

## Content Marketing Strategy on Social Media to Increase Brand Awareness

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### ***Abstract***

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*This study aims to analyze content marketing strategies on social media to increase brand awareness. The research method used is a qualitative approach with descriptive methods. Data collection was conducted through interviews, observations, and documentation of marketing activities on social media. The results show that an effective content marketing strategy includes targeted content planning, creative and engaging content creation, consistency in content publication, and active interaction with the audience. Furthermore, utilizing emerging trends on social media can also increase the reach and visibility of content. This strategy has been proven to increase brand awareness because the audience becomes more familiar with and remembers the brand promoted through social media. Therefore, content marketing on social media can be an effective strategy for companies or business actors to strengthen brand image and increase brand recognition among consumers.*

***Keywords :*** Content Marketing, Social Media, Marketing Strategy, Brand Awareness

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### **INTRODUCTION**

The development of information and communication technology in recent decades has brought about significant changes in various aspects of human life, including the world of business and marketing. The increasingly rapid digital transformation is pushing companies to adapt their marketing strategies to remain relevant. One of the most significant changes is the emergence of social media as an effective means of communication and promotion (Rifaldi et al., 2025) . Social media not only serves as a tool for social interaction but also serves as a strategic platform for companies to introduce products, build relationships with consumers, and strengthen brand image amidst increasingly competitive markets (Angga et al., 2024) .

Social media platforms such as Instagram, Facebook, TikTok, and YouTube have become part of everyday life in modern society. Many individuals spend significant amounts of time accessing various information, entertainment, and communication through these platforms (Sony & Barkah, 2024) . This presents a significant opportunity for companies to utilize social media as an effective marketing tool. Compared to traditional marketing media such as television, radio, or print media, social media offers advantages in terms of broad reach, relatively lower costs, and the

ability to interact directly with consumers. Therefore, many organizations and businesses are shifting the focus of their marketing strategies to digital platforms, particularly social media (Hidayat et al., 2022) .

One of the most widely used digital marketing approaches today is content marketing . Content marketing is a marketing strategy focused on creating and distributing relevant, engaging, and valuable content to audiences with the aim of capturing attention, building relationships with consumers, and ultimately driving purchasing decisions. This content can take the form of text, images, videos, infographics, or other forms of digital communication distributed through various social media platforms (Permana et al., 2024) . Through the right content marketing strategy, companies can convey brand messages more creatively and persuasively to their target market (Meivanda & Zuhri, 2024) .

Content marketing on social media plays a crucial role in building and increasing brand awareness. Brand awareness is the ability of consumers to recognize or recall a brand when they think of a particular product category. A high level of brand awareness makes it easier for consumers to recall a product compared to competitors' products. In a market saturated with a wide variety of products and brands, brand awareness is a crucial factor influencing consumer purchasing decisions. Consumers tend to choose brands they are familiar with or frequently encounter over brands they have never heard of (Maghfiroh & Rahmawati, 2024) .

Through social media, companies can increase brand awareness by delivering consistent and engaging messages to audiences. Creative, informative, and relevant content that aligns with consumer needs can help build a positive brand image. Furthermore, interactive features on social media, such as comments, *likes* , *shares* , and *stories* , allow companies to communicate directly with consumers. This interaction not only strengthens the relationship between brands and consumers but can also increase consumer trust and loyalty to a product or service (Susanto et al., 2023) .

However, the success of content marketing on social media is determined not only by the existence of a social media account, but also by the strategy used in designing and distributing that content. Many companies have utilized social media as a promotional tool, but not all are able to achieve optimal results in increasing brand awareness. This is often due to a lack of thorough content strategy planning, a lack of understanding of audience characteristics, or the content presented is not engaging enough to capture the attention of social media users. Therefore, companies need to develop an appropriate content marketing strategy so that the message conveyed is well received by the target market (Dewi & Bamahry, 2024) .

An effective content marketing strategy typically involves several key aspects, such as selecting appropriate content types, consistent content publication, using engaging visuals, and leveraging emerging social media trends. Furthermore, companies need to understand their audience's behavior and preferences so that the content they present can provide added value. By understanding their audience's needs and interests, companies can create content that is not only promotional but also provides information, entertainment, and inspiration for social media users. (Karem, 2024) .

