

**Innovation Keys: Content Marketing Strategy for Achieving
Excellence and Superiority.**

مفاتيح الابتكار: إستراتيجية التسويق بالمحتوى لتحقيق التميز والتفوق

Dr. Omar Hassani^{1*}

Dr. Nacer Boubegra²

1- Abdelhamid Ben Badis- Mostaganem, Algeria, hassanim7@gmail.com

2- Abdelhamid Ben Badis- Mostaganem, Algeria, nacer20062011@gmail.com

Received on:2023/09/04

Accepted on: 2024/06/30

Abstract:

This study aims to spotlight the content marketing strategy and its vital role in enhancing the brand and achieving its objectives by analyzing its impact on audience direction, relationship building, sales growth, and achieving market differentiation. In this study, we adopted a descriptive approach that assists in describing various aspects related to social media platforms and content marketing strategy, along with the most significant steps taken. The study concluded that social media platforms contribute to bolstering the content marketing strategy by providing an interactive and robust environment for engaging with the audience and exchanging content. Additionally, the content marketing strategy heavily relies on continuous interaction with the audience and motivating their participation, achieved through responding to their comments and suggestions and effectively engaging with them..

Key- words: Social Media Platforms; Content Marketing; Innovation; Brand; Content Marketing Strategy.

المخلص:

تهدف هذه الدراسة إلى تسليط الضوء على إستراتيجية التسويق بالمحتوى ودورها الحيوي في تعزيز العلامة التجارية وتحقيق أهدافها من خلال تحليل تأثيرها على توجيه الجمهور وبناء علاقات وزيادة نسبة المبيعات وتحقيق التميز في السوق، وقد اعتمدنا في هذه الدراسة على المنهج الوصفي الذي يساعد على وصف عدة جوانب تخص منصات التواصل الاجتماعي وإستراتيجية التسويق

* Auteur correspondant: Dr .Hassani Omar

بالمحتوى وأهم الخطوات المتبعة. وقد خلصت الدراسة إلى أن منصات التواصل الاجتماعي تساهم في تعزيز إستراتيجية التسويق بالمحتوى من خلال توفير بيئة تفاعلية وقوية للتواصل مع الجمهور وتبادل المحتوى، كما أن إستراتيجية التسويق بالمحتوى تعتمد بشكل كبير على التفاعل المستمر مع الجمهور وتحفيزهم للمشاركة، وذلك من خلال الاستجابة لتعليقاتهم واقتراحاتهم والتفاعل معهم بشكل فعال.

الكلمات المفتاحية: منصات التواصل الاجتماعي؛ التسويق بالمحتوى؛ الابتكار؛ العلامة التجارية؛ إستراتيجية التسويق بالمحتوى.

Introduction:

In the era of modern technology and the growing influence of social media, social media platforms have evolved beyond mere communication and entertainment tools. They have become fertile grounds for creative and innovative digital marketing strategies. Content marketing on social media platforms has emerged as a powerful strategy that enables companies and brands to directly and effectively engage with their target audience, exerting a strong influence on consumer interaction and purchasing decisions. It is an innovative strategy that combines creativity, valuable content, and personalized communication, resulting in a unique and stimulating consumer experience in the digital commerce realm. Moreover, social media platforms provide an ideal environment for innovation and creativity in digital marketing, allowing companies and brands to experiment with fresh ideas and engage with consumers in novel and imaginative ways. Thanks to the extensive reach of social media platforms, companies can access a broader audience and enhance brand awareness for their products. It is worth mentioning that successful content marketing on social media platforms necessitates a focus on content quality and active user engagement. Valuable and creative content has

the potential to capture consumers' attention and motivate them to actively interact and engage with the brand

From this standpoint, the primary question to be posed is as follows:

What are the steps that can be followed to achieve success in content marketing strategy on social media platforms ?

Through posing the main question, the following questions branch out:

- What is the concept of content marketing on social media platforms?
- What are the steps in a content marketing strategy?

1-2- Research Hypotheses:

To answer the main question and the following sub-questions, we decided to formulate the following hypotheses:

Hypothesis 1: Content marketing strategy relies on creating useful content on social media platforms.

Hypothesis 2: Content marketing strategy relies on creativity to achieve marketing objectives.

