

DIGITAL CONTENT FOR MARKETING ANALYSIS

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Abstract

This paper highlights the factors that a content creator has in mind to create quality content that can benefit the audience, which must be posted on the social media platform. It also shares the knowledge, and basic information that which platform is good for digital content creation. A businessman needs to be aware of the content and digital marketing process. YouTube, Facebook, and Twitter are now all about content platforms. Competition is right at the peak, where everybody, whether the user has a big or small business or is a startup, can use those platforms. Still, concerning the competition in the market, it is impossible to grab those audiences who are already in the ecstasy of quality content and tackle it. This paper discusses the factors that can help you make your content competitive. Digital content marketing can be used parallel with other digital marketing techniques like SEO, pay-per-click, email marketing, etc. Digital content marketing includes Blogging, Video creating, Image creation, or any form of text content analyzed using social media platforms.

Keywords: Digital Marketing, Content Creations, Marketing Platforms, Marketing for Audience, Digital Content

1. INTRODUCTION

Digital content marketing is a marketing strategy for any product, or it is based on electronic media and people promoting their product. Digital marketing is a process in which businesses sell services to relevant customers, and they trust that product in response to a relationship that businesses build digitally on various platforms. Digital content marketing strategies are very helpful to those people who are aware of these techniques because if anyone who are researcher and content writer so content marketing is the best way for that people and if anyone wants to buy or sell the product so they can be interacted through social media app and connected to live surveys with the online users. The latter can be entertained through discussions [1]. Marketing is an activity or Strategy to create or develop new relations or maintain relations with customers, or the general term can be the target audience. Marketing is one of the crucial bases of any business in any field. It has changed how customers and businesses buy and sell [2]. As the world changes, the way marketers do marketing also changes and brings people a lot of new methods and strategies that had never

been used before. First, before the Internet, marketing techniques were different. Still, those techniques were designed and developed by the need and environment in their mind. All business was not very large in scope, and broadening their scope had limitations like technology, cost, and reaching the target audience. Slow transportation for businesses and many problems that users have to face. Still, in the era of the Internet, which it changed the whole world completely, it also changed the way businesses or company markets and apply marketing strategies to their target audience. Part of it is also that people are completely changed the way they live their lives. As the medium changed from physical to digital on the Internet, marketing changed from physical and old-fashioned to digital. Physical marketing has its values for its benefits, reach, and audience.

In contrast, digital marketing for running businesses on the internet for audiences and consumers has benefits. Businesses migrate from traditional to digital in every way possible to get as close as possible to their customers. Online shopping was popular in peek pandemic time when digital content marketing enhanced the experience of COVID-19 in Pakistan as businesses with only physical services, and products suffered the most. The use of content marketing is a much different Strategy than traditional marketing because, in traditional marketing, marketers focus on email, and it is one way of communication [3].

It is human nature to communicate, socialize and share things which includes a vast category of topics that a human can like and prefer over others. As all humans are different in every field, they have different preferences and like different things which can fetch one's interest. Of course before internet the socialize circle for people was pretty small and used to had very little number of connections as he or she had their limits to meet people that are not reachable at that time, The probability was very low where people who had any sort of connection in your life have same field of interest as you have and also if had meet one already there may not many people around you in numbers that can share your interest so human started to read books and newspapers to gain the information, which made their region of interest vast and enjoys what people like to read while on the other hand other field of lives started to include itself and use socializing as their tool to gain benefits from people interests and collects data on people to create service, product or act as the data suggests which means human interest of field started to be a part of other fields but as the technology develops and the Internet started to gain its popularity, people started to meet the people that have same region of interest that they does not know each other and that creates a communities that can work together and share together.

