
CONTENT MARKETING STRATEGIES FOR BUILDING BRAND ENGAGEMENT ON SOCIAL MEDIA IN DIGITAL ERA

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ABSTRACT

The rapid growth of social media has revolutionized the marketing landscape, presenting both challenges and opportunities for brands to engage with their audiences. The concept of engagement has become central, reflecting the level of interaction and connection between consumers and brands. Effective content strategies are crucial in driving participation and enhancing perceived value in consumer-brand relationships. Research indicates that the characteristics of engaging content vary across platforms, with Instagram being more effective for visual content, while Facebook is better suited for textual content. Moreover, the role of social media influencers has become increasingly significant in fostering brand engagement. Influencers maintain trust-based relationships with their followers, which can be leveraged to strengthen consumer-brand connections. Marketing strategies involving influencers can enhance consumer trust and loyalty. Understanding the motives behind digital content consumption is also essential to optimize engagement strategies. Content that meets the emotional or informational needs of the audience tends to have a greater impact. For instance, visually appealing hedonic content is more effective for certain product categories, while informative content is more suitable for others. The evolution of social media as a primary channel for consumer engagement underscores the importance of content marketing in building meaningful brand-consumer relationships. The right strategies can help brands capitalize on the growing social media user base to create deep and relevant engagement.

Keywords: Content Marketing, Brand Engagement, Social Media, Digital, Revolutionized

1. INTRODUCTION

The rapid growth of social media platforms has transformed the marketing landscape, presenting both challenges and opportunities for brands to engage with their target audiences. The rapid growth of social media platforms has significantly transformed the marketing landscape, presenting brands with both challenges and opportunities to engage with their target audiences. The concept of engagement has become a central focus for brands, as it reflects the degree of interaction and connection between consumers and brands on these platforms. Engagement is primarily measured through audience interactions, which are critical for fostering participation and enhancing value perception in the consumer-brand relationship (Arma, 2022; Cuevas-Molano et al., 2022; Mardhiyah, 2022; Tan, 2022; Winata, 2022). This shift necessitates that brands develop effective content strategies tailored to the unique characteristics of each social media platform.

Creating meaningful content is one of the foremost challenges brands face in social media marketing. Research indicates that compelling content is essential for igniting interest and engagement among audiences (Drossos et al., 2024). A comprehensive framework for social media marketing content strategy emphasizes the importance of understanding the characteristics of posts that resonate with users, thereby enhancing engagement levels (Drossos et al., 2024). Different platforms, such as Facebook and Instagram, exhibit distinct influences on customer engagement, highlighting the necessity for brands to adapt their strategies accordingly (Balio & Casais, 2021). For instance, while visual content may perform better on Instagram, textual content may be more effective on Facebook, necessitating a nuanced approach to content creation (Arma, 2022; Balio & Casais, 2021; Putri, 2022; Setiawan, 2022; Wijaya, 2022).

Moreover, the role of social media influencers (SMIs) has emerged as a pivotal factor in driving brand engagement. SMIs possess established relationships of trust with their followers, which can be leveraged to enhance consumer-brand relationships across various product categories (Delbaere et al., 2021). The credibility and perceived value of messages delivered by influencers significantly affect consumer trust in branded content, further underscoring the importance of influencer marketing in the current digital landscape (Lou & Yuan, 2019). Brands that strategically collaborate with influencers can tap into their audiences, fostering deeper engagement and loyalty (Gupta et al., 2023; Mulyono, 2024; Rolando et al., 2022; Rolando & Mulyono, 2025a, 2025b).

In addition to influencer marketing, understanding the motives behind digital content marketing consumption is crucial for optimizing engagement strategies. Research has shown that different consumption motives can lead to varying relational and monetary outcomes, suggesting that marketers should tailor their content to align with these motives (Izogo & Mpinganjira, 2024). For example, hedonic content, such as visually appealing images, may be more effective for certain product categories, while informative textual content may resonate better with others (Izogo & Mpinganjira, 2024). This highlights the need for brands to conduct thorough analyses of their target audiences to create content that not only attracts attention but also drives engagement.

