

## How to Cite

Herdiansyah, D., Fahrizal, M., & Diah, J. M. (2022). Understanding the basics of content-based marketing and promotion on social media in the technological innovation. *International Journal of Business, Economics & Management*, 5(4), 393-402. <https://doi.org/10.21744/ijbem.v5n4.2012>

# Understanding the Basics of Content-Based Marketing and Promotion on Social Media in the Technological Innovation

## Dedi Herdiansyah

Politeknik Negeri Pontianak, Indonesia

Corresponding author email: [herdiansyahdedi@yahoo.com](mailto:herdiansyahdedi@yahoo.com)

## Meizi Fahrizal

Politeknik Negeri Pontianak, Indonesia

Email: [meizi.fahrizal@yahoo.co.id](mailto:meizi.fahrizal@yahoo.co.id)

## Januardi M. Diah

Politeknik Negeri Pontianak, Indonesia

Email: [yansponti@yahoo.com](mailto:yansponti@yahoo.com)

**Abstract**---Understanding content-based promotion and marketing on various social media is fascinating for academic business people, policymakers, and other business communities. So for that, we discussed it to get that resilience. Our data was obtained electronically by searching on Google Scholar and Google Search for several documents and scientific evidence relevant to answering this study's question. The procedures that we carry out include the following; reviewing data with a data coding system, analyzing data evaluation, and they conclude through interpretation. So that the data we present meets high validity and reality principles. After a series of studies and discussions, the understanding of content-based promotion and marketing on social media in the technological era is a fascinating discussion. This is because the various content published on social media for business promotion has helped business people increase sales and enable their businesses to continue sustainability. Thus, these findings will be helpful in studies and discussions in the academic environment.

**Keywords**---marketing-based content, social media, technology era, understanding

## Introduction

These days, efforts to understand the basics of content-based marketing on various social media are essential for business people, academics, and decision-making (Ramzan & Syed, 2018). This content-based marketing is a new marketing strategy that has been widely applied for reasons that are very innovative in dancing and retaining the audience with ways and strategies to share video content, advertising writings, and even a variety of relevant content, especially channeled through social media. The chosen way of advertising merchandise through media-based content is a strategy chosen by businesses trying to impress that their product is superior and expect that when buyers want to do business, they will remember their product (Rizvi et al., 2021). This content marketing is also a proven tactic for creating a solid advantage. Competitive with fellow business people because with business content-style marketing, approximately 60% of potential business people will focus on them. Likewise, 70% of business and business players say that content-based marketing is an effort to involve several businesses when they want to compete to win customers.. in another study, 80% of potential buyers find content in the videos of the brands they sell, and these ways very profitable because content-based marketing is very relevant and up-to-date when consumers are familiar with the technology in which content is embedded (Kwok & Yu, 2013).

Efforts to increase the reach of content-based online advertising is a strategy that helps businesses attract as many customers as possible to visit their site, especially when many prospective businesses or people are looking for the

solutions they need. When one more person provides what another person is looking for (Haenlein et al., 2020). In this case, the effort to offer content-based advertising is a topic of great interest to help other businesses and increase social media visibility, and the results are auspicious (Silvia, 2019). Any misguided businessman will be able to increase prospects when they create content on social media because the effort to create exciting content is part of educating potential customers so that they believe what they are selling, namely trying to build relationships between business people and customers. This effort is likely to increase from regular customer status to loyal customers, where the impact of content-based marketing makes customers more happy and willing to return to business. The more loyal buyers come, it is believed that the content offered has informed consumers what they need through branding and what is advertised on social media platforms (Lieb, 2012).

Another goal of content-based advertising on social media is to increase business authority. Developing various social media content will undoubtedly improve business thinking. Because this content-based marketing delivers the topic being marketed with a high authoritativeness, the way content-based marketing works interestingly does the business so that the prospects for the products being marketed will be easy to buy and sales will increase (Scott, 2015). For the content to be effective, businesses must create the right content in each sales cycle according to the timing with consideration so buyers get it. Suppose this is indeed complicated, then, of course. In that case, the content will make it easier to simplify the process so that business becomes easy (Lin & Kim, 2016; Kim & Kim, 2021; Sintani et al., 2021). This is how businesses must take content-based marketing directed to social media in every sales cycle involving promotion and social media-based marketing. This stage of creating media-based content will undoubtedly make consumers aware and focus their attention because with exciting content, they will be challenged to get it, and this is an effort to make consumers aware so that they are more educated than they consider coming to the place and choosing goods and services marketed (Jaiswal & Gupta, 2015).

