

# Digital Marketing

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**Week 6:**

# Content Marketing Strategy

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# Learning Objectives

- Define content, content marketing, and content marketing strategy.
- Describe key components of a content marketing strategy.
- Explain how content builds trust with audiences.
- Identify what makes people share content.
- Recognize common content formats and tactics.
- Understand the implications of content marketing in Indonesia.

# What is Content Marketing?

The word 'content' originally comes from the publishing world, where written text, images, and videos needed to be interesting enough to attract the target audience to a specific platform like a newspaper, magazine, TV, or radio station."

*(Vinerean, 2017)*



In digital marketing, content simply means anything you create and upload to a website or social platform — whether it's words, images, videos, or even interactive tools. If it lives online and communicates something, it counts as content.



# What is a Content Marketing?

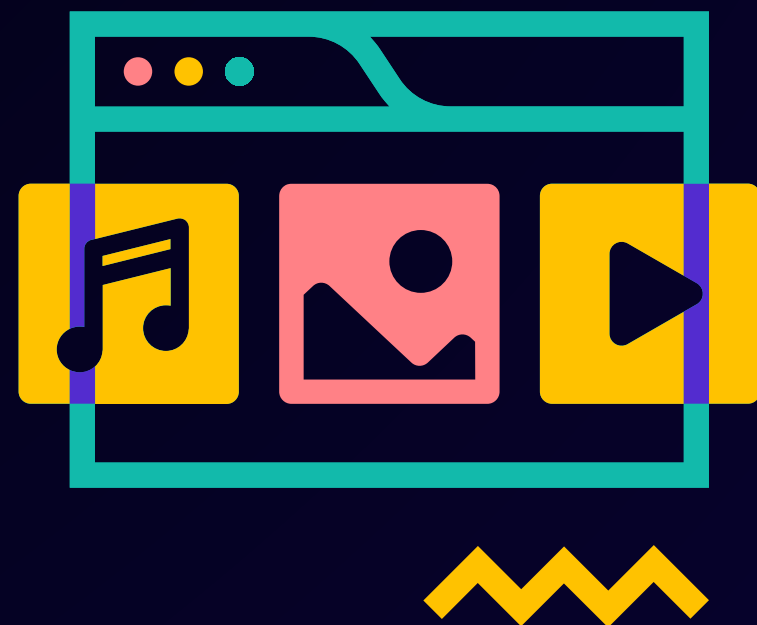
**Content Marketing** is a strategic marketing approach focused on **creating and sharing valuable, relevant, and consistent content** to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

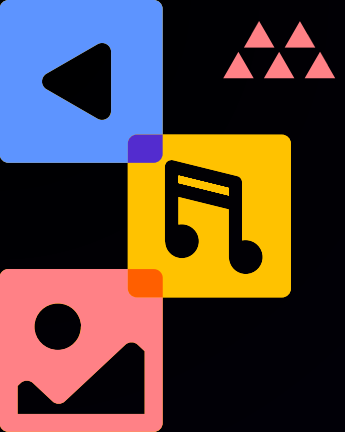


# What is a Content Marketing?

In digital marketing, content is anything that you create and put on a website, like words, pictures, videos, or other things people can see or use there.

*(Vinerean, 2017)*





Content marketing is changing the way companies **sell** and **communicate** with its **target audience**.

Content marketing is not just about selling. It focuses on giving useful and relevant information to the audience through things like articles, pictures, videos, and other types of content.

*(Vinerean, 2017)*



Content marketing is **closely connected to social media** because the content needs to be shared on different platforms like Instagram, TikTok, or Facebook to reach more people.

At first, companies used social media **just to post ads**, but now it's also used to have **two-way conversations** with customers and to **share useful content** as part of content marketing."

Today, every company is **not only doing its main business**, but also **acts like a media publisher**.

This means marketers must clearly **know who their audience** is and **create content that gives them what they need or want**.

# LOGI Treatment

## Indonesia's Local Brand

< logitreatment



LOGI Treatment

46 posts

579 followers

398 following

Beauty, cosmetic & personal care  
Natural Treatment for Curly & Dry Hair  
Shopee, Tokopedia, & WhatsApp (link below)  
Yogyakarta

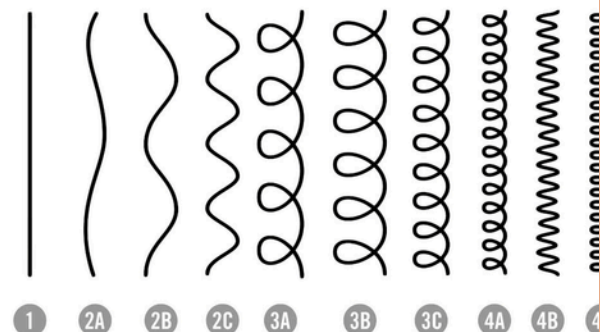
[linktr.ee/logitreatment](https://linktr.ee/logitreatment)

### CURLY HAIR TYPES

Secara umum terdapat 4 tipe rambut, biasa dikenal sebagai tipe 1, 2, 3, dan 4. Keempat tipe rambut ini dipecah lagi menjadi 3 sub tipe, yaitu A, B, dan C. Tipe 1 adalah rambut lurus, tipe 2 adalah wavy (bergelombang), tipe 3 adalah curly (keriting), dan tipe 4 adalah coily/kinky (sangat keriting). Meski tipe 2, 3, dan 4 ini sebenarnya masuk dalam kategori tipe rambut keriting.

