"Content Designing An Engaging Medium In Social Media Marketing"


[2] Research Scholar & Assistant Professor, RV Institute of Management, Bangalore.

E-mail: [1] professorpallavi23@gmail.com, [2] sowmyads.rvim@rvei.edu.in

Abstract: Social media marketing is the use of social media platforms and websites to promote a product or service. Social media marketing is becoming more popular for both practitioners and researchers. Content creation is the foundation of all modern digital marketing efforts. It's defined as the process of conducting research, generating strategic ideas, crafting those ideas into high-value collateral and then promoting to a target audience. Social media marketing is an important way for businesses of all sizes to reach customers. The customers are already interacting with brands through Social media that can bring remarkable success to the business. This has created devoted brand advocates and driving leads for better sales.

Challenges of social media marketing like customer satisfaction, communication, reducing rumours, negative talk etc., helps in understanding the online marketing and helps in building strategies to avoid the problems of social media.

This study focuses at how communication, cost and customer awareness, brand name influences e-business using social media as a marketing tool. This study provides important insights on which areas company owners and managers needed to look into more effective in order to prove business growth. However, if the business has a real Social Media Marketing strategy, it will be able to identify the ability to monitor public perception of its brand, products and services in real time. The importance of this study is: - Content designing in social media marketing.

Content marketing leads customers to more informative and engaging mediums. Content creation is the ultimate inbound marketing practice. When a content is created, then it’s providing free and useful information to the customers, attracting potential customers through website, and retaining existing customers through quality engagement.

Content marketing is important because it answers customer’s questions and helps customers to Build trust, develops relationship, improve conversions, and generate leads. In the present day Customers expect high-quality, consistent content from their favorite brand.

The methodology adopted will be Descriptive research and Convenience Sampling technique is followed.

Keywords: Digital Marketing, Social media marketing, Content marketing, Build trust

1. Introduction

The study of research paper is related to digital media agencies like Television, Radio, social media, you tube are the common medium used to advertise. This leads to raise awareness and create leads for their product sales and creates revenue. The primary study and the cause is of this are the alternations

- Traditional techniques are pricey. This has lead to lot of expenses on traditional marketing
- These methods of traditional marketing gives feedback and reports that requires lot of time and the statistics are from exact numbers.

On the other hand, digital marketing refers to marketing strategies that enable the business to create and monitor campaign performance in real time, revealing what is viewed, how frequently and for how long as well as other metrics like customer retention, customer satisfaction and customer acquisition. Digital marketing is the approach and strategy that join advertisers with their audiences through virtual channels. Digital refers to some of the distinct channels, all used to uniquely have interaction with audiences and address numerous desires of the conversion funnel. The virtual channels encompass display, search, mobile, social, and video. This consists of being capable of using goals with the aid of using precise characteristics such as demographic, behavioral, psychographic etc., The term digital marketing refers to the utilization of digital channels to promote products and Services to reach upto the needs of the customers and to reach customer satisfaction. This kind of promotion involves the use
of websites, mobile devices, social media, search engines, and different similar channels. Digital marketing became popular with the appearance of the web in the 1990s.

Quick web entrance and mechanical headways have helped in the fast advancement of the internet-based training area in India. In India, the development of the web-based business environment has prompted a fruitful expansion of computerized promoting and generating income, which incorporates online travel and tagging, online retail, online commercial center, online arrangements, and grouped web-based entries.

2. Evolution Of Digital Marketing

![Evolution of Digital Marketing Graph]

The digital marketing sector in India is now flourishing. In a nation with a rapidly growing economy, a profession in digital marketing is likely to rise at a quick rate. The rise of digital marketing trends has had a massive effect on marketing and advertising. If a short outline of prior digital marketing data is not provided, the entire appearance of the Indian digital marketing business would be incomplete.

A few variables have been found to add to the development of computerized by showcasing in India. In the past, currently an extraordinary change web use was just implied for the well-off. There is in the way of life of the working class. The Very larger part currently approaches the web in India and is anticipating web-based publicizing in India that has reformed the advertising situation for the true purchasers and the advertisers. It was found that adjustments of a way of life had expanded the degree of utilization, quality, and furthermore the example of utilization. The nature of purpose in the metropolitan communities of India is on a high side.

This is on the grounds that larger part lacks the capacity to deal with shopping from battles to bring in cash, individuals maintain a few different things should be finished at their own comfort. The marketing landscape is constantly evolving and digital marketers are adapting their strategies to meet the demands of consumers. More than ever, digital marketing is a crucial component in reaching new customers and retaining marketing tech blog reported that in 2014, posting on social media was the top online activity. In fact, Americans spend an average of 37 minutes a day on social media sites.