When carrying out content-based sales promotion activities, business people will need communication media or communication tools that function as a channel for messages the company wants to convey to consumers (Kwok & Yu, 2013). The goal is to make the message easier to understand so that customers have confidence in the information provided by the product. In marketing, world media refers to any form of communication, including newspapers, magazines, radio, television, billboards, pamphlets, and the internet. Advertisers use media to send commercial messages to their target markets, and various amounts of advertising expenditure are required to pay for these operational costs (Ramanathan et al., 2017). However, in this increasingly computerized era, shoppers are undoubtedly more familiar with social media than traditional forms of media. Social media marketing is a type of digital marketing that uses social platforms and networking websites to promote a company's products or services through paid and unpaid means. Because social media allows for greater connection and promotion of companies from multiple perspectives, people are more responsive to marketing messages on social media. *Social media* is a tool that allows businesses to communicate with customers in a fun and easy way (Mulia et al., 2020).

## Research Method

We repeat this discussion aimed at better understanding content-based marketing and promotion using social media as an increasingly innovative medium in the technology era. Many studies have reported understanding various topics about marketing and promotion on social media (Aristyanto & Fitryani, 2022). However, only some have discussed how content-based marketing is. To complete the discussion, the data search will be carried out on several world literature documents, which are evidence of studies that have been published in several literature centers such as journals, books, and other content which we believe have a scientific basis which is evidence of studies that can support the validity of the findings of this study (Jalali & Wohlin, 2012). To get a result study that answers the problem, we carried out this analysis under the approach of an attempt to get several answers from a lot of existing data. The techniques involved, among others, critical coding of data, deepening understanding through interpretation, and drawing convincing conclusions as updated data findings (Lambert, 2019).

Moreover, it is also valid in answering the core problem of the study. To get a data report that answers the problem of this study, we present it in a descriptive qualitative advertisement where our goal is to get a deep understanding of the literature design format and compatible design to be used in the situation. We have conducted an electronic search for data, starting with formulating the problem of searching for data, analyzing data, and reporting the results qualitatively and supported by scientific evidence from previous studies released ten years ago (Colorafi & Evans, 2016).

## Result and Discussion

### *Social Media and business marketing*

Social media has become a crucial component of the primary marketing tool in today's business world. There is no such thing as a big or small business; however, business people must still employ a social media marketing strategy (Minelli et al., 2013). The use of social media as a marketing tool has several advantages. One is that potential customers or existing customers will receive information and respond faster on social media than other communication tools. Our company's customers' criticism and suggestions can be communicated through social media. We can develop a closer relationship with the target market more easily thanks to our platform. For social media marketing, they must not only group the target audience but also select a platform appropriate for the kind of content or service people want. With access to beautiful photography and branded products, for instance, social media platforms Instagram and Pinterest are ideal for visual businesses (Macarthy, 2021).

Businesses that produce much editorial content should use Facebook and Twitter as their preferred social media platforms. Suppose content that is typically shared via links is what is shared on Facebook and Twitter (Lieb, 2012). In that case, Vine, Snapchat, and YouTube are excellent choices for products with facilities for professional-level production equipment (generally for filmed videos and content). This makes it very effective. We should commit to one or two social media platforms that match our business profile; once that strategy is successful and regularly updated, we can use other platforms for marketing (Zimmerman & Ng, 2015). Then, the most important thing is to use social media for its intended purpose, is to raise awareness of the brand (Brand Awareness). The shared content should include profile information about us and our business and essential details about the products or services offered to accomplish this objective. The next objective is to get people to buy or use the product, so it is recommended that the content shared includes promotional content like discounts, benefits of the product, and other things that can get people to buy. Managing social media accounts will be a learning experience for the following popular platform if it changes over time (Gallaughner & Ransbotham, 2010).

