



# Digital Marketing in the Contemporary Era – Strategies, Trends and Impact on Consumer Behaviour

Oana Pricopoaia<sup>\*</sup>, Nicoleta Cristache<sup>\*\*</sup>, Aura Colan<sup>\*\*\*</sup>, Andrei Vizitiu<sup>\*\*\*\*</sup>,  
Geanina Colan<sup>\*\*\*\*\*</sup>, Tiberius Iustinian Stanciu<sup>\*\*\*\*\*</sup>

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## ABSTRACT

Digital marketing has become an essential pillar of commercial communication in the contemporary era, transforming the way brands interact with consumers. Through digital channels such as social media, search engines, email marketing, or influencer marketing, companies can reach their target audience in a more efficient, personalized, and interactive way. Given the growing importance of this field, it is essential to have a thorough understanding of the directions in which digital marketing is evolving and how it is approached in the literature. In this context, to conduct this study, we built a database from Web of Science, using VOSviewer software to generate a bibliometric map. This analysis allowed us to explore the predominant themes in recent academic literature, highlighting research trends and interconnections between keywords associated with digital marketing. The purpose of this research is to identify the main areas of scientific interest, the conceptual evolution of digital marketing, and how modern strategies influence consumer behavior in the digital age. This bibliometric approach provides an overview of the current academic landscape, facilitating a deeper understanding of how digital marketing is evolving, identifying areas of intense study and gaps in research that may represent future opportunities.

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## 1. Introduction

In today's digital age, marketing has undergone a profound transformation, adapting to new consumer behaviors and rapid technological development. Contemporary digital marketing is characterized by dynamism, personalization, and interactivity. The success of a strategy depends on the brand's ability to integrate new technologies, create relevant content, and build authentic relationships with consumers. In a world where consumer behavior is constantly changing, adaptability and innovation are essential. In addition, digital and social media marketing allow companies to achieve their marketing goals at a relatively low cost (Ajina, 2019). Social media marketing is undoubtedly one of the most dynamic forms of promotion today.

Social media networks are considered by modern companies to be promising platforms for promotional activities, with a view to communicating effectively with target customers (Popp & Woratschek, 2016; Harrigan et al., 2017). Social platforms, especially Instagram, TikTok, and Facebook, offer brands immense opportunities to interact with their audience in real time. This is where digital influencers come in, who have become true brand ambassadors. They manage to create authentic connections with their audiences, and their recommendations are often perceived as more credible than traditional advertisements. Mangold & Faulds (2009) stated that companies need to integrate social media as an essential part of a promotional campaign.

Marketing has undergone significant changes in the way information is conveyed to customers (Mangold & Faulds, 2009). Social networks, as part of Web 2.0 technology, provide the technological platform for individuals to connect, produce, and share content online (Boyd & Ellison, 2008). The concept of digital marketing is no longer just an extension of traditional strategies, but has become a central pillar in the relationship between brands and their audience. Elements such as recommendation algorithms, social media marketing, content marketing, and TikTok marketing profoundly shape how consumers interact with brands and make purchasing decisions. Content marketing also remains an essential strategy.

Valuable content, whether in the form of articles, videos, or social media posts, not only attracts and educates the audience, but also contributes significantly to audience loyalty. In this context, TikTok marketing stands out with its creative and viral formats, which allow brands to quickly reach a young and receptive

<sup>\*</sup>, <sup>\*\*</sup>, <sup>\*\*\*</sup>, <sup>\*\*\*\*</sup>, <sup>\*\*\*\*\*</sup> Dunarea de Jos University of Galati, Romania, <sup>\*\*\*</sup>, <sup>\*\*\*\*\*</sup>Virgil Madgearu Galati Economic College, Romania, <sup>\*\*\*\*\*</sup> Ovidius University of Constanta, Romania. E-mail addresses: [ana.pricopoaia@ugal.ro](mailto:ana.pricopoaia@ugal.ro) (Corresponding author - O. Pricopoaia), [nicoleta.cristache@ugal.ro](mailto:nicoleta.cristache@ugal.ro) (N. Cristache), [auracolan1970@gmail.com](mailto:auracolan1970@gmail.com) (A. Colan), [andrei.vizitiu90@yahoo.com](mailto:andrei.vizitiu90@yahoo.com) (A. Vizitiu), [colangeanina@yahoo.com](mailto:colangeanina@yahoo.com) (G. Colan), [stanciu.tiberius@yahoo.com](mailto:stanciu.tiberius@yahoo.com) (T. I. Stanciu).

audience. TikTok is the cheapest and most suitable tool for creating marketing content. It can promote and present companies' activities in a wide range of digital marketing without wasting money (Yosep et al., 2021). The platform is not only designed to promote the product, but also to build a network with other people, which is essential for marketers and customers. Therefore, they can interact and communicate using features such as comments and direct messages (Rangaswamy et al., 2020).