1-3- Research Aims:

This research aims to achieve the following points:

- ncreasing brand awareness and knowledge through social media platforms. This may include increasing the number of followers, likes, and brand-generated posts, as well as enhancing engagement with brand-related content. This objective can be achieved by developing appropriate content marketing strategies and delivering valuable content to the target audience.
- Assessing the impact of content marketing strategy on the level of engagement and social interaction between the brand and the audience. This involves analyzing the number of shares, comments, likes, and content-derived posts, as well as evaluating the social interactions generated by them.

- Evaluating the impact of content marketing strategy on brand awareness and knowledge among the target audience.
- Analyzing the use of content marketing strategy on conversion rates and sales for the brand. This includes analyzing click-through rates and conversions from targeted content to specific actions such as purchases or registrations, and assessing the impact of content marketing strategy on these conversions and sales.
- Exploring how content marketing strategy is used to build long-term relationships with customers. This involves analyzing customer retention rates, rates of ongoing interaction and engagement with content, and evaluating the impact of content marketing strategy on building trust and loyalty towards the brand.

1-4- Research Importance:

The significance of the study is as follows:

- Social media platforms provide powerful tools for communication and interaction with the audience. Utilizing these platforms offers brands a unique opportunity to engage with potential and current customers, fostering relationships with them. Understanding the impact of social media platforms helps identify effective strategies and achieve marketing goals.
- Content marketing is a vital tool for engaging with the audience on social media platforms. High-quality content allows brands to connect with the audience, increase brand awareness, and enhance conversions and sales. Understanding the importance of studying social media platforms improves content marketing strategies and enables the delivery of targeted and appealing content to the audience.
- Studying social media platforms allows for measuring brand performance and analyzing achieved results. Appropriate performance metrics can be determined,

such as engagement levels, awareness, conversion rates, and sales. This information can be used to enhance strategies and make more effective marketing decisions.

- Social media platforms provide valuable insights about the target audience. Available audience data, including interests, behaviors, and preferences, can guide marketing strategies and accurately tailor content to audience needs.
- Brands can establish strong relationships with customers and the audience through direct interaction and daily communication on social media platforms. Direct interaction and communication can enhance trust, loyalty, and transform customers into advocates and brand ambassadors.
- Social media platforms can be used to monitor market trends and changes in audience interests and responses. This information can be utilized to improve marketing strategies and continuously adapt content to meet the evolving needs of the audience.

1-5- Previous Research:

A collection of previous studies related to the subject of the study has been compiled:

- A study by Amal Mouis and Wiam Mellah titled "The Reality of Content Marketing in Algerian Banks: A Case Study of Arab Gulf Bank Agency in Tebessa," 2023. The researchers concluded in this study that effective content marketing advertising plays a crucial role in keeping users engaged on the website for longer periods, consequently leading to an increase in the number of visitors and the audience, who may later convert into customers.
- A study conducted by Mohamed Ibin Houhou and Hakim bin Gharwa under the title "Content Marketing as a New Marketing Trend in the Digital Age - A Case Study of DJEZZY Enterprise" 2022. The researchers concluded that the use of

content marketing offers an innovative perspective on the concept of marketing. It focuses on building strong relationships that aim not only at direct sales but also at establishing trust, enhancing relationships, and deepening the company's image. This is achieved through providing valuable, relevant, attractive, credible, emotionally engaging, and entertaining content. After achieving these objectives, the sales process comes into play.

1-6- The approach used:

The methodologies employed vary and differ depending on the subject and objectives of the study. Therefore, each study requires a specific methodology that aligns with its nature and helps it achieve its goals. In order to achieve the objectives of this study, a descriptive methodology was adopted, which facilitates the description of social media platforms, content marketing, and the essential steps for the success of content marketing strategies. This methodology was carefully selected to achieve the study's objectives and ensure the attainment of accurate and reliable results. Information and data related to the subject were gathered from multiple sources, enabling a thorough and comprehensive understanding, and presented in a simple and clear manner to facilitate comprehension and assimilation.

1-7- Research Plan:

After delineating the primary objectives of this study, we transition to the component of the research plan and structure. This element serves as a clear guide for systematically and coherently steering the study towards accomplishing its goals. This plan is comprised of three principal facets, each of which illuminates a significant facet of the subject matter. We will elaborate on these facets extensively to facilitate comprehension of the research's progression and organization:

Axis 1: Concept of Social Media Platforms, Types, and Features.

Axis 2: Marketing Through Social Media Platforms.

Axis 3: Content Marketing Strategy and Key Steps.

