

A Study on Effect of Content Marketing on Customer Engagement with Respect To NIKE

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Abstract

The marketing landscape is changing, with the focus shifting from traditional marketing methods towards digital marketing. Companies must realise the importance of this new paradigm to not risk falling behind competitors. The new paradigm focuses on customer relationships and trying to attract and create loyal customers. A new way of creating loyal trusting customer relationships is by using content marketing, meaning providing customers with valuable information in the form of content and enabling two-way communication. To understand how consumers perceive content and why they choose to engage or not, is crucial for a company in creating successful content marketing.

This research is carried out to understand the concept of content marketing and analyse various content marketing strategies used by Nike on various social media platforms. The simplest form of content marketing can be known as storytelling which has existed for many years. The basis of content marketing strategy includes planning, producing, and distributing content. Nike's content marketing strategy which includes localisation, storytelling and emotions, diversification of approach, addressing audience needs, and co-creation and trust has helped it to connect and engage with the target audience.

The study aims to provide knowledge and understanding of how content marketing affects customer engagement from a consumer's perspective. and how consumers react and perceive different types of online content marketing.

Keywords: *Content marketing, customer engagement, social media, consumer engagement, digital marketing, brand engagement*

1. INTRODUCTION

Content marketing refers to the creation and sharing of valuable, relevant, and consistent content to attract and retain a target audience and ultimately drive profitable customer action. The goal of content marketing is to educate and engage potential customers in order to build trust and loyalty, and eventually turn them into customers. This can be achieved through various channels such as blogs, social media, email marketing, videos, podcasts, and more. Effective content marketing requires a strategic approach and a commitment to providing valuable information to the target audience on a consistent basis.

Content marketing is a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, and ultimately, drive profitable customer action. It's about creating content that people want and need, and sharing it in a way that is engaging, informative and persuasive.

Examples of companies which use Content Marketing:

1. Coco-Cola
2. Boat
3. Nykaa
4. Nike
5. Cure.fit
6. Dunzo

1.1 BENEFITS OF CONTENT MARKETING

Content marketing benefits businesses in many ways. When done right, an effective content marketing strategy can:
Increased Awareness and Visibility: Content marketing helps to increase the

visibility of a brand and creates awareness among target audiences. With regular, high-quality content, businesses can build their reputation and reach more people.

Better Engagement and Interaction: Content marketing provides a platform for businesses to engage and interact with their target audiences. By creating content that is relevant and valuable, businesses can build a relationship with their customers and foster loyalty.

Increased Traffic and Sales: By providing valuable and informative content, businesses can attract more visitors to their website, leading to increased traffic and sales. This is particularly true if the content is optimized for search engines, as it will rank higher and attract more traffic.

Cost-Effective Marketing: Content marketing is often considered a cost-effective way of marketing a business, as it requires little to no financial investment. This makes it ideal for small businesses and start-ups who want to reach their target audience without breaking the bank.

Improved Customer Loyalty: By providing valuable content, businesses can improve customer loyalty and build long-term relationships. This, in turn, can lead to repeat sales and customer referrals, resulting in increased revenue and growth.