Selain pola, perbedaan utama tipe rambut lurus dengan rambut keriting adalah pada kelembapan. Rambut lurus cenderung lebih lembap karena minyak alami (sebum) dari akar rambut lebih mudah terdistribusi (turun) secara merata ke seluruh batang rambut.

Sedangkan rambut keriting cenderung lebih kering karena minyak alami (sebum) dari akar rambut sulit terdistribusi (turun) secara merata ke seluruh batang rambut. Akibatnya, rambut keriting cenderung lebih kering, mudah kusut, dan dalam beberapa kasus, kekurangan nutrisi.



### LOW POROSITY

Rambut dengan porositas rendah memiliki kutikula (lapisan pelindung rambut) yang rapat. Kutikula dari rambut ini mirip dengan bunga pinus yang tertutup rapat yang menandakan ia terhidrasi dengan baik.

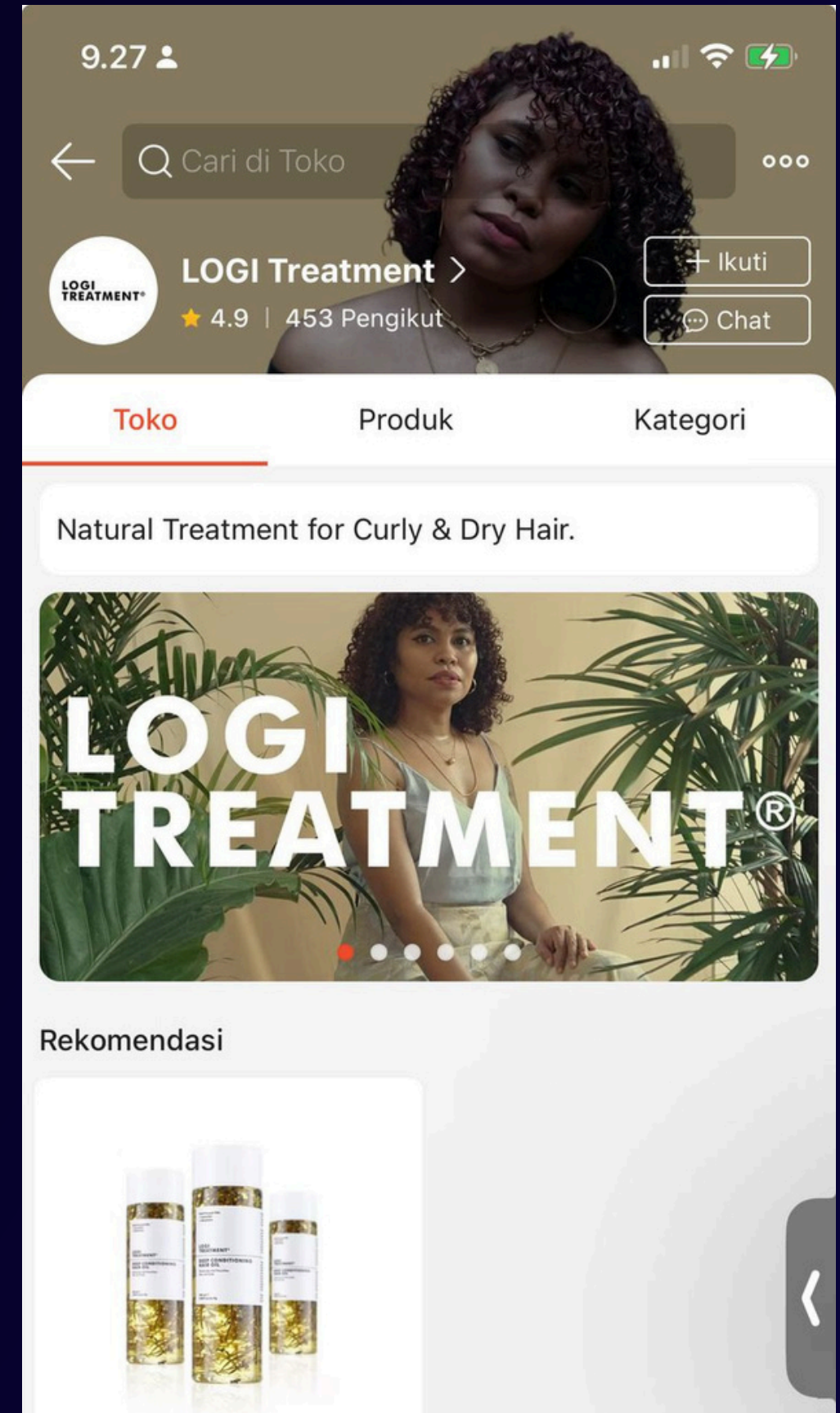
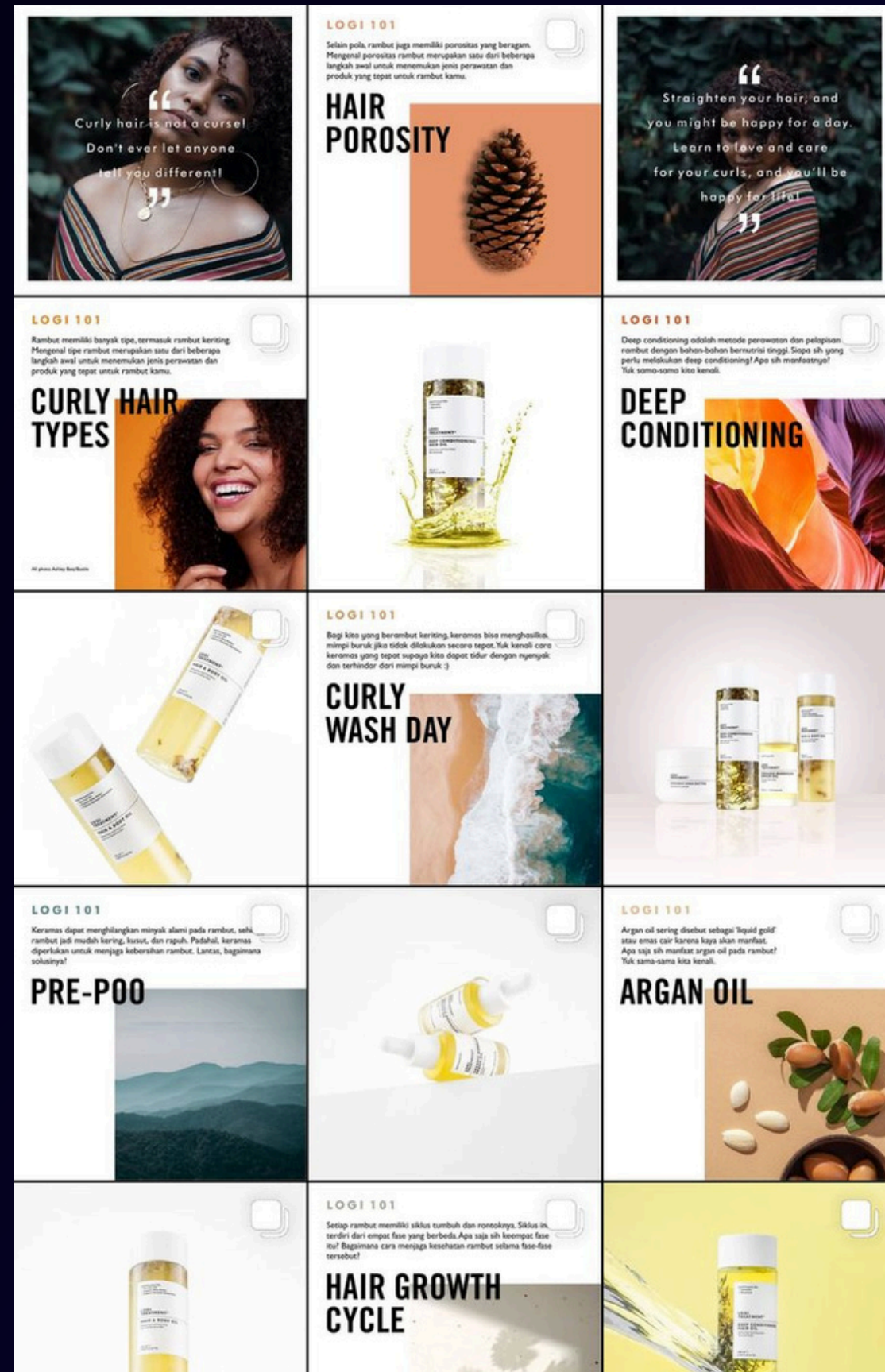
Rambut berporositas rendah cenderung sehat, kuat, dan berkilau. Meski begitu, rambut ini sangat susah dibasahi karena air kesulitan menembus kutikulanya. Namun sekalinya basah, butuh waktu lama untuk membuatnya kering (bisa lebih dari 2 jam dalam udara normal).