2- Concept of Social Media Platforms, Types, and Features.

2-1- Concept of Social Media Platforms:

Social media platforms are websites or applications that allow users to create accounts within the scope of the World Wide Web, such as Facebook, Twitter, and others. Users can build a personal database and an online presence through a virtual profile. These platforms enable users to share data, comments, documents, messages, images, and videos (مركز الحرب الناعمة للدراسات، 2016، صفحة 25).

They are also known as an electronic network system that allows subscribers to create their own websites and then connect them through an electronic social system with other members who share similar interests and hobbies. It can also bring together university or high school friends.

It is also defined as a social structure crafted by individuals, groups, or institutions. The foundational constituent of this structure, such as an individual, is referred to as a node. These nodes are interconnected through various types of relationships, such as affiliations with specific teams or belonging to a certain nationality or country in the world. These relationships can develop into deeper levels, including aspects like social status, beliefs, or the social class to which an individual belongs (زاغر، 2021، الصفحات 3-4).

2-2- Types of Social Media Platforms:

Social media platforms have taken various forms and patterns on the internet. This enables businesses to utilize multiple types simultaneously. Here are some examples:

- **Twitter:** It serves as a platform for instant communication. An organization creates its own account to share ideas and opinions through short messages. Important and latest information is sent using chat programs or applications that appear on the organization's page. This enables continuous communication with consumers, providing them with essential updates on product developments and services. It also allows the announcement of new offers. This facilitates quick response to consumer needs and desires, contributing to their loyalty and desired behavioral transformation as loyal consumers.

Facebook: It is a worldwide social networking site that hosts millions of profiles, individuals, organizations, and more. The site is operated by the American company Facebook, which facilitates the connection and promotion of pages, as well as the distribution of commercial advertisements. It has permeated consumers' lives and captured their attention. It exists within a highly conducive virtual environment for various marketing activities, including advertising. Being a prominent global social platform, it enables organizations to create dedicated accounts to showcase their brands, products, and promotional content. It provides free promotional opportunities and allows direct targeting of the appropriate consumer segments (بوشعير و بوجردة، 2022، الصفحات 5-6).

- **Instagram:** It is one of the most popular social networking sites, and it functions as an application that allows users to capture photos and apply digital modifications to them according to their preferences. They can then share these

photos with their friends via various social media platforms. The development of this application began in 2010 with the aim of providing a direct way to share photos from devices with the user's friends list on different social networking sites. It gained immense popularity, with over a million subscribers downloading the app within just 12 hours of its launch. The number of subscribers on Instagram, who share photos on their accounts, has now exceeded thirty million within just two years of the site's inception, as they upload and share hundreds of millions of photos on their personal accounts (محمد محمود، 2022، صفحة 72).

2-3- Advantages of Social Media Platforms:

Social media platforms have several distinctive features, and here are the most important ones (محمد عادل النحاس، 2021، صفحة 1622):

- Global Reach: Social media platforms are not limited by geographical boundaries between countries, allowing anyone to communicate with others anywhere in the world.
- Interactivity: These platforms enable users to send, receive, share, and interact with others, setting them apart from traditional media.
- Versatility: Social media platforms offer users the ability to engage in various activities based on their interests or needs. They serve as learning resources for students, communication outlets for readers and writers, and a means of sharing knowledge for scholars and researchers.
- User-Friendly: Learning how to use these platforms is not overly complicated; anyone with basic skills can utilize them to communicate and interact with others. They have a simple and straightforward interface.

- **Cost-Effective:** Social media platforms save time, effort, and money. They are typically free to join and register, allowing anyone to have their own presence online.

3- Social media marketing:

Social media has brought about three fundamental transformations in the marketing landscape. Firstly, these platforms have opened new avenues for communication and interaction in ways that were previously unprecedented. This has contributed to "embracing innovation in communication," fostering connections and relationships across diverse platforms. Secondly, they have reshaped the way companies and customers interact and influence each other, including the impact on customer purchasing decisions. Companies can now directly engage with customers, convey messages, and influence their buying behavior through these platforms. Thirdly, social media's widespread data dissemination has provided an opportunity for enhancing customer relationship management and informed business decision-making. These data are easily leveraged using modern information technologies, enabling a better understanding of customers and enhancing their experience.

