

Social Media Content Marketing Strategies for Cleaning Supplies: Bingo, Pril Isis and Life Company Analysis

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Summary:

Social media platforms are influential marketing tools for customers, and content marketing has emerged as an essential part of marketing strategies. These strategies aim to attract customers, build trust, improve relationships, and increase sales. The study examines the content marketing strategies of Bingo, Pril Isis, and Life companies on their official Facebook and Instagram pages in November 2024. This study aims to identify content marketing strategies and evaluate the role of Facebook and Instagram in marketing content for cleaning supplies. The data was obtained and analyzed through the official social media pages of the companies under study. The study found that Life Company had the highest posts on its Facebook page in Algeria. Pril Isis achieved the most likes and comments due to its diverse marketing content and user interaction, while Bingo Company received the highest number of comments.

Keywords: Social media, content marketing strategies, Facebook, Instagram

Jel Classification Codes: L86, M31.

ملخص:

تعتبر منصات التواصل الاجتماعي أدوات تسويقية مؤثرة في العملاء، وقد برز التسويق بالمحتوى كجزء أساسي من استراتيجيات التسويق. وتهدف هذه الاستراتيجيات إلى جذب العملاء وبناء الثقة وتحسين العلاقات وزيادة المبيعات. ولقد تناولت الدراسة استراتيجيات التسويق بالمحتوى لشركات بينجو Bingo وبريل إيزيس Pril Isis ولايف Life عبر صفحاتها الرسمية على الفيسبوك والانستغرام في نوفمبر 2024. وتهدف هذه الدراسة إلى التعرف على استراتيجيات التسويق بالمحتوى وتقييم دور الفيسبوك والانستغرام في تسويق المحتوى لمستلزمات التنظيف. وقد تم الحصول على البيانات وتحليلها من خلال الصفحات الرسمية عبر وسائل التواصل الاجتماعي للشركات قيد الدراسة. وتوصلت الدراسة إلى أن شركة لايف Life حصلت على أعلى المشاركات من خلال صفحتها على الفيسبوك في الجزائر، وحققت شركة بريل إيزيس Pril Isis أعلى عدد من الإعجابات بسبب تنوع محتواها التسويقي وتفاعل المستخدمين، بينما حصلت شركة بينجو Bingo على أعلى عدد من التعليقات.

الكلمات المفتاحية: وسائل التواصل الاجتماعي، استراتيجيات تسويق المحتوى، فيسبوك، إنستغرام

تصنيف JEL: L86, M31

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I- Introduction :

Social media sites such as Facebook, Instagram, and Twitter have become influential recently. They are modern marketing communication tools that allow marketers to reach customers and interact with them without temporal or spatial boundaries.

Content marketing has emerged across social media platforms to promote products and interact with customers by providing valuable and purposeful content.

With the advancement of the digital environment, content has become a significant part of the marketing strategy. This strategy must be applied because it is more effective in attracting customers, building trust, improving customer relationships, and increasing the company's sales. Like other international companies, Algerian companies seek to satisfy and maintain their customers by relying on content marketing on social media sites, especially Facebook and Instagram, which many people in Algeria use.

I.1. Research problem:

The problem of the study arises in analyzing the content marketing strategies of three companies that produce cleaning materials in Algeria, namely Bingo, Pril Isis, and Life, through their official pages on the Facebook and Instagram platforms during November 2024. Accordingly, the following central question can be asked:

To what extent do cleaning materials companies rely on content marketing strategies via social media?

I. 2. Hypothesis:

Cleaning companies use several strategies to market their content via social media sites (Facebook and Instagram).

I.3 The importance:

This study focused on analyzing content marketing strategies via Facebook and Instagram, two of the most used platforms in Algeria. The Meta report indicates that Facebook had 20.80 million users in Algeria in early 2023, and the same report also shows that Instagram has 8.40 million users.

The study is critical because it highlights content marketing strategies for cleaning supplies companies through social media (Facebook and Instagram).

I.4 Objectives:

This study seeks to achieve the following objectives:

- Identify the concept of content marketing and highlight its characteristics.
- Determine the types of content marketing strategies.
- Highlighting the importance of content marketing through social media.
- Evaluating the extent of using the Facebook and Instagram platforms in marketing the content of the cleaning supplies companies under study.

I.5 Methodology:

This study relies on the descriptive analytical approach to describe and analyze the characteristics of social media posts.

I.6 Tools:

The study relied on quantitative content analysis to measure the Facebook and Instagram pages in November 2024 for the three cleaning companies (Bingo, Pril Isis, Life) by obtaining numbers that monitor the reality and analyzing the results.