In the contemporary marketing landscape, content marketing has emerged as a strategic approach for brands to build meaningful connections with their audiences. This evolution is largely driven by the increasing prevalence of social media platforms, which serve as vital channels for brands to engage with consumers. As the number of social media users continues to rise, the significance of content marketing in shaping brand-consumer relationships has become more pronounced (José-Luis Galdón-Salvador et al., 2024). Brands are now tasked with creating content that not only captures attention but also fosters engagement and loyalty among their target audiences (Griffin, 2024a). The effectiveness of content marketing is closely tied to the nature of the content itself. Research indicates that social media content, when integrated across the marketing funnel, can significantly enhance brand awareness, customer engagement, and ultimately drive sales (Griffin, 2024). This integration allows brands to maintain a consistent narrative and engage consumers at various touchpoints, thereby reinforcing brand identity and values (Ingriana et al., 2024; Rolando, 2024; Rolando & Ingriana, 2024; Shkeer et al., 2024). Furthermore, the role of consumer cognition as a mediating factor in the relationship between content marketing and consumer engagement has been highlighted, suggesting that how consumers perceive and process content can influence their engagement levels (Shkeer et al., 2024).

Moreover, the strategic use of social media influencers has become a critical component of content marketing strategies. Influencers possess established trust and credibility with their followers, which can amplify brand messages and enhance consumer engagement (Krowinska, 2023). The effectiveness of influencer marketing is contingent upon the perceived value and credibility of the content shared, which underscores the importance of selecting the right influencers whose values align with the brand (Silva et al., 2024). This alignment not only boosts engagement but also fosters a sense of community among consumers, further solidifying their connection to the brand (Drossos et al., 2024). Additionally, the creation of compelling and relevant content is essential for driving engagement. Studies have shown that brands that prioritize understanding their audience's preferences and motivations can produce content that resonates more effectively, leading to higher engagement rates (Zhang & Zhang, 2024). For instance, visual storytelling has been identified as a powerful tool in content marketing, particularly on platforms like Instagram, where users are drawn to aesthetically pleasing and emotionally resonant narratives (Cuevas-Molano et al., 2022). This approach not only captures attention but also encourages sharing and interaction, which are critical for enhancing brand visibility and engagement.

1.1 Research Question

Based on the provided references, the following research questions can be formulated to explore effective content marketing strategies for building brand engagement on social media platforms:

- A. How do the characteristics of social media influencers (SMIs) affect brand engagement among their followers across different social media platforms?
- B. What types of content (e.g., multimedia, storytelling, emotionality) are most effective in enhancing consumer engagement on social media, and how do these effects vary by platform?
- C. What are the consumption motives of users in social media brand communities, and how do these motives influence their engagement behaviors with digital content marketing?

These questions collectively aim to deepen the understanding of content marketing strategies and their effectiveness in fostering brand engagement on social media platforms.

1.2 Objective

Based on the research questions previously formulated, the following objectives can be established to guide the investigation into effective content marketing strategies for building brand engagement on social media platforms:

- A. To analyze the impact of social media influencers (SMIs) on brand engagement across various platforms.
- B. To identify the most effective content types and strategies that enhance consumer engagement on social media, considering platform-specific characteristics.
- C. To investigate the consumption motives of users in social media brand communities and their effects on engagement behaviors with digital content marketing.

These objectives will provide a structured approach to examining the effectiveness of content marketing strategies in fostering brand engagement on social media platforms.

1.3 Research Significance

The significance of this research lies in its potential to provide valuable insights into effective content marketing strategies that brands can employ to enhance brand engagement on social media platforms. As social media continues to evolve, understanding the dynamics of consumer engagement becomes increasingly critical for brands aiming to establish and maintain a competitive edge in the digital marketplace. (Youn et al., 2024)

Firstly, the research will contribute to the existing body of knowledge on influencer marketing by examining the role of Social Media Influencers (SMIs) in fostering brand engagement. Previous studies have highlighted the trust and credibility that SMIs hold with their followers, which can significantly impact consumer perceptions and behaviors towards brands (Delbaere et al., 2021) (Hughes et al., 2019) By exploring how SMIs can serve as a conduit for brand engagement, this research will provide actionable insights for brands looking to leverage influencer partnerships effectively.