In addition, we must be aware that online marketing will undoubtedly involve expenses that must be invested from the beginning (Wozniak et al., 2017). For instance, we need to put money into advertising on Facebook, Instagram, or even SEO/SEM for a method that is even more dependable. Therefore, it will necessitate a sufficient budget. However, a business marketing strategy that uses internet media like websites, social media, chat applications, email, and augmented reality is known as online marketing or digital marketing. This can be accomplished through paid advertising, simple posts in online media, or high-quality content. Utilizing web-based channels to communicate with potential customers about a company's brand, product, or service is online marketing (Kundu, 2021). Email, social media, display advertising, search engine optimization, and other strategies are typically employed. Business people can reach more potential customers with online marketing. In the domestic market and internationally, numerous individuals from all over the world utilize comparable platforms (Balakrishnan et al., 2014; Zhu & Chen, 2015; Sharma, 2014). Especially on social media so the brand can reach more people in other nations. Things to Consider When Formulating a Marketing Plan. Choosing media for promotional stalls, dealing with business competition, developing a strategy, and comprehending customers are all part of this (Blakeman, 2018).

### *Content marketing with social media*

Content marketing with social media helps each other out. The most obvious link between content marketing and social media is that a businessperson may promote content on their website through social media (Du Plessis, 2017). Companies use content marketing to educate, inform, or entertain customers or prospects by attracting attention or eliciting behavior that leads to sales, advocacy, or leads. Customers and potential customers communicate with one another and occasionally with businesses via social media; Links to blog posts, article pages, infographics, and other formats can be shared by individuals on Facebook, Twitter, LinkedIn, and any other social media platform. Content marketing and social media campaigns can reach more people and enable people to connect with people across multiple touchpoints when combined (Lieb, 2012).

This has the potential to significantly raise brand awareness, improve search engine rankings, and generate more leads. The content can thus reach a wider audience than just site visitors. While many followers check social media daily, only some (if any) regularly visit your website to find new content (Ledford, 2015). After clicking "Publish," followers may promote the post multiple times because not all of their followers will see it the first time. They can schedule tweets and status updates in advance as far as they want, even though this may appear to require much

effort with tools like Hootsuite and Buffer. They select a date and time and the number of times they wish to share each new addition to the website. This is a straightforward method for automatically placing content promotions (AmArAl et al., 2014).

That way, they encourage participation on social media. Not only will those increased comments help engage the followers better, but they can also be a complete source of feedback (Wolny & Mueller, 2013). Use this to improve the content and guide the strategy going forward. The difference between the two is more complex. The distinction between the two is less obvious. Content marketers concentrate on techniques of curating and developing content, whereas social media marketers concentrate on making social media an effective mechanism for content distribution (Du Plessis, 2017). Content marketing is an excellent place to start for digital marketing strategies. Social media platforms are crucial for content marketing requirements, such as content delivery, community participation, and competitive insights. However, only some companies have the means or the desire to invest in every social media outlet. Marketers can connect and engage potential clients wherever they are on social media. Marketers can engage their customers with a solid social media strategy and the ability to create engaging content (Haenlein et al., 2020).

### *Getting started with content marketing*

We cannot target anyone if we attempt to target everyone. Focused communications that motivate the right audience to take action are easier to create when the target audience is smaller and more specific (Scott, 2015). Try to elucidate the audience's identity, appearance, and activities. Use the demographic, geographic, and lifestyle categories most relevant to the job to divide the audience. Example: a truck-owning urban man under 25 years old; businesspeople who frequently visit Tanzania; or Palau's subsistence farmers. People who can make the goals a reality—the decision-makers and influencers are the most critical audience. The objectives will be directly impacted by their actions (Zhu, 2013; Dahnil et al., 2014; Cho et al., 2012). Please focus on what people can persuade people to do instead of the things that will frustrate and fail them. People can reach them directly or indirectly through the influencers closest to them. It is challenging to change someone's mind, but it is possible to influence someone on the fence in one direction. Finding people who share the beliefs, are paying attention, and are interested in the cause is an excellent first step. They can influence fence caregivers who may be uninformed, mildly interested, supportive, or unsure (Yaghtin et al., 2020).

When business people want to place an ad on social media, the next step is to determine the correct content format as desired. The format that fits what business people want in the promotion is with the consideration that the format is the most favored by potential consumers, taking into account whether it is in the form of a video in the form of, a reading format, or maybe a ready-made card; the format must be determined (Diamond, 2016). Furthermore, it also determines the format determines the potential readers, which determines the quality to whom people want to target. Moreover, it can identify existing resources internally and externally so that the content created will be right on target. Regardless of who will see it later, it is better to use a professional editor to review and determine the right content (Heaton, 2016). Thus the ethics of content is right on target, so the audit target is started by thinking about the target, including who the buyer is, and complete with indicators like what consumers want, what challenges are being faced, and what service products are in demand and all of that must be identified correctly, do not have to wait until later overhauled again and this will take time. The point is that determining the format and content of this target audience is essential (Odden, 2012).