Digital marketing is constantly changing, and the future brings new challenges and opportunities. Artificial intelligence, augmented reality, social commerce, and communication automation can redefine how companies interact with customers (Pricopoaia, O. et al, 2024). Although content marketing has the same goal as advertising in terms of increasing sales and building brands (Neff, 2015), it does not present explicit sales pitches. Content marketing has been found to help brands build trust and credibility (du 2017; Muntinga et al. 2011), connect better with their target audience (du Plessis, 2017), and facilitate consumer learning (Rowley, 2008). Furthermore, the use of influencers is essential in the early stages of the digital customer journey, helping to increase awareness and build a positive perception. In the long term, collaborations with influencers can strengthen consumer loyalty and generate consistent engagement through repeated and well-targeted campaigns.

In traditional advertising, the use of celebrity endorsements is a popular advertising strategy to improve brand-related outcomes (Bergkvist et al., 2016). The existing literature has found evidence that celebrity endorsements can generate favorable reactions in consumer attitudes and behaviors (Amos & Block, 2008). In social media, many companies resort to social media influencers to spread positive electronic word-of-mouth, which often takes the form of endorsements.

However, for an influencer-based strategy to be effective, it is essential that influencers are chosen strategically, based on values, communication tone, and target audience profile. Brands should also avoid forced or purely commercial partnerships, which can compromise the authenticity of the influencer and, implicitly, the effectiveness of the campaign.

Digital marketing in the contemporary era is much more than a set of technological tools; it is an art form based on data, creativity, and a deep understanding of consumer psychology. Effective strategies are those that combine personalization, authenticity, and innovation, building sustainable and relevant relationships in an increasingly complex digital ecosystem. In recent years, digital influencers have become a central component of brand marketing strategies. Unlike traditional celebrities, influencers operate on digital platforms such as Instagram, TikTok, or YouTube, building a community around a specific niche: fashion, beauty, fitness, education, gaming, etc. These content creators have the advantage of a direct, authentic, and constant relationship with their audience, which gives them superior credibility with their audience.

## **2. Literature review**

Technological developments and increased internet usage have radically transformed the way companies communicate with the public. In the digital age, marketing is no longer just about traditional promotion through posters or TV commercials, but a complex network of strategies based on data, personalization, and interaction. Companies already recognize digital influencers as opinion leaders who mediate the transmission of information, facilitating its dissemination to their online followers (Uzunoglu & Kip, 2014). Therefore, they are seen by organizations as potential brand ambassadors who convey messages that consumers perceive as more trustworthy and attractive due to the closer relationship between them (Lim, Radzol, Cheah & Wong, 2017). These new celebrities become role models for their followers in a constant process of communication that affects brand value. Despite this, academic research on social media influencers and their practical implications is relatively rare (Almeida et al., 2018).

Today, digital marketing is essential to the success of any business, directly influencing consumer behavior and redefining the entire purchasing process (Cristache, N. et al, 2023). In this context, we will analyze the most important current strategies and trends, as well as their impact on consumer decisions. Social media marketing, also known as viral marketing, buzz marketing, and guerrilla marketing, consists of intentionally influencing communication between consumers through professional marketing techniques (Kozinets et al., 2010).

One of the most powerful resources of digital marketing is content marketing, i.e., promotion through valuable content. Brands create articles, videos, posts, or podcasts that inform, inspire, or entertain the audience, thus building trust and loyalty. This type of marketing is not invasive, but aims to attract consumers naturally by giving them what they are looking for. Brand content marketing, as a branch of brand communication, aims to produce valuable information to meet consumer needs (Schultz, 2016). Brand content marketing fulfills the tasks of informing and educating consumers about certain topics, sharing perspectives and values, and entertaining them (Harad, 2013).

Essentially, branded content marketing is seen as ongoing socialization between brands and consumers, which aims to change consumers' passive behavior through discreet and engaging conversations about the brand (du Plessis 2015). During this process, consumers derive value from their exposure to content marketing, which has been shown to stimulate brand loyalty (Lou et al., 2019).

At the same time, social media marketing allows brands to reach their audience quickly and directly through social networks. Platforms such as Instagram, Facebook, TikTok, and YouTube are becoming key

communication spaces where companies can build a humanized image, respond in real time, and monitor consumer reactions. Social networks allow consumers to interact and share their experiences with other users anywhere in the world (Kozinets et al., 2010). Among the most dynamic recent trends is TikTok marketing, which involves promotion through short, authentic, and creative videos. TikTok has completely changed the way brands communicate, forcing them to be faster, more natural, and closer to the language of the younger generation.

Digital influencers are usually seen as relatable experts with special access to relevant info (Taillon et al., 2020; Casalo et al., 2020). The expert power of digital influencers leads consumers to consider the information provided by these influencers as reliable or attractive (Lou and Yuan, 2019). This increases the likelihood of consumers following or appreciating the content offered by influencers. Digital influencers have also become true marketers of the modern era. They create content for their communities and, through partnerships with brands, directly influence purchasing behaviors. A trusted influencer can have a greater impact than a traditional advertisement, precisely because of their authenticity and personal relationship with their audience.

Brands have the potential to create lasting connections with consumers and significantly influence consumer behavior if they continue to leverage the power of entertainment in their TikTok marketing campaigns (Alhanatleh, 2023). All these actions are part of a broader concept: the digital customer journey, i.e., the path a consumer takes from the moment they discover a brand to the moment of purchase and even beyond. This journey is marked by multiple touchpoints, advertisements, social media posts, reviews, and direct interactions, which together build the customer experience and influence their loyalty (Huang, X. et al, 2025).