On the other hand, the development of algorithms on social media platforms also influences how content is distributed to users. These algorithms typically prioritize content with high levels of engagement, such as the number of *likes* , comments, and *shares* . Therefore, companies need to design content that encourages active audience participation. Engaging and relevant content will more easily capture the attention of social media users, thus having a greater chance of widespread distribution and increasing brand visibility (Akbar et al., 2024) .

The increasing use of social media as a marketing tool can also be seen in the growing number of businesses, both large corporations and small and medium enterprises (SMEs), utilizing digital platforms to promote their products. Social media provides equal opportunities for various types of businesses to reach a wider audience without requiring excessive marketing costs. With the right content marketing strategy, even businesses with limited resources can increase brand awareness and compete with larger brands (Alwan & Catya, 2023) .

However, competition on social media is also increasingly fierce as many brands seek to capture consumer attention through various forms of digital content. This situation requires companies to be more creative and innovative in designing content marketing strategies to stand out among the various information circulating on social media. Content that is unique, authentic, and relevant to the audience's needs will more easily attract attention and build emotional connections with consumers (Romadhona & Putri, 2025) .

Based on this description, it is clear that social media content marketing strategies play a crucial role in increasing brand awareness. Companies that effectively manage their content strategies will have a greater opportunity to strengthen their brand position in the market. Therefore, research on social media content marketing strategies is crucial to understand how companies can optimally utilize social media to build brand awareness among consumers.

This research is expected to provide insight into how content marketing strategies applied to social media can contribute to increased brand awareness. Furthermore, the results are also expected to provide practical benefits for companies and businesses in designing more effective digital marketing strategies that align with technological developments and consumer behavior in the current digital era.

## **METHODS**

This study uses a qualitative approach with descriptive methods, aiming to gain a deeper understanding of how content marketing strategies on social media are implemented to increase brand awareness. A qualitative approach was chosen because this study focuses on understanding social phenomena that occur in digital marketing practices, particularly in the creation and distribution of content on social media. Descriptive methods are used to systematically and factually describe the strategies used by businesses or organizations in utilizing social media as a marketing tool. With this approach, researchers can obtain a more comprehensive picture of the processes, strategies, and impact of content marketing on increasing brand awareness among consumers.

The data sources in this study consist of primary and secondary data. Primary data were obtained through data collection techniques such as in-depth interviews, observation, and documentation. Interviews were conducted with parties directly involved in social media management, such as business owners, digital marketing teams, or social media content managers, to obtain information regarding the strategies used in designing and distributing marketing content. Observations were conducted by directly observing content marketing activities on the social media accounts that were the object of the study, such as the type of content published, the frequency of posts, and the level of interaction between the account and its followers. Meanwhile, documentation was conducted by collecting various relevant documents, such as screenshots of content, user interaction data, and other information related to the implemented marketing strategy. Secondary data were obtained from various sources such as books, scientific journals, research reports, and articles related to digital marketing, content marketing, and brand awareness.

The data analysis technique in this study uses qualitative data analysis, which is carried out through several stages: data reduction, data presentation, and drawing conclusions. Data reduction is carried out by selecting and focusing data relevant to the research objectives, so that the information obtained is more focused. Next, the reduced data is presented in descriptive form to facilitate researchers in understanding the patterns and relationships between the data found. The final stage is drawing conclusions, which is done by interpreting the results of the data analysis to answer the research problem formulation. To maintain data validity, this study also uses **source triangulation techniques**, namely by comparing data obtained from various sources and data collection methods. Thus, the results of the study are expected to provide an accurate and reliable picture of content marketing strategies on social media in increasing brand awareness.

## **RESULTS AND DISCUSSION**

Based on research conducted through observation, interviews, and documentation of marketing activities on social media, several findings were obtained regarding content marketing strategies used to increase brand awareness. The results indicate that the use of social media as a marketing tool plays a significant role in introducing brands to the wider public. The implemented content marketing strategy focuses not only on product promotion but also on delivering engaging, educational, and relevant information to the audience's needs. This aims to build a closer relationship between the brand and consumers, making it easier for consumers to recognize and remember the brand.