Social media, according to Kotler & Keller (2012), is an online publication that provides scientific evidence as a way for customers to share text, animation, pictures, audio, cartoon, and video with one another, businesses, and the other way around (Shafigullina & Palyakin, 2016). It is becoming increasingly clear that social media can improve business performance. Small businesses can change how they interact with customers, market their products and services, and communicate through social media to improve customer relationships. Zadeh & Sharda (2014), states that social media is used to disseminate information to make friends or followers launch a brand or product. Innovation, as defined by (Shafigullina & Palyakin, 2016), is defined as "a new product, service, idea, or perception from a person." A product or service that consumers see as innovative is novel. In basic terms, development can be deciphered as a leading edge connected with new items. However, Kotler stated that innovation extends beyond creating new goods or services. New business methods and ways of thinking are also examples of innovation (Evans et al., 2021).

Additionally, innovation is viewed as a company's means of adapting to a changing environment. The marketing approach through the internet solution is one form of technological development that can optimize one-on-one business promotion, which candidate consumers can see directly in real-time. In two directions with a business selling their products and services in modern ways, Asrani (2021), states. Internet marketing, according to Hanson &

Kalyanam (2020), the attributes of the internet as a marketing tool are as follows. Style of communication on the internet. Communication styles tend to be more interactive and direct (fast-paced), or indirect messages and feedback are delivered at different times. The role of communication becomes that customers can control the relationship more personal. Customers are more interested in taking part in the process of getting information from machines because they can choose when and where they can access it. Customers can control the message's content. Communication will be very interactive if recipients can control the message's content (Ashley & Tuten, 2015).

#### *Social media applications for business advertising*

Innovation in the industry sometimes requires simple procedures, extensive research, or substantial resources. Development should be possible with some changes. However, it can have a significant effect. A business unit cannot rely on only one aspect; instead, it must find a way to deal with the contradiction between the old era of business and the new way of business (Kimmel & Kitchen, 2014). The new business model emerged as an innovation from traditional marketing to modern marketing based on digital media in the current technological era. Digital media can now mediate traditional buying and selling processes, which require sellers and buyers to meet face-to-face, thus generating new marketing trends. The rise of e-commerce platforms, online trading groups, online shops, and other e-business models shows that today's society values the ease of obtaining goods and services (Choi & Mai, 2018). In addition, the Association of Indonesian Internet Service Providers surveyed in 2017 found that 143.26 million people, or 54.68 percent of Indonesia's total population, use the internet. This shows that Indonesia has significant potential as a market (Redjeki & Affandi, 2021). Examples are buying and selling goods, checking prices, and using economic activities. The use of digital media for business is more than just a marketing ploy; it is also an integrated communication system that uses the power of a human network through a platform to increase the impact of every department in an organization (Hays et al., 2013).

The use of digital media, such as social media, has been associated with sales volume in several studies. After using social media as a marketing tool, SMEs experienced a 10-50% increase in sales. The same is true of research conducted in 2014 by the Panel, which found that 75% of small and medium-sized enterprises (SMEs) using social media to promote their products have benefited from increased sales and better-known finished goods. Kenney & Zysman (2016), the highest internet usage activities are opening social networking sites (73.30 percent), seeking information about goods or services (53.7 percent), and sending instant messages (including chatting) (52.7 percent). When it comes to engaging customers in promotional activities, each social media platform is unique. Facebook is the fastest-growing social media platform. In January 2019, Facebook had the highest penetration of the three most actively used social media categories, with 81%, or 130 million users, according to social media research. We are in collaboration with Hootsuite. Its reach is broad, and its use is relatively simple (Nepomuceno et al., 2020).

Go to business, find partners or business groups to deliver marketing content in text, animation, videos, etc., to provide new nuances for potential consumers. This is because now, in the era of technology in the marketing field, we continue to review several new developments regarding the use of social media and the like related to business promotion (Gamble, 2016). They also believe that the influence of social media on the digital trade of all products and services continues to increase. Such activities, channeled through social media, both local and national goods, are an ideal part of increasing sales. There is no denying that this method provides convincing information to researchers because the impact of content-based promotion on social media provides essential new information and impacts the sale of all kinds traded (Tiago & Verissimo, 2014; Erdoğan & Cicek, 2012). For this to have a widespread impact, research needs to efficiently disseminate various findings to promote all types of businesses on social media such as Facebook and Instagram (Bai & Yan, 2020). The results cannot be denied that the activity of purchasing products and services continues to increase. Likewise, academics who continue to study and learn to introduce what impact social media can have on the business world so that they can distinguish all the potential that exists in an era that is now all digital, which is an agreement by technology developers to place technology as one of the pioneers in driving the economy. Both local, national and international, so entrepreneurs can take advantage of social media, which has recently become a phenomenal medium, providing significant innovations to increasingly encouraging business practices (Karimi & Naghibi, 2015).