Yadav and Rahman (2017) stated that social media marketing is a process by which companies create, communicate, and deliver online marketing offers through social media to maintain relationships with stakeholders, which can increase their value by providing interaction, sharing information, and offering personalized purchasing recommendations. Social media marketing is direct or indirect marketing that uses social media resources such as blogs, microblogging, social networks, and content sharing to increase awareness, recognition, memory, and action toward a brand or product (Meliawati, Gerald & Aruman, 2023).

Digital marketing has a profound impact on how consumers think, feel, and act. On the one hand, consumers have more power, are informed, connected, fast, and vocal. They can compare offers, read reviews, ask for opinions, all in real time. On the other hand, constant exposure to personalized messages and viral content can influence decisions without them being completely rational. At the same time, online engagement is becoming an essential indicator of success. A brand that generates reactions, comments, and shares is a relevant brand that resonates with its audience (Pricopoaia, O. et al, 2025). This means that marketing is no longer just about sales, but about building an ongoing and authentic relationship with consumers.

The most important strategy for capturing consumer attention is to offer good content to build consumer engagement with the brand, which will lead to future purchase intent (Vivek et al., 2012). Content marketing is one of the best strategies used to stimulate online engagement (Hollebeek, 2011). According to Rowley (2008), content marketing can be defined as a management process through which a company identifies, analyzes, and satisfies customer demand to achieve profit through the use of digital content distributed through electronic channels.

Content marketing can come in a variety of formats, including: blogs, infographics, slide shows, case studies, white papers, e-books, videos, surveys, memes, and images, etc. Content marketing is a strategy that involves creating and publishing content on websites and social media (Frost & Strauss, 2013). The content prepared must be easy to share, easy to understand, stimulating, easily accessible, and engaging (Andaç et al., 2016).

When it comes to digital marketing, influencer marketing has become an effective tool. In an increasingly connected and interconnected society, the role of influencers is essential for companies, as they bring brands closer to consumers (Moreira, 2021). Digital marketing in the contemporary era is a constantly changing field, defined by innovation, speed, and adaptability. Modern strategies are based on quality content, smart technology, and direct interaction with consumers (Cristache, N. et al, 2025).

In addition, research on social media marketing on Facebook has shown that customers who interact with a brand's Facebook page have greater trust in that brand and express more loyalty to it (Gamboa & Gonçalves, 2014). Trends such as TikTok marketing, collaborations with influencers, and personalization through algorithms are radically transforming the way companies communicate and sell. The impact on consumer behavior is significant: from information gathering to purchasing decisions, everything is influenced by the digital environment. In such a competitive landscape, only brands that understand these changes and leverage them intelligently can remain relevant and successful.

### **3. Research methodology**

This study contributes to shaping an in-depth view of the current landscape of digital marketing, highlighting the intersections between new technologies, online behaviors, and modern commercial strategies. In this context, the central question of the research is: What are the trends in digital marketing in the contemporary era?

The Web of Science database was used to collect relevant scientific articles. The database was compiled based on the following selection criteria: keywords such as "recommendation algorithms," "social media

marketing," "digital influencers," "content marketing," "TikTok marketing," "online engagement," and "digital customer journey"; research areas: Business Economics, Operations Research Management Science, and Communication; publication period: 2014–2024; document type: scientific article; language: English; access: open access.

Applying these filters resulted in a database of 19 812 articles. Table 1 shows the evolution of the number of specialized publications, illustrating the growing interest of the academic community in digital marketing and social networks in the current context.

**Table 1. Results of filtering the Web of Science scientific publications database, distribution for the period 2014–2024**

Year of publication	No. of publications
2024	2871
2023	2603
2022	2440
2021	2555
2020	2115
2019	1739
2018	1426
2017	1212
2016	1150
2015	892
2014	809

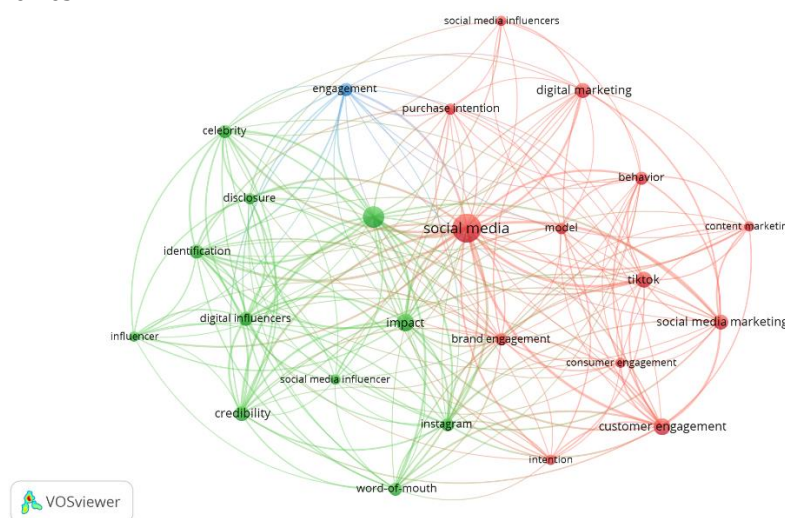
*Source: own processing based on data from Web of Science*

The database consisting of publications identified in Web of Science was imported in RIS format into VOSviewer software, version 1.6.19. Based on this data, a bibliometric map was generated, in which keywords are grouped into distinct clusters, highlighted chromatically. The map visualizes the semantic relationships between the central concepts of the specialized literature, such as: digital marketing, social media marketing, digital influencers, impact, brand engagement, and purchase intention.

