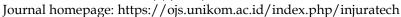# The Effect of Creative Content to Increase Brand Awareness: Information Technology-Based Marketing Strategies

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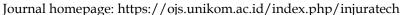Email: *hasna.41818265@mahasiswa.unikom.ac.id

Abstract. In present time there so many brands are using information technology-based marketing strategies with social media platforms. Lots of corporate brands are also competing to spread their creativity to create a content that is packaged as attractively as possible, to increase brand awareness. Especially for start-ups company. The purpose of this research is to find out that a resulting content can have the potential to build brand awareness among the wider community, especially in the field of information technology, social media that has an important influence on consumers, in terms of packaging, product reviews, until go viral. Whether the product is in high demand, will indirectly make an increase in sales. The research method used in this research is by qualitative methods of literature studies, by collecting the extent of in-depth information on documents supporting the influence of creative content to increase brand awareness by using information technology-based marketing strategies. The results show that there is a development of almost 50-70% of brand awareness increases when actively creating content, especially by following current trends that are viral but will be packaged again with typical products owned. Because if the content is made interesting enough it can go to the homepage of non-follower users or can be called explore It also aims to find out the efficiency of brand awareness. In the end, this research can provide positive things to prospective business people who want to start and grow their business by increasing brand awareness by using information technology-based marketing strategies through creative content on social media platforms.

Keywords: Creative Content, Brand Awareness, Marketing, Information Technology

1. Introduction

Currently the online business industry or SMEs online a lot that has sprung up. However, the strategy they apply in their business is also more or less the same and the competition of brands today is increasingly causing stiff competition in marketing online. Therefore, it is time we throw away the old way of marketing the brand and become more creative in managing content. Namely by creating and utilizing creative content based on information technology as an opportunity to increase brand awareness. One of them is a digital creator content service that will help businesses or SMEs online branding their products through the content created.
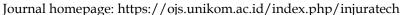
In this pandemic era, the development of information technology is growing very rapidly now more using digital marketing, rather than marketing in general, such as by creating creative content to increase brand awareness. Information technology helps companies to grow and will experience rapid growth from year to year. Entrepreneurs will be more inclined to use information technology such as social media to interact efficiently which will be easier to process ongoing business. The advantages of information technology for business are to make business people closer to consumers, help reduce costs, and make the business more flexible [1]. With a digital marketing strategy that is part of the implementation of Information Technology (IT) used by the marketing section to enter the target market [2]. Digital marketing is used by marketers as an attempt to market products or services through electronic media online [3]. It is going to be part of marketing in era 4.0, as all marketing information is done in an integrated manner [4]. One of the implementations of digital marketing is the use of advertising media through a digital system known as digital advertising [5].

Currently the development of new media has created new types and business opportunities, using information technology that allows everyone to easily make buying and selling transactions supported by the rapid development of the Internet and also has a significant influence in all aspects of our lives [6]. Among other things, consumer-centered, participatory, replicated, produced, and widely consumed creative media content, and also plays an important role in enabling new cultural content to be easily delivered to the global public in the digital age. Therefore, the use of attractive creative content to increase brand awareness is the first step to make the brand better known that will conceptualized as attractive as possible, until the brand is widely known by consumers and will buy products offered through social networking sites [7]. In addition, the company's brand will also be involved in it, because consumers are often associated with the creator's brand in evaluating the product. Brand strength becomes the buttress of product value or vice versa, where the product is considered to have a value that has an impact on the company's brand [8]. Therefore, social media is a cost-effective method for marketing activities [9]. The use of social media can help in business. Social media indirectly changes the way we communicate, collaborate, consume, and create. Social media represents one of the most transformative impacts information technology has on businesses, both inside and outside corporate boundaries [10].

Moreover, the application of creative content has an influence on brand awareness that is assessed by consumers, and based on their preferences. Brand awareness is the ability of consumers to recognize and remember a brand by seeing something unique from that brand identity [11]. Brand identity is overwhelming, such as color, logo, writing or other visualizations, and that identity provides an important position of the brand in the minds of consumers [12]. However, having consumer brand awareness can trigger consumers to choose our products and even become loyal to the products offered. There are many advantages of

brand awareness when achieved by a company, such as influencing consumers to make purchases. Moreover, digital marketing based on Information Technology (IT) has a good opportunity in creating consumer brand awareness. Through consumer brand awareness, companies gain a brand image that is a representation of the overall brand perception assumed by consumers [13]. Consumer brand awareness is assessed through several indicators, which are generally known from the following measurements, such as brand awareness, brand identification, brand recall, brand know, and easy to find brands [14]. Digital content marketing depends on wanting to add new value to customers lives in a reliable and relevant way by introducing high-quality shareable content that meets their needs, increasing their awareness, trust, and loyalty. It's a new way to attract potential customers and retain existing customers, and a useful tool for achieving and maintaining a trusted brand position through more cost-effective but far-reaching media [15,16]. Now, customers are becoming digitally connected to each other and more informed about products and services. The future of marketing is the content itself. A brand can be a winner if it succeeds in attracting its audience through storytelling related to the company and its products and services. [17,18].