Developing social media marketing strategies necessitates the clear definition of a social objective. Whether it's enhancing brand image, strengthening public relations, or increasing overall sales figures. Nevertheless, the greatest challenge lies in crafting high-quality content that continually delivers valuable and engaging information. Through social networks, individuals or groups can establish their digital presence, linking with like-minded individuals, acquaintances, and friends. This digital presence can then be harnessed to market the brand, its products, and services. In a social media marketing strategy, the

process begins with active listening and analyzing relevant conversations. Subsequently, engaging in discussions to capture the attention of individuals interested in the brand. Through such engagement, relationships can be cultivated with influential figures within the social networks, such as popular bloggers, Facebook pages, or YouTube channels that cover topics aligned with the brand (زحالي، 2022، الصفحات 125-126).

4- Marketing Through Social Media Platforms.

Definitions of the term "**content marketing**" have varied based on context and the intended perspective. This content refers to multimedia informational elements, such as web pages, images, and texts. Quality content is the key to attracting and retaining visitors, and achieving repeat visits. The definitions of content marketing have differed, reflecting diverse viewpoints and angles. It can be said that the term "content marketing" can be approached from several angles and perspectives, which collectively contribute to an integrated conceptual framework of content marketing.

- **Content marketing as an interactive strategy:** where the customer is given space to express their opinions, needs, desires, requests, and preferences. Content marketing serves as an alternative to engage with users, fostering relationships with customers beyond merely informing them about new products and promotional offers.

- **Content marketing as a purposeful strategy:** Through a content marketing strategy, the organization aims to achieve many objectives, most notably increasing brand awareness, attracting customers alongside creating potential customers. Maintaining existing customers, enhancing loyalty relationships, etc. It

aims to transform audiences into potential customers first, then into actual customers (بورصا، 2022، الصفحات 141-142).

5- Content Marketing Strategy and Key Steps:

5-1- Content Marketing Strategy:

In order to develop an effective social media marketing strategy, it is necessary to (بريك، 2022، الصفحات 765-766):

- Have a thorough understanding of the target audience by segmenting them, identifying their sources of information, preferred topics, and interests.
- Set marketing objectives that align with the different stages of the buying process, as follows:

1- In the pre-purchase stage: customers first become aware of a brand's existence, engaging their attention through a strong social media presence. Subsequently, they actively seek information, with statistics revealing that 70% of buyers return to search engines like Google multiple times to explore product details and solutions. Hence, social media platforms are crucial for meeting information demands, attracting customers, and persuading them to choose the company's product over competitors in the market.

2- Purchase stage: The decision to make a purchase is not purely coincidental, but rather the result of accumulated knowledge about the product and its features, as well as persuasive strategies (such as free trials, limited-time discounts,...etc).

In this stage, social media platforms are regarded as the most effective method for informing potential customers about testimonials from current or past customers, thereby transforming current customers into product advocates.

3- Post-purchase stage: This stage is crucial for any business as it determines the success or failure of marketing the product or service. In today's highly

competitive market, businesses strive to gain customer satisfaction and encourage repeat purchases while also motivating them to advocate for the product.

- Engaging in conversations and dialogues by actively responding to questions and suggestions.

- Leveraging visuals to convey information and market products. Images are among the most shared content on social media platforms, and users tend to engage more with images compared to written content.

- Focusing on short and impactful videos. Statistics from platforms like Facebook indicate that product-related videos capture the attention of a large audience worldwide. Therefore, businesses should dedicate a marketing team to create videos that explain product usage, address customer inquiries, or showcase new company developments and achievements.

- Encouraging fans and interested individuals to share the brand. This can be done by suggesting to the company's followers on social media to like and vote for certain proposals.

- Organizing contests and giveaways to reward customers. This involves hosting competitions and distributing limited quantities of the product for free to winners.

5-2- Steps of Content Marketing Strategies:

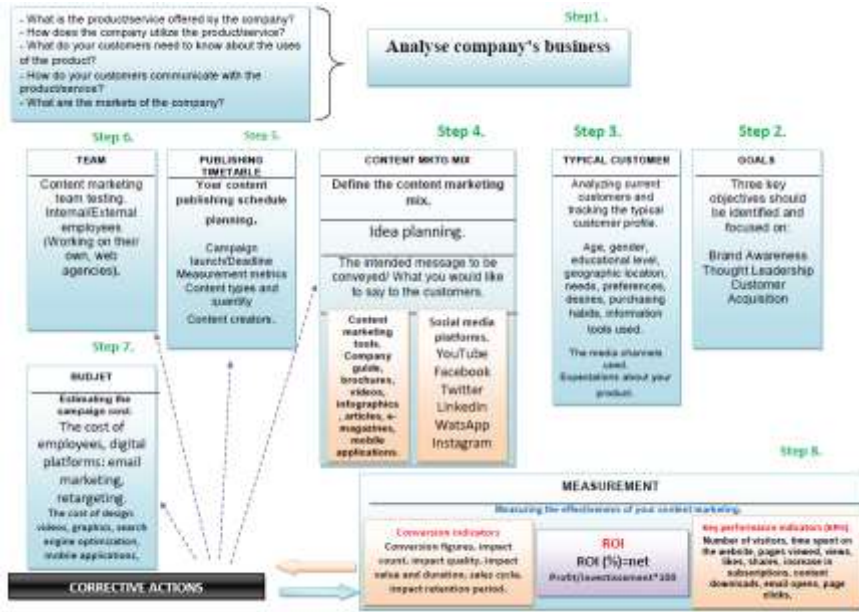
Content marketing strategy is considered a powerful tool for engaging with the target audience and building strong relationships with them. This strategy aims to create and distribute value-added content that targets the audience and assists them in solving their problems or fulfilling their needs. However, for effectively implementing a content marketing strategy, it requires following specific steps. This is illustrated in Figure 01:

Innovation Keys: Content Marketing Strategy for Achieving Excellence and Superiority.

Dr. Omar hassani;

Dr. Nacer Boubegra

Figure 01: Represents the key steps that must be followed when designing a strategy within the organization.



المراجع: غزال مريم، دور التسويق عبر مواقع التواصل الاجتماعي في تعزيز رأسمال العلامة -دراسة ميدانية تحليلية-، مذكرة دكتوراه، كلية العلوم الاقتصادية والتجارية وعلوم التسيير، جامعة البليدة2، الجزائر، سنة 2020، ص24.

Based on the Arabic website "Roowaad" specializing in content marketing and the website "Coschedule," the following is an analysis of the diagram representing the key steps that should be followed in a content marketing strategy:

Step 1: Analyzing Business Operations

The first step in understanding the organization and its products or services involves analyzing several critical elements. It's important to identify the products or services offered by the organization and understand the competitive advantages that set it apart from competitors. Additionally, analyzing how customers use the product or service is essential, whether it's utilized at home or in a professional

setting, and whether its usage requires specific skills or knowledge. Understanding how to fulfill customer needs and achieve their goals through the provided products or services is crucial.

Furthermore, it is essential to identify the organization's markets and target audience. The analysis should encompass demographic factors of the target customers, such as age, gender, geographic location, and income, to gain a better understanding of the organization's audience. Additionally, it is important to analyze the customers' needs and expectations by identifying the challenges they face and how the products or services offered can address those challenges. Understanding the benefits they seek and being able to provide them is crucial.

Moreover, it is necessary to analyze the communication channels utilized by current and potential customers. Understanding whether they rely on social media platforms like Facebook and Twitter, or prefer communication through email or phone calls, is vital. Understanding the preferred communication channels of customers will help in developing an effective marketing strategy and effectively engaging with the target audience.

Step 2: Goal Setting

The second step involves defining the key objectives, which is one of the most critical steps in developing an effective and successful marketing plan for a project, product, or service. By setting clear goals, decision-makers can determine the direction in which the marketing plan should proceed. Additionally, setting measurable and attainable goals is essential for evaluating the plan's success. Typically, no more than three primary goals are identified, such as increasing awareness and demand for the product or service, acquiring new customers, and retaining existing customers. It is important for the goals to be measurable through quantitative and qualitative indicators.

Based on these objectives, detailed strategies and plans can be formulated to achieve each goal. Furthermore, this facilitates the monitoring and evaluation process to assess the progress toward achieving the desired objectives. Therefore, goal setting is a fundamental step for the success of any marketing plan.

Step 3: Analyzing the Typical Customer and Identifying Their Characteristics

An important step in developing a successful marketing plan is thoroughly studying the typical or target customer. This step involves analyzing current customers and extracting the characteristics of the typical customer, including their demographic, behavioral, and psychological traits.

These characteristics include age, gender, education level, income, occupation, social status, and geographic location of residence or work. Additionally, the needs, desires, preferences, and purchasing habits of this customer segment are studied.