People consume what they want on the internet. Still, as the internet users grow, the content that was meant for a specific group of people is getting hard to reach its destination, and to solve these problems, marketers have to do some extra work that increases the reachability and makes sure that the content should deliver to those on

time when they want to the right person, this increase in accuracy digital content is also used by other fields that target their field of audience which is also known as digital content marketing. There are many ways where businesses, organizations, and other entity does marketing, so the help of content that is being made for their target audience on their minds helps these entities to spend less on research and development as they target those sources whose audience and their audience have the same region of interest. In that way, all the party involved in the marketing process gets their type of content, whether that is useful for them. User can take a glance at the importance of content base marketing as the biggest companies like Google and Microsoft uses user's data to find the region of interest user and uses their data to improve content providing service as well as advertising services, which can be a major side why digital content base marketing are taking so the importance and spending a large amount on it to improve their reachability with their audience.

Content marketing is the creativity of your mind and brainstorming of your idea, sharing it on social media platforms, and sharing posts in the form of audio-video and images. Each form of digital content has a different fan base with different audiences. Like videos form of digital content is the most consumed content form of marketing as content marketing is all about strong storytelling, product demos which are virtual demos just for a minimal satisfactory idea to the customer which makes customers step ahead on the process to get their service without any doubt [4].

2.LITERATURE REVIEW

As all businesses and organizations are trying to migrate work on the internet and a massive percentage of people use the internet, making a part of their audience concerning what users the Internet uses for, that makes the Internet a perfect platform to exchange information, consume content of whatever type they like and also a perfect platform to find and approach the audience that they want their service, product, business or any task that they want the audience of a specific field gets that, Even the Internet has become the standard platform and source for any entity to apply their marketing strategies on their audience as other technologies like Television, Radio involve with their audience but the Internet and user data that uses for users personalize content is on another level [5].

When it comes to digital marketing, content is vital. It plays a strategic role in placing brands at the forefront of their customers. Digital content marketing strategies are those strategies that rely on content in the form of videos, photos, and text by the method which may be the most relevant to their target audience. From interactive webpages and eye-catching infographics to educational eBooks and must-have guides, our brand-experienced experts know how to accomplish these goals while capturing the attention of your target audiences and keeping them engaged. Take a look at just a few of our

digital content examples that have garnered hundreds of conversions for clients in healthcare, tech, industrial, and professional service industries [6].

People are most likely to use Social Media applications. It is now a part of their daily lives where people spend their lives with their loved ones. Today, users are enjoying, involved, reacting, and sharing other users' content where both parties and side users are unaware of each other. With the same concept, other entities who want their audience to get their goal acted with the same principle where the user might know their brand and company name, but if they are not aware of each other, it does not matter as long as they love their company with each other and love to involve with their work which helps users to get their type of content and sites like Facebook and Google uses that data to recommend these type of content within or at some point on the other sites other than their main site [7]. When Digital marketing gets leads and ranks on social media, it gives reviews and ratings, and advertisers are great influencers of market competitors. Content marketing is also based on content or idea behind the mind; it is different from other digital marketing techniques. It refers to ideas and storytelling [8]. In digital content marketing or content, marketing customer appreciates you. They trust you provide services after your content is verified, and they have satisfaction with whatever you provide to them in content. Digital Content Marketing, or digital marketing, they have lots of branches like affiliate marketing, Brand Marketing, Search Engine Optimization, Pay Per Click, Email marketing, and lastly, Content Marketing and also there are a lot of other categories like Micro Video Marketing and Social Media Optimization [9]. For a business to be successful, marketing is one of the essential activities that lead our business to our desired position. Before the Internet or in the Internet's initial position where customers are not aware of it, businesses use marketing strategies to reach their goals in various ways that make any business understand the customer side sight and after researching and applying those methods to different customers and after many success and fails business develop a major marketing system and that marketers can rely on or at least expect it for our business with respect to our past experiences. In Pakistan the growth of the Internet was pretty slow. In 2009 only 20 million of users were able to use the Internet at that time and the quality of the Internet is also not the top notch and cannot compete with other countries Internet services [10].