Secondly, the investigation into content types and strategies will enhance understanding of how different content attributes—such as emotional storytelling, multimedia elements, and timing—affect consumer engagement on various platforms. Research indicates that the emotionality of content and its alignment with audience expectations can lead to higher engagement levels (Dong et al., 2024a; Rolando, Chandra, et al., 2025; Widjaja, 2025) By identifying the most effective content strategies, brands can optimize their social media marketing efforts to create more meaningful interactions with their audiences.

Furthermore, the research will delve into the consumption motives of users within social media brand communities, which is crucial for tailoring content to meet audience needs. Understanding whether consumers engage more with hedonic or utilitarian content can inform brands on how to craft their messaging and content strategies (Izogo & Mpinganjira, 2024; Maha et al., 2025; Mulyono et al., 2025; Rahardja et al., 2025; Rolando, Widjaja, et al., 2025) This knowledge will empower brands to create targeted campaigns that resonate with their audiences, ultimately driving higher engagement and loyalty.

this research is significant as it aims to bridge gaps in the current literature regarding content marketing strategies on social media. By focusing on the roles of influencers, content types, and consumer motives, the findings will provide brands with a comprehensive framework for enhancing engagement, thereby contributing to the broader field of digital marketing.

2. RESEARCH METHOD

2.1 Content Marketing

In the rapidly evolving landscape of social media, brands are increasingly adopting strategic approaches to enhance engagement with their audiences. Effective social media engagement strategies are essential for fostering meaningful connections and driving brand loyalty. This response synthesizes various strategies that brands can implement to optimize their engagement on social media platforms. One of the most effective strategies for enhancing social media engagement is the use of content marketing tailored to the specific characteristics of each platform. Research indicates that brands must create content that resonates with their target audience while considering the unique features of different social media channels (Cuevas-Molano et al., 2022) For instance, visual storytelling is particularly impactful on platforms like Instagram, where users are drawn to aesthetically pleasing and emotionally engaging narratives (Silva et al., 2024). By leveraging high-quality visuals and compelling stories, brands can capture attention and encourage interaction, which is crucial for building a loyal customer base (Griffin, 2024b)

Moreover, the integration of social media influencers into marketing strategies has proven to be a powerful tool for enhancing brand engagement. (Abid & Roy, 2024) Influencers possess established trust with their followers, which can amplify brand messages and foster deeper connections with consumers (Delbaere et al., 2021) Brands that collaborate with influencers can benefit from their credibility and reach, effectively driving engagement through authentic content that resonates with the audience (Malodia et al., 2024) Additionally, the effectiveness of influencer marketing is contingent upon the perceived value and credibility of the content shared, highlighting the importance of selecting influencers whose values align with the brand (Delbaere et al., 2021)

Another critical aspect of social media engagement is the analysis of consumer behavior and preferences. Employing social media analytics can provide valuable insights into audience interactions and content performance, enabling brands to refine their strategies (Buana et al., 2024). By analyzing engagement metrics, brands can identify which types of content resonate most with their audience, allowing for more targeted and effective marketing efforts (Hanandeh et al., 2024) This data-driven approach not only enhances engagement but also informs future content creation, ensuring that brands remain relevant and appealing to their target demographics. Furthermore, fostering authentic conversations with consumers is essential for driving engagement. Research suggests that brands should encourage user-generated content and facilitate two-way communication to create a sense of community among their followers (Malodia et al., 2024) Engaging with consumers through comments, shares, and direct messages can enhance brand loyalty and encourage repeat interactions. Additionally, brands that actively respond to consumer feedback and inquiries demonstrate their commitment to customer satisfaction, further solidifying their relationship with their audience (José-Luis Galdón-Salvador et al., 2024)

2.2 Brand Engagement

Effective content marketing strategies are essential for brands seeking to engage their audiences in the dynamic landscape of social media. The following synthesis outlines several key strategies supported by relevant literature.

