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Identifying the Antecedents and Consequences of Digital Content Marketing in Online Insurance Companies

Seyed Mehdi Vahabi (iD) | Ph.D. Candidat in Business Management, Department of Business Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Azam Rahiminik (iD)∗ | Assistant Professor, Department of Business Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Seyed Abbas Heydari (iD) | Associate Professor, Department of Business Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Abstract

Purpose: The aim of the research was to identify the antecedents and consequences of digital content marketing in online insurance companies.

Method: The present study has been conducted by adopting a mixed approach (qualitative and quantitative) and in an exploratory manner. In the qualitative part, thematic analysis technique has been used in the MAXQDA2020 software. The community of the qualitative department was the managers and experts of the sales and marketing department of the insurance industry (electronic and digitalized department). Based on targeted sampling, 10 people were considered as samples. Qualitative data was collected using semi-structured interviews. For the validity of the findings, Cohen's kappa index was 0.837, which is confirmed. Structural equation method is used in a small part. In the quantitative part of the research, the statistical population consisted of experts and managers of marketing units and assistants in the country's insurance industry in Tehran. Using Cochran's

formula (for unlimited population), a sample of 384 people was extracted. Based on the codes of the qualitative part, a researcher-made questionnaire was formed. The data collected from the questionnaire were analyzed in AMOS 24 software.

Findings: The results show that the antecedents of digital content marketing include the fundamental requirements of digital content marketing, requirements before the production of digital content, managerial/organizational requirements, and perceptual-cognitive antecedents of the audience and identified consequences including marketing consequences, financial consequences, and brand-related consequences, the favorable consequences for the customer and the engagement of the audience with the content in the digital content marketing model.

Conclusion: This study has designed and explained the digital content marketing model. In recent years, electronic businesses have been growing rapidly and have gradually taken a relatively favorable share of the industrial enterprises of the country and play an undeniable role in the growth of the country's economy. One of the important parts of digital marketing is the production and creation of valuable content. Another expression, the combination of content and technology refers to the production of digital content. Content marketing is actually a method in which the organization continuously creates and publishes valuable content in order to attract and reach the audience, and its purpose is to transform the customer's behavior into a profitable behavior for the organization.

Keywords: Digital Content Marketing, Digital Content Marketing Effectiveness, Online Insurance Companies.

Introduction

Digital content marketing, as one of the newest strategies in the field of digital marketing based on its distinctive advantages and characteristics, has become one of the most important channels for the development of companies' marketing actions (Liu & Xian, 2023) .Digital content marketing refers to the production and sharing of appropriate and helpful content related to the brand for the current and potential customers of the organization on digital platforms, and its purpose is to develop positive engagement and interaction of customers with the brand and improve the trust and level of customer relationships with (Hollebeek & Macky, 2019; Pulizzi, 2013). In addition, digital content marketing, unlike simple advertising, instead of focusing only on increasing sales, seeks more long-term goals such as establishing high-quality communication with customers in order to strengthen the emotional connection between the brand and customers (Jefferson & Tanton, 2015). In fact, this strategy is trying to establish long-term relationships with customers and strengthen the customer's engagement with the brand and create a desire in him to do actions such as word of mouth advertising (Ashley & Tuten, 2015). According to the available international statistics, Global income from content production in digital content marketing has increased from 144 billion dollars in 2014 to 313 billion dollars in 2019 (Bu, Parkinson & Thaichon, 2020). This development is not unexpected and unpredictable, and according to the goals Valuable and long-term placed behind the actions of content marketing (digital), it can be predicted that this growing trend will continue in the coming years (Daries, Cristobal-Fransi & Ferrer-Rosell, 2021).

An effective presence on digital platforms such as Instagram, Facebook and Twitter has gained double importance and value for companies due to various reasons (Wang, Malthouse, Calder & Uzunoglu, 2019). But the ultimate and ultimate goal of this continuous presence can be expressed in advertising and promoting its brands and products for the society and public dissemination of information about the company's operations (Schreiner, Fischer & Riedl, 2019).

The importance of favorable marketing content is so far that studies such as Holliman and Rowley (2014) showed that one of the reasons for active search for a brand by customers is to provide appropriate and engaging content from that brand that is able to entertain, inform and Even training customers (Homburg & Wielgos, 2022). that this issue has

a significant relationship with the second pillar, i.e. the customer's engagement with the brand; According to studies, the effort to engage customers with the brand can have significant effects on the brand's purchase intentions by improving the quality of the brand-customer relationship (Hsieh & Chang, 2016). The main objectives of digital content marketing measures include strengthening brand awareness, acquiring new customers, increasing sales volume and retaining customers /strengthening customer loyalty (Sun, 2023).