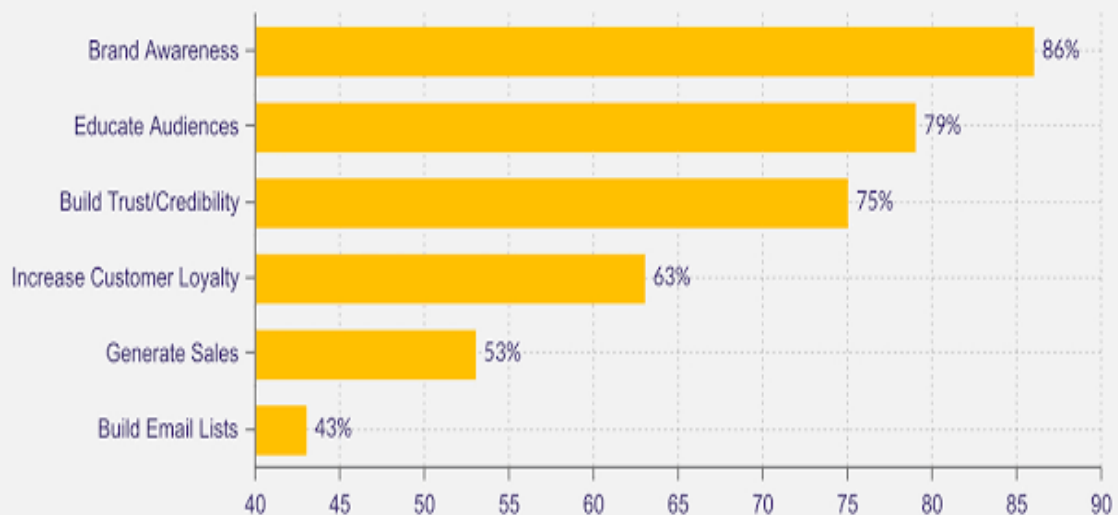
Increased Brand Authority: By consistently providing high-quality content, businesses can establish themselves as an authority in their industry. This can help to build trust with customers and position the brand as an expert in their field.

In the context of customer engagement-

Content marketing is based on the idea that by providing valuable and relevant content, businesses can build trust, establish authority, and foster stronger relationships with their customers. By creating content that is tailored to the interests and needs of their target audience, businesses can foster customer engagement, increase customer loyalty, and drive conversions.

Overall, The Impact of content marketing on customer engagement is built on the idea that by providing valuable and relevant content, businesses can build stronger relationships with their customers and increase customer engagement, loyalty, and conversions.

REASONS TO USE CONTENT MARKETING



1.2 NIKES CONTENT MARKETING

Nike's content marketing strategy is focused on inspiring and empowering its customers through storytelling, localisation, storytelling and emotions, diversification of approach, addressing audience needs, and co-creation and trust has helped it to connect and engage with the audience.

The company uses its iconic "Just Do It" slogan to convey a message of determination and perseverance, while also showcasing its products and athletes.

Some of Nike's content marketing initiatives include:

Nike Stories: Nike creates content that showcases its products and athletes in a compelling way, such as its "Breaking2" series, which follows three elite runners as they attempt to break the two-hour marathon barrier.

Nike on Social Media: Nike has a strong presence on social media platforms, such as Instagram and Facebook, where it shares inspiring posts and content that showcases its products and athletes.

Nike Training Club: Nike offers a free fitness app that provides users with workout plans, tutorials, and progress tracking. The app provides valuable content for customers, while also promoting Nike's products.

Nike Campaigns: Nike creates impactful campaigns that engage and inspire its customers, such as the "Dream Crazy" campaign featuring Colin Kaepernick, which highlights the importance of pushing boundaries and pursuing your dreams.

Nike's content marketing strategy has helped the company build a strong brand

image, increase customer engagement, and drive sales.

2. STATEMENT OF THE PROBLEM

This study aims to provide knowledge and understanding of how content marketing affects customer engagement of Nike Customers. Content marketing is an important aspect in creating customer-brand relationships and engaging customers. To what degree are consumers interacting, co-creating and engaging in content and why do they engage, and what part does content marketing play in consumer engagement.

3. OBJECTIVES OF THE STUDY

1. To analyse content marketing tactics used by Nike to target its customers
2. To find the effect that branded content has on the customers brand retention
3. To analyse how branded content affects the consumer attitudes and decision making process

4. REVIEW OF LITERATURE

Kapur and Chaturvedi (2021) in their study found that content marketing significantly impacted customer engagement. The study also found that the use of visual content, such as videos and images, had a greater impact on customer engagement compared to text-based content.