Hoot suite reports 44.61 million internet subscribers were in Pakistan, with a penetration percentage of 22% in January 2019. After analyzing internet users on mobile devices and broadband users, 65.13 million with penetration of 31.19%[11]. According to Adam Enjoy, Designs content and content which use visual content as a tool is the biggest challenge for 23.7% of content marketers [12]. As the Internet grows more and customers started to change their source of medium from physical to digital, that creates a big change in the system for businesses who were using marketing strategies just for physical medium on customers where digitalization expands the horizon of the

massive number of possibilities to create and enhance the even greater bond with customers but that leads them to start a new journey with their marketing strategies as many tensions were there for business to develop their strong marketing strategies [13].

In the Internet era, brands find and target their audience on the internet on several platforms. In the pandemic of COVID-19, the user must say that the audience's interaction is far greater than ever. Marketers can find every type of person to target, which may be includes interacting and reacting to our Strategy, and in which many of them leave their reactions in several forms which can be analyzed as an input data to enhance our future Strategy, as Khaled Ismail, Ali Salah, Khalid Alomari, Amgad Khaled and Ahmed Abdullah analyzed, female is more attractive to deals and offers than male where users are among 20 to 30 years old in deals with the occupation as a student who was acquired from a survey participating a total of 500 persons of different ages, occupations, and genders [14]. Before the pandemic, customers used to visit the physical stores and purchase their items by their physical presence.

In Pakistan, the physical shopping B2C market is more functional than in other European countries, where they have much more convincing and competing online services for customers. Still, in Pakistan online B2C market is starting to develop. More and more competing services are entering the market as customers are not satisfied with the current level of service. As the pandemic is in the play, online stores and customer interactions are increasing drastically [5], affecting the businesses in Pakistan. People live in a society wherein present time from the start of 2020 and still going on. Business is off. Some businesses just gave up and closed in permanently. In contrast, after some situation handling on COVID-19, some businesses are again ready to set up. However, still, there is not a physical connection with customers as it was before, so digital marketing plays an important role in filling this gap between businesses and customers [15].

This paper discussed the benefits of digital marketing and how digital content can be a part of marketing on the internet and improve the reachability and their goal with their target audience and fields, where and how digital content marketing uses the internet and the sources that are used in 2021. Some sites are focused on content providing services and are a vital platform for users and businesses to find their goal and target audience users can find the content provider concerning their interest, how digital content marketing involved in content which includes videos, images, audios, influencers, trends and celebrities as their Strategy for their marketing.

This paper discusses what digital marketing is and how marketers can use it according to our benefits, and how other areas and business of many fields uses it. This paper also discussed other types of marketing techniques and sources that other technologies, areas, and company or organizations uses and how it is more beneficial to other. Sources of many types on the internet are available, which can be used by other providers, businesses to provide content that benefits the service provider,

business, and most importantly, users to get their type of content. Content marketing is powerful and most useful in our marketing tactic in the digitally-focused world where many users use the Internet as part of their daily lives. So what are the reasons for the rise of content marketing in today's society? This paper discusses the ways and tools used for digital content marketing in businesses and its role in the modern world. The conclusion summarizes six strategies companies use during the implementation of content marketing in their businesses [16]. From the surveyed marketers, their content on digital marketing is visual of about 70%, which is a huge margin. Also, this increased by 10.8% from the 2018 survey, wherein visual 40% of the content was images, 34% of content was illustrations, and 14% of content was videos [17].

3.METHODOLOGY

Digital content for marketing or promotion can be in many forms, including images, videos, text content, and podcasts. Digital content marketing involves content that can be found on several content-providing platforms. There are platforms, and they each have their audience with different interests and preferences for content. This paper presents the platforms and content creation factors based on research and statistical analytics of those platforms performed by researchers. Today in the era of the internet and technology, there is a massive percentage of humans that use the internet, and the internet is part of their daily lives. They use the internet for different types of content consumption on different platforms.