I.7 Previous studies:

Niyazi Gümüş (2017) conducted a study entitled "THE EFFECTS OF SOCIAL MEDIA CONTENT MARKETING ACTIVITIES OF FIRMS ON CONSUMERS' BRAND FOLLOWING BEHAVIOR." The study examined followers' perceptions of social media content shared by brands. Four focus group meetings in November 2016 revealed that followers follow brands for new products, designs, and opportunities. However, irrelevant content, advertisements, and political content are considered inappropriate. The study aims to inform social media marketing and content marketing concepts.

The study "The Effect of Content Marketing in Social Media on Brand Loyalty and Purchase Intention" was conducted by Khadija Jafarova and Metehan Tolon (2022). She emphasized that content is now a crucial component of marketing strategy. Content marketing is a crucial strategic tool for businesses looking to establish enduring relationships with their clients, foster loyalty, and win their trust. This study aims to determine how social media content marketing affects consumer intention to buy and brand loyalty. We used an online survey to gather data. Four hundred sixty-five useful questionnaires in all were collected for examination. Software such as SPSS and Smart-PLS 3.0 was used to analyze the data. The analysis findings showed that social media content marketing initiatives have a beneficial effect.

II- LITERATURE REVIEW

Content marketing has recently received great attention from those interested in digital marketing, as it represents a long-term strategy that works to create a strong relationship between the brand and the target customer.

II.1 social media:

Social media is based on "using Web 2.0 technology by having users create and share data, organize and physically participate in events, shape and expand the social network, and transact and collaborate on web content." Web 2.0 is "a platform where end users and software developers collaboratively use the World Wide Web to create, publish, and modify applications and content" (Bahar, 2023, p. 4).

Social media is "a form of electronic communication such as a social networking website and microblogging, through which users create online communities in which they exchange ideas, information, personal messages, and other content such as video clips" (Taprial & Kanwar, 2012, p. 8). Users share their activities and interests through software that achieves a social character.

social media "refers to technological applications that enable people to produce and distribute content" (GÜMÜŞ, 2017, p. 1).

From the previous definitions, the following definition can be concluded:

Social media is "social gatherings on the Internet through which some friendships and active interaction can be formed between common members who have the same interests and hobbies". According to researchers at the Pew Internet and American Life Project, 69% of internet users utilize social media, with Facebook being the most popular brand.

At 75% and 63%, respectively, women are substantially more likely than males to use social media.

Persons under 30 are more likely than those 50 and older to use social media, and people with extremely high or low incomes are far more likely to use social media than those with ordinary earnings.

Social media marketing goals include raising sales, improving brand awareness and image, controlling online platform traffic, cutting marketing expenses, boosting interaction by encouraging users to share content and messages, and finding out what customers think about the company or its operations. Additionally, marketers may now interact and communicate with current and potential customers in both directions more quickly and richly than ever before,

without intermediaries. Furthermore, social media should be used in conjunction with more conventional approaches in product and category research, not just as a tool for market research (GÜMÜŞ, 2017, p. 2).

II.2 Content Marketing:

To understand marketing content, it is necessary to understand the concept of content first, defined as “anything that can be created and downloaded from the website, such as words, pictures, or anything else present on the website” (Krowinska , 2024, p. 1). Content is, therefore, viewed as everything that users consume across digital platforms.

Content is “the knowledge that defines the activities and standards within which a company operates. It is a major component of the experience created by presenting products in the market, and it is essential to help customers get the greatest possible value from the good or service being sold in the market” (Rose , 2023, p. 18).

Content marketing has several related terms, including personalized publishing, personalized media, customer media, customer publishing, information marketing, brand content, corporate media, corporate publishing, customer publishing, corporate journalism, and branded media.

There are many definitions of the concept of content marketing, perhaps the most important of which are the following:

- The Content Marketing Institute defined it as: "A strategic marketing approach based on creating and distributing valuable and relevant content to attract and retain a clearly defined audience" (VINEREAN, 2017, p. 93). Content marketing is a technique that helps communicate with, attract and retain customers by creating consistently relevant content that helps build trust with the target audience.
 - Content marketing is “the means of distributing content online to empower, engage and educate readers” (Bookboon, 2011, p. 10). That is, delivering valuable content to those who should read it.
 - Järvinen and Taiminen define content marketing as: “the process of creating and delivering content (text messages, images, videos and animations) to target customers in a way that adds value to customers and engages them in relationships with the company” (VINEREAN, 2017, p. 94).
 - According to Mandloys Digital Agency (2013), content marketing is: “the process of creating relevant, compelling, entertaining, and valuable content that must be consistently delivered to maintain or change customer behavior. Content marketing is a core marketing activity that can attract and retain new customers and enable companies to build a strong brand” (Duc Le M, 2013, p. 4). Content marketing provides the necessary information that educates consumers and increases their awareness of the brand.
- From the previous definitions, the following definition can be extracted:
- Content marketing is “a marketing process that creates and publishes valuable content (blog posts, videos, broadcasting, podcasting, images, newsletters) to a target audience in order to increase brand awareness and build long-term relationships with consumers based on trust.”