Saat akan mengaplikasikan produk rambut, gunakan panas yang cukup untuk merangsang kutikula rambut agar terbuka. Jika kutikula rambut tidak terbuka dengan baik, produk yang kamu gunakan cenderung hanya akan menempel di rambut karena sulit terserap.



Rambut berporositas rendah cenderung sensitif pada produk berprotein tinggi. Meski begitu, bukan berarti rambut ini harus menghindari produk berprotein. Rambut terbuat dari protein dan akan selalu membutuhkan protein. Penggunaan produk berprotein tetap dapat dilakukan selama sesuai dengan kebutuhan sehingga rambut tidak akan kelebihan maupun kekurangan protein.

Penggunaan minyak konsistensi ringan (encer) seperti grapeseed oil, jojoba oil, almond oil, dan argan oil sangat disarankan untuk mencegah rambut menjadi kering dan kusut. Namun, penggunaan minyak konsistensi berat (kental) sangat tidak disarankan karena akan sulit terserap oleh rambut dan justru membuat rambut menjadi lepek dan tidak terdefinisi (kehilangan pola).



# Characteristics of Content Marketing



## NOT-PAID FOR

Content is developed by an organization that aims to achieve: customer engagement and developing relationships, knowledge, selling of products and services.



## PAID

Content is similar with "Not-Paid For", and in addition it also aims to sell the digital content created.



## SOCIAL

Content is created by brand community members who aim to express their views; to learn from the organization and other users.

# What is a Content Marketing Strategy?

**Content Marketing Strategy** is your **game plan** —

it outlines **what kind of content you'll create, for whom, how you'll distribute it, and why.**

It ensures your efforts are consistent, targeted, and aligned with your business goals.

# **Key Component of Content Marketing Strategies**

# 1. Define Your Goal

**What do you want to achieve?**

“The practice of planning for the creation, delivery and governance of useful, usable content”.



# Examples of goals or objective of Content Marketing Strategy:

- Brand awareness or reinforcement;
- Lead conversion and nurturing;
- Customer conversion;
- Customer service;
- Customer upsell;
- Passionate subscribers.



