (Yang et al., 2017). Similarly, Puligadda et al. (2021) found that marketing activities focusing on entertainment, interaction, and trendiness were effective in increasing online brand engagement (Puligadda et al., 2021). Moreover, Sawaftah et al. (2021) emphasized the importance of digital content marketing in stimulating brand defense and its effects on brand engagement (Sawaftah et al., 2021).

Furthermore, Shen (2023) explored engagement with brand posts on different social media platforms, emphasizing the significance of content strategies in enhancing customer-brand engagement (Shen, 2023). Additionally, Santos et al. (2022) discussed the use of real-time marketing on social media to increase brand image and consumer engagement (Santos et al., 2022). These studies collectively highlight the importance of content strategies, digital marketing activities, and real-time approaches in driving brand engagement.

Moreover, Vlachvei et al. (2021) studied European wine brands to demonstrate how social content influences consumer interaction and engagement, providing practical implications for managers to optimize engagement on social media platforms (Vlachvei et al., 2021). Similarly, Weiger et al. (2017) focused on marketer-generated appeals in online brand communities, emphasizing the role of appeals in enhancing engagement intensity and brand equity (Weiger et al., 2017).

In conclusion, these empirical studies collectively underscore the significance of various marketing strategies, including gamification, digital content marketing, social media engagement, and real-time marketing, in increasing brand engagement. By understanding consumer preferences, leveraging engaging content, and utilizing effective marketing tactics, brands can enhance their engagement levels and foster stronger connections with their target audience.

3.3 Types of Marketing Content that are Effective in Driving Sales and Increasing Brand Engagement

3.3.1 Various types of marketing content available

Effective marketing content plays a crucial role in driving sales and increasing brand engagement. Research by Deng et al. (2020) highlights that the orientation of brand posts, whether task-oriented, interaction-oriented, or self-oriented, significantly impacts consumer engagement metrics such as likes, comments, and shares on social media. Furthermore, Sawaftah et al. (2021) emphasize the importance of user-generated content in stimulating

brand defense and behavioral engagement, surpassing firm-generated content in influencing consumer perceptions.

Moreover, Adetunji et al. (2019) demonstrate the positive relationships between social media advertising content, sales promotion content, brand image, and behavioral intentions, underscoring the significance of content quality in shaping consumer behavior. Additionally, Heiens & Narayanaswamy (2021) suggest that digital social legitimization can drive website traffic, leading to positive sales outcomes, indicating the impact of social validation on consumer actions.

In the realm of influencer marketing, Liu (2021) proposes that brand engagement serves as a critical metric for evaluating the effectiveness of influencer marketing strategies. This aligns with the findings of (Pornsrimate & Khamwon, 2021), who emphasize the role of social media micro-influencers in converting millennial consumers into brand evangelists, ultimately fostering brand engagement and loyalty.

Overall, the synthesis of these references underscores the importance of various content types, including user-generated content, social media advertising, and influencer marketing, in driving sales and enhancing brand engagement across different digital platforms.

3.3.2 Analyze which types of content are most effective in achieving brand sales and engagement goals

To determine the most effective types of marketing content for driving sales and increasing brand engagement, several key references provide valuable insights. Marketers typically categorize media into paid, owned, and earned types (Stephen & Galak, 2012). Social media content has been highlighted as a significant factor in engaging consumers with brand-related content (Mishra, 2019). Additionally, the communication of brand existence through marketing efforts has been shown to drive complementarity between online and offline sales channels (Wang & Goldfarb, 2017).

Moreover, the relationship between social media advertising content, sales promotion content, brand image, and behavioral intention has been established, indicating the importance of these factors in influencing consumer behavior and driving sales (Adetunji et al., 2019). Digital content marketing has also been identified as a crucial element in stimulating favorable consumer behavior and brand defense (Sawaftah et al., 2021).

Furthermore, appeals designed to enhance user engagement in online brand communities have been found to be effective in boosting brand equity (Weiger et al., 2017). The integration of digital marketing with sales functions has been depicted as essential for driving conversions and lead generation (Raj et al., 2021). Additionally, influencer marketing has been recognized as a significant factor in enhancing brand engagement, suggesting its potential impact on sales and consumer interaction (Liu, 2021).

In conclusion, a combination of social media content, brand communication strategies, digital marketing efforts, and influencer collaborations can play a pivotal role in driving sales and increasing brand engagement. By leveraging these different types of marketing content effectively, businesses can enhance their market presence, attract consumers, and ultimately achieve their sales and brand engagement goals.