Content marketing has three characteristics (VINEREAN, 2017, p. 94):

- **Not paid for:** Developing company content to engage audiences, develop relationships and knowledge, and sell goods and services.
- **Paid-for:** Developing company content with the same goals mentioned above in addition to the goal of selling the digital content created.
- **Social:** Brand community members create content to express their opinions and learn from the organization and other users.

Content marketing strategy includes the following elements (Lopes & Casais, 2022, p. 2):

- **Mediation element:** Includes the nature of the platform for the content.
- **Strategic element:** The strategic approach one takes in developing the content.
- **Construction element:** Brand awareness through the content.
- **Intrinsic element:** Natural presence through the content, such as conversations between customers about the brand.
- **Communication element:** Includes the techniques used to disseminate the content.
- **Supplementary element:** Includes the desired outcomes of the content.

II.3 Generating a content marketing strategy:

A content marketing strategy includes a variety of content types (N. Sayankar, 2017, p. 53):

- **Blog Posts:** The company blog promotes other content, which will help keep posts on a consistent schedule.
- **Ebooks:** The content should include a descriptive structure and good visual design. The goal of this book is to educate while maintaining a conversational language that is consistent with the company's brand and personality.
- **Workbooks and Templates:** These are great, helpful work that keeps your brand in front of buyers. However, they should be designed for print and made more interactive and functional.
- **Whitepapers and Reports:** Although they are instructional resources, whitepapers and reports are less professionally written and have less visual appeal than e-books.
- **Video:** Video may be used to keep content for as long as feasible by showcasing the brand on YouTube in excellent quality.
- **Case Studies:** Case studies are created using real numbers and full stories to maintain value and results.

II.4 Content Marketing and social media:

There are three levels of social media promotion of company content (N. Sayankar, 2017, p. 54):

- **Owned:** A simple, adaptable, and cost-free way to engage with a company's target audience is to share company content on social media platforms linked to the brand.
- **Paid:** Paid advertising is permitted on the majority of social networks. Matching the network's demographics to the company's brand identities helps determine where to invest.
- **Earned:** Social media promotion is the most valuable but most challenging form of marketing. It occurs when a company's audience shares its content with its networks.

There are several social networks, including:

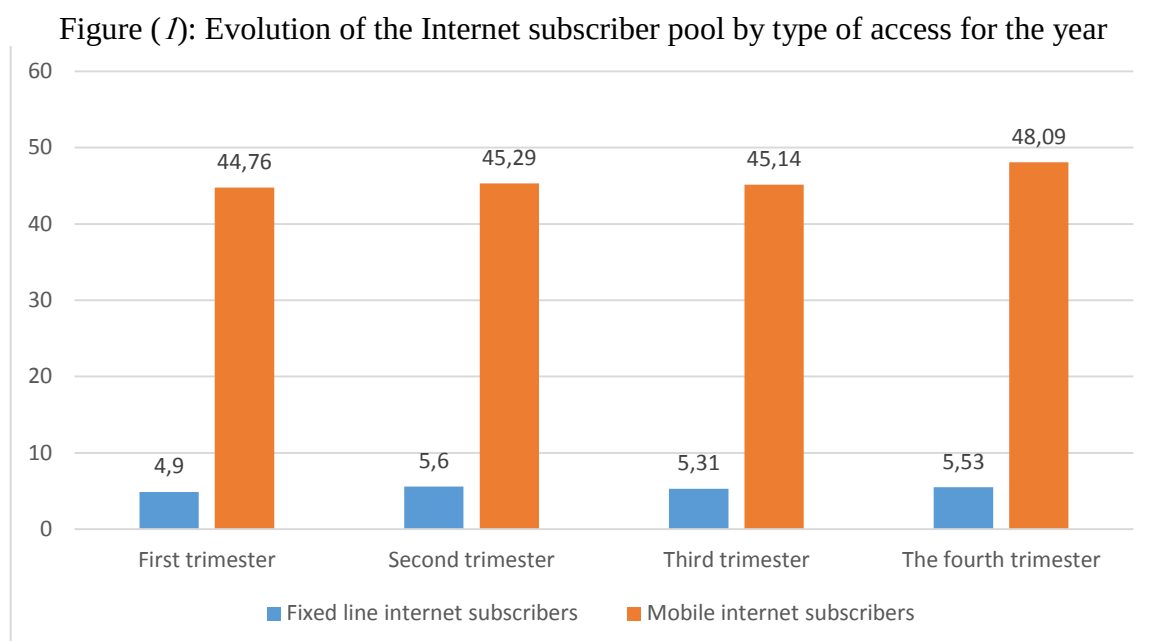
- Twitter is an online social networking site that allows users to send and read 140-character messages known as "tweets." Registered users can read and write tweets; however, unregistered users can read them. Users can access Twitter via a browser interface, SMS, or a mobile application (Saleh Ibrahim , 2015, p. 70).
- Facebook is considered one of the largest and fastest-growing social networks. It is growing rapidly among all age groups, regardless of gender (N. Sayankar, 2017, p. 54).
- Instagram is a social photo application that takes, beautifies, and shares photos. It is also considered a new type of social media based on interacting with photos because it helps people build social networks based on photos (Yang, 2021, p. 16).