The size of the nodes and their labels reflects the frequency of occurrence of the concepts in the analyzed corpus, indicating their degree of relevance in the specialized literature. The proximity between terms on the map suggests a closer conceptual association, while greater distances indicate weaker links. Linear links between terms signal their co-occurrence in the same publications, representing thematic interconnections. The thickness of the lines indicates the intensity of the relationship between concepts, while the intensity of the colors contributes to the differentiation of clusters and highlights the relative frequency of keywords within them.

#### 4. Bibliometric research results

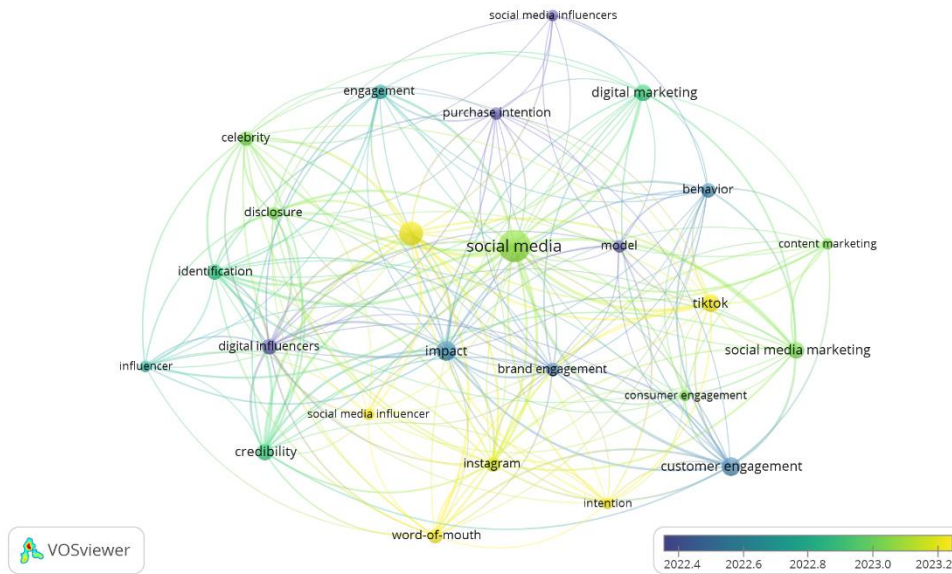
Figure 1 shows the network visualization map, which graphically illustrates the links between the keywords found in the analyzed publications. Furthermore, the network visualization map provides an overview of the keywords in the selected database, facilitating an objective analysis of scientific data. The figure below shows that three clusters have been identified. Clusters represent groups of words gathered around common topics or themes.



**Figure 1. Network Visualization**

*Source: VOSviewer software output, version 1.6.19*

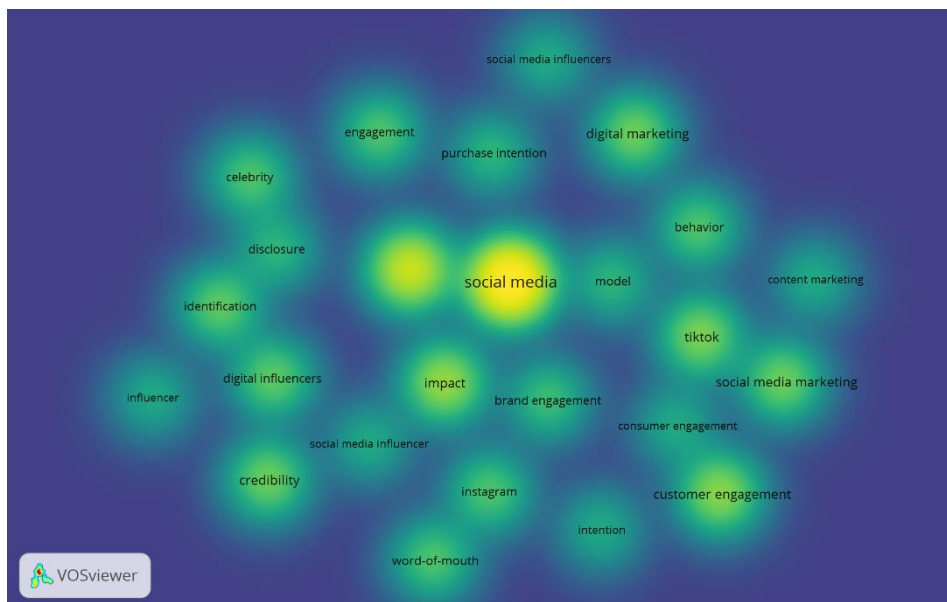
The first cluster is red, the second is green, and the third is blue. In the first cluster, the largest nodes are represented by the keywords: "social media," "digital marketing," "social media marketing," "TikTok," and "customer engagement." In the second cluster, the following stand out: "influencer marketing," "impact," "credibility," "celebrity," and "Instagram." In the third cluster, only the term "engagement" stands out.