Based on variables including client demographics, market trends, and the availability of new technology, digital marketing strategies are regularly changed and improved. The most effective digital marketers have a clear
understanding of how each campaign supports their main objectives. Marketers can support a broadercampaign through the available free and paidchannels, based on the objectives of their marketing plan.

2.1 Brand Awareness

One of the primary objectives of modern digital marketing is to increase brand recognition, which is the degree to which consumers and the general public are familiar with and recognize a particular brand.

Increasing brand recognition is essential for digital marketing and marketing in general since it influences brand perception and consumer decision-making. The 2015 article "Brand awareness, one of the key elements of brand equity, is commonly viewed as a prerequisite for consumers' purchase decisions since it acts as the main motivator for a brand's inclusion in the consideration set, according to the study Impact of Brand on Consumer Behavior. Brand awareness can influence consumers' perceptions of risk and their confidence in their purchasing decision because of familiarity with the brand and its characteristics."

Recent trends demonstrate that companies and digital marketers are giving brand Awareness a priority than in past years, concentrating more of their digital Marketing efforts on building brand recognition and recall. In 2019 Content Marketing Institute report has discovered 81% of digital marketers have attempted to improve brand recognition over the previous year is proof of this.

Another Content Marketing Institute poll found that 89 percent of B2B marketers now place more importance on raising brand awareness than on attempts to boost sales.

3. Theoretical Background Of The Study

All of the tactics are trying to effectively reach this online audience are included in the theoretical framework of digital marketing for marketers. This could involve social media posts, video streams, email marketing, and direct message marketing to reach consumers on their mobile devices. Some marketers are incorporating offline marketing strategies into their theoretical frameworks for digital marketing as well. The use of newspaper ads, product flyers, low-key marketing techniques, and other things may be included in this.

Reaching the One-Segment

The market segmentation idea holds that markets are segmented into groups based on commonalities inorder to be more effective to reach their target audiences. According to the Segment of One theory, marketers are shifting away from mass marketing strategies to target a more specialized set of people who have similar buying habits and feelings.

Adapting to the Client

Customer-led positioning theory is another illustration of a digital marketing theory. According to this, consumers are the ones that communicate to marketers what they want from a good or service. By compiling information on prices, product features, product function, and other factors, the consumer can provide the product team with insights.

Obtain, Convert, Maintain, and Expand

If an online consumer fulfills your target of selling 100 things in a month, that conversion is recorded. The next step is to keep these clients around for future purchases. They will be added to your database, and you will employ internet selling methods to re-contact them at predetermined intervals. Finally, you want to strengthen your connections with these clients. To promote additional sales, this will entail sending out sporadic discounts, notices, and other things.

Smartphone Industry

The use of mobile phones by people is the subject of yet another idea regarding online business. Over 50% of all internet traffic is now carried out through our mobile devices, according to Smart Insights. Consumers may now buy and sell goods and services, check bank balances, buy stocks, buy a car, and many other activities that were unimaginable 25 years ago with just a few finger swipes and clicks.
4. Importance Of Content Designing In Digital Marketing

The development and recognition of the brands are the main priorities.

**Being Economical/Cost-Effective**

Digital marketing initiatives demand very little upfront money. This benefits small enterprises greatly. Basic functionalities are typically offered for free by digital marketing platforms. Making the best use of them is up to the businesses. Take a look at the many digital marketing tools.

**High Reach**

The reach of internet marketing is extensive. As a result, you are not restricted to a specific region and can accept orders for your good or service from anywhere in the world. Additionally, you can still target a specific demographic when going global. Thus, everyone benefits. The extent of digital marketing's reach within the sizable target population determines its significance.

**Brand Awareness**

Customer conversions cannot be made if they are unaware of your brand. Brand presence is crucial for addressing this. Pay-per-click advertising and other paid promotions can significantly increase the number of clients that visit your small business.

**Developing a Client base**

The difficulty with small enterprises is that one must develop a clientele. This is predicated on developing a rapport with a loyal consumer base. You can easily handle this using CRM systems like HubSpot and Oracle. Large businesses have slightly different issues. In addition to concentrating on client retention, brand reputation, and business expansion, they must maintain their current clientele.

**Brand Image**

The reputation of a well-known business is crucial. A company's brand image can be made or broken by its campaign techniques. Effective campaigns may be created with digital marketing, and any problems can be quickly fixed.