III- Social Media Activity Analysis:

For companies to carry out their economic activity in the best possible way, they must market their products through social media sites, as they are the most used by consumers. These sites provide their users with a wide range of products and services.

Internet marketing in Algeria has gained popularity due to increasing Internet users. At the beginning of 2023, the number of internet users in Algeria reached 32.09 million, and the internet penetration rate reached 70%. Algeria was home to 23.95 million social media users in January 2023, equivalent to 52.9% of the total population (**datareportal, 2024**).

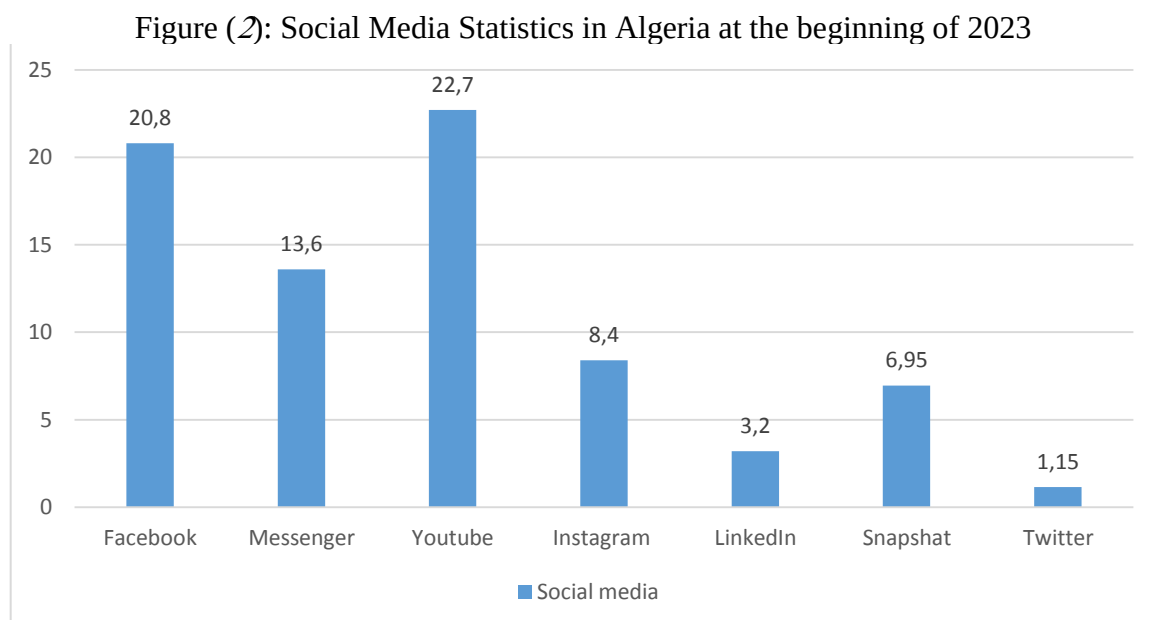
The following figure shows the development of the number of telephone and mobile subscribers during the year 2023:



The source: The researcher prepares them based on the report of the Internet Market Observatory in Algeria for the fourth quarter of 2023.