Alalwan et al. (2017) The study assessed that content marketing positively impacted customer engagement, as it provided customers with informative and relevant content. . The study also found that the use of

Hajli and Sims (2015), it was found that content marketing positively impacted

customer engagement, as it provided customers with the opportunity to engage with brands and products on a deeper level. The study also found that the use of user-generated content, such as customer reviews and social media posts, was particularly effective in engaging customers.

5. RESEARCH GAP

In the above study the Authors have limited their study only to the Positive impact of

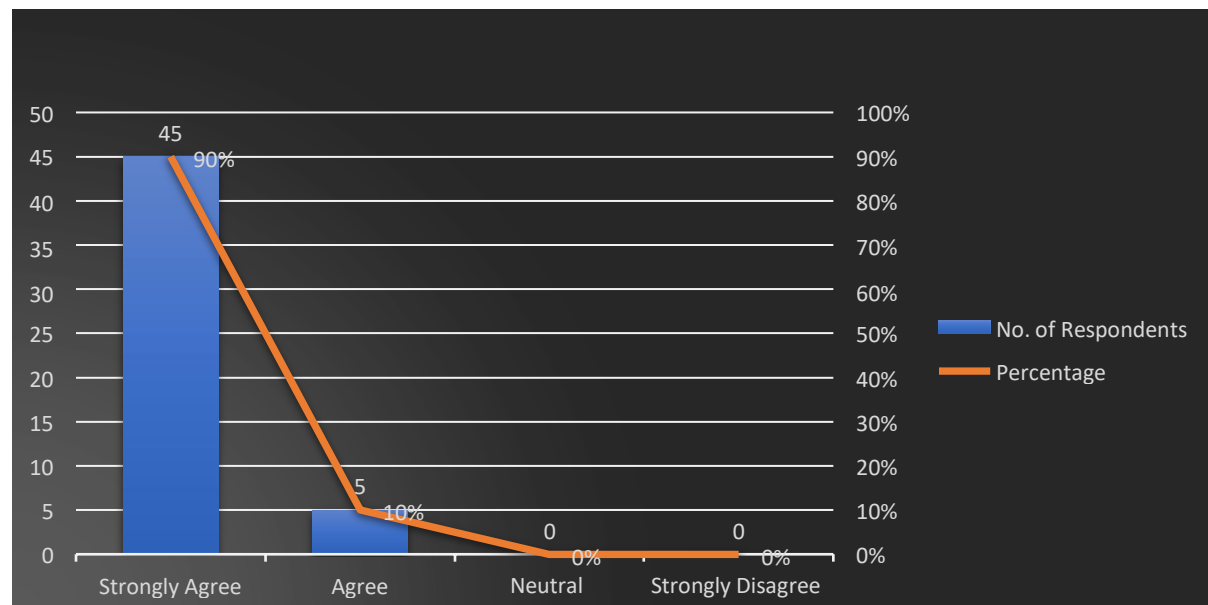
content marketing on customer engagement. It also includes social media as a content marketing platform was particularly effective in engaging customers. However, the present study (2023) includes assessing the positive relationship between content marketing and customer engagement that has an effect on customer brand retention and customer attitude towards decision making.

6. DATA ANALYSIS AND INTERPRETATION

Table 1: Showing Engagement in Branded content feels more connected to the brand

Sl. no	Particulars	No. of Respondents	Percentage
1	Strongly Agree	45	90%
2	Agree	5	10%
3	Neutral	0	0%
4	Strongly Disagree	0	0%
5	Disagree	0	0%
	Total	50	100%

Graph 1: Showing Engagement in Branded Content feels more connected to the brand



Interpretation:

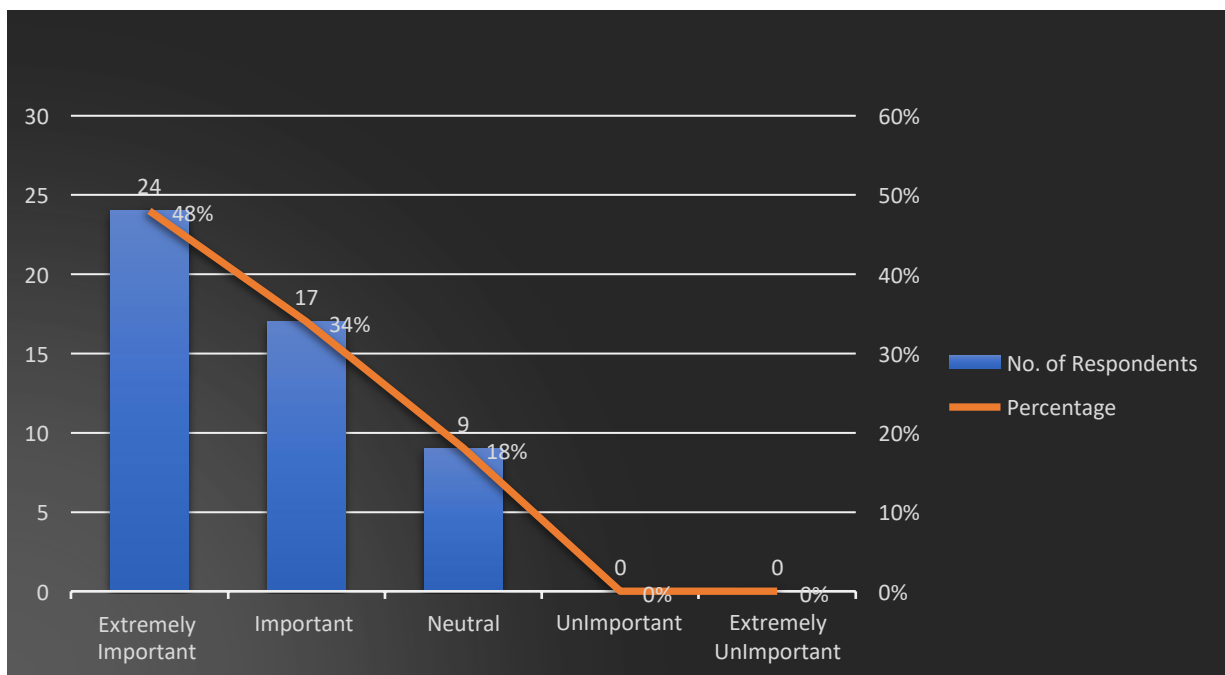
The above graph shows that 90% of the Respondents Strongly Agree that Engaging in branded content makes them more

connected to the brand. 10% agree that engaging in branded content makes them connected to the brand.

Table 2: Showing Importance of Content Marketing in retaining customer loyalty to a brand

Sl no.	Particulars	No. of Respondents	Percentage
1	Extremely Important	24	48%
2	Important	17	34%
3	Neutral	9	18%
4	UnImportant	0	0%
5	Extremely UnImportant	0	0%
	Total	50	100%

Graph 2: Showing Importance of Content Marketing in retaining customer loyalty to a brand

