

## THE IMPORTANCE OF INTERESTING CONTENT IN THE MARKETING OF A PRODUCT IN THE DIGITAL ERA MARKETING

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### Abstract

The development of the current digital era has affected the world of marketing. Where each company competes with each other to show who is the best. Where at this time in forming good promotions, they no longer use advertising in general but instead use content marketing. The rise of sales using content was seen during the pandemic. To survive in the midst of this pandemic, business actors must be able to work out how to keep their business running. Starting from focusing on digital marketing through websites that are used as e-commerce, social media, search engines, selling through marketplaces, and forming a reseller team to sell their products. This is the right time for business actors to maximize the marketing process with digital marketing services that will provide many benefits. Doing business online must be able to master digital marketing and social media. With good digital content, it is hoped that it will increase consumer buying interest and expand existing markets, because digital media has a very broad market. To explore the effect of digital marketing content on sales, a descriptive approach is used. The results of the study show that content marketing has a significant influence on customer engagement.

**Keywords:** Content Marketing, Influence, Marketing

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## **I. Introduction**

In this era of increasingly developing technology, competition in the business world is rife with technology, so that business competition is now getting sharper and can make business competition more intense. To deal with the demands of today's business environment, companies have developed considerable efforts to break down intra and inter-firm barriers with the aim of establishing new types of relationships with their environment. With this increasing competition, companies are redesigning their existing processes, technologies, products and services to focus on their core competencies.

Content marketing is interesting to discuss because it is not only a part of digital marketing, but involves the art of how to create and distribute relevant content about a brand, which aims to attract consumers by providing content that matches the character of a brand but is still relevant to what consumers want. On the other hand, the cost of displaying content marketing is considered more affordable when compared to doing advertisements in various media, so this has made many digital marketers from various brands in Indonesia believe that content marketing is an interesting opportunity to explore in digital marketing.

However, errors or content discrepancies often occur, so that manufacturers are not interested in buying the product. So, in creating and choosing content themes, it must be as attractive as possible and keep up with the latest trends.

## **II. Methodology**

In this research, the method used is descriptive method. The reason for choosing a descriptive research design is because the researcher wants to describe the conditions that will be observed in the field in a more specific, transparent and in-depth manner. Descriptive research is a research method that shows the characteristics of the population or phenomenon being studied. Until finally this research method mainly focuses on explaining the object of research and answering what events or phenomena occurred. Therefore, the method of collecting data using descriptive methods will help to answer the problems or phenomena studied by researchers. The observational data will provide an overview to solve an answer to the problem or phenomenon being studied.

## **III. Results**

Seeing the phenomena that often occur, researchers feel the need to pay special attention and examine content marketing which captures more consumer attention than the company itself. Potential customers are more likely to consume it, and more likely to learn about it. Consumers who study content will direct it to a movement that makes consumers make purchasing decisions. Several previous studies related to

content marketing, social media promotion and brand awareness on purchase intention. Content marketing has had quite a positive influence on the realization of Brand Engagement and consumer purchasing decisions. There is influence between the Kalibis Institute Instagram content marketing, with the company's broad distribution relations, making the company known to many people and creating brand awareness for the company. The use of social media as a promotional tool greatly influences consumer buying interest, where with many conveniences through social media it can also bring benefits, especially efficiency.

#### **IV. Discussion**

Content marketing is a marketing process of business activities to produce and distribute valuable and relevant content to attract, acquire and engage target consumers. Content marketing is a marketing strategy in which companies plan, produce and distribute content in accordance with the products marketed by the company to potential customers so as to encourage them to become customers. Reporting from Forbes, content marketing is a marketing strategy in producing and distributing content that is valuable and relevant and done consistently to attract the attention of targeted potential customers. According to Neil Patel, content marketing can create a strong relationship with customers in the long term. Therefore, the content produced must always be relevant in order to create a feeling of need in customers who ultimately have an emotional attachment to the content.