First, understanding the target audience is paramount for developing effective content marketing strategies. Brands must analyze consumer data and listen to conversations on social media to identify the needs and preferences of their audience (Kilgour et al., 2015). This knowledge allows organizations to tailor their content to resonate with specific segments, thereby enhancing engagement. The importance of user-generated content and interactive communication processes is emphasized, as these elements should be central to any successful content marketing strategy (Kilgour et al., 2015) By fostering a two-way dialogue with consumers, brands can create a more personalized experience that encourages participation and loyalty.

Second, the creation of high-quality, relevant content is crucial. Digital content marketing encompasses a variety of formats, including blog posts, videos, and infographics, which can enhance a brand's visibility and engagement (J. Kim & Kim, 2024) Research indicates that brands that produce compelling and meaningful content are more likely to ignite interest and interaction among their audiences (Drossos et al., 2024) For instance, brands can utilize storytelling techniques to create emotional connections with consumers, which has been shown to significantly increase engagement levels (Dong et al., 2024a) Additionally, the timing of content release can influence its effectiveness; for example, studies suggest that releasing content during peak engagement times can enhance its impact (Dong et al., 2024b)

Moreover, leveraging social media influencers is an effective strategy for enhancing content marketing efforts. Influencers possess established relationships with their followers, which can amplify brand messages and foster trust (Delbaere et al., 2021). Collaborating with influencers allows brands to reach wider audiences and engage consumers through authentic content that resonates with their values (Lou & Yuan, 2019). The credibility of the influencer and the perceived value of the content shared play a significant role in shaping consumer trust and engagement (Lou & Yuan, 2019). Brands should carefully select influencers whose audiences align with their target demographics to maximize the effectiveness of these partnerships (Gupta et al., 2023). Furthermore, measuring the effectiveness of content marketing strategies is essential for continuous improvement. Brands should utilize performance indicators such as audience reach, engagement rates, and conversion metrics to assess the impact of their content (J. Kim & Kim, 2024). By analyzing these metrics, brands can identify successful content types and refine their strategies accordingly (Drossos et al., 2024). This data-driven approach not only enhances engagement but also informs future content creation, ensuring that brands remain relevant and appealing to their target audiences.

2.3 Social Media

In the context of content marketing, leveraging various platforms effectively is crucial for brands aiming to engage their audiences. This synthesis outlines several strategies that brands can adopt to optimize their content marketing efforts across different social media platforms.

One of the primary strategies involves tailoring content to fit the unique characteristics of each social media platform. (Oliveira et al., 2023) Research indicates that different platforms have distinct influences on customer engagement, necessitating a customized approach to content creation (Cuevas-Molano et al., 2022). For instance, Instagram is particularly suited for visual storytelling, while Twitter may require concise and impactful messaging (Balio & Casais, 2021). Brands must analyze the specific demographics and user behaviors associated with each platform to craft content that resonates with their target audience (Kilgour et al., 2015). This understanding allows brands to maximize engagement by aligning their content with the preferences of platform users.

Another effective strategy is the integration of social media influencers into content marketing campaigns. Influencers possess established relationships with their followers, which can enhance the credibility and reach of brand messages (Delbaere et al., 2021). Collaborating with influencers allows brands to tap into their audiences, fostering deeper engagement through authentic content that aligns with the influencer's established persona (Lou & Yuan, 2019). The effectiveness of influencer marketing is contingent upon the perceived value and credibility of the content shared, highlighting the importance of selecting influencers whose values align with the brand (Lou & Yuan, 2019). This strategic alignment not only boosts engagement but also cultivates a sense of community among consumers, further solidifying their connection to the brand (Delbaere et al., 2021).