#### *Content Marketing Developments in 2022*

From year to year, content marketing has always been a popular strategy. Therefore, the latest content marketing trends will appear in 2022. Marketers must know this trend prediction because it can be the most effective way to attract audiences in the coming year (Stoltze et al., 2020). Not only that, the famous fashions that will be present are

guaranteed to increase the success of the company's marketing efforts. Strengthen customer retention strategy. The first content marketing trend that business people need to pay attention to in 2022 is strengthening the customer retention strategy. According to Business Community, most companies can only find quality, valuable content for engaging audiences. On the other hand, they need a solid strategy to keep their audience on the company's official website or platform as a solution; in 2022, many companies will optimize their customer retention strategy. This can be done in several ways, such as improving the UX in content and sites, seeing the needs of key audiences, and launching promotional information (Skagias et al., 2022).

#### *Visual storytelling via AR*

Stories may be developed from a single Interactive Experience or by combining many Experiences into a Group (like chapters in a book). Stories can be brief, last only a few seconds, or span a lengthy period (days, weeks, months, years). AR Platform Metaverse has 7.79 million subscribers (Shi et al., 2018). AR helps firms provide consistent training for each individual, allowing them to acquire competence and confidence in their work. For example, a corporation may create an AR application to swiftly onboard personnel and teach them without risk to the employee or workplace operations. The following content marketing trend predicted to boom in 2022 is visual storytelling via AR or augmented reality. Launching Emarketer happens because the audience now enjoys content presented in a visual form. Not only that, but AR users have also developed, where as many as 93.3 million people started using it at least once per month in 2021 ago. Visual storytelling through AR is also predicted to provide various benefits for companies. Here is the list. The interactive AR features will make the content feel more enjoyable for the audience. Make it easy for companies to better connect with the emotions of their audience. They encourage audience participation in content, from creation to launch, until after enjoying it (Michael & Fusté-Forné, 2022).

#### *More podcast listeners in business*

Podcasts are an excellent approach to increasing consumer trust since they allow people to share their experiences and knowledge. Podcasts also help people gather feedback from the audience and demonstrate that people are concerned about their requirements. With each new episode, the audience becomes more at ease with business. Yes, who would have thought podcasts would still be a trend in the content marketing world in 2022? This is generally true because until now, podcast listeners are still proliferating (Waddingham et al., 2020). Well, even podcasts are profitable for companies. The cost of production is relatively cheap. Most of the audience is now looking for educational content for the desired topics. Podcasting enables marketers to reach a captive audience. With today's mobile lifestyle, the ability to have podcasting on demand allows organizations and brands to convey their story anywhere and at any time, which helps to develop authority in the sector and create brand champions along the road. Therefore, it is okay for companies to launch podcast marketing. However, the topics provided must be informative and in line with trends in the niche (Scott, 2015).

#### *SEO is a priority in content marketing*

Even though it has been used for a long time, SEO remains a world content marketing trend in 2022. According to Jeff Bulas, SEO consistency is critical to the success of content marketing in the coming year because content with unique, creative, and original SEO values will index faster and rank higher than decent content. In addition, it will be hazardous if the content people launch needs to be in the correct position in the SERP. According to Braffon's research results, 95% of internet users only use the content on the first page of a Google search. As a suggestion, improve the SEO quality of the content on the site. In addition, again carefully, every update launched by Google is careful (Papagiannis, 2020).