## 2. Know Your Audience

### Who are we trying to reach?

Understanding who you're talking to is crucial. Different people need different types of content.



# 3. Choose Your Content Types

**What type of content will connect best with our audience?**

Different content formats work best for different goals and platforms.



# 4. Select Your Channels

**Where does our audience spend their time online?**

Content needs the right place to live and be shared.



# 5. Create a Content Calendar

**How often should we post content?**

**What topics will we cover each week or month?**

Planning content helps with consistency and organization.





	Instagram Reference	HGU	Harvard	UPH	UBM					
<b>CONTENT PICTURES</b>	<b>CONTENT READY</b>									


**JIU CONTENT PLAN**

Posting Date	Pillar	Content	Type	Visual Direction	Detail	Visual Reference	Placement	Caption	Visual	Status
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**October 2024**

10/2	Event	17 Agustus 2024	Picture	3 Feeds			IG			Posted
10/23/2024	Event	Asesmen Lapangan	Picture	1 Feed			IG			Not Yet
10/25	Marketing	Visit West Jakarta	Video	1 Reels			IG			Not Yet
10/23/2024	Education	How to be a Productive Student	Picture	1 Feed			IG			Posted
10/31	Event	Open House	Video	Reels			IG			Not Yet

**November 2024**

11/1	Event	Open House	picture	Feeds			IG			Posted
11/8/2024	Event	Sketch Video Open House	Video	Reels			IG		<a href="https://drive.google.com">https://drive.google.com</a>	Posted
11/10/2024	Event	Hari Pahlawan	Picture	Feeds			IG			Posted
11/11/2024	Event	NGET - Poster	Picture	Feeds	Poster		IG			Not Yet
11/12/2024	Marketing	Visit west jakarta	Video	Reels			IG			Posted
11/13/2024	Event	Funday Recap	Picture	Feeds			IG			Posted
11/15/2024	Event	JIU Cup	Picture	Feed	Poster		IG			Posted
11/19/2024	Event	NGET Review	Picture	Feeds	Photography - activities		IG	The first day of the Next Generation Entrepreneurship		Posted
11/20/2024	Marketing	Visit Kalimantan	Picture	Feed			IG			Posted
11/22/2024	Event	Review JIU Cup	Picture	Reels			IG			Posted
11/26/2024	Entertaint	A Day in My Life as a JIU Studen	Video	Reels			IG & TikTok			Not Yet
11/29/2024	Education	Final Exam Content	Video	Reels			IG & TikTok			Not Yet

**December 2024**

12/02/2024	Education	Selamat Ujian	Picture	Story			IG			Posted
12/03/2024	Entertaint	end TikTok (will be update soon)	Video	Feed			IG & TikTok			Not Yet
12/06/2024	Event	Pra-Natal JIU	Picture	Feed	Poster		IG			Posted
12/10/2024	Event	Story Natal JIU	Video	Story	Story		IG			Posted
12/11/2024	Event	Review Natal JIU	Picture	Feed	Photography - activities		IG			Posted
12/13/2024	Entertaint	Year-End Semester Closing	Picture	Feed			IG	Thank you for all your hard work and dedication in 2024. Enjoy your well-deserved holiday, and we look forward to		Not Yet

# 6. Produce High-Quality Content

**Is this content helpful, entertaining, or inspiring to our audience?**

Good content is valuable, relevant, and well-designed.



# 7. Measure Results and Optimize

**How will we promote this content?**

Track performance and improve over time.



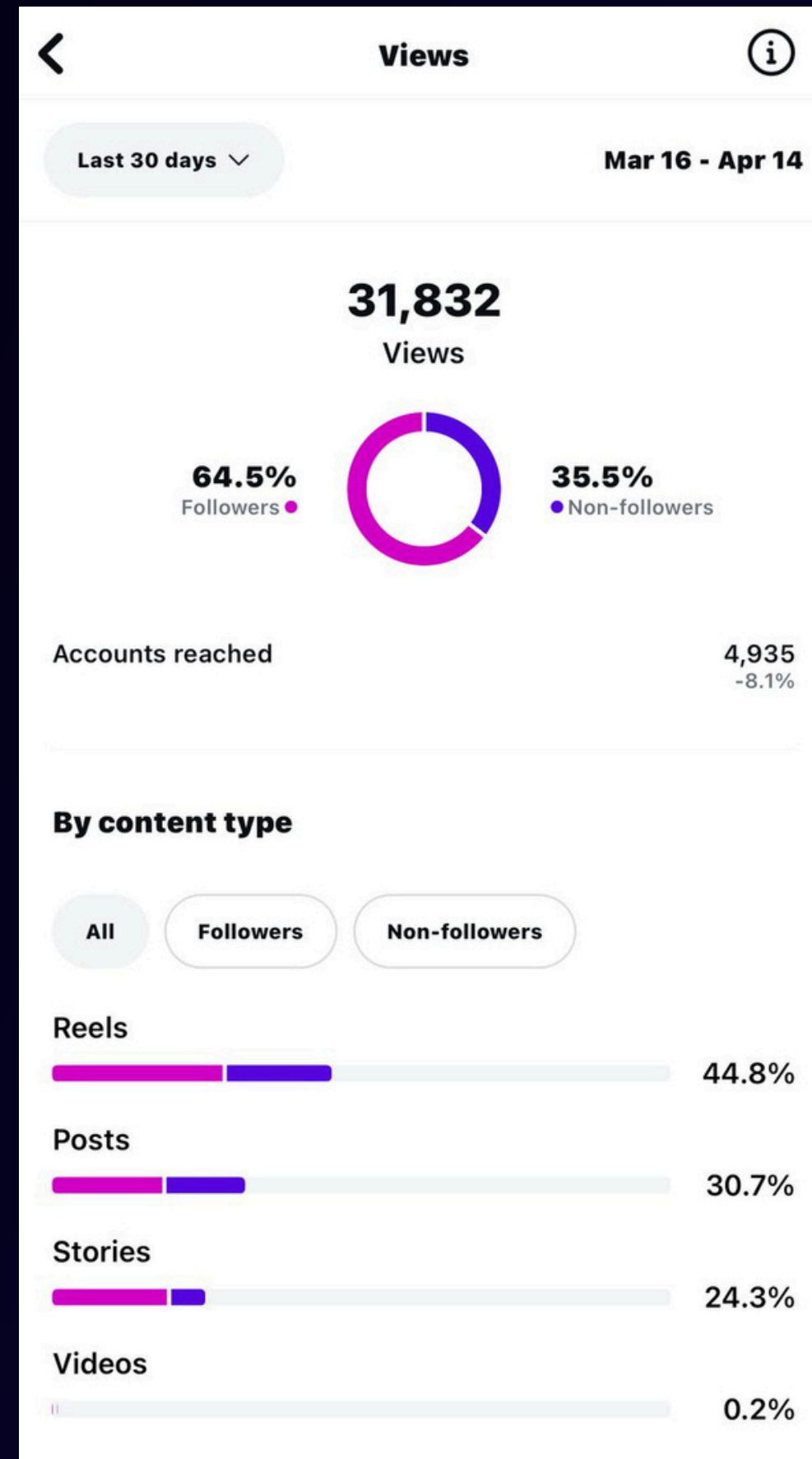
# Instagram Dashboard to track performance