3.3.3 Case studies or research that supports this claim

Effective marketing content that drives sales and enhances brand engagement is a critical aspect of modern marketing strategies. Research indicates that in the realm of B2B content marketing, the primary objectives often revolve around promoting brand awareness, fostering customer engagement, and ultimately increasing sales through various customer acquisition strategies (Järvinen & Taiminen, 2016). This is further supported by studies that highlight the significance of different types of digital content marketing in stimulating brand

defense and influencing consumer behavior, with a focus on factors like behavioral engagement and age generation (Sawaftah et al., 2021).

Moreover, the content orientation in marketing plays a crucial role in influencing consumer engagement and brand performance. Studies have classified brand posts into categories such as task-oriented, interaction-oriented, and self-oriented, showing that these orientations have a significant impact on consumer engagement metrics like likes, comments, and shares (Deng et al., 2020). Additionally, social media marketing (SMM) has been found to be instrumental in driving marketing and sales activities by enhancing customer insights, improving communication, and generating faster sales leads, ultimately leading to more profitable opportunities (Enyinda et al., 2020).

Furthermore, influencer marketing has emerged as a key strategy for enhancing brand engagement, with brand engagement being considered a vital metric for evaluating the effectiveness of influencer marketing campaigns (Liu, 2021). The use of digital content marketing on social media platforms has also been highlighted as a challenge for marketing managers aiming to increase metrics related to awareness, engagement, and sales (Nieves-Casasnovas & Lozada-Contreras, 2020).

In conclusion, the synthesis of various research studies underscores the importance of different types of marketing content in driving sales and increasing brand engagement. From B2B content marketing objectives to the impact of digital content orientations and influencer marketing, these findings provide valuable insights for marketers looking to optimize their strategies for better sales outcomes and enhanced brand performance.

3.4 Strategy and Tactics in Implementing Marketing Content for Sales and Brand Engagement Goals

3.4.1 Approaches that can be used in planning and executing content marketing campaigns

In planning and executing content marketing campaigns for sales and brand engagement goals, various approaches and strategies can be employed. One key aspect is the utilization of social media platforms to engage with consumers effectively. Hollebeek et al. (2014) emphasize the importance of consumer brand engagement in social media, highlighting the significance of loyalty-focused strategies and tactics. This suggests that building a loyal customer base through engaging content is crucial for successful marketing campaigns.

Moreover, Riski et al. (2021) discuss the use of Breakenridge's The Social Media Strategy Wheel theory in building brand engagement through social media marketing strategies. This theory provides a structured approach to developing content that fosters engagement with the target audience, which is essential for achieving sales and brand awareness goals.

Additionally, Nieves-Casasnovas and Lozada-Contreras (2020) point out the challenge faced by marketing managers in developing digital content marketing (DCM) strategies on social media to enhance metrics like awareness, engagement, and sales. This highlights the need for a well-thought-out digital content strategy to drive successful marketing campaigns.

Furthermore, Al-Mashrafi and Khan (2022) stress the impact of advantageous campaigns on building customer-brand relationships through social media marketing. They mention that customer engagement through social media can lead to increased product sales, improved brand image, and enhanced brand loyalty, all of which are essential for achieving sales and brand engagement goals.

By synthesizing these references, it is evident that a successful content marketing campaign for sales and brand engagement requires a focus on consumer brand engagement, utilizing structured social media strategies, developing effective digital content marketing plans, and leveraging advantageous campaigns to build strong customer-brand relationships.

3.4.2 How the use of data and analytics can improve the effectiveness of marketing content

The integration of data and analytics is essential for enhancing the effectiveness of marketing content. By utilizing data-driven insights, marketers can tailor content to specific audiences, optimize strategies for better engagement, and inform product innovation and marketing strategy-making processes (Johnson et al., 2019). Regularly measuring the performance of content platforms and using obtained data to enhance content offerings positively influences content marketing effectiveness (Koob, 2021). Big data marketing affordances such as customer behavior pattern spotting and real-time market responsiveness play a crucial role in enhancing marketing strategies (Luca et al., 2020). Marketing analytics methods have the potential to support marketing decisions through structured and unstructured data analysis, providing valuable insights for refining marketing content and strategies (Wedel & Kannan, 2016). By integrating data and analytics into marketing practices, firms can achieve sustained competitive advantage by generating insights from big data (Cao et al., 2019).