**Figure 2. Overlay visualization**

Source: VOSviewer software output, version 1.6.19

Figure 2 shows the density of items. The density of articles represents the authors' interest in a particular research topic. The central node, "social media," highlights the cross-cutting nature of this platform in research on "consumer behavior," "engagement," and "influencer marketing." Terms such as "TikTok," "Instagram," and "word-of-mouth" are colored yellow, signaling increased interest in literature published after 2023. The map suggests a thematic evolution from fundamental concepts such as "digital marketing" and "behavior" to emerging topics such as short video content marketing and digital influencers, with an emphasis on credibility and impact on purchasing decisions.



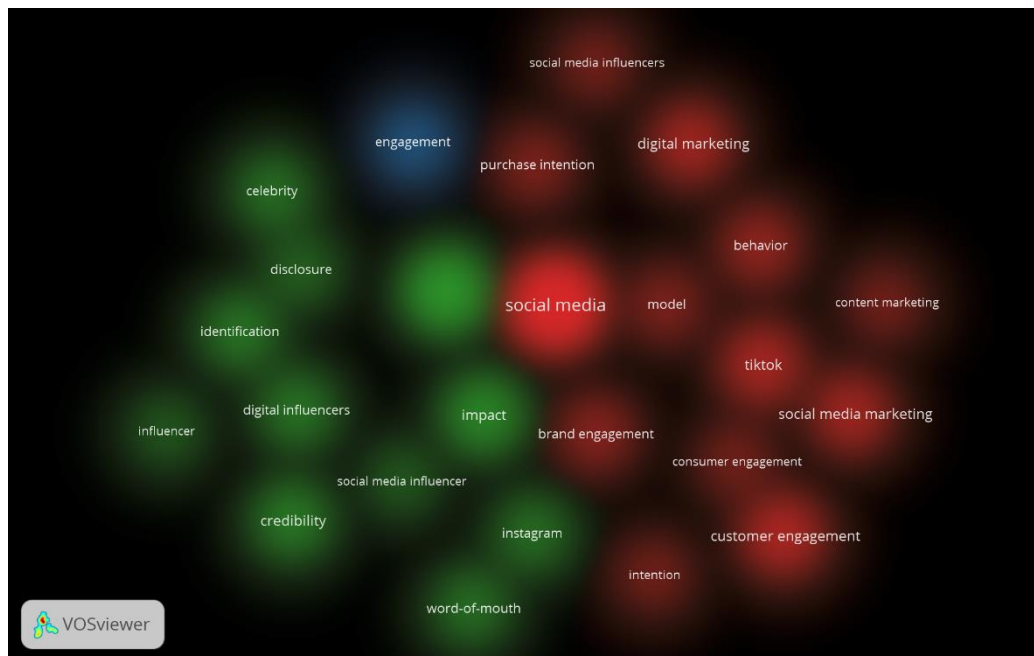
**Figure 3. Item density visualization**

Source: VOSviewer software output, version 1.6.19

The density map indicates that "social media" is the central core of the specialized literature, around which essential concepts such as "engagement," "impact," "purchase intention," and "credibility" gravitate. These themes form a solid conceptual core that is frequently addressed in recent research. Areas of medium density (green) suggest related themes that contribute to a deeper understanding of digital marketing, while

regions of low density (blue) reflect more specialized or emerging directions. Thus, the visualization highlights not only the popularity of terms, but also the concentration of research around key concepts.

The density visualization clearly highlights the centrality of the concept of "social media" in academic literature, as it is frequently associated with terms such as "engagement," "purchase intention," and "credibility." The presence of these concepts in areas of high density underscores the fact that current research is paying increased attention to how digital platforms influence consumer behavior and decisions. Terms such as "influencer," "TikTok," and "content marketing" appear in areas of lower density but indicate rapidly developing research directions.



**Figure 4. Density visualization cluster**  
*Source: VOSviewer software output, version 1.6.19*

Figure 4 shows the density visualization cluster. The cluster map generated by VOSviewer divides the literature into three major research directions. The first cluster (red) highlights the close link between digital marketing, consumer behavior, and the use of social platforms such as TikTok, emphasizing how they influence purchase intent and engagement. The second cluster (green) groups together works focused on influencers, credibility, and identification, indicating a concern for social dynamics and the perception of commercial messages. The third cluster (blue) is centered on the term "engagement," reflecting its cross-cutting nature and essential role in understanding consumer interaction with brands in the digital environment. For an in-depth understanding of how keywords appear in each thematic group, each identified cluster will be analyzed individually.

Cluster 1 highlights contemporary research's focus on understanding the impact that social platforms, particularly TikTok and other social media marketing channels, have on consumer engagement and purchase intent. The links between terms such as "customer engagement," "brand engagement," "purchase intention," and "behavior" suggest a clear focus on studying how digital interaction influences consumer decisions.

Thus, this cluster can be defined as a conceptual framework centered on the relationship between digital marketing and consumer behavior in the online space. The connection between the keywords in the cluster: "social media," "TikTok," "social media marketing," and "social media influencers" suggests that social networks are a primary vector through which companies cultivate engagement and purchase intention. The keywords "customer engagement," "consumer engagement," and "brand engagement" reflect interest in the level of emotional, cognitive, and behavioral interaction of consumers with brands in the digital space. They are directly related to the effectiveness of social media campaigns and content marketing strategies.