Content creation has many benefits. Of course, this strategy can be used as a tool to attract more consumers by utilizing the right media. The attractiveness of a content marketing can be seen from the concept built by the content marketing itself. Creating marketing content that is interesting and has its own unique charm will make potential customers more curious and interested in seeing the marketing content that is provided. Apart from being interesting and unique, marketing content is also needed with the name renewal. Interesting marketing content but that alone will make consumers bored in the end. Therefore, apart from attracting fresh marketing content and always updating it, it will keep consumers from getting bored and waiting for what content will be released next.

However, it is also common for the wrong content strategy to be created. Content will encourage conversation or interaction with the audience, then this interaction will build a good relationship between the audience and your brand to increase potential leads that will result in conversions to sales. The wrong content strategy will make the audience feel reluctant to want to know more about a product which will lead to decreased sales and ROI (Return On Investment) value for your business.

In addition, marketing content must also be in accordance with sales targets or target markets. The form of content must explain the product well and focus on the intended target market. Just like when you want to trade products in the form of children's toys, the content must have a children's nuance and be fun so that the content is conveyed

to the right target audience. This is because the audience will be the main factor in the success or failure of the content that we launch and deliver according to the wishes and goals or not.

Therefore, besides thinking about how to make good content, content must also pay attention to the audience. It would be useless if our content is interesting but launched in a place that doesn't have an audience. Place of launch and how much audience we have also affects the success of a content. It would be better before starting faraway content, content should be created that will attract a large number of followers and an audience to look forward to and see as much content as we have. If we have succeeded in gathering as much audience as possible, then the next step is to think about what interesting content ideas will be used as marketing content

Content creation and digital marketing enable each other to generate more customers at a higher rate. Don't just take our word for it, take a look at some in-depth stats on the subject.

1. 51% of content consumption comes from organic search
2. 63% of content marketers use their content strategy to build loyalty with existing clients
3. 40% of B2C content marketers only see competitors once a year
4. 55% of B2C marketers outsource content marketing
5. 20 billion WordPress pages are viewed by more than 409 million people per month

These statistics show the importance of content creation in marketing and prove that if your content is well written and answers the right questions, then you are on your way to success.

When used together, these two tactics can create an unstoppable marketing force for any company. In this digital era, almost all forms of digital marketing will be some type of content. It's just a matter of finding the type of content that best suits your marketing needs. Keep in mind that all content can be built on and connected to other pieces to create a dominant content ecosystem.

Here are 6 reasons content has an influence on digital marketing:

1. Content informs the audience about the business and products to be marketed. That lets the customer understand their future situation better, and also saves time for mortgage specialists who don't want to answer that question every time a new client comes in. (And as any business owner knows, time is money.) Your content doesn't have a shelf life either.
2. Content ranking on Google, Google is the largest search engine in the world. As a result, it sends over 1 trillion queries every year from users around the world. With those numbers, you can bet that someone in your area is using Google to research your industry. Creating content and posting it to your website is the best way to reach those potential customers
3. Content gets links from other sites, Content brings people to your site, and it is also the part of your site that generates links from other websites. Links are a key SEO ranking factor. Each one you get acts like a vote of confidence in Google's eyes, and

the more you have, the higher your site will rank overall. That means that if you get enough links from other sites, you can create a content page, add it to Google, and have it rank on the first page the day you publish it.

4. Content can be shared on social media; social media is a place or site that has good user coverage. Almost everyone in the world has social media. Moreover, social media has become a daily necessity that many people enjoy.
5. Content leads to conversions, Content is ultimately on your site to get new customers, and every time one of your visitors takes an action to become a customer, it counts as a conversion. Conversions are what help your business grow. Getting your content out is the first step to getting conversions.
6. Content makes you an industry authority, when you create content for a site You, you tell the world that you know a lot about a certain topic. That topic is your industry.

## V. Conclusion

Content can be used for any type of business, both small and large companies as well as those that are developing. By using the right media, business actors can target the appropriate target market. For this reason, developing interesting content marketing can help businesses market their products appropriately by using creative strategies. Development through brilliant ideas will be able to make content marketing businesses more attractive. Business actors are expected to be able to carry out this form of training into a form of creating interesting content marketing, of course, with different ideas so that it can be used as a "differentiator" with other products.

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