Furthermore, it is important to identify the customer's patterns of communication and interaction with media and the internet, such as Facebook, Twitter, YouTube, and preferred media channels. Additionally, analyzing their trends and expectations regarding your product or service is crucial.

These details help paint a complete picture of the target customer, identify their strengths and weaknesses, and consequently develop a marketing strategy tailored to their needs and expectations. This increases the likelihood of reaching them and influencing their purchasing decisions.

Step 4: Developing an Effective Content Marketing Mix

Developing an appropriate content marketing mix is a crucial step in a marketing plan as it helps disseminate marketing messages in the most effective way to reach the target customers. This includes:

- Crafting a clear, concise, and distinctive marketing idea.

- Identifying the message that needs to be conveyed to customers, such as describing product benefits, offers, or discounts.
- Selecting the best tools and channels for content marketing, such as social media platforms, YouTube videos, and podcasts.
- Creating rich and diverse content for each channel, such as articles that cater to customer interests on Facebook, a mobile app to provide them with offers, and instructional videos on YouTube.
- Establishing a specific timeline for content publication and updates in a consistent manner.

This content marketing mix helps reach a broader customer base and increase product or service sales by generating awareness and demand.

Step 5: Publishing the Content Schedule

In the "Publishing the Content Schedule" step, the organization focuses on efficient content distribution. This includes:

- Publishing Calendar Planning: Setting schedules for content release on various platforms, considering optimal engagement times and using scheduling tools.
- Campaign Launch/Deadline: Determining campaign start dates, especially for time-sensitive promotions.
- Measurement Metrics: Identifying criteria to assess campaign success, such as website visits or social media interactions.
- Content Types and Quantity: Deciding on diverse content formats and specifying publishing frequency.
- Content Creators: Assigning responsibility for content creation, whether internal or external, to ensure alignment with organizational goals.

Step 6: Forming an Effective Team for Content Marketing Strategy Execution

This step involves a thorough consideration of assembling the team responsible for implementing the content marketing plan. The ideal team is a pivotal factor in ensuring success. This process begins by analyzing the skills and expertise required for executing all stages of the plan, encompassing content creation, design, distribution, and results measurement.

Once these requirements are identified, an internal search is conducted within the organization to identify individuals capable of providing these services. In cases where certain competencies are lacking, the team may explore external options, selecting the best-suited companies, specialists, and experienced agencies.

Subsequently, the team is composed, incorporating members from both internal and external sources to ensure comprehensive skills coverage and efficient handling of various aspects of the work. Roles are assigned, and mechanisms for communication and regular follow-ups are established to ensure coordination and maximum utilization of each member's expertise.

This process leads to the formation of a capable team, equipped to support the brand and achieve its objectives through a successful content marketing plan.

Step 7: Establishing a Comprehensive Budget for Content Marketing Strategy Implementation

The step of devising an appropriate budget is of paramount importance to ensure the provision of all necessary resources for achieving the strategy's objectives. Within this context, the organization conducts a thorough and accurate estimation of all anticipated costs for the various stages and activities of the plan.

The costs of organizing different promotional campaigns, including advertisements and promotional offers, are calculated. Salaries and incentives for team members, whether internal or external sources, are determined.

Additionally, fees for utilizing digital platforms for marketing purposes are factored in.

However, the budget doesn't stop there; it also encompasses costs related to designing and producing content in its various forms. It covers logistical expenses for events and conferences. This comprehensive process ensures the capability to meet all the requirements needed to successfully execute the plan.

Step 8: Measuring the Performance of Content Marketing Strategy

In this step, the focus is on measuring the performance of the implemented content marketing strategy to assess its effectiveness in achieving the desired objectives. Here are some key elements to consider:

Key Performance Indicators (KPIs): Identify and define the key performance indicators that align with your content marketing objectives. These KPIs should be measurable and trackable. Examples include website traffic, engagement metrics (such as likes, comments, and shares), email subscription rates, conversion rates, and customer retention rates. Regularly monitor these indicators to gauge the performance of your strategy.

Conversion Metrics: Measure the effectiveness of your content marketing strategy in converting visitors into customers. Track conversion metrics such as conversion rates, the number of purchase transactions, average order value, and customer retention rates. These metrics provide insights into the campaign's ability to attract and convert customers.

Return on Investment (ROI): Calculate the ROI to determine the profitability of your content marketing efforts. ROI is calculated by dividing the net profit generated by the campaign by the total investment and multiplying the result by 100 to obtain a percentage. This helps assess the financial impact and effectiveness of the strategy.