Admission Office Hotline: 0811-9911-725 | 021-2215-6641  
Jl.Ganesha Lot B1 Deltamas, Cikarang Pusat, Kab. Bekasi,  
Jawa Barat, Cikarang, Indonesia  
[jiu.ac](http://jiu.ac)

**Professional dashboard**  
31.8K views in the last 30 days.

[Edit profile](#) [Share profile](#) [Contact](#)

[New](#) [EVENTS](#) [ADMISSION](#) [OPEN HOU...](#) [ACHIEVE](#)



### Professional dashboard

Mar 16 - Apr 14

#### Insights

Views	31.8K
Interactions	843
New followers	↑ 63
Content you shared	35

#### Your tools

[See all](#)

- [Best practices](#) New
- [Inspiration](#)
- [Ad tools](#)
- [Branded content](#)
- [Frequently asked questions](#)
- [Your AIs](#)
- [Monetization activity](#)

# Build Trust with Content

**Four elements of a content marketing strategy that could develop and sustain trust for a company or a brand):**

- Shared values (with the customer);
- Interdependence (mutual value in the relationship);
- Quality communication;
- Non-opportunistic behavior.

# Why Do Marketers Want Content to Go Viral?

- Viral content = more visibility, brand awareness, and engagement.
- Social media and word-of-mouth are powerful, affordable tools.
- Success depends on how shareable the content is.

# What Makes People Share Content?

## 1. Practical Value (Useful Content)



- People love to share tips, hacks, or helpful info.
- Motivation:
  - Altruism: Help others.
  - Self-enhancement: Look smart or informed.

# Instagram Post by Halodoc



halodoc

Halodoc

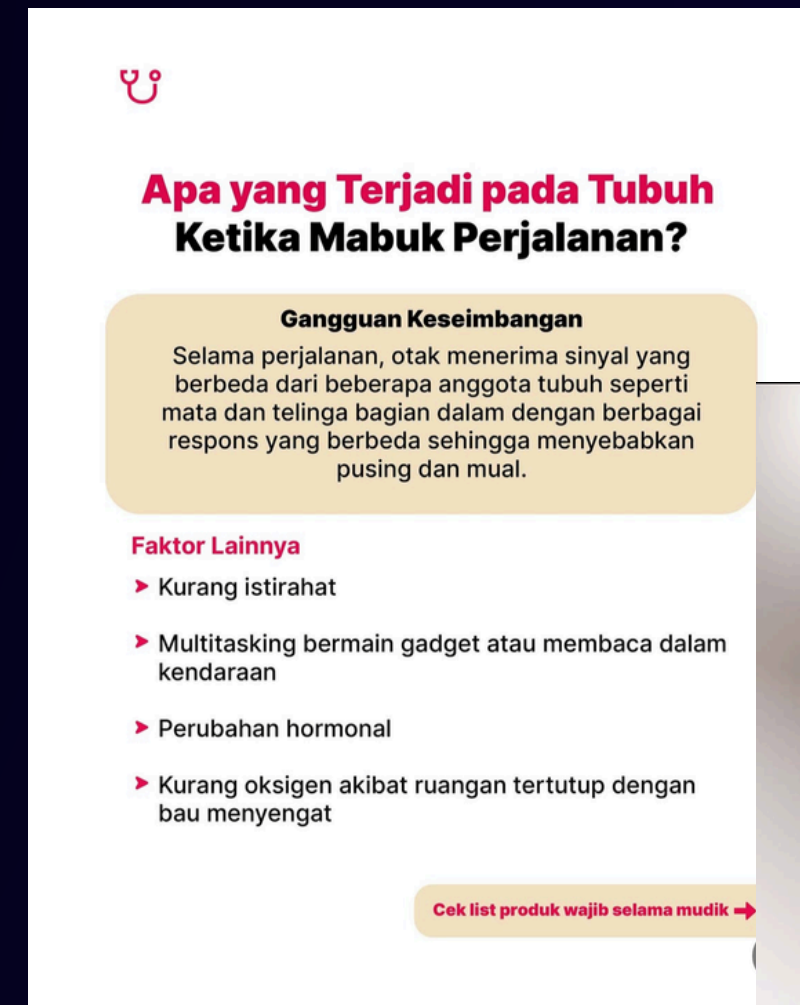
6.631 posts   986K followers   200 following