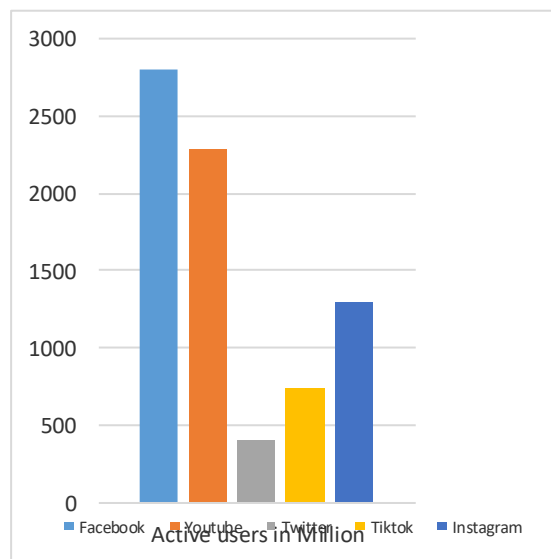


Figure 1: Social platform users count on Facebook, Youtube, Twitter, Instagram, and Tiktok

Digital content can be found on different platforms, and these platforms have some features and limitations that can affect the user's experience. Social platforms are digital content marketing platforms because marketers can find users as their audience and customers. As Hoot suite and we are a social report of users in millions in 2021.

4. Digital Marketing Platforms

The Internet contains a lot of platforms to use as a digital marketing platform where businesses or users can start from the ground with the help of their content. Even those companies are one of the biggest companies and have one of the massive business chains on the internet where each platform helps users to gain benefits from the paid reach by using user's data to make content reachable to the intended customers. Those platforms are:

4.1. YouTube

YouTube is one of the popular services by Google where businesses and common people or users can upload and consumes video content of their choice. Google had done a pretty good job on content suggestion as the suggestion is relevant and customer intended content. During the pandemic, YouTube recorded an increase in users as users stayed at home more than ever before, which means platforms like YouTube can be a good choice for them to target their audience in even greater quantities, and greater accuracy results in more targeted users than before. According to the survey of 425 respondent on the increase in usage of platforms during the time of the pandemic where 63.7% believes that YouTube is their choice [18]. YouTube contains the widest variety of video topics for every user, from fixing things to getting advice on purchasing a new product. Seven from 10 YouTube users tend to solve any problem, from their jobs, studies, and even hobbies, and for 86% of users, YouTube is the choice to get into new things or learn new things [19].

4.2. Facebook

Currently, Facebook is the king of visual base content where every form of content can be found on the platform. As video is the primary go-to option for any entertainment or engaging form of content, Facebook recently developed more and more features on video-related content and started to gain top rank on live streaming service after the failure of Microsoft against live streaming biggest rival Twitch.

4.3. Twitch

Twitch is a live streaming service, mainly popular for gaming live streaming where the content entertains users on a huge margin. The live-streaming platform, Twitch, saw year-over-year growth of 14.3% in 2020 and boasted up to 1.645 billion watch hours per month. Twitch is not huge in users as other mainstream companies, but it contributes to the e-sports industry as it is the platform responsible for gaming products and game

users' traffic or players. During the pandemic, Valorant, Fall guys, and among us are the biggest hits that among us relate to the current situation of the pandemic and acts as a tool to narrow the space between users.

4.4. Twitter

Twitter is the go-to place to stay updated with the trend. It contains video, Image, and text content. A total of 1.3 billion accounts have been created on Twitter, where 500 million users visit the site without logging in to the site to get updated on their desired topic. About 500 million tweets are sent each day by users, which can be the content hub of the internet [20]. Twitter is on the spot where it covers all type of customers, from politically interested users to entertainment interested customers, which makes this platform a great choice for digital content marketing and involve their marketing strategies with the current trend, which helps businesses to increase interactivity and enhance their bond or relationship even more.

5. CONTENT CREATION FACTORS

Factors for creating content for digital marketing are those activities and processes part that can improve or can affect the content if the content does not have any of it.