Digital content marketing is also very important in the insurance industry and can play a very effective role in the development and growth of insurance companies (Da Silva Wegner, Da Silva & Da Veiga, 2023). At present, people use the internet and digital media in the process of buying and making decisions about insurance. Therefore, providing attractive and valuable online content to customers and society is very important for insurance companies (Cham, Cheah & Memon, 2022). By using attractive and valuable content, insurance companies can attract new customers and retain existing customers. Providing practical information, guides and articles related to insurance topics can help customers make better choices and better understand insurance services (Pascucci, Savelli & Gistri, 2023). Content marketing in the insurance industry can help increase customers' trust in the insurance company (Aziz et al., 2021). Providing quality and useful content shows the expertise and credibility of the insurance company and convinces customers that the insurance company is able to provide excellent services and meet their needs (Plangger, Grewal & De Ruyter, 2022) using digital media and Diverse content, insurance companies can establish direct and active communication with their customers. This communication can include answering questions, providing advice and solving problems, sharing customer experiences, and providing news and updates related to the insurance industry. This type of direct communication with customers provides an opportunity to build loyal relationships and improve customer satisfaction. Therefore, digital content marketing in the insurance industry can help companies improve their marketing and sales and communicate effectively with customers in the current dynamic and digital competitive environment. Therefore, the present study paid attention to this important issue and tried to solve the existing research gap in this field. Based on the above explanations, the main question of the research can be raised as follows:

What are the antecedents of digital content marketing in digital

businesses of the insurance industry?

What are the implications of digital content marketing for digital businesses in the insurance industry?

Literature Review

Sharing knowledge and using it to solve existing problems forms the basis of the brand's role in content marketing (Damir & Hasnaa, 2020). Functional content is a prerequisite for many brand actions in content marketing. In addition, for consumer engagement, the content should include topics that cause consumers to use that information regularly (Kose & Sert, 2016; Müller & Christandl, 2019). Consumers are always looking for information beyond the products and services themselves, for example, information to follow industry trends and market developments, develop skills, prepare for possible future situations, information to solve existing problems, and gather information. Existing ideas (Repovienė & Pažėraitė, 2018). From the brand's point of view, presenting relevant topics and innovative ideas in the content to solve problems are signs of knowledge sharing by the brand and are potential facilitators in customer relations (Ezat & Razi, 2018).

Therefore, it can show its brand through this information related to issues and ideas in the presented content. As can be seen in the figure, brand investment in knowledge transfer as well as interpretation, review and explanation of information is one of its important tasks in content marketing (Taiminen & Ranaweera, 2019).
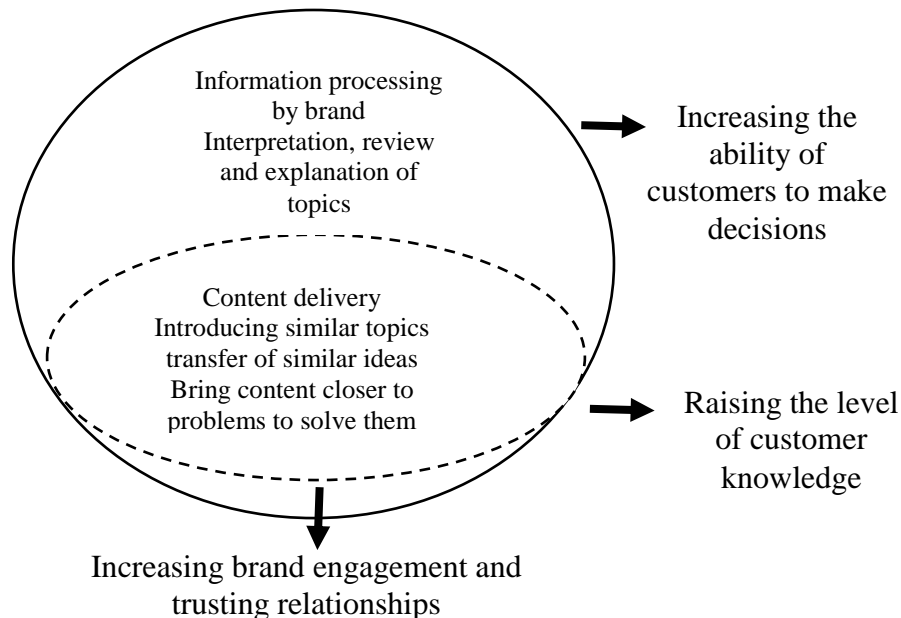
Information processing
by brand
Interpretation, review
and explanation of
topics

Content delivery
Introducing similar topics
transfer of similar ideas
Bring content closer to
problems to solve them

Increasing the
ability of
customers to make
decisions

Raising the level
of customer
knowledge

Increasing brand engagement and
trusting relationships

Figure 1. The position of content marketing (Taiminen and Ranaweera, 2019; Ajina, 2019)

By reviewing and collecting the literature and theoretical foundations in the period of 2021 to 2023 in the field of content marketing and its concepts and characteristics, especially in the field of factors influencing the effectiveness of digital content marketing and the resulting consequences, the following table has been compiled.

Table 1. Antecedents and consequences of content marketing

Researcher and year	Identified issue in content marketing	The subject of research
Mathew and Soliman (2021)	Consumer behavior	Does content marketing affect consumer behavior?
Bu et al. (2020)	Electronic word of mouth	Digital content marketing as a catalyst for word of mouth in food tourism
Halim and Wadie (2021)	Emotional Intelligence	Effectiveness of digital marketing: a comparative analysis of tourism

		websites based on the AIDA model
Balio and Casais (2021)	Consumer engagement with social media	A content marketing framework for investigating consumer engagement with social media
Febrian, Bangsawan, Mahrinasari and Ahadiat (2021)	Increase customer engagement	Digital content marketing strategy on increasing customer engagement in the situation of covid-19
Wizi (2021)	Intention to buy women on Instagram	The effect of brand awareness, content marketing and customer engagement on women's purchase intention on Instagram
Plangger et al. (2022)	Tangible and intangible value	The future of digital technologies in marketing: A conceptual framework and an overview
Li, Z., Suping (2022)	Optimization of digital sales strategy	Enclosure" to Cash Realization: Market Patterns and Investment Insights of China's Digital Content Industry in 2020–2021
Homburg and Wielgos (2022)	Customer trust and loyalty	The value relevance of digital marketing capabilities to firm performance
Cham et al. (2022)	Online shopping change management	Digitalization and its impact on contemporary marketing strategies and practices
Liu and Xian (2023)	sales increase	Research on the Evaluation of Tourism Digital Content Marketing Based on PCA-AHP
Pascucci et al. (2023)	Customer orientation and profitability	How digital technologies reshape marketing: evidence from a qualitative investigation