The purpose of this research is for establishment creative content related to the application of digital marketing based on Information Technology (IT) to increase brand awareness. Because since long ago we only use a sheet or word of mouth to market, now we can take advantage of Information Technology (IT) which has become increasingly sophisticated. Only by using a smartphone alone we can create content, of course, content is packaged interestingly and disseminated through various social media that can help startup businesses to start and even develop their business in the form of products and services that also increase brand awareness.

2. Method

This research method uses qualitative literature studies that can show relevant information by studying basic theories that can deepen the understanding of the problem to be studied. With literature studies on documents, books, and posts selected as a method of data collection. This method is useful for finding out more about information on the selected topic by collecting data on supporting documents. Therefore creative content will prove to be very influential to increase brand awareness by using marketing strategies that include content planning, brand awareness stages to integrated marketing communication or it can also be called the promotional mix.
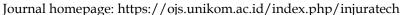

Figure 1. Important Things for Planning a Social Media Marketing Content

Furthermore, in Figure 1 display the explanation that beauty product content marketing is needed to introduce our business products to consumers. Then we will do content marketing in product marketing gradually. First, by creating a content plan, then how the content is made

as interesting as possible and how the content is distributed through the media. Target consumers starting at the age of 15-30 are the target of researchers to market Skincare products, especially teenagers and adults very updated about Skincare. They are concerned with the condition of skin barrier that needs to be considered since young age. Quality content using visualization of images and videos posted on social media. For Characteristic content almost is on Instagram, because we already have content such as Feeds, Stores, Stories, Reels and IGTV with content properties that are membranding while selling products online.

3. Results and Discussion

After the content planning, then we will use the six Instagram features shown in the Figure 2,3,4,5,6,7 to increase brand awareness of beauty products (See Figure 2-7).
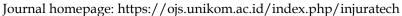

Figure 2. Home Page Features
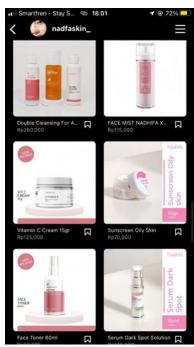Source : Instagram @nadfaskin_

Figure 2 shows Home Page feature for makes it easy for consumers to know instantly that it is Instagram beauty products through images and videos of the product on the home page.

Figure 3. Store Features
Source : Instagram @nadfaskin_

Figure 3 shows this Store feature is to make it easier for consumers to buy the products they want. When scrolling-up beauty products on social media, because they can buy products without ordering through the website to directly confirm and pay for products.

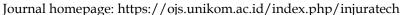**Figure 4.** Story Features
Source : Instagram @nadfaskin_

Figure 4 shows the Story feature aims toinput the content of content in the form of ongoing promos such as vouchers or discounts that can be obtained by pressing link access in order to make it easier for consumers to be able to directly access and see the products that are being promoted.

Figure 5. Story Segment Features
Source : Instagram @nadfaskin_

Figure 5 shows the Story Segment feature can create special segments that make it easier for marketing to promote products through interesting segments held on social media can be seen by consumers.
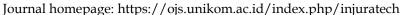

Figure 6. Reels Features
Source : Instagram @nadfaskin_

Figure 6 shows Reels feature to create audiovisual content with several collaborations with influencers to introduce products in order to increase brand awareness of beauty products.

Figure 7. IGTV Features
Source : Instagram @nadfaskin_

Figure 7 shows this IGTV feature is to display content about tips, lifestyle in the scope of beauty to the consensus with the aim that consumers can feel more familiar with getting to know the beauty products better.

Next is the brand awareness stage. Brand awareness is the skill of a brand when it causes recall the minds of consumers when they want to think about a particular product or service and how easily the brand appears [19]. Awareness is expressed as consumer expertise that will occur if consumers know or remember a particular brand if the marketing and the brand is amazing.
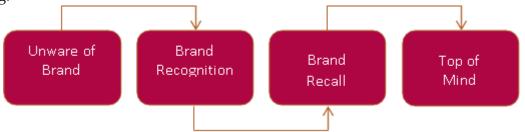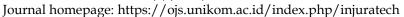

Figure 8. Brand Awareness Stage

The first is Unaware of Brand. When a brand is formed, of course, the awareness that can be maximized. Because it takes several strategies in order to get brand awareness, which needs to be done step by step. One of the reasons sometimes a brand is less well known is the lack of interaction with the audience that is targeted by the brand's products and also promotional techniques that are sometimes still done the old way. Like too passively interacting in social media or promotions that only use a sheet. Furthermore, the Brand Recognition stage in order to develop brand media social by creating creative content by available features, such as Main Page Features (Feeds), Stores, Stories, Story Segments, Reels, IGTV, and many more that

416

researchers do so that brand awareness continues to increase in any way so that Always be consistent to keep making content as interesting as possible. By following up products that were once best sellers, flashback memory of how a brand's journey can be successful, hold events related to the brand, and create something new so that audience awareness increases. Therefore, brand recall will go according to plan. And that's when we'll reach the Top of Mind. At this stage consumers will be aware of what a brand is always consistent to continue to branding. And it is realized that if buying the product can be trusted because it gets a positive rating and positive things that are always given by the brand to its followers is shown in Figure 8.
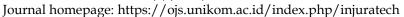

Figure 9. Integrated Marketing Communication

As for the next step with Integrated Marketing Communication or called the promotion mix. This beauty product has a special combination of advertising, sales promotion, public relations, personal selling, to direct marketing that companies use to achieve advertising and marketing goals [20]. Is shown in Figure 10,11,12,13,14.