**Measurable Results**

Large organizations can use content authoring for digital marketing to get demonstrable outcomes in real-time. Today, data analysis is essential for determining the success and efficacy of your efforts. The relevance of content authoring in digital marketing is greatly influenced by the fact that results and metrics are measurable.

**Enhanced ROI**

By hiring content designers and driving conversions, businesses can increase revenue by generating material for digital media. Compared to traditional media, digital media requires a lot less money to produce and offers much better returns.

**Helps you in staying up to date**

Users can stay up to date on various industry trends, which is now a requirement. It will be difficult to stay viable if you do not keep up with the latest industry demands and trends. And, right now, content designing is the hot trend in every industry.

**It prepares you for the future**

A decade from now, the future appears to be entirely digital. As a result, the significance of content designing will grow even more.

**Allows for Entrepreneurial Positions**

With the new dawn of Digital India, content design is poised to take center stage. The groundwork has been laid for those who want to start their own businesses. Content writing has created numerous business opportunities. You can also work as a freelancer. A freelance digital job has numerous advantages.

**Improvement of Skills**

Employers value versatility and multi-faceted skills.
5. Need For Content Design In Social Media Marketing

1. Affordability: The cost of using content design in digital marketing is much lower than that of other types of advertising. Depending on what you're doing, the specific expenses will vary, but advertising spending is often lower than other forms of promotion.

2. Mobile Access: It may sound surprising to you to find that 77 percent of American adults own a smartphone, and they routinely use it or another mobile device for news, social networking, and a range of other uses. Writing engaging content allows you to communicate with customers in the context of digital marketing.

3. Flexibility: High-quality digital marketing can take on a variety of shapes and applications, including banner ads, email marketing, content marketing, and social media posts. Therefore, by developing innovative digital marketing skills, expansion of future options for potential publicity campaigns.

4. Expansion: Many customers purchase online virtually exclusively. You can reach them with content marketing, extending the reach of your business. You may increase sales and brand recognition by combining Google Shopping Ads and brand awareness campaigns.

5. Multimedia: Customers are more likely to interact with marketing materials that incorporate audio, video, and others of content. All of these content kinds may be included into digital marketing farmore easily than any other form of advertising, which is crucial.

6. Interactivity: Through website comments, emails, reviews, and social media posts, content writing enables direct communication with the readers of your work. Customers will feel appreciated and that they are a part of the community you are creating if you demonstrate that you care about what they have to say and think. Additionally, it enables you to compile priceless data about client reactions and preferences.

7. Monitoring: Content writing allows you to track your clients' behaviors in addition to engaging with them. Just before they make a purchase, you may keep track of the adverts and information they have viewed. This reveals the best marketing strategies, enabling you to adjust and enhance your plan.

8. Authority: Commenting on topics and debates that concern your brand or sector is simple with digital marketing. By doing this, the position can be fixed as an authority on the subject, earning readers' trust and encouraging them to return for additional details and finally make a purchase.

9. Engagement with Influencers: Today's most influential people frequently advertise themselves online or on social media. You may communicate with and earn the respect of these influencers through content publishing. If you play your cards well, you can persuade them to promote you, which will result in their followers becoming clients and increasing brand recognition.

10. Enhancing Prints: The use of digital marketing is to support print marketing efforts. By maximizing the effective ness of all types of exposure, combining campaigns, and providing web material that clarifies statements made in print advertisements can go into further detail.

6. Statement of the Problem

Social media marketing is an important way for businesses of all sizes to reach customers. The traditional marketing has created a long time process to analyze and interpret the customer satisfaction and the business growth. In today's era, the content writing has brought lot of changes in the generation of sales and revenue.

7. Objectives of the Study

1. To understand the extent of influence of content writing in social media marketing
2. To familiarize the impact of social media marketing on sales.
3. To examine the impact of social media marketing on business growth
4. To evaluate options for better promotional strategies through social media.
8. Research Methodology

Research entails having a thorough understanding of a subject. For the aim of business decision-making, research is the gathering and planning of relevant data; the approach may include interviews, questionnaires, and observations. The study was conducted to learn more about the importance of content writing as a medium for social media marketing.

The methodology is a study through graphs and chi-square testing.

9. Data Analysis and Interpretation

Table 1: Objective of Digital Marketing

![Pie chart showing the objectives of digital marketing]

The analysis of the data describes that the digital marketing has a major contribution to build brand awareness and generate leads.

Table 2: Social Network which is more active

![Pie chart showing the social networks]

The graph depicts that majority of the respondents that is 74% are active on Instagram and 10% are influenced by Facebook and LinkedIn.