It is noted from the figure that the number of mobile phone subscribers increased from one quarter to another in 2023, as at the end of December 2023, the total number of Internet subscribers in Algeria reached 53,620 million subscribers.

The following figure shows the statistics of social media sites in Algeria in 2023:



The source: Prepared by the researcher based on the report of Meta.

YouTube had the highest viewership, estimated at 22.70 million users in Algeria at the beginning of 2023, followed by Facebook with 20.80 million users. These platforms are the most viewed in Algeria.

The content of the Facebook and Instagram pages of three Algerian companies in the field of cleaning materials was analyzed in October 2024 to analyze the content marketing techniques used by these companies. The following results were reached:

Table (1): Number of companies' posts on Facebook and Instagram pages

	Facebook	%	Instagram	%
Bingo	12	28.57	12	33.33
Pril Isis	13	30.95	13	36.11
Life	17	40.48	11	30.56
Total	42	100	36	100

The source: Prepared by the researcher based on data from Facebook and Instagram pages.

The total number of posts for the three companies in October was 42 on Facebook and 36 on Instagram. The highest share on Facebook was for Life with 17 posts, or 40.48%, followed by Pril Isis with 13 posts, and then Bingo with 12 posts. As for Instagram, Pril Isis had the highest share with 13 posts, or 36.11%, followed by Bingo with 12 posts, and then Life with 11 posts. These results show that both Bingo and Pril Isis are interested in publishing identical posts on Facebook and Instagram. At the same time, Life focuses on publishing its marketing content on Facebook, one of Algeria's most popular platforms.

Table (2): Number of likes for companies' posts on Facebook and Instagram pages

	Facebook	%	Instagram	%
Bingo	1250	2.9	1183	6.1
Pril Isis	35408	82.19	15336	79.11
Life	6425	14.91	2868	14.79
Total	43083	100	19387	100

The source: Prepared by the researcher based on data from Facebook and Instagram pages.

The results of the table above show that the number of likes for posts on the Facebook page was in favor of Pril Isis, with 35,408, equivalent to 82.19%, compared to Life, which came in second place with 14.91%, followed by Bingo with the lowest percentage, which is 2.9%. As for the Instagram page, Pril Isis also came in first place with a rate of 79.11%, followed by Life and Bingo with 14.79% and 6.1%, respectively. Pril Isis comes first regarding likes because it provides various posts promoting the company's products.

Table (3): Number of comments on companies' posts on Facebook and Instagram pages

	Facebook	%	Instagram	%
Bingo	754	16.71	449	38.38
Pril Isis	2863	63.45	286	24.44
Life	895	19.84	435	37.18
Total	4512	100	1170	100

The source: Prepared by the researcher based on data from Facebook and Instagram pages.

It is noted from the previous table that the highest number of comments on Facebook page posts during October was for Pril Isis, as its posts received 2863 comments, which is equivalent to 63.45%. Life in second place with 895 comments, followed by Bingo with 754 comments. As for the Instagram page, Bingo is in first place with 449 comments, followed by Life and Pril Isis with 435 and 286, respectively. Pril Isis came first regarding the number of comments on Facebook page posts because it relied on several types of content marketing strategies: video, image, and text.

IV- Conclusion:

This study reached several results, which are:

- Content marketing strategy is crucial for businesses as it can help develop the customer base and increase the brand's value by informing current and potential customers about the company's products.
- Content marketing strategy includes several types: Blog Posts, E-Books, Workbooks and Templates, Videos, and more.
- Many social media such as Facebook, Twitter and Instagram have become widely popular among adults, young people and adults.
- Each of the three companies under study has pages on Facebook and Instagram and several posts and followers nationwide.
- Life Company got the highest percentage in terms of the number of posts on its Facebook page compared to Pril Isis and Bingo. Life Company focuses on this page because it is the most used in Algeria. As for Pril Isis and Bingo rely on publishing their media content on their Facebook and Instagram pages side by side.
- The results showed that Pril Isis Company got the most significant likes for its posts on Facebook and Instagram because it relied on several strategies to market its content, including photos, videos, and Blog Posts.
- Pril Isis Company was also able to get the highest percentage in terms of the number of comments on its posts on Facebook due to the diversity of its marketing content and the interaction of page users with this brand. At the same time, Bingo Company got the highest percentage of comments on its posts on Instagram.

The researcher recommends the following:

- The company should treat content marketing as a project and not as a function of the company.
- Creativity and innovation must be used when producing content.
- For the content to be successful, valuable and useful information must be provided.
- Companies must determine the channels through which educational content will be published because the more platforms used ineffectively, the more time, effort and money will be wasted.

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