In conclusion, leveraging insights from data-rich environments empowers marketers to create more targeted, effective, and engaging content that resonates with their audience, ultimately driving better outcomes for sales and brand engagement goals.

3.4.3 Case studies or research that demonstrate successful implementation of strategies and tactics

Implementing marketing content for sales and brand engagement goals requires a strategic approach that leverages various tactics to drive consumer interaction and loyalty. Several studies provide valuable insights into successful strategies and tactics in this domain.

One study by Hollebeek et al. (2014) focuses on consumer brand engagement in social media, emphasizing the importance of empirical research in understanding engagement. This highlights the need for concrete data to support marketing decisions. Additionally, Santos et al. (2022) delve into social media engagement and real-time marketing, offering practical insights for content managers to enhance consumer-brand relationships effectively.

Moreover, Puligadda et al. (2021) explore the influence of brand schematicity on online brand engagement and purchase behavior, indicating the complexities involved in driving sales through engagement. Understanding such nuances is crucial for developing effective marketing strategies. Furthermore, Järvinen & Taiminen (2016) showcase the use of marketing automation for B2B content marketing, demonstrating how personalized approaches can generate high-quality sales leads.

In the realm of influencer marketing, Delbaere et al. (2020) provide empirical evidence on how social media influencers contribute to brand engagement, shedding light on the cognitive and emotional dimensions of engagement. This underscores the significance of influencer partnerships in enhancing brand interactions.

Overall, these studies collectively emphasize the importance of data-driven decision-making, personalized content strategies, and leveraging influencers to drive brand engagement and sales effectively.

3.5 Challenges and Barriers to Using Marketing Content for Sales and Brand Engagement Goals

3.5.1 Factors that can hinder the success of a content marketing campaign

Factors that can hinder the success of a content marketing campaign can vary from challenges in social media measurement Schultz & Peltier (2013) to difficulties in developing a Digital Content Marketing (DCM) strategy that effectively increases social media metrics like awareness, engagement, and sales (Nieves-Casasnovas & Lozada-Contreras, 2020). Additionally, barriers such as the lack of an explicit content marketing plan, irrelevant content,

and a focus solely on product messages can impede the success of marketing efforts (Holliman & Rowley, 2014). Collaboration issues between marketing and IT functions can also act as barriers to the delivery of marketing innovation (Buckley, 2015).

Moreover, barriers related to the development of greater market orientation, including behavioral obstacles, can hinder the effectiveness of marketing strategies (Harris, 1998). In the context of social media marketing, challenges persist in utilizing social media effectively for marketing purposes, indicating a need for further research in this area (Pour et al., 2021). Furthermore, the impact of brand personality and sales promotions on brand equity can also influence the success of marketing campaigns (Valette-Florence et al., 2011).

In summary, challenges and barriers to successful content marketing campaigns can stem from issues such as ineffective social media measurement, difficulties in developing a robust DCM strategy, lack of explicit content marketing plans, collaboration problems, and obstacles related to market orientation and brand equity. Addressing these barriers through comprehensive strategies and research can enhance the effectiveness of marketing content for achieving sales and brand engagement goals.

3.5.2 Strategies to overcome these challenges

To address the challenges and barriers associated with using marketing content for sales and brand engagement goals, several strategies can be implemented based on the insights from relevant literature.

Firstly, it is crucial to focus on creating lasting brand engagement rather than solely communicating sales promotions to already engaged consumers (Schultz & Peltier, 2013). This shift in approach can help in building trust and fostering stronger relationships with the target audience. Additionally, leveraging social media advertising content and sales promotion content can positively influence brand image and behavioral intentions (Adetunji et al., 2019). By carefully balancing the type of content shared on social media platforms, such as using emotional content to engage consumers and informational content to drive sales, marketers can effectively enhance brand engagement and stimulate sales (Liadeli et al., 2022).

Moreover, considering the challenges faced by firms in implementing marketing concepts, it is essential to address barriers related to product evaluation, market research, and competitive stance (Herstein & Jaffe, 2013). By understanding these challenges and tailoring marketing strategies to overcome them, firms can improve their market positioning and international presence.