Sun (2023)	Electronic word of mouth	Strategy analysis for a digital content platform considering perishability

According to the investigations, it can be seen that in order to develop effective measures, on the one hand, and due to the high complexity of the content marketing field, the high intensity of competition in the field of producing entertaining and attractive content from competitors, and the need for knowledge-based action And the knowledge of why and what digital content marketing is in the operational environment is needed by focusing on the specific area under discussion and the advertising and marketing requirements related to it and considering the weakness of domestic and international studies in the field of digital content marketing and what it is. Domestically, it sought to identify the antecedents and consequences of digital content marketing practices in the insurance industry.

Method
In the present study, exploratory mixed research designs are used. The present study, by adopting a mixed approach (qualitative and quantitative), first sought to identify the antecedents and consequences of digital content marketing based on the opinions of experts in the field of digital content marketing, semi-structured interviews and thematic analysis tool (theme) and then sought to validate the outputs The result of the qualitative phase of the research is based on the opinions of a sample of marketing managers, a researcher-made questionnaire and a structural equation modeling tool. Therefore, the study includes two sections or general phases and has set its ultimate goal on designing and explaining the digital content marketing model. In this research, the methodology is done through a quantitative-qualitative combined method using semi-structured interviews and questionnaires. In this section, four bases for dividing researches are discussed, of course, there is a possibility of overlap.

Thematic analysis technique is used in the qualitative part. The community of the qualitative department was the managers and experts of the sales and marketing department of the insurance industry (electronic and digitalized department). Based on targeted sampling, 10 people were considered as samples. Qualitative data was collected using semi-structured interviews. The collected interviews were coded in

MAXQDA2020 software. For the validity of the findings, Cohen's kappa index was 0.837, which is confirmed. Table 2 shows the demographic characteristics of the interviewees:

Table 2. Characteristics of the interviewees

Row	Gender	Age	Education	Insurance Company
1	Man	43	PhD	Asia
2	Man	52	PhD	Alborz
3	Female	39	Masters	novel
4	Man	30	PhD	wise
5	Man	38	PhD	Iran
6	Female	42	PhD	We
7	Man	51	Masters	New business
8	Man	49	PhD	Pasargad
9	Female	37	PhD	the Persians
10	Female	43	PhD	Saman

Considering that the research method is exploratory and qualitative and quantitative, the questionnaire used is the same open codes extracted in the qualitative analysis. In the following, in the section of findings after the table of findings, this issue has also been discussed.Structural equation method is used in a small part. In the quantitative part of the research, the statistical population consisted of experts and managers of marketing units and assistants in the country's insurance industry in Tehran. A sample of 384 people was extracted from this statistical population (due to its uncertain size) using Cochran's formula (for an unlimited population).

Demographic characteristics of respondents to the questionnaire are specified in the table 3:

Table 3. Demographic characteristics of respondents to the questionnaire

Variable		Frequency	Percentage
Gender	Female	284	73.8
	Male	101	26.2
Age	Less than 30 years	0	0
	30-35 years	111	28.8
	35-40 years	270	70.2
	40-45 years	4	1

	More than 45 years	0	0
Education	Bachelor	2	0.5
	Masters	53	13.8
	PhD	330	85.7
Experience	Less than 5 years	7	1.8
	5 to 10 years	6	1.6
	10 to 15 years	246	63.9
	15 to 20 years	126	32.7
	More than 20 years	0	0

Based on the codes of the qualitative part, a researcher-made questionnaire was formed. The data collected from the questionnaire were analyzed in AMOS 24 software.

Findings

In order to answer the questions of a research, the qualitative analysis method of thematic analysis technique has been used.

- What are the antecedents of digital content marketing in digital businesses of the insurance industry?

- What are the implications of digital content marketing for digital businesses in the insurance industry?

In the continuation of this method, the answer to question one is specified in table 5 and the answer to question two is specified in table 6. In order to analyze the theme, interviews were conducted with managers and sales and marketing experts of the insurance industry. After conducting interviews with experts, the collected data are reviewed and analyzed based on thematic analysis method. The operational steps of this method are as follows:

- Collecting qualitative data through interviews with experts

- Analyzing the collected data using the theme analysis approach in MaxQDA software.

-- Primary (open) coding in order to extract the most important data, signs and patterns in the interview texts and determine the key clauses and basic explanations in the field of antecedents, consequences and effectiveness criteria of digital content marketing. In this step, the open codes extracted from 8 documents (semi-structured interview with 8 research experts in the field of content marketing) in the field of

antecedents, consequences and effectiveness criteria of digital content marketing are presented separately for each document. Based on the results, a total of 111 open codes with a frequency of 419 numbers were extracted.