Table 3: Social media influence on Sales

![Pie chart showing the influence of social media on sales]

The graph depicts 56% of the respondents agreed that social media influences the sales and 24% strongly agreed that social media influences the most to increase the sales.
Table 4: Classification of content marketing according to the respondents

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's all about captions</td>
<td>32%</td>
</tr>
<tr>
<td>It's about writing anything on social media</td>
<td>29%</td>
</tr>
<tr>
<td>It's the only way to connect with the audience</td>
<td>20%</td>
</tr>
<tr>
<td>It's to target the right audience</td>
<td>20%</td>
</tr>
</tbody>
</table>

The Majority of the respondents think content writing is one of the way to write anything on social media and can influence the buyers.

Table 5: Need of Content writing in Social Media

<table>
<thead>
<tr>
<th>Need</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To build brand awareness</td>
<td>31.4%</td>
</tr>
<tr>
<td>To help in Search Engine Optimization</td>
<td>23.5%</td>
</tr>
<tr>
<td>To establish your business</td>
<td>41.2%</td>
</tr>
<tr>
<td>To earn links from other websites</td>
<td>23.5%</td>
</tr>
</tbody>
</table>

The respondents have multipleresponses on the requirement of content writing in social media like building brand awareness, search engine optimization, establish the business.

Table 6: Performance of the Content

<table>
<thead>
<tr>
<th>Performance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Engine result page</td>
<td>39.2%</td>
</tr>
<tr>
<td>Traffic &amp; repeat traffic</td>
<td>16.4%</td>
</tr>
<tr>
<td>Engagement – Likes, shares, comments, etc.</td>
<td>27.5%</td>
</tr>
<tr>
<td>Call to action – Inquiries, leads, sales, etc.</td>
<td>19.4%</td>
</tr>
<tr>
<td>Other</td>
<td>13.7%</td>
</tr>
</tbody>
</table>

The majority of the respondents Think that the performance of the content is analysed by the engagement gained by a particular post. Also some feel that the performance is based on search engine result page.

10. CHI-Square Test
A statistical technique called the chi-square test is used to compare actual outcomes with predictions. The goal of this test is to establish whether a discrepancy between observed and expected data is the result of chance or a correlation between the variables you are researching.
\[
x^2 = \sum \frac{(O_i - E_i)^2}{E_i}
\]

Testing of Hypothesis:
1. Hypothesis:
   \( H_0 = \) There is no relationship between Social media and sales
   \( H_1 = \) There is a relationship between Social media and sales

Applying Chi-square test is considered for testing at a Significance level of 5% (0.05)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Social Media</th>
<th>Sales</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly agree</td>
<td>Disagree</td>
<td>Agree</td>
</tr>
<tr>
<td>Social Media</td>
<td>36</td>
<td>9</td>
<td>84</td>
</tr>
<tr>
<td>Sales</td>
<td>45</td>
<td>12</td>
<td>75</td>
</tr>
</tbody>
</table>

By applying the test of ‘Independent” (means not related) with respect to Chi-square test, the expected values are calculated. Expected frequency or values (indicated in the bracket) is equal to

\[
\text{Ex-} \frac{\left(\text{Row total} \times \text{Column total}\right)}{\text{Total}} \times \left(\frac{150 \times 81}{100}\right)
\]

<table>
<thead>
<tr>
<th></th>
<th>Social Media</th>
<th>Sales</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>36 (121.5)</td>
<td>45 (121.5)</td>
<td>81</td>
</tr>
<tr>
<td>Agree</td>
<td>84 (238.5)</td>
<td>75 (238.5)</td>
<td>159</td>
</tr>
<tr>
<td>Neutral</td>
<td>12 (30)</td>
<td>8 (30)</td>
<td>20</td>
</tr>
<tr>
<td>Disagree</td>
<td>9 (31.5)</td>
<td>12 (31.5)</td>
<td>21</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>9 (28.5)</td>
<td>10 (28.5)</td>
<td>19</td>
</tr>
<tr>
<td>150</td>
<td>150</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td></td>
<td>O</td>
<td>E</td>
<td>O - E</td>
</tr>
<tr>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-------</td>
</tr>
<tr>
<td>36</td>
<td>121.5</td>
<td>-85.5</td>
<td>7310.25</td>
</tr>
<tr>
<td>84</td>
<td>238.5</td>
<td>-154.5</td>
<td>23870.25</td>
</tr>
<tr>
<td>12</td>
<td>30</td>
<td>-18</td>
<td>324</td>
</tr>
<tr>
<td>9</td>
<td>31.5</td>
<td>-22.5</td>
<td>506.25</td>
</tr>
<tr>
<td>9</td>
<td>28.5</td>
<td>-19.5</td>
<td>380.25</td>
</tr>
<tr>
<td>45</td>
<td>121.5</td>
<td>-76.5</td>
<td>5852.25</td>
</tr>
<tr>
<td>75</td>
<td>238.5</td>
<td>-163.5</td>
<td>26732.25</td>
</tr>
<tr>
<td>8</td>
<td>30</td>
<td>-22</td>
<td>484</td>
</tr>
<tr>
<td>12</td>
<td>31.5</td>
<td>-19.5</td>
<td>380.25</td>
</tr>
<tr>
<td>10</td>
<td>28.5</td>
<td>-18.5</td>
<td>342.25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\[ x^2 = \sum \frac{(O_i - E_i)^2}{E_i} = 400.91 \]