#### *Content marketing strategy documentation*

Documenting marketing strategies will become a big trend in the content marketing world in 2022. Companies that fail to document usually cannot develop strategies effectively in 2021. Well, as content marketing strategies develop, the importance of a clear and documented plan will increase. Because documenting the strategy is expected to help people stay organized and efficient in 2022 and beyond and will make it easier for people to collaborate and strategize based on a pre-evaluation plan, documenting content marketing strategies will be a big trend in the world of content marketing (Järvinen & Taiminen, 2016). Unique content. Custom content is the following marketing trend

people should look forward to in 2022. Specialized content here refers to content that is personalized according to customer needs. This strategy is needed for companies to increase brand recognition, according. Not only that, but certain content can also be a surefire way to beat competitors. The reason is that the content's information and form are guaranteed to attract the audience's emotions with great skill. It improved voice search capabilities. Improving voice search capabilities will become a trend in the content marketing world in 2022. This is undoubtedly influenced by the success of the Alexa system formed by Amazon. Customers now seem to enjoy the p process more (Dubinsky, 2015).

## Conclusion

At the end of the conclusion of this literature review paper, we summarize the essence of the findings of a review of several documents on content-based marketing through social media channels in an increasingly innovative technology era. By reviewing several data and other scientific content, we can conclude that promoting business in recent times is mainly done with a content-based marketing approach embedded in various social media. Content marketing is innovative and can reach almost all layers of the consumer path on social media. Social media-based marketing content is potential because the promotion is straightforward, and the application is innovative and adapted for friendship, business, and promotion. In 2002, content marketing and social media became a way of business that is increasingly phenomenal. It is known for its many features, such as visual storytelling podcasts, content marketing documentation strategies, and many applications that are often found on various social media platforms today. We believe that we have answered the problems and hypotheses of this study, which we repeat the aim of is to gain a critical understanding of content-based promotion and marketing displayed on social media in an era that is now increasingly innovative with a variety of technology applications for business purposes. This finding certainly has limitations and shortcomings. Therefore, we sincerely hope for input and constructive criticism to improve and present study data in the form of future studies.

## Acknowledgments

This study received donor assistance from universities. Therefore we are very grateful, especially to an academic priest, colleagues, and professional editors who have jointly supported us with various feedback so that we can complete this kingdom as expected.

## References

- AmArAl, F., TiAgo, T., & TiAgo, F. (2014). User-generated content: Tourists' profiles on TripAdvisor. *International Journal of Strategic Innovative Marketing*, 1(3), 137-145.
- Aristyanto, E. A. E., & Fitriyani, F. (2022). Improving digital skill and social media networking in bobin business for msme communities in tanggungan timur village, sidoarjo regency. *Jurnal Ekonomi*, 11(03), 294-306.
- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15-27.
- Asrani, C. (2021). Spanning the digital divide in India: Barriers to ICT adoption and usage. *Journal of Public Affairs*, e2598.
- Bai, L., & Yan, X. (2020). Impact of firm-generated content on firm performance and consumer engagement: Evidence from social media in china. *Journal of Electronic Commerce Research*, 21(1), 56-74.
- Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y. *Procedia-Social and Behavioral Sciences*, 148, 177-185. <https://doi.org/10.1016/j.sbspro.2014.07.032>
- Blakeman, R. (2018). *Integrated marketing communication: Creative strategy from idea to implementation* Rowman & Littlefield.
- Cho, Y., Hwang, J., & Lee, D. (2012). Identification of effective opinion leaders in the diffusion of technological innovation: A social network approach. *Technological Forecasting and Social Change*, 79(1), 97-106. <https://doi.org/10.1016/j.techfore.2011.06.003>
- Choi, Y., & Mai, D. Q. (2018). The sustainable role of e-trust in the B2C e-commerce of Vietnam. *Sustainability*, 10(1), 291.
- Colorafi, K. J., & Evans, B. (2016). Qualitative descriptive methods in health science research. *HERD: Health Environments Research & Design Journal*, 9(4), 16-25.