Furthermore, in the context of digital content marketing, it is vital to foster consumer engagement, trust, and value through well-crafted content strategies (Hollebeek & Macky, 2019). By focusing on creating engaging brand posts on social media platforms, marketers can enhance consumer interaction and brand loyalty. Additionally, influencer marketing can be an effective tool when managed strategically, considering factors such as influencer activity, follower-brand fit, and post positivity (Leung et al., 2022).

In conclusion, by adopting a holistic approach that emphasizes building trust, creating engaging content, and leveraging social media effectively, marketers can overcome the challenges and barriers associated with using marketing content for sales and brand engagement goals.

3.6 Research Framework

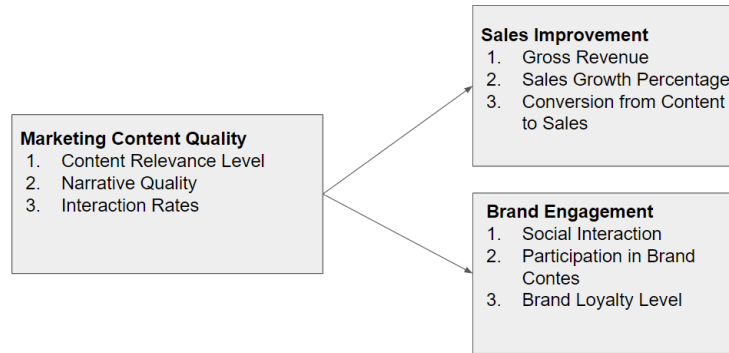


Figure 1 Research Framework

Hypothesis:

- 1. There is a significant and positive influence between marketing content and increasing sales.**

The quality of marketing content has a significant influence on increasing sales. This means that the content created and distributed by a company significantly contributes to increased sales. If the alternative hypothesis is supported, it suggests that marketing efforts, such as content creation and dissemination, play an important role in increasing sales figures. These findings will emphasize the importance of an effective content marketing strategy in achieving sales targets.

- 2. There is a significant and positive influence between marketing content and brand engagement.**

The quality of marketing content has a positive effect on brand engagement. This shows that content produced by a brand leads to increased interaction, participation and loyalty from consumers. If the alternative hypothesis is supported, it suggests that investing in content marketing strategies can be effective in increasing brand engagement. These findings will emphasize the importance of creating engaging and relevant content to strengthen the bond between consumers and brands.

- 3. There is a significant and positive influence between the quality of marketing content and increased sales and brand engagement**

Higher quality marketing content leads to increased sales and better brand engagement. This means that content that is relevant, well-told and highly interactive is more likely to have a positive impact on sales and brand engagement compared to content that is low quality. If the alternative hypothesis is supported by data, it would suggest that investing in improving the quality of marketing content could be beneficial for achieving higher sales increases and strengthening stronger brand engagement.

4. Conclusion

Based on the results of the research and discussions that have been carried out, several important things can be concluded:

1. The Role of Content Marketing in Driving Sales

Marketing content plays an important role in increasing sales by providing valuable and relevant information to consumers. The research results show that the quality of marketing

content contributes significantly to increasing sales. Therefore, investing in improving the quality of marketing content can bring benefits to companies in achieving higher sales targets.

2. The Relationship between Marketing Content and the Sales Process

KCooperation and integration between marketing and sales departments play a vital role in business success. Research shows that an effective relationship between marketing and sales is closely linked to improved business performance. Therefore, it is important to strengthen engagement between these two departments to achieve organizational success.

3. The Role of Content Marketing in Increasing Brand Engagement

Content marketing has a significant role in increasing brand engagement by presenting interesting and relevant content to consumers. Through an effective content strategy, companies can build strong bonds with consumers, increase brand loyalty, and create loyal brand fans.

4. Strategy and Tactics in Marketing Content Implementation

It is important to adopt a structured and strategic approach in planning and executing content marketing campaigns. Data integration and analytics are key to increasing the effectiveness of marketing content by providing valuable insights to optimize marketing strategies.

5. Challenges and Obstacles in Using Marketing Content

Some of the challenges faced in implementing marketing content include ineffective measurement, difficulty in developing a digital content strategy, and collaboration issues between marketing and IT departments. Overcoming these challenges requires holistic strategies and further research.

Thus, to achieve success in using marketing content for sales and brand engagement purposes, there needs to be an integrated, strategic and data-backed approach. By paying attention to the challenges they face and implementing appropriate strategies, companies can harness the potential of content marketing to achieve their business goals.

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