Moreover, employing a data-driven approach to measure the effectiveness of content marketing strategies is essential. Utilizing analytics tools can provide insights into audience interactions, content performance, and engagement metrics (Drossos et al., 2024). By analyzing these metrics, brands can identify which types of content resonate most with their audience, allowing for more targeted and effective marketing efforts (Drossos et al., 2024)). This iterative

process of evaluating and refining content strategies based on performance data ensures that brands remain relevant and appealing to their target demographics. Additionally, creating interactive and user-generated content can significantly enhance engagement.(K. K. Kim, 2015) Encouraging consumers to participate in content creation—such as through contests, polls, or challenges—can foster a sense of ownership and community among followers (Izogo & Mpinganjira, 2024). This approach not only increases engagement but also generates valuable user-generated content that can be leveraged for future marketing efforts (Kilgour et al., 2015) Brands that actively engage with their audience through comments, shares, and direct messages demonstrate their commitment to customer satisfaction, further solidifying their relationship with their audience (Drossos et al., 2024)

2.4 Digital Era

The landscape of brand engagement is continuously evolving, presenting both challenges and opportunities for brands navigating the complexities of social media.(Pahari et al., 2024) As brands strive to connect with their audiences, they must adopt innovative strategies that leverage the unique characteristics of various platforms while addressing the inherent challenges of digital marketing.(Kurniawan et al., 2024) One significant challenge brands face is the saturation of content on social media platforms. (Ranker et al., 2024a)With an overwhelming amount of information available, capturing consumer attention has become increasingly difficult.(Bombaij & Mokarram-Dorri, 2024) Research indicates that brands must create high-quality, relevant content that stands out amidst the noise (Griffin, 2024a). This necessitates a deep understanding of audience preferences and behaviors, allowing brands to tailor their messaging effectively (Delbaere et al., 2021) Moreover, the integration of social content across the marketing funnel is essential for maximizing engagement and driving sales (Griffin, 2024a) Brands that fail to adapt their strategies to the specific dynamics of each platform risk losing visibility and engagement.(Walsh et al., 2024)

Conversely, the rise of social media influencers presents a substantial opportunity for brands to enhance their engagement efforts.(Rabadán-Martín et al., 2025) Influencers possess established relationships with their followers, which can be leveraged to foster trust and credibility (Delbaere et al., 2021). Collaborating with influencers allows brands to tap into their audiences and create authentic content that resonates with consumers (José-Luis Galdón-Salvador et al., 2024) The effectiveness of influencer marketing is contingent upon the perceived value and credibility of the content shared, underscoring the importance of selecting influencers whose values align with the brand (Delbaere et al., 2021) This strategic alignment not only boosts engagement but also cultivates a sense of community among consumers, further solidifying their connection to the brand.(de Vlieger et al., 2024) In addition to influencer partnerships, brands can harness the power of user-generated content (UGC) to enhance engagement. Encouraging consumers to share their experiences and create content related to the brand fosters a sense of ownership and community (Malodia et al., 2024)). UGC not only increases engagement but also provides brands with valuable insights into consumer preferences and behaviors (Malodia et al., 2024) By actively engaging with consumers through comments, shares, and direct messages, brands can demonstrate their commitment to customer satisfaction, further solidifying their relationships with their audience (Hanandeh et al., 2024) Furthermore, the use of analytics tools to measure the effectiveness of content marketing strategies is essential for continuous improvement.(Gao et al., 2025)