Analytics and Tracking Tools: Utilize analytics and tracking tools to gather data and insights about the performance of your content marketing efforts. Platforms like Google Analytics, social media analytics tools, and marketing automation software can provide valuable data on website traffic, user behavior, engagement metrics, and conversion rates. Use these tools to measure and analyze the performance of your strategy.

Regular Reporting and Analysis: Create regular reports to track and analyze the performance of your content marketing strategy. Monitor the identified KPIs, conversion metrics, and ROI on an ongoing basis. Compare the results against your set goals and objectives. Identify areas of success and areas that need improvement. Use these insights to refine and optimize your content marketing strategy.

By measuring the performance of your content marketing strategy, you can assess its effectiveness, identify areas for improvement, and make data-driven decisions to optimize your future marketing efforts.

6- Conclusion:

A content marketing strategy on social media is a crucial tool for companies to enhance their digital presence. This strategy focuses on delivering high-quality content across various social platforms, tailored to engage the target audience effectively. Through audience analysis, diverse content formats are created, like articles, images, videos, and interactive materials, driving engagement and direct communication with comments and responses. This fosters trust and brand awareness, and shareable content further extends its reach. Implementing this strategy helps achieve goals like increased brand visibility, audience attraction, sales boost, and lasting customer relationships, making it a powerful tool for digital marketing success.

6-1- Results of Hypothesis Testing:

Regarding the first hypothesis, which states that content marketing strategy relies on creating useful content on social media platforms, the content published on social media platforms must be distinguished by its utility and appeal to the target users. Content that provides useful information, solutions to their problems, educational materials, or high-quality entertainment content is the most capable of attracting the audience's attention and encouraging their interaction with the brand.

As for the second hypothesis, which states that content marketing strategy relies on creativity to achieve marketing objectives, this hypothesis emphasizes the vital role that creativity plays in the success of content marketing strategy and the achievement of the desired marketing goals. When the content is creative and attractive in terms of form and substance, it captures the attention of consumers and engages the followers in a more effective manner. Innovative content has the ability to spread more quickly across various social media platforms, which helps increase brand awareness.

6-2- Research paper results:

The study results lie in the following:

- Social media platforms contribute to enhancing content marketing strategies by providing an interactive and powerful environment for engaging with the audience and exchanging content. The results can confirm that social media platforms play a crucial role in promoting content marketing strategies.

- Using social media platforms can lead to increased brand awareness and the establishment of a strong relationship with the target audience. This is achieved through the organization's interaction with content and meeting the needs and interests of the audience.

- Delivering high-value and beneficial content to the target audience leads to increased engagement and participation. Such content can contribute to building a good reputation for the brand and increasing communication and interaction with the audience.

- The quality and value provided by the content play a crucial role in building the brand's reputation and increasing audience engagement and participation.

- Content marketing strategies heavily rely on continuous interaction with the audience and effectively engaging with their comments, suggestions, and feedback.

- Delivering high-value content can improve purchasing decisions among the target audience. When the audience finds useful information and quality advice, it increases the likelihood of them making a purchase and converting from mere browsers to actual customers.

- Content marketing strategies can contribute to increasing conversions and sales. When the audience receives compelling and persuasive content, they can convert into actual customers and start purchasing the products or services offered.

6-3- study recommendations:

Based on the findings presented, we propose the following recommendations:

- Prior to implementing a content marketing strategy, companies should delve deeper into understanding the needs and interests of their target audience. Utilizing research and studies is recommended to gain better insights into what the audience is seeking and how those needs can be met through content.

- Companies should focus on delivering high-value and useful content to their audience. This can be achieved by providing informative content, practical tips,

problem-solving solutions, and captivating content that attracts and retains the audience's attention.

- Diversifying the types of content offered, such as articles, images, videos, and interactive materials, is advised. As audience preferences vary, presenting a diverse range of content can cater to different segments of the audience.

- Customizing content for each platform is essential, as a one-size-fits-all approach doesn't work. Content should be tailored to each platform's characteristics and format. For instance, videos may be suitable for platforms like YouTube and Facebook, while articles may target audiences on blogging platforms like WordPress and Medium.

- Companies should regularly engage with their audience by responding to comments and questions. This contributes to building stronger relationships and enhancing communication with customers and followers.