- Dahnil, M. I., Marzuki, K. M., Langgat, J., & Fabeil, N. F. (2014). Factors influencing SMEs adoption of social media marketing. *Procedia-social and behavioral sciences*, 148, 119-126. <https://doi.org/10.1016/j.sbspro.2014.07.025>
- Diamond, S. (2016). *Content marketing strategies for dummies* John Wiley & Sons.
- Du Plessis, C. (2017). The role of content marketing in social media content communities. *South African Journal of Information Management*, 19(1), 1-7.
- Dubinsky, J. M. (2015). Products and processes: Transition from “product documentation to... integrated technical content”. *Technical Communication*, 62(2), 118-134.
- Erdoğan, İ. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia-Social and behavioral sciences*, 58, 1353-1360. <https://doi.org/10.1016/j.sbspro.2012.09.1119>
- Evans, D., Bratton, S., & McKee, J. (2021). *Social media marketing* AG Printing & Publishing.
- Gallaugh, J., & Ransbotham, S. (2010). Social media and customer dialog management at Starbucks. *MIS Quarterly Executive*, 9(4)
- Gamble, S. (2016). *Visual content marketing: Leveraging infographics, video, and interactive media to attract and engage customers* John Wiley & Sons.
- Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the new era of influencer marketing: How to be successful on Instagram, TikTok, & co. *California Management Review*, 63(1), 5-25.
- Hanson, W. A., & Kalyanam, K. (2020). *Internet marketing and e-commerce.(student ed.)* Thomson/South-Western.
- Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: Its use by national tourism organizations. *Current Issues in Tourism*, 16(3), 211-239.
- Heaton, J. (2016). *Content marketing in A week: Engage your audience with compelling content in seven simple steps* in Hachette UK.
- Jaiswal, A. K., & Gupta, S. (2015). The influence of marketing on consumer behavior is at the bottom of the pyramid. *Journal of Consumer Marketing*.
- Jalali, S., & Wohlin, C. (2012). Systematic literature studies: Database searches vs. backward snowballing. Paper presented at the *Proceedings of the ACM-IEEE International Symposium on Empirical Software Engineering and Measurement*, 29-38.
- Järvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. *Industrial marketing management*, 54, 164-175. <https://doi.org/10.1016/j.indmarman.2015.07.002>
- Karimi, S., & Naghibi, H. S. (2015). Social media marketing (SMM) strategies for small to medium enterprises (SMEs). *International Journal of Information, Business, and Management*, 7(4), 86.
- Kenney, M., & Zysman, J. (2016). The rise of the platform economy. *Issues in Science and Technology*, 32(3), 61.
- Kim, D. Y., & Kim, H. Y. (2021). Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure. *Journal of Business Research*, 130, 405-415. <https://doi.org/10.1016/j.jbusres.2020.02.020>
- Kimmel, A. J., & Kitchen, P. J. (2014). WOM and social media: Presaging future directions for research and practice. *Journal of Marketing Communications*, 20(1-2), 5-20.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*, 14e, Global Edition.
- Kundu, S. (2021). *Digital marketing trends and prospects: Develop an effective digital marketing strategy with SEO, SEM, PPC, digital display ads & email marketing techniques.(English edition)* BPB Publications.
- Kwok, L., & Yu, B. (2013). Spreading social media messages on Facebook: An analysis of restaurant business-to-consumer communications. *Cornell Hospitality Quarterly*, 54(1), 84-94.
- Lambert, M. (2019). Grounded theory. *Practical research methods in education* (pp. 132–141) Routledge.
- Ledford, J. L. (2015). *Search engine optimization bible* John Wiley & Sons.
- Lieb, R. (2012). *Content marketing: Think like a publisher--how to use content to market online and in social media* Que Publishing.
- Lin, C. A., & Kim, T. (2016). Predicting user response to sponsored advertising on social media via the technology acceptance model. *Computers in human behavior*, 64, 710-718. <https://doi.org/10.1016/j.chb.2016.07.027>
- Macarthy, A. (2021). *500 social media marketing tips: Essential advice, hints, and strategy for business: Facebook, Twitter, Pinterest, Google, YouTube, Instagram, LinkedIn, and more.*
- Michael, N., & Fusté-Forné, F. (2022). Marketing of luxurious gastronomic experiences on social media: The visual storytelling of luxury hotels. *International Journal of Tourism Research*.
- Minelli, M., Chambers, M., & Dhiraj, A. (2013). *Big data, big analytics: Emerging business intelligence and analytic trends for today's businesses* John Wiley & Sons.