Medical & health  
Dibina oleh @kemenkes\_ri | Chat Dokter, Beli Obat & Vitamin, Homecare by Halodoc: Vaksin, Tes Lab, Injeksi & Infus Vitamin Booster, Dokter ke Rumah

See Translation

linktr.ee/tenangmenjaga

halodoc Halodoc Update



## Apa yang Terjadi pada Tubuh Ketika Mabuk Perjalanan?

**Gangguan Keseimbangan**  
Selama perjalanan, otak menerima sinyal yang berbeda dari beberapa anggota tubuh seperti mata dan telinga bagian dalam dengan berbagai respons yang berbeda sehingga menyebabkan pusing dan mual.

**Faktor Lainnya**

- ▶ Kurang istirahat
- ▶ Multitasking bermain gadget atau membaca dalam kendaraan
- ▶ Perubahan hormonal
- ▶ Kurang oksigen akibat ruangan tertutup dengan bau menyengat

Cek list produk wajib selama mudik →



## Rekomendasi Produk Antimual untuk Perjalanan Mudik

★★★★★



## 3 Jenis Tes Kesehatan Wajib untuk Jaga Kondisi Usai Lebaran



# What Makes People Share Content?

## 2. Emotional Impact



- People share content that makes them feel something.
- Strong emotions = higher chance of going viral.

Example of High-Arousal Emotions:

- Positive: Awe, excitement, joy
- Negative: Anger, anxiety

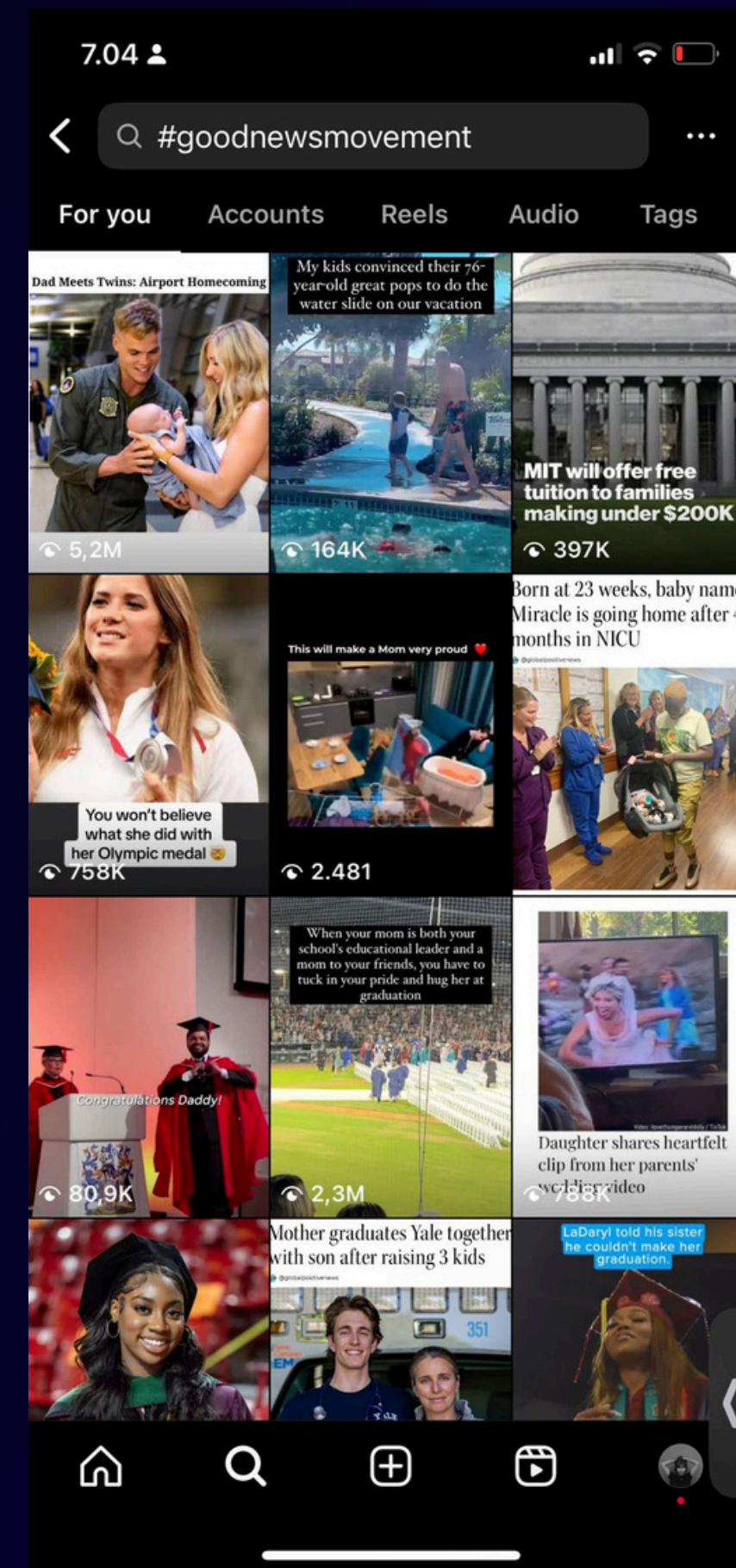
# What Makes People Share Content?