- Companies should be prepared to continuously evaluate the performance of their content marketing strategy and make necessary adjustments. This may involve improving content types, changing timings, and updating messages based on changing audience needs and interests.

- Enhance content marketing strategies by collaborating with well-known influencers in specific fields. These influencers can contribute to content dissemination and increase brand awareness.

- Companies should stay constantly informed about the latest developments and trends in content marketing. Evolving platforms and technologies can open new doors for audience interaction.

- Companies should remain creative in continually innovating and refreshing content. Utilizing new and innovative ideas can capture the audience's attention and encourage participation and interaction.

6-4- Research prospects:

The research prospects in the field of content marketing strategy represent a collection of opportunities and challenges that present a wide horizon for researchers and specialists. Among these prospects, we mention the following:

- Innovative Approaches in Content Marketing Production.
- Utilizing Emerging Technologies in Content Marketing.
- The Role of Audience Interaction in Stimulating Innovation and Renewal in Content Marketing.
- Innovation Strategies in Content Marketing for Start-Up Companies.
- The Impact of New Social Media Platforms on Content Marketing Strategies.
- Digital Marketing for Startups: Exploring Innovative Content Marketing Strategies that Algerian startups can adopt to enhance brand awareness and attract customers, with a focus on cost-effectiveness and continuous improvement.

Références :

1. أسماء محمد محمود. (2022). مواقع التواصل الاجتماعي وبناء العلاقات الاجتماعية لدى طلبة الجامعيين " دراسة ميدانية في جامعة البليدة على عينة من مستخدمي مواقع التواصل الاجتماعي- الفيسبوك وتويتر نموذجاً-(مكرة الدكتوراه). كلية العلوم الاقتصادية والتجارية وعلوم التسيير، بليدة: جامعة البليدة 02.
2. الزهرة بريك. (2022). التسويق عبر مواقع التواصل الاجتماعي- استراتيجية التخطيط وواقع الممارسة- دراسة تحليلية لصفحات الفيسبوك لمؤسسات متعاملي الهاتف النقال بالجزائر-جازي وموبيليس-. مجلة العلوم الانسانية ، 22 (02).
3. رشيد زحالي. (2022). أثر إدماج مواقع التواصل الاجتماعي في بناء العلامة التجارية "دراسة حالة علامة أوبو الجزائر(مذكرة دكتوراه). كلية العلوم الاقتصادية والتجارية وعلوم التسيير، الجزائر: جامعة الجزائر 03.

4. سارة بوشعير، و إيمان بوجردة. (2022). استخدام الإعلانات عبر مواقع التواصل الاجتماعي للتأثير في سلوك المستهلكين-قراءة تحليلية في إعلانات مؤسسة Géant-. مداخلة مقدمة للملتقى الدولي حول البيانات الضخمة والاقتصاد الرقمي كآلية لتحقيق الإقلاع الاقتصادي في الدول النامية "الفرص، التحديات والآفاق". الوادي: جامعة الوادي.
5. سارة زاغر. (2021). أثر استخدام مواقع التواصل الاجتماعي في ترويج الخدمات السياحية دراسة ميدانية لمجموعة من الوكالات السياحية بالجزائر(مذكرة دكتوراه). بسكرة، كلية العلوم الاقتصادية والتجارية وعلوم التسيير: جامعة بسكرة.
6. مركز الحرب الناعمة للدراسات. (2016). شبكات التواصل الاجتماعي منصات للحرب الأمريكية الناعمة. لبنان: مكتبة مؤمن قريش.
7. مريم غزال. (2020). دور التسويق عبر مواقع التواصل الاجتماعي في تعزيز رأسمال العلامة – دراسة ميدانية تحليلية-(مذكرة دكتوراه). البليدة، كلية العلوم الاقتصادية والتجارية وعلوم التسيير: جامعة البليدة 02.
8. منى محمد عادل النحاس. (2021). دور شبكات التواصل الاجتماعي في نشر الفنون التشكيلية من خلال تصميم وتسويق اقمشة وازياء السيدات المطبوعة. مجلة العمارة والفنون والعلوم الانسانية (عدد خاص 02)).
9. وداد بورصاص. (2022). أثر استراتيجية تسويق بالمحتوى على سلوك التفاعل لدى مستخدمي صفحة الفيسبوك لمؤسسة موبيليس. مجلة العلوم الإدارية والمالية ، 06 (02).