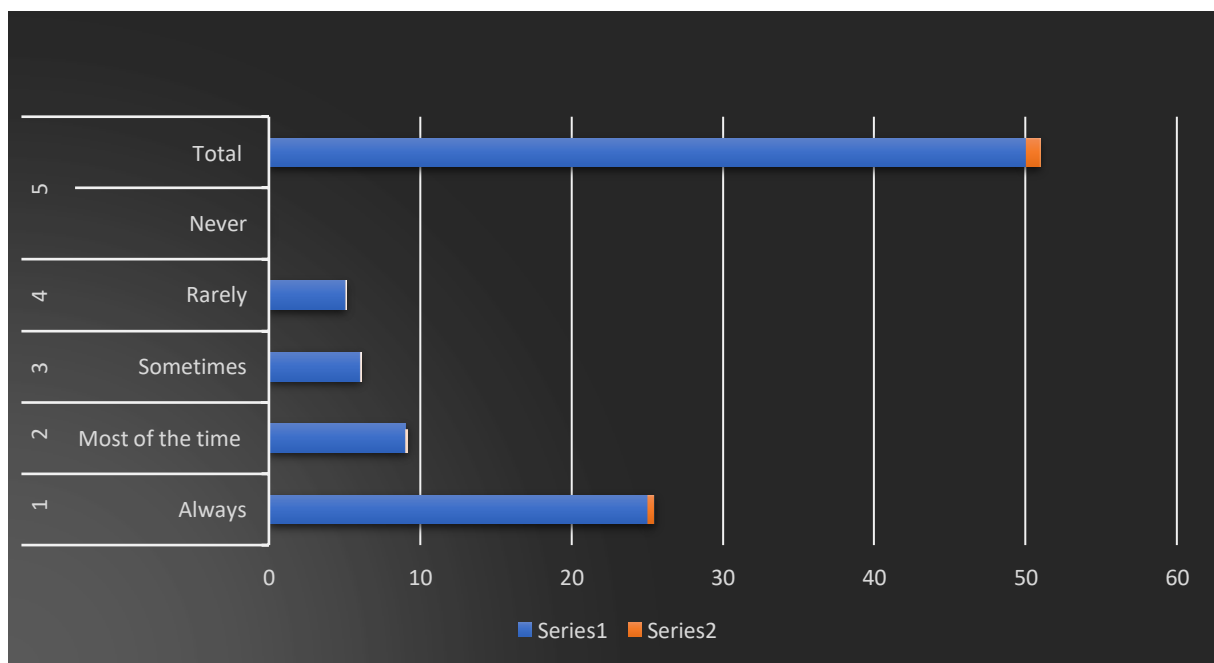


Interpretation:

The above graph shows that 48% of the respondents feel that Content Marketing is extremely important in retaining customer engagement, 34% responded it's important and 18 % are neutral that content marketing is important.

Table 3: Showing Consumer Purchase products and services from brands that produce quality branded content

Sl. no	Particulars	No. of Respondents	Percentage
1	Always	25	50%
2	Most of the time	9	18%
3	Sometimes	6	12%
4	Rarely	5	10%
5	Never	0	0%
	Total	50	100%

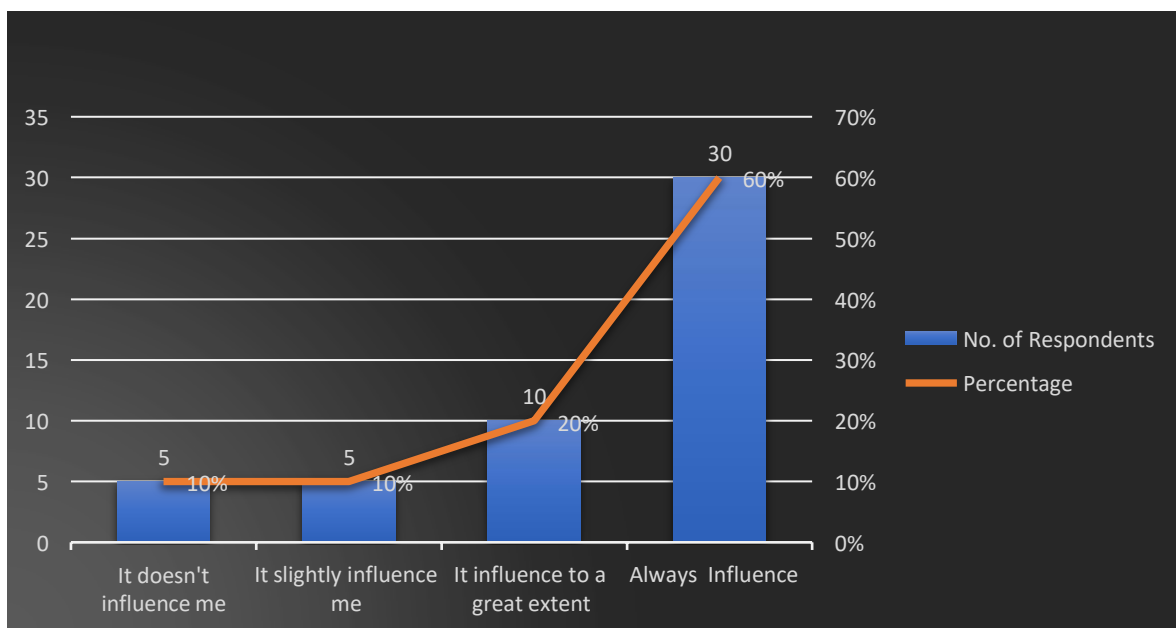
Graph 3: Showing Consumer Purchase products and services from brands that produce quality branded content**Interpretation:**