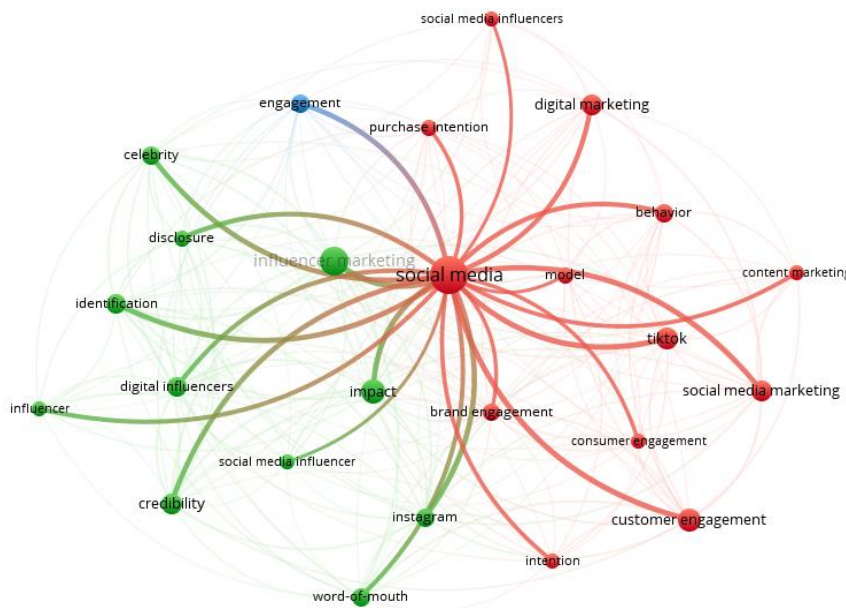
The keywords "purchase intention" and "intention" reflect the link between engagement and purchase intention, one of the most researched topics, highlighting the impact of digital marketing on consumer decision-making. The presence of the terms behavior and model indicates the use of theoretical models to explain the relationship between digital stimuli (advertisements, influencers, viral content) and actual consumer behavior.

The terms "digital marketing" and "content marketing" suggest contextual elements that provide the strategic basis for the campaigns analyzed, especially on platforms such as TikTok, Instagram, etc. Thus, cluster 1 can be defined as a conceptual framework centered on the relationship between digital marketing and consumer behavior in the online space.

**Table 2. Cluster 1 (red)**

Keyword	Cluster	Links	Total link strength	Occurrences
behavior	1	17	29	7
brand engagement		22	36	6
consumer engagement		13	17	4
content marketing		12	21	4
customer engagement		18	50	11
digital marketing		16	27	9
intention		13	21	4
model		13	17	5
purchase intention		17	22	5
social media		24	114	31
social media influencers		8	10	4
social media marketing		16	42	9
tiktok		16	33	10

Source: own processing based on data from VOSviewer software version 1.6.19



**Figure 5. Cluster 1 (red)**

Source: VOSviewer software output, version 1.6.19

Cluster 2 reflects a well-defined thematic area in recent research: the role of influencers, celebrities, and the perception of credibility in the context of digital marketing on social media. Keywords such as "celebrity," "credibility," "digital influencers," "influencer marketing," "Instagram," "identification," "word-of-mouth," and "disclosure" are conceptually interconnected around the idea of social persuasion and impact on purchasing decisions. The keywords "influencer marketing," "influencer," "digital influencers," and "social media influencer" define the thematic center of the cluster.

This cluster reflects the practice whereby brands collaborate with influential individuals to promote their products in a more authentic and personalized way. "Influencer marketing" has the most occurrences (17) and the highest number of links to other keywords (total link strength 75), indicating a central theme of the cluster. The keywords "celebrity" and "identification" introduce the idea of image transfer and psychological attachment. Users often identify with celebrities and influencers, which increases the effectiveness of the marketing message. The term "identification" signals the importance of the process of self-reflection and imitation of influencers.

The term "perceived credibility" of the influencer plays an essential role in building trust. "Disclosure" (explicit mention of the paid partnership) is frequently analyzed in research as a factor influencing this credibility. The relationship between transparency and the effectiveness of the advertising message is essential in this cluster. "Instagram" is frequently mentioned as the main platform for influencer marketing campaigns. It appears to be a preferred medium due to its visual format and its young and receptive audience. The key concepts of "impact" and "word-of-mouth" reflect the results of influencer actions. The impact of campaigns is often measured by purchase intent and interpersonal communication generated, including digital word-of-mouth (comments, reviews, reposts).