Table 4 shows an example of open codes extracted from the interviews:

Table4. An example of extracted codes

Code	Segment	Area	Coverage %
Requirements (precedents) of the effectiveness of digital content marketing\fundamental requirements\providing documented and scientific content	The attractiveness of the content can go back to several principles and topics. One of them is the value and credibility of the presented content. The scientific value of the provided content on the one hand and the perceived value of the provided content from the customer's point of view on the other hand.	191	0.76
Requirements (precedents) of the effectiveness of digital content marketing\fundamental requirements\providing documented and scientific content	This means that first of all, the content must be scientifically valid and valuable, and it must be prepared based on reliable and up-to-date scientific references and sources, and on the other hand, the customer or the audience should create value for themselves through the development of awareness. him or by providing guidance and advice to him to understand.	283	1.12
Requirements (antecedents) of the effectiveness of digital content marketing\fundamental requirements\distance from the advertising approach	The content produced and distributed should be such that a person sees the least trace of advertising or persuasive actions in order to buy from a brand.	152	0.60
Requirements (antecedents) of digital content marketing effectiveness\fundamental	Efforts should be made to find a way to keep the content attractive. It is easy to answer a question about which information is	190	0.75

requirements\innovation in content production	abundantly available on the web; But presenting information in a fresh and creative way is more effective		
Requirements (antecedents) of digital content marketing effectiveness/perceptual-cognitive audience antecedents/perceived content value	This strategy should produce content that is valuable from the audience's point of view, that is, the audience understands that the content produced beyond its format can add to their knowledge and awareness, or that in the role of an honest advisor and guide, they can help them in the field of selection. Be the best product or service provider	263	1.04
Requirements (antecedents) of digital content marketing effectiveness/perceptual-cognitive audience antecedents/perceived content value	The attractiveness of the content can go back to several principles and topics. One of them is the value and credibility of the presented content. The scientific value of the provided content on the one hand and the perceived value of the provided content from the customer's point of view on the other hand.	191	0.76

-- Classification or clustering of the extracted open codes in order to achieve the main themes (themes) of the research in the field of antecedents and consequences of digital content marketing;

-- Categorizing or clustering the main themes extracted in order to achieve the organizing themes of the research in the field of antecedents and consequences of digital content marketing;

-- Categorizing or clustering the extracted organizing themes in order to achieve the comprehensive themes of research in the field of antecedents and consequences of digital content marketing; This step determines the general dimensions and finally the indicators and components related to each dimension.

Table 5. Formation of overarching themes (antecedents)

Overarching Themes	Organizer Themes	Main themes
Antecedents	Basic requirements of digital content marketing	Providing content based on customer standards

		Providing non-opportunistic content
		Providing documentary and scientific content
		Using the opinions of scientific experts
		Up-to-date content
		Emphasis on content awareness
		Meeting the real information needs of the audience
		Non-repetitiveness of the content for the audience
		No contradiction in content
		Staying away from advertising approach
		Absence of misleading elements in the content
		Innovation in content production
	Prerequisites for digital content production	Separation of content based on age range
		Segregation of content based on gender
		Generate content based on audience categories
		Category of target audience
	Management/organizational requirements	Use of new content production technologies
		Compliance with the right to copy content
		Good investment
		Responsibility for content
		Actions are targeted
	Perceptual-cognitive antecedents of audiences	Perceived value of content
		Perceived awareness
		Perceived complexity of content
		Previous experiences of the audience
		Perceived benevolence
		Perceived fun of the content
		Perceived usefulness of content

		Perceived honesty
		The quality of previous audience interactions with brand content marketing
		User attitude towards content marketing

Table 6. Forming overarching themes (implications)

Overarching Themes	Organizer Themes	Main themes
Implications	Marketing implications	Effectiveness of other branding measures
		Increasing the number of content marketing audiences
		Attracting new customers
		Retaining existing customers
		Obtaining new knowledge from the customer
		Costumer loyalty
	Financial consequences	Increasing the number of customers
		Increasing the company's income in the long term
		Increase sales in the long run
		Willingness to pay more
		Achieving sustainable growth of the company
		Brand profitability
		Reduce spending on direct advertising
		Reduce overall marketing costs
	Brand implications	The special value of the brand with the customer
		Brand trust
		Brand awareness
		Brand preference
		Brand image
		Brand health
		Brand reputation
		Brand recall
	Favorable consequences for the client	Increasing customer knowledge
		Customer's ability to make

		better decisions
		Customer satisfaction with the brand
		The audience's attitude towards the brand
	Audience engagement with content	Brand tracking
		Follow the content to the end
		Desire for brand word of mouth
		Willingness to buy from the brand
		Willingness to buy again from the brand
		Search for similar content

Based on Tables 5 and 6, it is possible to draw a network of themes related to antecedents, effectiveness factors and consequences related to digital content marketing.