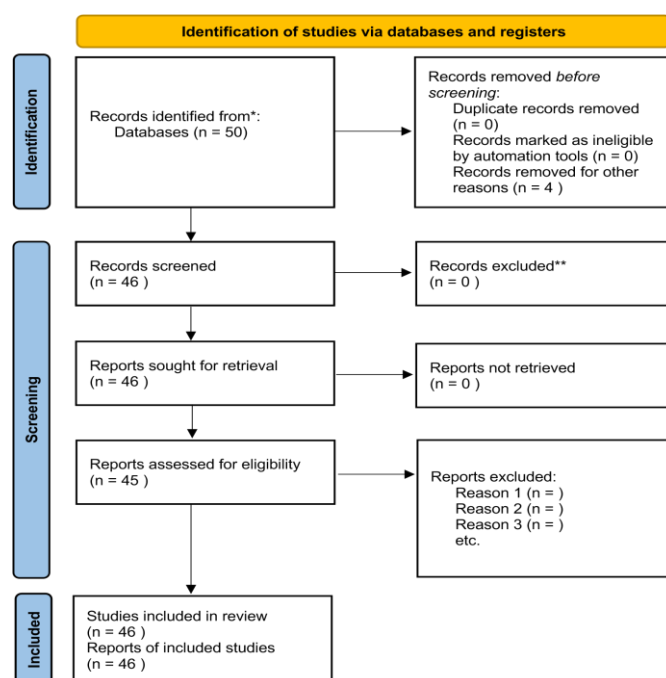


Figure 1. Diagram Alur PRISMA dari Penelitian Ini

3. RESULTS AND DISCUSSION

The analysis of brand engagement strategies in the context of social media reveals significant insights into the challenges and opportunities that brands face in the digital landscape. The findings underscore the necessity for brands to adopt a multifaceted approach that incorporates tailored content marketing, influencer collaborations, and data-driven strategies to enhance consumer engagement. (Salonen et al., 2024)

Tailored Content Marketing Strategies The research highlights the critical importance of creating tailored content that resonates with the specific characteristics of each social media platform. As indicated by Cuevas-Molano et al. (2022), understanding the unique features of platforms such as Instagram and Facebook is essential for maximizing engagement. (Alghizzawi et al., 2024a) For instance, visual storytelling is particularly effective on Instagram, where users are drawn to aesthetically pleasing content, while Facebook may require more textual and informative posts to engage users effectively Cuevas-Molano et al. (2022). This tailored approach not only enhances engagement but also reinforces brand identity and values across different touchpoints (Kilgour et al., 2015). **The Role of Influencers** The integration of social media influencers (SMIs) into marketing strategies has emerged as a powerful tool for enhancing brand engagement. (USTIK et al., 2024) Influencers possess established trust and credibility with their followers, which can amplify brand messages and foster deeper connections with consumers (Delbaere et al., 2021). Research by Lou & Yuan (2019) emphasizes that the perceived value and credibility of influencer content significantly impact consumer trust in branded messages (Lou & Yuan, 2019) Brands that strategically collaborate with influencers can tap into their audiences, fostering deeper engagement and loyalty (Gupta et al., 2023). This alignment between influencer values and brand messaging is crucial for cultivating a sense of community among consumers (Delbaere et al., 2021)

Data-Driven Insights Employing a data-driven approach to measure the effectiveness of content marketing strategies is essential for continuous improvement. The use of analytics tools allows brands to gain valuable insights into audience interactions and content performance (Drossos et al., 2024). By analyzing engagement metrics, brands can identify which types of content resonate most with their audience, enabling more targeted and effective marketing efforts (Drossos et al., 2024)). This iterative process of evaluating and refining content strategies based on performance data ensures that brands remain relevant and appealing to their target demographics (Pitt et al., 2018)

User-Generated Content and Community Engagement Encouraging user-generated content (UGC) and fostering authentic conversations with consumers are vital for driving engagement. (Olivieri & Testa, 2024) Research indicates that UGC not only increases engagement but also provides brands with valuable insights into consumer preferences and behaviors (Izogo & Mpinganjira, 2024). By actively engaging with consumers through comments, shares, and direct messages, brands can demonstrate their commitment to customer satisfaction, further solidifying their relationships with their audience (Izogo & Mpinganjira, 2024). This two-way communication fosters a sense of community and ownership among followers, enhancing brand loyalty (Izogo & Mpinganjira, 2024)