The above graph shows that 50% Responded Always, 18% Most of the time , 12% Sometimesand 10% Rarely purchase products and services from brands that produce quality branded content .

Table 4: Showing how branded content influence Purchasing decision of the consumer

Sl. no	Particulars	No. of Respondents	Percentage
1	It doesn't influence me	5	10%
2	It slightly influence me	5	10%
3	It influence to a great extent	10	20%
4	Always Influence	30	60%
	Total	50	100%

Graph 4: Showing How branded content influence Purchasing decision of the consumer



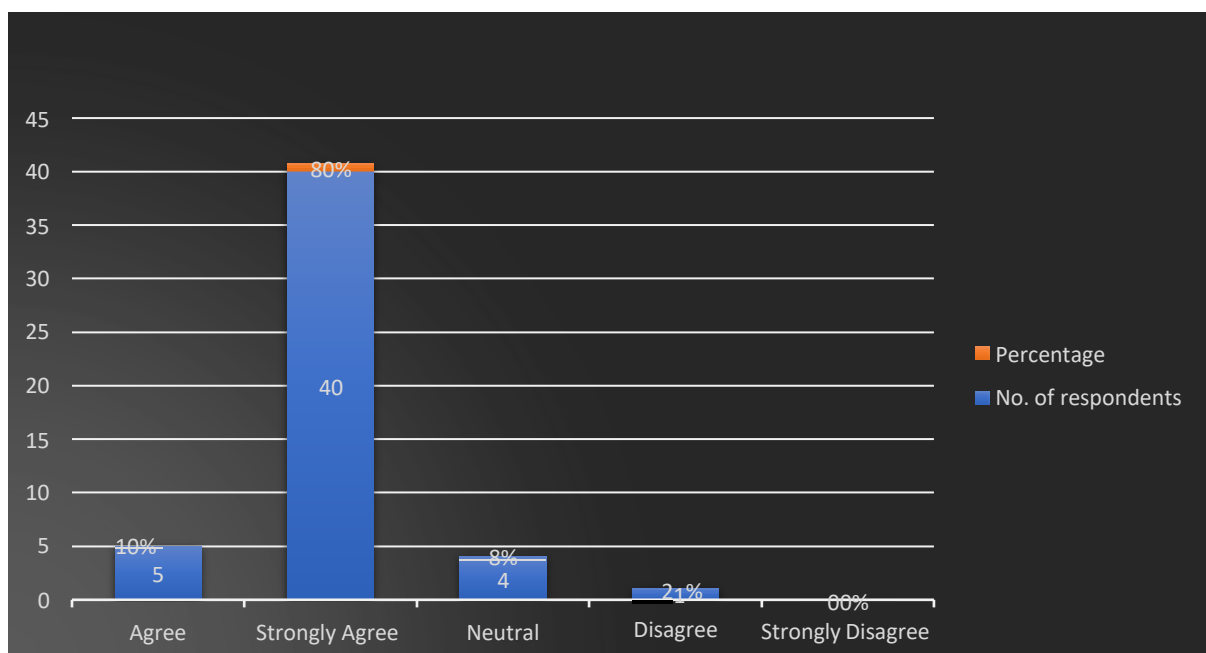
Interpretation:

The above graph shows How branded content influence purchase decision of the consumer , 60% of the Respondents have responded to Always influence, 20% to a great extent 10% slightly influence and another 10% doesn't influence.