5.1. Content Quality

Customers always want a quality product from the market. As a product's or services first impression from any provider is about the content from which the user gets the idea of business, here content quality in digital content plays an important role. If any business uses the visual form of content such as Image, good quality of Image will be preferred and pop up among other completion, colors content have, the audio quality in videos content, the video quality of video content, and the presentation is all the properties that make quality content and fetches the eye of customers. The quality of content shows how much time and hard work is spent on this content which shows the dedication of any business in the eye of the customer.

5.2. Audience Target

The target audience of any content can be figured out through analytics. There are many digital marketing analytical tools available on the Internet. There are particular topics on which younger audience engagement can be greater than the number compared to older people or over a certain age and vice versa. There are trends like memes on social media in which people under 30 are more active than those over 30. Some of the businesses whose target audience is social media trends engagers are always finding a trend that they can jump on and be a part of it for better audience engagement.

5.3. Right Platform

In developing strategies, the business also has to decide on the right platform where businesses can interact with customers more and where their products or services belong the most. Instagram users have a mindset of having mostly pictures for the products.

Facebook lets users make a page as a store to provide the facility on e-commerce activities and with the combination of Whatsapp, which is already a part of the Facebook company in 2021, wherein Whatsapp users can have a lot of functions to run their business as communication part of marketing which makes business to customers interactions and communication that easy as users are using it as a normal casual conversation with a friend.

TABLE I: Social Media User and Content Comparison

Platform	Twitter	Facebook	Instagram	YouTube
Monthly users (million)	396	2797	1287	2291
Most consumed content category	Higher Education	Sports Teams	Influencers	Entertainment
Least consumed content category	Media	Tech and Software	Retail Products	Tutorials

Table I compares popular social media platforms and their users and the least consumed and most consumed content categories of each platform. This comparison shows what type and category of content marketers create and what platform is compatible with its users. This comparison is possible with secondary data from sprout social's research.

5.4. Consistency

Consistency is the most important factor which is not common in businesses, and that has gained a lot from the market. In the business, especially in the initial state of any business, businesses have to do marketing on different platforms. It takes a lot of strategy planning, work, and time to create content for the intended audience. It is common for the content creator or new content creators to leave the content creation by analyzing the interaction and engagement status of content because at the start, you always get almost zero engagement where the enthusiasm is at its peak. Marketing is a process where patience is the vital element to getting prominent results. If your marketing tactics still gets a rapid engagement, the time limit for the term rapid is still 3 to 6 month, which is a lot of time. Still, in the case of digital marketing, it is quite a fast process, and it can also take from 6 months to a year to gain a noticeable status in the market [21].

5.5. Trends

As users worldwide share their content on the Internet, where some topics or content can get viral, the whole Internet starts talking and getting involved on certain topics. From the marketing perspective, the business tries to use that trend and blend it with their Strategy because all marketing need is user involvement and trends get them a boost in that. Using trends with our content is also a very tricky and unique skill to have that can help business decrease their time on simple marketing and also save marketing costs to buy services to gain engagement.

5.6. Target Audience Demand

Businesses must know their audience, and continuously analyzing is a part of the process that helps content creators about their target audience and what they want in the first place. If content creator just keeps their services in their mind, then the audience might not get any peak interest in any product. There are many factors for the audience which help us generalize the intended audience and make the content as they want to engage.

6. CONCLUSION

This paper discusses the digital content marketing can be a role player part of any organization's business. This paper discusses the role and importance of content marketing and how audience engaging it can be as it is one of the activities which fits the audience's interest. It can be too engaging and helpful for any business in building and maintaining the trust of the targeted audience. Also, it plays a vital role in gaining a new audience by creating content that can be attracted to targeted users. Digital content marketing is not about only creating and posting content and hoping to get the audience. Still, it is about strategies that can make our content more valuable and can stand out from other competitors and then it can able to grab the interest of the target audience. The strategies are explored for the factors and the right platform to start on, and targeting the users could grab the audience.

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