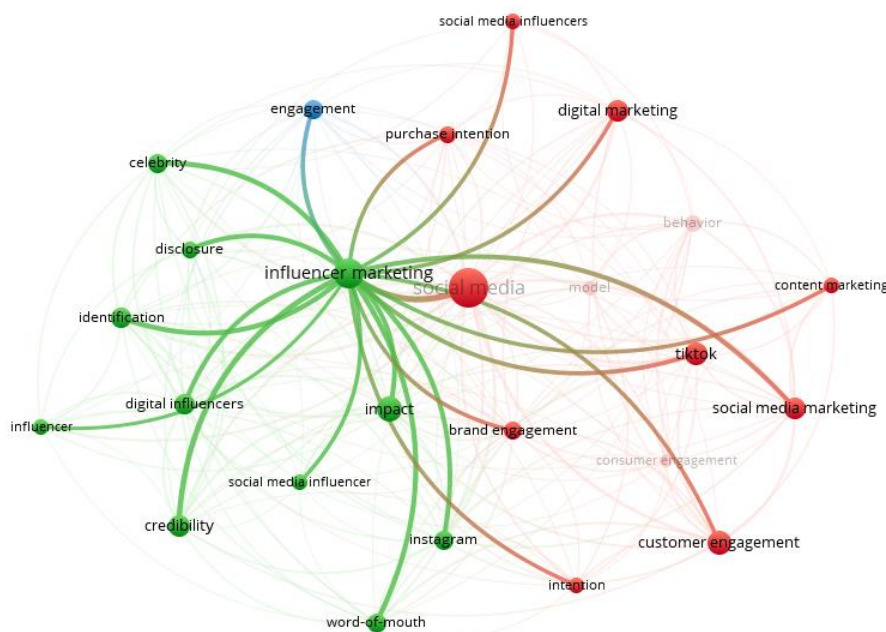
Cluster 2 can be interpreted as a research network focused on the effectiveness of influencer marketing strategies, analyzed from the perspective of credibility, authenticity, and social influence exerted by celebrities and content creators on social platforms, especially Instagram. Recurring themes reflect a concern for how users perceive commercial messages, the relationship between identification and purchasing behavior, and the importance of ethics in sponsored communication.

Thus, cluster 2 illustrates the direction of contemporary research toward analyzing the effectiveness of promotional campaigns through digital opinion leaders.

**Table 3. Cluster 2 (green)**

Keyword	Cluster	Links	Total link strength	Occurrences
celebrity	2	17	40	7
credibility		17	52	9
digital influencers		18	43	8
disclosure		16	36	5
identification		19	53	8
impact		23	61	12
influencer		13	22	4
influencer marketing		21	75	17
instagram		21	49	7
social media influencer		15	18	4
word-of-mouth		18	36	7

Source: own processing based on data from VOSviewer software version 1.6.19



**Figure 6. Cluster 2 (green)**

Source: VOSviewer software output, version 1.6.19

Although cluster 3 consists only of the term "engagement," its positioning as a separate node in the bibliometric network signals the complexity and centrality of this concept in digital marketing literature. The values obtained for this keyword indicate a pivotal term, which is repeatedly found in articles addressing various topics, such as social media marketing, content marketing, influencer marketing, and purchase intent.

The term "engagement" is in a separate cluster because it is a cross-cutting and fundamental concept in multiple research directions. Although it is linked to terms in other clusters (such as "customer engagement," "brand engagement," or "consumer engagement"), it also frequently appears as a general, independent term used in various contexts, without necessarily being linked to a specific type of engagement.

In many studies, "engagement" is treated as a key construct in its own right, associated with both user interaction in the digital environment and the measurement of online campaign effectiveness. It has significant links to terms in cluster 1 (through "customer engagement," "social media," and "purchase intention") and

cluster 2 (through "influencer marketing," "credibility," and "identification"), reflecting its integrative role within the conceptual network.

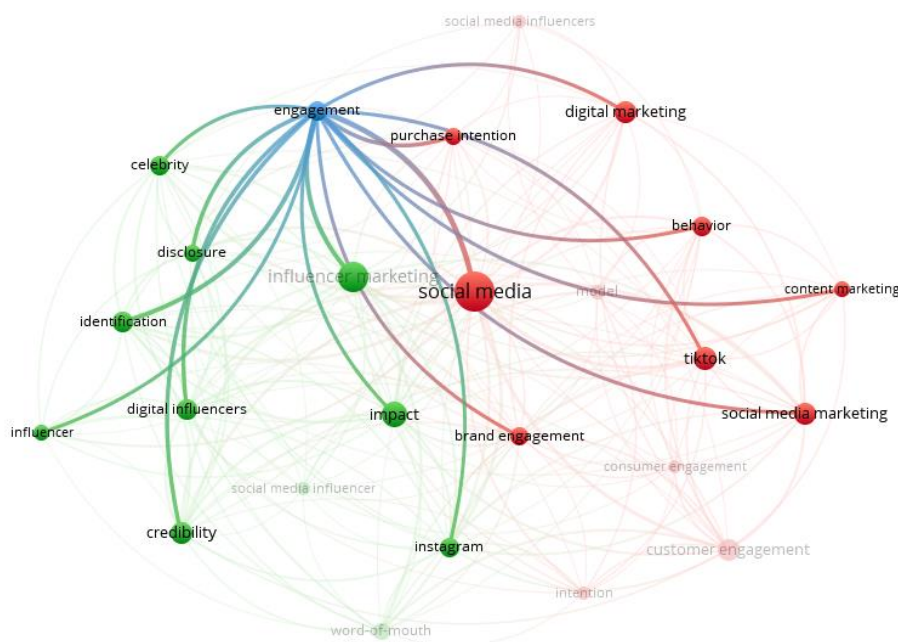
Engagement is often conceptualized as active consumer interaction with the brand, content, or online community. It is often measured by likes, comments, shares, but also by emotional or cognitive involvement (positive sentiment, loyalty, affiliation). In many studies, engagement mediates between exposure to content and consumer behavior (purchase decision or brand loyalty).