## 3. Positive Content Performs Better



- People want to be seen as positive and uplifting.
- Sharing feel-good stories makes us look better.

# #GoodNewsMovement in Instagram



# What Makes People Share Content?

## 4. Arousal Drives Virality



- It's not just what people feel, but how strongly they feel it.
- Content that causes strong reactions gets shared more.

# To create viral content, marketers should:

- Focus on **practical value and emotional impact**.
- Aim to **evoke strong (high-arousal)** emotions.
- Keep content **uplifting, relatable, and meaningful**.



# Tactics Associated with a Content Marketing Strategy

In any online setting, organizations can choose from a variety of formats and tactics for a successful content marketing strategy.

However, these tactics need to **reflect the needs of targeted audiences** and **the objectives of the organization.**

# Common Content Marketing Formats

## 1. Social Media Posts

- Images, captions, stories, or short videos posted on platforms like Instagram, TikTok, or Twitter.

Example:

A funny meme or trending dance promoting a local snack brand.

# Example of Social Media Content

< Iclightbox



LC-lightbox

988 posts

2,3M followers

5 following

Product/service

👉 Managed by Siya from LCsign

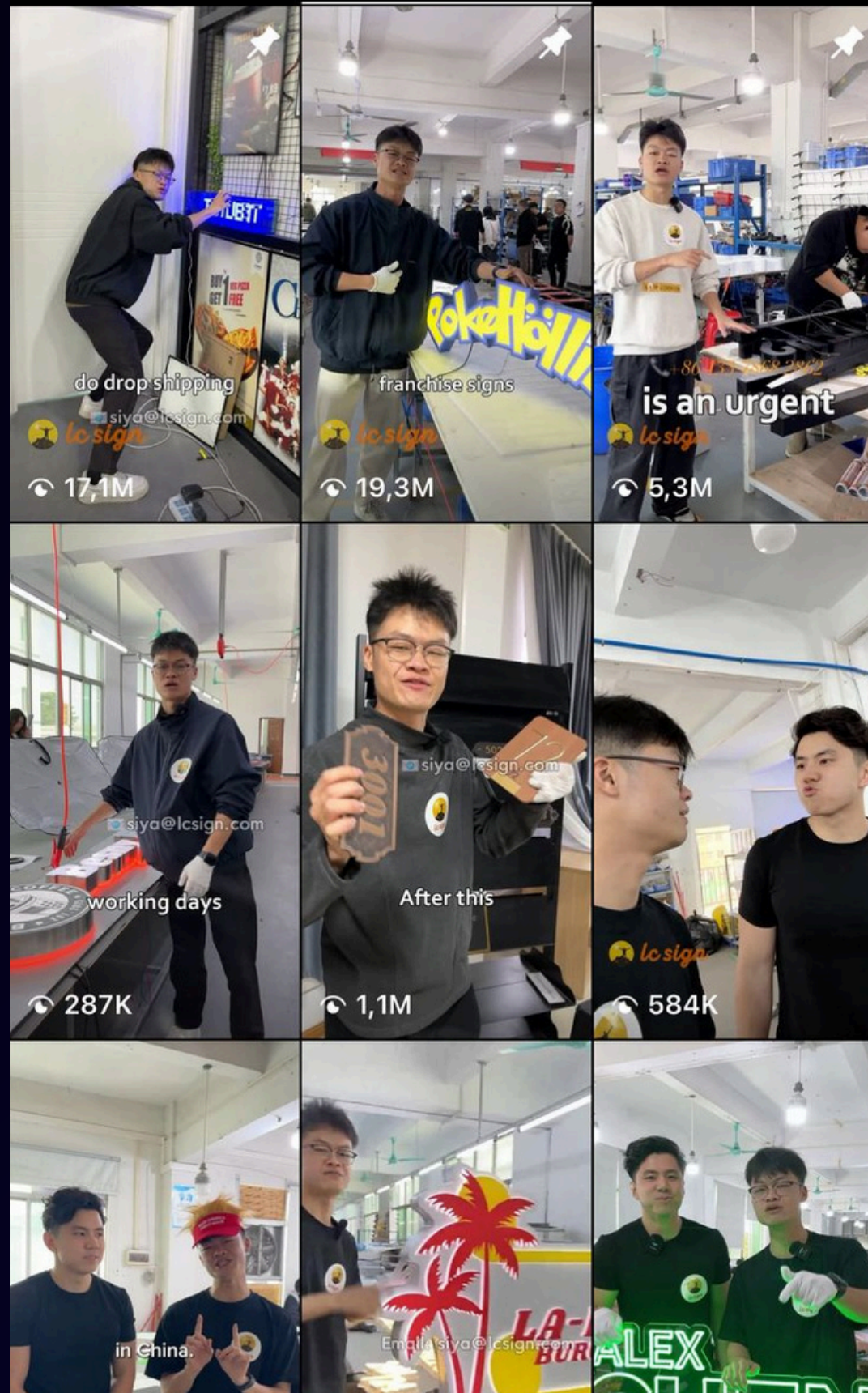
🌟 LED Sign Factory with 15 years experiences

☎ +86 13378682862

✉ siya@lcsign.com

🌐 Shipping Worldwide | 3 Years Warranty

🔗 wa.link/n55vqk and 1 more



# Common Content Marketing Formats

## 2. Videos

- Short or long videos used to explain, entertain, or show how something works.