**Degree of freedom at 5\% = (2-1) (5-1) = 4**

**Result**

<table>
<thead>
<tr>
<th>Test statistics</th>
<th>Level of significance</th>
<th>Degree of freedom</th>
<th>Calculated value</th>
<th>Table value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi square test</td>
<td>5%</td>
<td>4</td>
<td>400.91</td>
<td>9.488</td>
<td>Null Hypothesis Rejected</td>
</tr>
</tbody>
</table>

**Interpretation**

- As per the graphical data and chi square testing obtained value is **400.91**, which is more than the critical value **9.488**, leading to Null Hypothesis (H0) **getting rejected**, which proves that there is a relationship between social media and sales.
- The promotional strategies adopted in social media will need to be examined and to reach out to the customers quickly and clearly.
- The reach of customers will help in increasing the demand and helps in increasing sales.

2. **Hypothesis:**

$H_0$ = There is no relationship of content writing in social media sales

$H_1$ = There is a relationship of content writing in social media sales

**Table 2**

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Search Engine optimisation</th>
<th>Business establishment</th>
<th>Linking from others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness</td>
<td>63</td>
<td>48</td>
<td>33</td>
<td>6</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>Strongly disagree</td>
<td>Agree</td>
<td>Strongly Agree</td>
<td></td>
</tr>
<tr>
<td>Disagree</td>
<td>30</td>
<td>9</td>
<td>63</td>
<td>48</td>
</tr>
</tbody>
</table>

By applying the test of ‘Independent” (means not related) with respect to Chi-square test, the expected values are calculated. Expected frequency or values (indicated in the bracket) is equal to $\{(Row total \times Column total) \div Total\}$

<table>
<thead>
<tr>
<th>Content writing</th>
<th>Sales</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>6 (81)</td>
<td>48 (81)</td>
</tr>
<tr>
<td>Agree</td>
<td>33 (144)</td>
<td>63 (144)</td>
</tr>
<tr>
<td>Disagree</td>
<td>48 (85.5)</td>
<td>9 (85.5)</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>63 (139.5)</td>
<td>30 (139.5)</td>
</tr>
<tr>
<td></td>
<td>150</td>
<td>150</td>
</tr>
</tbody>
</table>
\[
x^2 = \sum \frac{(O_i - E_i)^2}{E_i} = 426.78
\]

Degree of freedom at 5% = (2-1) (4-1) = 3

Result

<table>
<thead>
<tr>
<th>Test statistics</th>
<th>Level of significance</th>
<th>Degree of freedom</th>
<th>Calculated value</th>
<th>Table value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Squared test</td>
<td>5%</td>
<td>3</td>
<td>426.78</td>
<td>7.815</td>
<td>Null Hypothesis Rejected</td>
</tr>
</tbody>
</table>

Interpretation:

- The graphical data and chi square testing has proven that there is a relationship between content writing and social media sales as obtained value is 426.78, which is more than the critical value 7.815, leading to Null Hypothesis (H0) getting rejected which proves that there is a relationship between content writing and social media sales; Alternate Hypothesis is accepted where H0 is rejected.

- It specifies that proper content of the product or service has to be in detail. This gives a proper clarity of the customers buying intention.

- This relationship helps in building customer satisfaction and higher revenue.
11. Conclusion

The research and practice of digital marketing is improved with the advancement of technology. It fosters the multifaceted opportunities and at the same time it positions to overcome the challenges for the marketers. These marketers use the Digital portfolio as a platform to promote a professional brand by defining the product or service through content designing. The Digital marketing allows enough provisions for finding the right people through its streamlined search engine and connections. The strong visibility of the organization or the brand through digital marketing allows the consumers to develop perceived knowledge about the brand and the product.

References
[10] https://digitalcorsel.com/