Hierarchical Code-Subcodes Model

antecedents of digital content marketing in digital businesses

Basic requirements of digital content marketing

Prerequisites for digital content production

Management/organizational requirements

Perceptual-cognitive antecedents of audiences
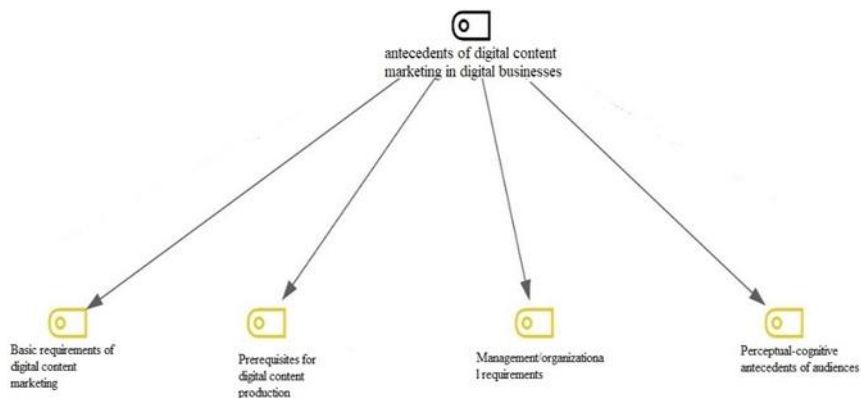
Figure 2. Network of general themes related to antecedents

Hierarchical Code-Subcodes Model
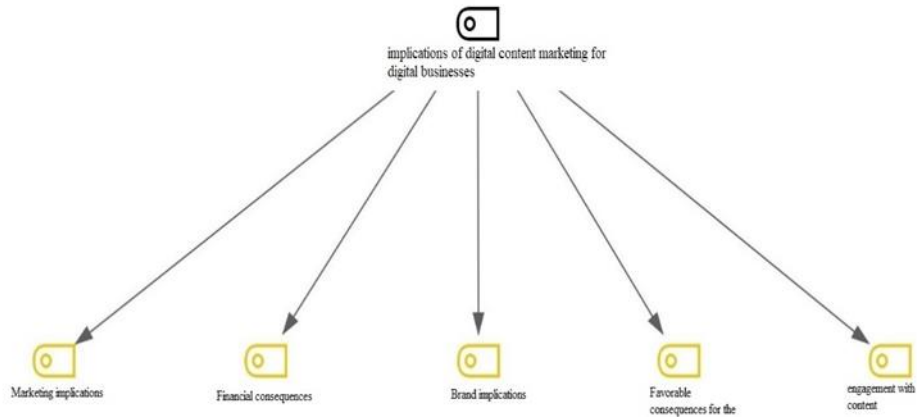
Figure 3. Network of general themes related to outcomes

In order to fit the model, the confirmatory factor analysis technique has been used. The questionnaire was designed based on (the main topics) and distributed among the employees of the insurance industry.

Table 6 shows the results of descriptive statistics related to research variables. In this table, include the central indicators that include the average and the dispersion indicators that include the variance. Cronbach's alpha is also specified in the final column, which indicates the reliability of the identified components.

Table 7. Descriptive statistics of research variables and reliability check with Cronbach's alpha

Variable	Cronbach's alpha	The standard deviation	Average
Basic requirements of digital content marketing	0.792	0.278	3.436
Prerequisites for digital content production	0.778	0.425	3.597
Management/organizational requirements	0.777	0.448	3.270
Perceptual-cognitive antecedents of audiences	0.731	0.353	3.286

Marketing implications	0.724	0.376	3.373
Financial consequences	0.712	0.373	3.345
Brand implications	0.748	0.334	3.413
Favorable consequences for the client	0.741	0.449	3.476
Audience engagement with content	0.732	0.423	3.368

The result of the Kolmogorov-Smirnov test for each of the research variables is shown in Table 8.

Table 8. Kolmogorov-Smirnov test of research variables

Variable	Test result	Sig (significance level)
Basic requirements of digital content marketing	It is normal	0.096
Prerequisites for digital content production	It is normal	0.074
Management/organizational requirements	It is normal	0.139
Perceptual-cognitive antecedents of audiences	It is normal	0.121
Marketing implications	It is normal	0.083
Financial consequences	It is normal	0.094
Brand implications	It is normal	0.193
Favorable consequences for the client	It is normal	0.110
Audience engagement with content	It is normal	0.081

According to table 8 and according to the obtained value, the significance level of all variables is greater than the error value. As a result, the data related to each of the variables of this research is normal. Due to the high sample size and the normality of the data, parametric statistics and AMOS statistical software are used to analyze the data.

Table 9. KMO and Bartlett test output

KMO	Bartlett	Sig	Result
0.865	3.754	0.000	confirmation

According to the above table, the sample size (KMO) and also the significance test of Bartlett's sample sphericity in the factor analysis by SPSS are 0.865 and 0.000 respectively; which shows the adequacy of the samples to perform factor analysis.
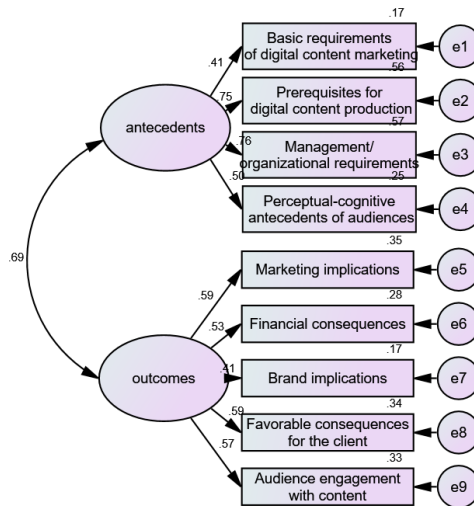
Figure 4.Model fit based on confirmatory factor analysis in AMOS software

Based on the good fit model, all factor loadings of Balataz were obtained with a suitable value of 0.4. Also, based on the output of the software, all T-statistics also confirm the status of the operations. Therefore, the model has the necessary fit.