Engagement is used in the literature to describe the level of consumer involvement and interaction in digital media, while also being a key indicator of the effectiveness of online campaigns. Its positioning in the network suggests that, although it is connected to multiple themes, "engagement" functions as a cross-cutting concept, essential for understanding the digital behavior of consumers.

**Table 4. Cluster 3 (blue)**

Keyword	Cluster	Links	Total link strength	Occurrences
engagement	3	17	30	7

*Source: own processing based on data from VOSviewer software version 1.6.19*



**Figure 7. Cluster 3 (dark blue)**

*Source: VOSviewer software output, version 1.6.1*

## 5. Conclusions

One of the major changes undergone by traditional marketing was brought about by the emergence of digital marketing, which forced companies that wanted to remain competitive in the new digital era to rethink their marketing strategies (Baltes, 2015). Digital marketing is undoubtedly one of the most important forces shaping the contemporary economy and culture. From promotion through content marketing and social media to new forms of interaction offered by TikTok marketing or partnerships with digital influencers, brands have a varied arsenal of tools at their disposal to attract, convince, and retain consumers.

The goal of the marketing process is to attract and retain customers by creating and delivering consistent content with the aim of changing or promoting consumer behavior (Pulizzi & Barrett, 2009). Digital marketing strategies are not only commercially effective, but also reflect a profound change in modern consumer behavior: permanently connected to the internet, influenced by algorithms, interested in authenticity, and with little attention to traditional advertising. Thus, the buyer's decision-making process is increasingly dependent on personalized content, reviews from other users, and the digital experiences offered by brands.

Companies use content marketing to achieve multiple business objectives, such as brand awareness, customer acquisition, improving customer relations, and customer loyalty (Rakic et al., 2014). In addition, communication through social media provides customers with the relevant information they need, allowing them to obtain the desired information with less effort (Laroche et al., 2013). Platforms such as Facebook, Instagram, TikTok, and YouTube are no longer just entertainment spaces, but true strategic tools for

promotion, influence, and brand image building. They allow companies to quickly reach diverse audience segments, create attractive visual content, and interact with users in real time.

Social media facilitates personalized campaigns and provides access to valuable data about user behavior, helping to tailor messages and increase the effectiveness of marketing strategies. Thus, social media not only amplifies brand visibility, but also plays a key role in influencing purchasing decisions and shaping consumer behavior. By enabling a constant exchange of information between users, social networks are seen simultaneously as a challenge and an opportunity for brands, so marketers are compelled to explore the feasibility and possibility of integrating these applications into their strategies in order to communicate more effectively with consumers and strengthen relationships with them (Kaplan & Haenlein, 2010).

Partnering with the right influencer helps brands reach specific consumer segments in a more natural and credible way than traditional advertising. This strategy not only increases visibility and engagement, but can also generate rapid conversions, as consumers tend to trust the recommendations of people they follow and appreciate. Thus, influencer marketing strengthens the relationship between brand and consumer by tailoring messages to the needs and values of the audience. A digital influencer's opinion about their audience is seen as a recommendation, not an advertisement (Chen et al., 2012; Coleman et al., 2011). Influencer marketing is currently an important part of companies' strategies. However, there is little information about the factors that determine the success of online brand engagement (Hughes, Swaminathan & Brooks, 2019).

Through attractive visual content and targeted campaigns, social media stimulates interest and creates an emotional connection with consumers, making the purchasing process more personal and accessible. Furthermore, feedback and engagement mechanisms allow consumers to feel involved and listened to, increasing trust in the brand and the likelihood of a favorable purchasing decision. Social media marketing has a substantial impact on purchase intent by increasing brand awareness and exposure (Araujo et al., 2022).

Content marketing is an essential strategy in contemporary digital marketing, through which brands attract and retain their audience by providing valuable, relevant, and consistent content. Instead of directly promoting products, companies create articles, videos, infographics, or other forms of content that inform, educate, or entertain consumers. This approach helps build trust, positioning the brand as an authority in its field. Wuebben (2011) also focuses on the brand story and considers it a key component of content marketing, defining this concept as the story of the product or service that propels the brand into the hearts and minds of potential customers, customers, and others.

Coulter and Roggeveen (2012) state that global companies use social media to enhance customer experience and customer relationship management. By creating, posting, and sharing various types of content on social media platforms, consumers are more likely to interact with brands in online contexts, thereby cultivating their level of interactivity and engagement in a deeper relationship with an organization.

Content marketing not only improves brand image, but also facilitates a smoother digital customer journey, as consumers are guided step by step through relevant information until they make a purchase decision. Content marketing has played a major role in building strong connections and interactions with consumers, helping companies improve their market share by posting content on their social media platforms (Ansari et al., 2019). This approach helps build a relationship of trust, positioning the brand as an authority in its field. Well-thought-out content stimulates audience interest and engagement, leading to organic growth in visibility and, ultimately, more effective conversions.

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