- Mulia, D., Usman, H., & Parwanto, N. B. (2020). The role of customer intimacy in increasing Islamic bank customer loyalty in using e-banking and m-banking. *Journal of Islamic Marketing*, 12(6), 1097-1123.
- Nepomuceno, M. V., Visconti, L. M., & Cenesizoglu, T. (2020). A model for investigating the impact of owned social media content on commercial performance and its application in large and mid-sized online communities. *Journal of Marketing Management*, 36(17-18), 1762-1804.
- Odden, L. (2012). *Optimize: How to attract and engage more customers by integrating SEO, social media, and content marketing* John Wiley & Sons.
- Papagiannis, N. (2020). *Effective SEO and content marketing: The ultimate guide for maximizing free web traffic* John Wiley & Sons.
- Ramanathan, U., Subramanian, N., & Parrott, G. (2017). Role of social media in retail network operations and marketing to enhance customer satisfaction. *International Journal of Operations & Production Management*.
- Ramzan, U., & Syed, A. R. (2018). Role of content-based social media marketing in building customer loyalty and motivating consumers to forward content. *Journal of Internet Banking and Commerce*, 23(3), 1-20.
- Redjeki, F., & Affandi, A. (2021). Utilization of digital marketing for MSME players as value creation for customers during the COVID-19 pandemic. *International Journal of Science and Society*, 3(1), 40-55.
- Rizvi, S. W. H., Agrawal, S., & Murtaza, Q. (2021). Circular economy under the impact of IT tools: A content-based review. *International Journal of Sustainable Engineering*, 14(2), 87-97.
- Scott, D. M. (2015). *The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly*. John Wiley & Sons.
- Shafiqullina, A., & Palyakin, R. (2016). Social media marketing is an effective instrument for promoting social business-project in social entrepreneurial activity—*Academy of Marketing Studies Journal*, 20, 1.
- Sharma, S. (2014). An exploratory study on the use of social media for social marketing. *International Research Journal of Management, IT and Social Sciences*, 1(1), 6-17. Retrieved from <https://sloap.org/journals/index.php/irjmis/article/view/247>
- Shi, Y., Bryan, C., Bhamidipati, S., Zhao, Y., Zhang, Y., & Ma, K. (2018). Meetings: Visual narratives to assist in recalling meeting context and content. *IEEE Transactions on Visualization and Computer Graphics*, 24(6), 1918-1929.
- Silvia, S. (2019). The importance of social media and digital marketing to attract millennials' behavior as a consumer. *Marketing*, 4(2)
- Sintani, L., Fransisca, Y., Anjarini, A. D., & Mulyapradana, A. (2021). Identification of the effectiveness of higher education marketing strategies using social media. *International Research Journal of Management, IT and Social Sciences*, 9(1), 1-9. <https://doi.org/10.21744/irjmis.v9n1.1994>
- Skagias, K., Belias, D., Vasiliadis, L., & Christos, P. (2022). Digital tourist marketing: The latest developments and recommendations on how Mykonos can take advantage of digital and influencer marketing. *We are transcending borders in tourism through innovation and cultural heritage* (pp. 1007-1020) Springer.
- Stoltze, F. M., Reyes, M., Taillie, L. S., Correa, T., Corvalan, C., & Carpentier, F. D. (2020). Prevalence of health and nutrient content marketing strategies on breakfast cereal packages before and after a countrywide marketing and labeling regulation: A focus on Chile. *Current Developments in Nutrition*, 4(Supplement\_2), 1723-1723.
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother?. *Business horizons*, 57(6), 703-708. <https://doi.org/10.1016/j.bushor.2014.07.002>
- Waddingham, J. A., Zachary, M. A., & Ketchen Jr, D. J. (2020). Insights on the go: Leveraging business podcasts to enhance organizational performance. *Business Horizons*, 63(3), 275-285.
- Wolny, J., & Mueller, C. (2013). Analysis of fashion consumers' motives to engage in electronic word-of-mouth communication through social media platforms. *Journal of Marketing Management*, 29(5-6), 562-583.
- Wozniak, T., Stangl, B., Schegg, R., & Liebrich, A. (2017). The return on tourism organizations' social media investments: Preliminary evidence from Belgium, France, and Switzerland. *Information Technology & Tourism*, 17(1), 75-100.
- Yaghtin, S., Safarzadeh, H., & Zand, M. K. (2020). Planning a goal-oriented B2B content marketing strategy. *Marketing Intelligence & Planning*, 38(7), 1007-1020.
- Zadeh, A. H., & Sharda, R. (2014). Modeling brand post popularity dynamics in online social networks. *Decision Support Systems*, 65, 59-68.
- Zhu, Y. Q., & Chen, H. G. (2015). Social media and human need satisfaction: Implications for social media marketing. *Business horizons*, 58(3), 335-345. <https://doi.org/10.1016/j.bushor.2015.01.006>

- Zhu, Z. (2013). Discovering the influential users oriented to viral marketing based on online social networks. *Physica A: Statistical Mechanics and its Applications*, 392(16), 3459-3469. <https://doi.org/10.1016/j.physa.2013.03.035>
- Zimmerman, J., & Ng, D. (2015). *Social media marketing all-in-one for dummies* John Wiley & Sons.