In this study, according to the classification and clustering done in the field of digital content marketing, research experts believe that the elements that form the antecedents affecting the digital content marketing strategy in the category of antecedents are elements such as pre-production requirements. Content, managerial/organizational requirements, perceptual-cognitive antecedents of the audience, characteristics of the marketing and content production team, fundamental requirements and characteristics of the content are involved, and each of these elements includes several components.

The fundamental requirements of digital content marketing include such components as providing content based on customer norms, providing non-opportunistic content, providing documented and scientific content, using the opinions of scientific experts, updating the content provided, emphasizing content awareness, meeting the real information needs of the audience, Non-repetition of content for the

audience, lack of contradiction in content, distance from advertising approach, absence of misleading elements in content and innovation in content production.The interviews conducted on the importance of the fundamental requirements of digital content marketing are expressed as follows:

Content strategy in online marketing is one of the basic elements to attract and keep customers. Quality and attractive content not only increases the conversion rate and sales, but also helps to better recognize the brand. In this regard, we must first carefully determine the market and target group of customers and provide content that responds to their needs and problems. The use of multimedia content, news, specialized articles and interactive content can add variety to the content strategy and increase its appeal. Also, content optimization for search engines and the use of social methods are also of particular importance so that the brand remains constantly in the eyes of customers. Finally, measuring and analyzing content performance through web analytics tools and customer feedback can help improve content strategy and increase its effectiveness. (Code: Content Strategy)

Discuss your goals, target audience, and content strategies to be used to achieve them. (Code: Content Strategy)

The type of content is one of the key factors in online marketing that has a direct impact on audience engagement and engagement. Text, image, video, and audio content each play an important role in improving the user experience and conveying value to the audience. Currently, the produced contents should be in accordance with the needs and preferences of the target group of customers and use a suitable strategy to create a meaningful relationship with the audience. Also, the contents should be optimized by using appropriate keywords and according to the algorithms of search engines, they should help to improve visibility in search results. Using original, attractive and valuable content as a strategic tool in online marketing helps to increase brand awareness, increase traffic and improve business results. (Code: Types of content)

Concepts such as text, image, video content and the type of content that is effective for each of these categories (Code: Types of content)

Content optimization methods and strategies for better search engine rankings (Code: Content Optimization for Search Engines (SEO))

Creating content in online marketing is the most basic factor for attracting and persuading the audience. Text, image or video content with quality and appropriate to the needs and interests of the target community

is considered a vital tool in building a meaningful relationship with customers. By using content, companies can provide added value, provide useful information and strengthen their brand identity. Using keywords related to the industry, optimizing content for search engines, and creating content that can be shared on social networks are effective solutions in this field. Also, monitoring market developments and changes in search engine algorithms in order to update the content creation strategy is essential for companies to stay abreast of online marketing developments and successfully seek to attract new customers and retain existing customers(Code: Content production)

The process of producing and presenting content, including research, writing, and multimedia content production (Code: Content production)

Analysis and evaluation in online marketing are vital tools for formulating effective and optimal strategies in the digital world. In this context, market information, consumer behavior and competitor performance should be carefully analyzed. Market analysis includes examining market size, changing growth trends, and understanding customers, which helps in creating targeted strategies. Evaluating the performance of online marketing campaigns and activities using action keys, conversion rates, and ROI (return on investment) analysis is also of great importance. With the help of data analysis management tools, marketing officials are able to identify customer behavior patterns and improve the proposed strategies according to these data. Overall, online marketing analysis and evaluation are essential tools to increase productivity and improve customer experience in the digital space. (Code: Analysis and measurement)

 Using analytical tools and metrics to measure content performance and make necessary improvements (Code: Analysis and measurement)

In the field of online marketing, the trend in content is considered as an essential factor in attracting and keeping audiences. This process refers to the production, publishing, and management of diverse and attractive content, which aims to generate value for the audience and attract their attention. Due to the dynamics of online marketing and continuous changes in consumer behavior, content trends require flexibility and constant updating. The use of quality image, video, and text content, as well as optimization based on search engine algorithms, is inevitable. In addition, active interaction with the audience through social networks and improving the user experience are also among the vital points in the content trend. This approach allows organizations to be

recognized as a dynamic and attractive brand while navigating in the competitive market and to obtain optimal returns from their online activities. (Code: Trends in Content Marketing)

Discussing the trends, changes and innovations that are emerging in the world of content marketing (Code: Trends in Content Marketing)

Using social media as a vital tool in online marketing plays a very important role in promoting brand awareness, connecting with customers and increasing sales. With the help of content sharing facilities, direct communication with customers and creation of virtual communities, these media allow brands to interact with their audience and convey opinions, feedback, and news quickly. Through smart ad campaigns, online contests, and engaging content, brands can build a stronger presence among the online crowd and easily connect with new customers. Also, these media allow companies to conduct market research and online surveys to improve their products and services based on direct customer feedback. (Code: Use of social media)

How to use social networks to promote content and attract audiences (Code: Use of social media)

Communication not only accelerates the sales process, but also close contact with customers, gains their trust and therefore leads to an increase in their loyalty. Using various communication tools such as social networks, email marketing, blogs and live chats, online marketers have been able to communicate with their audience throughout the buying cycle. Providing useful and engaging content, answering customers' questions and needs, and holding online discussion sessions are some of the ways that improve communication with audiences and allow businesses to communicate more effectively with their audiences. (Code: Communication with the audience)