### **Social Media Content Strategy Planning**

Research shows that the planning stage is a crucial initial step in a content marketing strategy. During this stage, social media managers determine marketing objectives, target audiences, and the type of content to be published. Content planning takes into account the characteristics of social media users, who tend to prefer concise information, engaging visuals, and easy-to-understand messages. Therefore, a content strategy is designed to capture the audience's attention from the start. Thorough planning helps organizations or businesses develop content that is consistent and aligned with the brand identity they want to build. (Sahila & Nurhadi, 2024).

### **Creative and Engaging Content Creation**

Research findings show that creative and engaging content has a significant impact on increasing brand awareness. Published content typically includes images, short videos, infographics, and informative text. The use of engaging visuals has been shown to increase social media users' attention and encourage them to interact with the content. Furthermore, the content presented should not only include product promotions but also information that provides added value to the audience, such as tips, education, or entertainment. This approach makes the audience more interested in following the brand's social media accounts on an ongoing basis (Ratnasari & Fachrian, 2025).

### **Consistency in Content Publication**

Consistency in content uploads is a crucial factor in increasing brand awareness. Research shows that active social media accounts that regularly publish content tend to be more easily recognized by audiences. This consistency relates not only to the frequency of posts but also to the uniformity of visual style, communication messages, and brand identity. With this consistency, audiences can more easily recognize a brand's characteristics when viewing content on social media (Sumarni et al., 2024) .

### **Interaction and Engagement with Audience**

Interaction between social media managers and audiences is a crucial element in content marketing strategies. Research shows that interactive features such as comments, direct messages, *likes* , and *shares* provide brands with the opportunity to build two-way communication with consumers. Through these interactions, audiences feel more valued and cared for by the brand. Furthermore, high *engagement levels* can also help increase content reach, as social media algorithms tend to prioritize content with high engagement. Therefore, the more interactions that occur, the greater the chance that the content will be seen by more users (Sularno, 2025) .

### **Leveraging Social Media Trends**

This study also found that leveraging popular social media trends can help increase content visibility. These trends can include the use of popular music, viral challenges, or specific content formats that are widely used by social media users. By following emerging trends, published content becomes more relevant and easily accepted by audiences. This strategy also helps brands remain active and up-to-date (Talib & Sari, 2024) .

### **The Impact of Content Marketing Strategy on Brand Awareness**

Based on research results, content marketing strategies implemented through social media have been proven to increase brand awareness among audiences. This is evident in the increasing number of social media account followers, increased interaction with each post, and increased brand recognition among consumers. Consumers become more familiar with brands they frequently see on social media. Furthermore, engaging and informative content also helps build a positive brand image, resulting in positive consumer perceptions of the products or services offered (Nabila & Winarti, 2023) .

Overall, the results of this study indicate that a content marketing strategy on social media is an effective approach to increasing brand awareness. The success of this strategy is heavily influenced by several factors, such as content quality, consistent publication, the ability to build engagement with the audience, and leveraging emerging trends on social media. Therefore, organizations and businesses need to design a well-planned and creative content marketing strategy to maximize social media's potential as a marketing tool in the digital age.

## **CONCLUSION**

Based on the research and discussion conducted, it can be concluded that content marketing strategies on social media play a crucial role in increasing brand awareness. Utilizing social media as a marketing tool provides extensive opportunities for companies and businesses to introduce products and build brand image more effectively. Through engaging, informative, and audience-relevant content, companies can capture the attention of social media users and build closer

relationships with consumers. Furthermore, consistent content publication and the use of various interactive features on social media can also increase audience engagement with the content presented.

The research results show that the success of a content marketing strategy is significantly influenced by several important factors, such as thorough content strategy planning, creativity in content creation, consistency in uploading content, and the ability to build engagement with the audience. By implementing these strategies appropriately, brand awareness can increase as consumers become more familiar with and remember brands that frequently appear on social media. Therefore, content marketing through social media can be an effective marketing strategy for companies or businesses to strengthen their brand position amidst increasingly competitive markets in today's digital era.

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