Challenges in the Digital Landscape Despite the opportunities presented by social media, brands face significant challenges, particularly the saturation of content on these platforms. (Chang & Wu, 2024) With an overwhelming amount of information available, capturing consumer attention has become increasingly difficult (Hughes et al., 2019). Brands must create high-quality, relevant content that stands out amidst the noise to effectively engage their audiences (Juntunen et al., 2020). Additionally, the integration of social content across the marketing funnel is essential for maximizing engagement and driving sales (Hughes et al., 2019). Brands that fail to adapt their strategies to the specific dynamics of each platform risk losing visibility and engagement. (Alghizzawi et al., 2024b)

4. CONCLUSION

The evolution of social media has fundamentally altered the marketing landscape, presenting brands with both challenges and opportunities to engage effectively with their target audiences. (Zeqiri et al., 2024) Central to this transformation is the concept of engagement, which reflects the interaction and connection between consumers and brands on these platforms. (Dhaoui, n.d.) Engagement is primarily gauged through audience interactions, which are crucial for fostering participation and enhancing the perceived value in the consumer-brand relationship (Cuevas-Molano et al., 2022). This necessitates that brands develop effective content strategies tailored to the unique characteristics of each social media platform (Drossos et al., 2024). Creating meaningful content is one of the foremost challenges brands face in social media marketing. (Ranker et al., 2024b) Research indicates that compelling content is essential for igniting interest and engagement among audiences (Drossos et al., 2024). A comprehensive framework for social media marketing content strategy emphasizes the importance of understanding the characteristics of posts that resonate with users, thereby enhancing engagement levels (Drossos, 2023). Different platforms, such as Facebook and Instagram, exhibit distinct influences on customer engagement, highlighting the necessity for brands to adapt their strategies accordingly (Balio & Casais, 2021). For instance,

while visual content may perform better on Instagram, textual content may be more effective on Facebook, necessitating a nuanced approach to content creation (Balio & Casais, 2021)

Moreover, the role of social media influencers (SMIs) has emerged as a pivotal factor in driving brand engagement. (Chandrasekaran et al., 2024) SMIs possess established relationships of trust with their followers, which can be leveraged to enhance consumer-brand relationships across various product categories (Delbaere et al., 2021) The credibility and perceived value of messages delivered by influencers significantly affect consumer trust in branded content, further underscoring the importance of influencer marketing in the current digital landscape (Lou & Yuan, 2019) Brands that strategically collaborate with influencers can tap into their audiences, fostering deeper engagement and loyalty (Gupta et al., 2023)

In the contemporary marketing landscape, content marketing has emerged as a strategic approach for brands to build meaningful connections with their audiences. (Duong & Sung, 2021) This evolution is largely driven by the increasing prevalence of social media platforms, which serve as vital channels for brands to engage with consumers. (Marti-Ochoa et al., 2024) As the number of social media users continues to rise, the significance of content marketing in shaping brand-consumer relationships has become more pronounced (Kitta et al., 2023) Brands are now tasked with creating content that not only captures attention but also fosters engagement and loyalty among their target audiences (Krowinska, 2023).

The effectiveness of content marketing is closely tied to the nature of the content itself. Research indicates that social media content, when integrated across the marketing funnel, can significantly enhance brand awareness, customer engagement, and ultimately drive sales (Krowinska, 2023) This integration allows brands to maintain a consistent narrative and engage consumers at various touchpoints, thereby reinforcing brand identity and values (Hughes et al., 2019) Furthermore, the role of consumer cognition as a mediating factor in the relationship between content marketing and consumer engagement has been highlighted, suggesting that how consumers perceive and process content can influence their engagement levels (Hughes et al., 2019)

Additionally, the creation of compelling and relevant content is essential for driving engagement. Studies have shown that brands that prioritize understanding their audience's preferences and motivations can produce content that resonates more effectively, leading to higher engagement rates (Krowinska, 2023) For instance, visual storytelling has been identified as a powerful tool in content marketing, particularly on platforms like Instagram, where users are drawn to aesthetically pleasing and emotionally resonant narratives (Cuevas-Molano et al., 2022) This approach not only captures attention but also encourages sharing and interaction, which are critical for enhancing brand visibility and engagement (Odoom, 2023)

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