How to effectively communicate with the audience, create communication and interactions to increase their communication and loyalty. (Code: Communication with the audience)

In a competitive and dynamic market, paying attention to the needs and preferences of customers and providing added value to them is essential to attract and keep customers. Branding and improving the customer experience by providing diverse and useful content, better services, or easier purchase processes are among the solutions that help companies attract the attention and trust of customers. In the online world, enhancing customer interactions and creating meaningful connections are very important. Therefore, companies must not only

provide their products and services with quality, but also must be able to establish active and valuable relationships with customers in order to achieve customer satisfaction and gain a privileged position in the competitive market. (Code: Importance and added value)

Emphasizing how the content should create added value for the audience and meet their needs. (Code: Importance and added value)

The effectiveness of content in online marketing has become more important than ever. Due to the great competition in the digital space, it becomes difficult to promote the brand and attract the attention of customers without using attractive and valuable content. Content in online marketing plays a fundamental role in the structure of an effective marketing strategy. Providing the right content attracts the attention of the audience, increases interactions and creates continuous communication with customers. Useful information, differentiating content and improving user experience are among the factors that make content effective in attracting and keeping customers. Using videos, articles, reviews, blogs and other interactive content allows businesses to connect more closely with their audience community and provide them with added value. Overall, content strategy can be considered as a powerful tool in determining the success of a business in the digital space. (Code: Content effectiveness)

Methods and solutions that can help improve content performance and effectiveness. (Code: Content effectiveness)

The results have shown that the requirements before digital content production also have different components, which are: content separation based on age range, content separation based on gender, content production based on audience classification and target audience classification. In addition, based on the opinions of experts and according to the results, the managerial/organizational requirements are also among the 5 important elements of using new content production technologies, respecting the right to copy the content, optimal investment, responsibility for the content and purposeful actions. Composed. The components of the audience's perceptual-cognitive antecedents based on experts' opinions and results include the perceived value of the content, perceived informativeness, perceived complexity of the content, previous experiences of the audience, perceived benevolence, perceived fun of the content, perceived usefulness of the content, Perceived sincerity is the quality of the audience's previous interactions with brand content marketing and the user's attitude towards content marketing. The

characteristics of the marketing and content production team have important elements of the specialized characteristics of the marketing and content production team and the general characteristics of the marketing and content production team. The specialized features of the marketing production team are: familiarity with the principles of SEO, familiarity with new BMD techniques, familiarity with various content marketing techniques, using BMD techniques at the right time and position, expertise in the aspects Artistic aesthetics, knowledge in the field of brand products and services, technical knowledge of content production, knowledge about the market and audience of the content production team. On the other hand, he expressed the general characteristics of the marketing and content production team as follows: mastery of the English language, individual and team creativity, knowledge of customer psychology, general knowledge of marketing and high work experience.

In the context of the specialized characteristics of the marketing production team, the interviews emphasized the following:

In the field of technical expertise, one of the interviews mentions: Among the most important roles of technical expertise in online marketing, we can mention website optimization, creating and managing detailed advertising campaigns, analyzing data and using analytical tools. Technical experts can provide deep improvements in SEO, site optimization for better user experience, and use of marketing automation tools. This expertise allows businesses to surpass competitors and implement smarter strategies in the online space with the rapid growth of technology. (Code: Technical expertise)

Explanation about the technical expertise and skill abilities of the team members. This may include familiarity with specific tools and software, programming languages, data analysis, or technical knowledge in various fields (Code: Technical expertise)

In the field of planning and strategy, one of the interviews mentions: planning and strategy are very important in online marketing and can determine the success or failure of a business in the digital space. Due to the complexity and great competition in this field, it is necessary to have a written plan and coherent strategy for online advertising. This work helps the business to determine its goal more accurately, identify its intended audience and convey its messages to them in the best way using the latest tools and techniques. Also, proper planning can lead to higher productivity, cost savings and increased customer engagement. As a result, online marketing strategies not only help attract new customers,

but also increase communication with existing customers and strengthen brand recognition.

Knowledge of marketing strategies, market analysis, research and planning to implement successful campaigns. It can be helpful to talk about the methods used to formulate an effective marketing strategy. (Code:Strategy and planning)

Due to the dynamic changes in the digital arena and a lot of competition in the market, a deep understanding of how online marketing tools and methods work is essential. Individual experience not only helps flexibility in the face of rapid changes in technology and marketing approaches, but this information serves as a valuable resource for creating optimal strategies and increasing the effectiveness of advertising campaigns. Also, individual knowledge of competitors' strengths and weaknesses, customer preferences, and market trends can help online marketers make sound, data-driven decisions. Ultimately, combining personal experience and knowledge with accurate data analysis leads to optimal response and performance enhancement in the dynamic and complex online marketing environment (Code: Individual experience and knowledge)

Description of previous experiences and personal knowledge of individuals in different areas such as working with different clients, solving problems, or specific projects (Code: Individual experience and knowledge)

In the competitive world of online marketing, creativity and innovation abilities play a role as vital factors in realizing the success and prominence of brands. The online market is constantly changing and customer appeal must be maintained by using creative and innovative solutions. The ability to create unique content, design websites inspired by the latest trends, and be up-to-date with new technologies are among the points that brands need to attract attention and advertise effectively to their audience. Creativity in the use of social media, interactive advertising, and creating different content creates a deeper connection with customers. All in all, in the digital world, brands should look for creative solutions to meet the challenges and improve their online marketing in the best possible way. (Code: Creativity and Innovation Abilities)

