Abstract

This research investigates the effectiveness of content marketing strategies in driving consumer engagement, focusing on how different types of content influence consumer interactions with brands. As content marketing becomes a cornerstone of digital marketing, understanding which strategies are most effective in capturing consumer attention and fostering engagement is crucial for marketers. This study adopts a multi-method approach, combining quantitative surveys and qualitative interviews to assess the impact of various content marketing tactics on consumer behavior.

The first phase of the research involves surveys to gather data from consumers who regularly interact with branded content across multiple platforms, such as blogs, social media, and video content. The survey explores how factors like content relevance, creativity, and personalization affect consumer engagement, including likes, shares, comments, and purchase intentions. Additionally, the study examines which content formats—such as educational, entertaining, or inspirational—are most effective in driving consumer interactions with brands.

In the second phase, qualitative interviews with consumers and content marketing professionals provide deeper insights into the emotional and cognitive factors that influence engagement with branded content. These interviews explore how consumers perceive content marketing efforts, their level of trust in branded content, and how these efforts shape their overall relationship with the brand. The findings offer practical recommendations for marketers seeking to optimize content marketing strategies to enhance consumer engagement and build long-term brand loyalty.