Example:

A behind-the-scenes video of how a local batik is made.

# Common Content Marketing Formats

## 3. Podcasts

- Audio content where experts or guests talk about topics that interest the audience.

Example:

A podcast about small business tips in Indonesia.

# Common Content Marketing Formats

## 4. Infographics

- Visual summaries of information or data. Easy to understand and share.

Example:

An infographic showing the benefits of drinking jamu (traditional herbal drink).

# Common Content Marketing Formats

## 5. Kits

This content format represents a collection of content with a common subject. Online companies use this tactic to repurpose content that was already published, and aggregating it under one offer.

# Example of KIT



# Common Content Marketing Formats

## 6. Webinars

Another content form used by companies to gain more credibility among targeted consumers are the webinars. Usually compiled as a series, webinars provide information on a certain subject and they involve gathering expert and leaders in certain fields to share their ideas on the main topic.

# Common Content Marketing Formats

## 7. Case Studies

This content tactic can provide potential consumers with an incentive to convert.

Online companies use case studies to share customer success stories that explain how their products or services helped a particular customer.

# Common Content Marketing Formats

## 8. User-generated content.

This content type can take any form of text, images, video or audio that was created by consumers of a brand or company.

This content created by loyal customers can then be repurposed and re-distributed with the audience of the organization, to increase its visibility and generate more credibility among customers.

# Example of User Generated



# Common Content Marketing Formats

## 9. E-books or Guides

- Longer content that gives in-depth information. Usually downloadable.

Example:

“Beginner’s Guide to Skincare for Teenagers in Indonesia.”

# Common Content Marketing Tactics

## 1. SEO (Search Engine Optimization)

- Using keywords and structure so your content ranks well on Google.

## 2. Storytelling

- Telling stories that connect emotionally with the audience.
- Example: Sharing a customer's success story or a founder's journey.

## 3. Influencer Marketing

- Collaborating with influencers to promote your content or product.

# Common Content Marketing Tactics

## 4. User Generated Content

- Using keywords and structure so your content ranks well on Google.

## 5. Repurposing Content

- Turning one content type into another.
- Example: Turning a blog post into an Instagram carousel or TikTok video.

## 6. Interactive Content

- Quizzes, polls, or games that users can engage with.
- Example: A quiz: "Which Indonesian City Matches Your Personality?"

# **Implication of Content Marketing in Indonesia**

# Implication in Indonesia

## Social Media is the Heart of Content Marketing

- Indonesians are highly social and love sharing content.
- Viral trends, challenges, memes, and storytelling thrive.
- TikTok and Instagram Reels are especially powerful tools.

### Example:

**MS Glow**, a local beauty brand, uses influencer videos and tutorials on TikTok to drive massive engagement.

# Implication in Indonesia

## Cultural Values Shape What Goes Viral

- Indonesians are collectivist, emotionally expressive, and value community and pride in local culture.
- Content that includes humor, emotions, or national/local identity tends to go viral.

### **Example:**

Indomie's Rasa Nusantara Campaign celebrated Indonesian culture, flavors, and music — and went viral for its emotional and national pride appeal.

# Implication in Indonesia

## Content Drives E-commerce & Small Business Growth

- Indonesian SMEs and online sellers use content marketing to educate and engage.
- Live selling, TikTok Shop, product tutorials, and testimonials are powerful tools.

### **Example:**

A small hijab brand uses Instagram Reels to show styling tips — leading to increased brand trust and sales.

# Implication in Indonesia

## Influencer and UGC Culture is Huge

- Trust in influencers and creators is high among Indonesian youth.
- User-generated content (UGC) is seen as more authentic than traditional ads.

### **Example:**

Brands like Scarlett Whitening partner with micro-influencers to share testimonials and product use.

# Success Stories:

## GoPro – User-Generated Content



**GoPro**<sup>®</sup>  
Be a *HERO*. ■■■■

[https://www.youtube.com/watch?v=CjB\\_oVeq8Lo](https://www.youtube.com/watch?v=CjB_oVeq8Lo)

# Success Stories: Gojek – “Gojek Life” Stories



# Conclusion

In Indonesia, content marketing is not just an option – it's essential for brand visibility, connection, and growth. To succeed, brands must:

- Tap into digital habits of Indonesians,
- Reflect local culture and values,
- Leverage social platforms and creators,
- And prioritize content that educates, entertains, and emotionally resonates.

# Thank You.

– Content Marketing Strategy –

# References:

- Vinerean, S. 2017. Content Marketing Strategy. Definition, Objectives, and Tactics. Expert Journal of Marketing, Volume 5. Page: 92 -98.
- Wang, R. & Chan-Olmsted, S. 2020. Content marketing strategy of branded YouTube channels. Journal of Media Business Studies.
- Logi Treatment Hair Care, @logitreatment (instagram). Link: <https://www.instagram.com/logitreatment?igsh=MXNjN2JmbnAxdjhyYw==>
- Source Link: Youtube [https://youtube.com/shorts/uIl\\_Hh45FAs?si=XsxKVFiXL53J-Ejh](https://youtube.com/shorts/uIl_Hh45FAs?si=XsxKVFiXL53J-Ejh)