An explanation of how to use creativity to create engaging and innovative content and marketing campaigns. This includes using new approaches, thinking outside the box and new ideas. (Code: Creativity

and Innovation Abilities)

Effective communication and coordination is very important in online marketing because these factors play a key role in achieving business goals and attracting digital marketing customers. In a wide competitive environment, active communication with customers, providing attractive content and promoting interactions on the website and social networks, can help encourage customers to make purchases and maintain their loyalty. Also, coordination between different marketing strategies, from advertising to content and social advertising, can help improve user experience and encourage customer conversions. By using modern coordination and communication tools, marketing teams can improve the speed and efficiency in implementing strategies and ultimately create the highest probability of achieving their business goals.(Code: Communication and Coordination)

Description of the ability to cooperate and coordinate with other departments and teams in an organization. The ability to communicate effectively and work as a team may be one of the team members' strengths.

Results and Performance: Introduce examples of projects or campaigns the team has undertaken that have demonstrated positive results or impacts on the business or audience.(Code: Communication and Coordination)

Finally, according to the results, the characteristics of the content consist of two important elements, communication characteristics and technical characteristics of the content, each of which has different elements. The constituents of the communication characteristics of the content include creating empathy with the audience, creating emotional alignment with the audience, paying attention to the emotional aspects of the audience, producing content based on the opinions of the audience and measuring the audience's reactions to the content. Cham et al. (2022), it is necessary to identify the audience and pay attention to the needs of the audience in content marketing. Balio and Casais (2021) also showed that involving the emotions of customers is effective on the effectiveness of content marketing.

On the other hand, the technical features of the content include presenting the content far from complexity, using the appropriate format in content production, content flexibility, focusing on the real needs of the audience, diversity in content distribution, content distribution on the right platform, and the temporal brevity of the content. , entertainment of

content, transparency of produced content, quality of information, visual and auditory quality of content, and knowledge-enhancing quality. Sun (2023) emphasized that it is necessary to create a strategy to target digital marketing.

In this study, according to the clustering of identified themes and considering the opinions of experts, the consequences of digital content marketing strategy have 5 consequences, which are marketing consequences, financial consequences, brand consequences, favorable consequences for the customer and conflict. Audience with content. Each of these consequences also has several elements. Wizi (2021) also showed the high impact of content marketing on purchase intention. The components of marketing outcomes include the effectiveness of other branding measures, increasing the number of content marketing audiences, attracting new customers, retaining current customers, gaining new customer knowledge, and customer loyalty. Mathew and Soliman (2021), showed that based on e-commerce developments, digital content marketing can have a direct impact on customer loyalty.

On the other hand, elements such as increasing the number of customers, increasing the company's income in the long term, increasing sales in the long term, willingness to pay higher costs, achieving sustainable growth of the company, profitability of the brand, reducing costs on direct advertising and reducing overall marketing costs. form the financial consequences. The results showed that the components related to the consequences related to the brand are as follows; Brand equity, brand trust, brand awareness, brand preference, brand image, brand health, brand reputation, and brand recall. Increasing customer knowledge, customer ability to make better decisions, customer satisfaction with the brand, and the audience's attitude towards the brand are also related to favorable outcomes for the customer.

Finally, based on the results and according to the opinions of experts, the constituents of the element of audience engagement with the content include following the brand, following the content to the end, the desire for word of mouth advertising of the brand, the desire to buy from the brand, the desire to buy from the brand again and Search for similar content.

Conclusion
This study has designed and explained the digital content marketing model. In recent years, electronic businesses have been growing rapidly

and have gradually taken a relatively favorable share of the industrial enterprises of the country and play an undeniable role in the growth of the country's economy. One of the important parts of digital marketing is the production and creation of valuable content. Another expression, the combination of content and technology refers to the production of digital content. Content marketing is actually a method in which the organization continuously creates and publishes valuable content in order to attract and reach the audience, and its purpose is to transform the customer's behavior into a profitable behavior for the organization.

Today, creating content in the digital market is of great importance and is one of the concerns of business owners. Therefore, business owners should not neglect this issue, but should prioritize content creation in their activities. Digital content marketing is actually a way for modern brands to shine and provide products and services to meet the needs and tastes of consumers, which is also considered as a communication factor with customers. On the other hand, content production can meet the needs and tastes of consumers compared to providing products and services; Create interaction and coordination. Digital marketing and content marketing should not be used separately, but always combined with each other. It is enough to choose the right strategy that suits the purpose of the brand and the audience. In general, research and study in content production and the use of practical and new tools cause the spark of creativity in content marketing to enter people's minds. Therefore, in this direction, in addition to studying competitors and reputable businesses related to the type of business, it is necessary to examine successful and creative experiences and search for the reasons for their success and identify growth paths. Based on the obtained results, the following suggestions are provided:

- It is suggested that in order to distribute content on appropriate platforms, the characteristics and needs of the audience that use the platform should first be identified and understood so that it can compete with other platforms to attract the attention of potential customers.

- In order to attract new customers, marketing managers are suggested to increase their activities on different platforms or in other words in virtual space and by being on social networks and introducing their business or store or company. Increase the number of new customers.

CONFLICT OF INTEREST: The authors declare that they have no conflicts of interest regarding the publication of this manuscript.
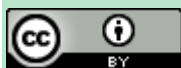
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