Table 5: Shows that content marketing have an influence on retention of the brand in the consumers mind

Sl. no	Particulars	No. of respondents	Percentage
1	Agree	5	10%
2	Strongly Agree	40	80%
3	Neutral	4	8%
4	Disagree	1	2%
5	Strongly Disagree	0	0%
	Total	50	100%

Graph 5: Shows that content marketing have an influence on retention of the brand in the consumers mind



Interpretation:

The above graph shows that 80% of the respondents strongly agree, 10% agree, 8% Neutral and 2% disagree that content marketing have an influence on retention of the brand in the consumers mind.

7. FINDINGS:

- Almost 90% of the customers strongly agree they engaging in branded content makes them more connected to the brand. This shows that branded content is a powerful tool for brands to connect with their audience and build strong relationships based on shared values and interests.
- Most of the customers (48%) told that content marketing is extremely important in retaining customer loyalty to the brand, 34% told it's important and 18% customers are Neutral. It says content marketing is a critical component of any customer retention strategy businesses can establish long-term relationships with their customers and Keep them coming back for more.
- Almost 50% of the customers told that they always purchase products and services from the brand that produces quality content. This shows that consumers tend to buy products and services from brands that have a reputation for creating high-quality branded content.
- Almost 60% of the customers responded that branded content will always influence purchasing decision of the customer and 20% of customer it will influence to a great extent. This shows that content marketing has a significant influence in purchasing decision of the consumers which can help the companies to build brand awareness, increase brand loyalty, and ultimately lead to more sales.
- Majority (80%) of the customers strongly agree that content marketing influence on the retention of the brand in customers mind have responded that branded content will always influence

purchasing decision of the customer , 10% Agree and 8% are neutral. This says content marketing play a significant role in helping a brand to remain top-of- mind for its customers and ultimately, to retain their loyalty over time.

8. CONCLUSION:

Content marketing has a significant positive effect on customer engagement. The use of high-quality and relevant content can attract and retain customers, leading to increased brand loyalty and customer satisfaction.

Content marketing has had a significant impact on customer engagement for Nike. Nike has consistently created and distributed high-quality, engaging content across various channels, including social media, their website, and email marketing campaigns.

Nike's content marketing strategy has been successful in engaging customers by providing valuable information, inspiring storytelling, and creating emotional connections with their audience. By consistently producing content that aligns with their brand values, Nike has been able to build trust and credibility with their customers, which has resulted in increased customer loyalty and advocacy.

Overall, Nike's content marketing strategy has proven to be an effective way to engage with customers and strengthen their brand. Through their continued efforts to create compelling-

content that resonates with their audience, Nike is likely to maintain their position as a leader in the sports apparel and footwear industry

9. SUGGESTIONS

- Create content that aligns with the different stages of the customer journey. For example, create content that educates customers about Nike's products and technology during the awareness stage, showcases the benefits of Nike's products during the consideration stage, and provides customer support and personalized recommendations during the decision stage.
- Focus on building a strong brand identity through consistent messaging and imagery across all branded content. This will help customers easily identify and connect with Nike's brand.
- Invest in creating high-quality branded content that aligns with Nike's brand values and resonates with its target audience. This could include content that showcases the personal journeys of athletes, highlights Nike's sustainability initiatives, or educates customers about the science behind Nike's products.
- Leverage customer feedback to improve branded content. Nike can use customer feedback to understand what resonates with its audience and tailor future content accordingly.