Figure 10. Advertising

Source : Instagram @nadfaskin_

Advertising through mass media aims to create Brand Awareness, explain product information and build a brand image. In this Figure 10 beauty products invite their followers to follow try & review with one of its products. The product used for try & review is a product with new packaging that will raise awareness of the product. The effect is that sales can increase brand awareness is shown in Figure 10.
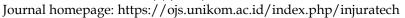

Figure 11. Sales Promotion

Source : Instagram @nadfaskin_

Figure 11 shows Sales promotions are the use of incentives provided by companies to persuade to buy a brand. In addition, it is also expected to be a trigger for competition between sellers to be active in selling a product / brand. As this beauty product does, team sales promotion continues to be deployed one of them in drafting the concept to provide information about the holding of events, prize quizzes, ongoing promos and many other things with followers continues so as to raise awareness of the brand. Of course, a positive image can be formed well .

Figure 12. Public Relations
Source : Instagram @nadfaskin_

Public Relations is very effective in building Awareness and Brand Knowledge, both for old and new products, in order to promote, in the interaction of the company with the public. Therefore very It is important that a brand gets a positive rating from followers. By interacting directly with the influencers through events in live somewhere or through a zoom meeting by doing a Q&A about the brand. Which later for followers I will be comfortable with this beauty product as well. As shown in Figure 12 can be seen That beauty product holding an event in online Because it's in a pandemic, attended beauty influencers to doctors' consultation through social media Instagram. When we joined the event, we not only get knowledge but merchandise and giveaway too.
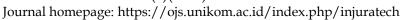

Figure 13. Personal Selling
Source : Instagram @nadfaskin_

Personal selling is the most effective promotional tool in the last cycle of the buying process. This happens because personal sales can make interactive relationships close to get to know consumers more deeply and better, so as to provide the right response. As calculated in Figure 13 seen marketing done this beauty product by giving good results when using this product,

one of which can be seen through the results before & after progress using the product, which will later be featured by the beauty product as a testimonial that will later affect the brand awareness of other followers.

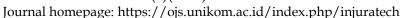**Figure 14.** Direct Marketing
Source : Instagram @nadfaskin_

Figure 15. Direct Marketing
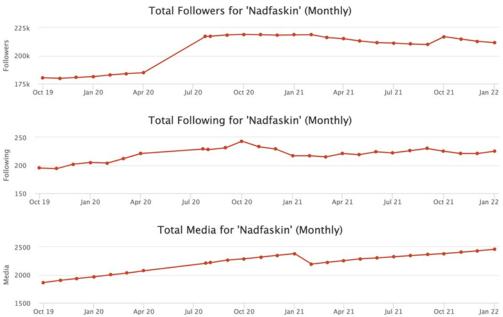Source : Instagram @nadfaskin_

Direct marketing is direct marketing condenses all these activities in direct sales without intermediaries that refer to non-personal communication. As in Figure 14 and 15, marketing as well as information that directly educates followers about beauty and how to maintain good facial health, as well as the latest products with skincare content described in the form of News Story, Editorial, which is the loading of information on it is not sponsored by another company.

Figure 16. Total Followers, Following, & Media Monthly Graphs
Source : Social Blade Instagram @nadfaskin_

After doing content planning, the stages of brand awareness to integrated marketing communication or can also be called the promotional mix. In Figure 16 it appears that the total Followers, Following, & Media shows a graph that every month gets 200 thousand followers, 200 following, and media up to 2500 which shows that there is a development of almost 50-70% brand awareness increases when actively creating content, especially by following current trends that are viral but will be packaged again with typical products owned. Because if the content is made interesting enough it can go to the homepage of non-follower users or can be called explore It also aims to find out the efficiency of brand awareness.

4. Conclusion

Based on the presentation according to literature studies conducted on the influence of creative content of beauty products to increase brand awareness with information technology-based marketing strategies, it can be concluded that creative content is a form of utilization to introduce business products to consumers. Which in the digital era has been very widely used mostly by utilizing various media or social media platforms such as Instagram one of them. Especially if you already have a target consumer, content planning, know the quality of what content to publish, content characteristics, features used in accordance with content needs, up to the stage of brand awareness, then producers do not need to be difficult or hesitant, because by looking at the quality of creative content, consumers will see us as one of the business ventures that are very credible and reliable.
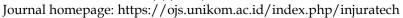
Acknowledgement

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