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**CONTENT MARKETING AND ITS CONTRIBUTION TO
IMPROVING COMPANY NOTORIETY**

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DEDICATION

In the name of Allah, the Most Gracious, the Most Merciful,

I dedicate this thesis to the Almighty, whose guidance, blessings, and unwavering support have been the foundation of my journey. This wisdom has illuminated my path, and I am deeply grateful for the strength and resilience You have bestowed upon me.

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With heartfelt gratitude,

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ABSTRACT

CONTENT MARKETING AND ITS CONTRIBUTION TO IMPROVING COMPANY NOTORIETY

The main aim of this dissertation is to go deeper into digital practices and mainly on content marketing and its benefits vis-à-vis precisely the notoriety of brands.

Content marketing is now seen as a very valuable asset, given the fierce competition in the digital world by companies and brands that are constantly looking for ways to differentiate themselves in order to gain the maximum competitive advantage in the digital world and make the most of the advantages and assets they offer.

This research focuses on the study of the influence of content marketing on the visibility and awareness of brands, particularly the case of Yves Rocher. In this case, an exploratory qualitative study was conducted in order to measure the role that the influencer on social networks plays in promoting the visibility of a specific brand from the point of view of Yves Rocher's managers.

Key words: Content Marketing, Influence marketing, Notoriety, Brand Visibility, Social Networks.

Date: 12/03/2024

ÖZET

İÇERİK PAZARLAMASI VE ŞİRKETİN İTİBARINI İYİLEŞTİRMEYE KATKISI

Aşağıdaki tez, dijital uygulamalara ve esas olarak içerik pazarlamasına ve markaların tam olarak kötü şöhretine karşı faydalarına daha derinlemesine girmeyi amaçlamaktadır.

Dijital dünyada maksimum rekabet avantajı elde etmek ve sundukları avantaj ve varlıklardan en iyi şekilde yararlanmak için sürekli olarak farklılaşmanın yollarını arayan şirketler ve markalar tarafından dijital dünyadaki şiddetli rekabet göz önüne alındığında, içerik pazarlaması artık çok değerli bir varlık olarak görülüyor.

Bu araştırma, içerik pazarlamasının, özellikle Yves Rocher örneğinde, markaların görünürlüğü ve farkındalığı üzerindeki etkisinin incelenmesine odaklanmaktadır. Bu durumda, sosyal ağlardaki etkileyicinin belirli bir markanın görünürlüğünü teşvik etmede oynadığı rolü Yves Rocher'ın yöneticileri açısından ölçmek için araştırıcı niteliksel bir çalışma yapılmıştır.

Anahtar kelimeler: İçerik pazarlaması, Etki pazarlaması, Kötü Şöhret, Marka Görünürlüğü, Sosyal Ağlar.

Tarih: 12/03/2024

ABBREVIATIONS

B2B: Business to Business

B2C: Business to Consumer

BOFU: Bottom Of the Funnel

CM: Content marketing

CMI: Content Marketing Institute

CTA: Call to Action

FTP: File Transfer Protocol

KPI: Key Performance Indicators

MMS: Multimedia Message Service

MOFU: Middle Of the Funnel

AMP: Aromatic and Medicinal Plants

ROI: Return Of Investment

SEA: Search Engine Advertising

SEO: Search Engine Optimization

SMO: Search Media Optimization

SMS: Short Message System

TOFU: Top Of the Funnel

RV: Regular Visitor

SV: Single Visitor

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INTRODUCTION

Marketing is a multifaceted discipline that plays a pivotal role in connecting businesses with their target audiences. Rooted in a historical context dating back to the 19th century, the concept of marketing has undergone significant transformations shaped by technological advancements and shifts in consumer behavior. At its core, marketing involves a strategic approach to understanding customer needs, creating valuable products or services, and effectively communicating their benefits. The evolution of marketing reflects the dynamic interplay between societal changes and the adaptation of businesses to meet the ever-changing demands of consumers. (Kotler & Armstrong, 2010) . Indeed, with this change, the customer has become more and more demanding in terms of his requests. As a result, the company is forced to change its communication strategy.

Nowadays and in an increasingly digitized and digitized economy, digitalization, hence the concept of digital marketing is becoming more and more vital. Today, advertisers in the United States devote more than a third of their marketing budget to digital marketing. Therefore, it can be stated that the future of marketing is essentially based on digital technology. The importance of digital in marketing techniques has long been recognized in Morocco and, therefore, an increasing number of companies are turning to this style of marketing. Indeed, several studies (Kirkpatrick, 2011) have shown the significant degree of use of new media such as smartphones and tablets, which have been able to replace conventional communication media such as television or radio. And therefore, the company should be present in this virtual world, putting advertising spots on the various social networks and adopting the various forms of digital marketing. Inbound marketing or inbound marketing has therefore emerged from this new situation.

Inbound marketing is a customer-centric digital marketing methodology that attracts, engages, and converts potential customers by creating and sharing valuable content and experiences across online channels. It focuses on providing relevant and helpful information to educate and empower potential customers throughout their buyer journey, ultimately turning them into loyal advocates for ythis brand. (Halligan & Shah, 2009).

Key characteristics of inbound marketing: Pull-based: Attracts customers organically through valuable content and engagement, as opposed to pushing intrusive marketing messages.

Customer-centric: Focuses on understanding customer needs and providing solutions through relevant content and personalized experiences.

Multi-channel: Utilizes various online channels, including social media, blogs, search engines, email, and websites, to reach the target audience.

Content-driven: Relies on high-quality, informative, and engaging content to attract and educate potential customers.

Data-informed: Measures and analyzes performance data to continuously optimize content, improve campaigns, and personalize experiences (Opreana & Vinerean, 2015).

Inbound marketing is also defined as a modern marketing strategy aimed at attracting customers by capturing their attention through the dissemination of high-quality content, such as content that informs, educates, or even inspires them. Inbound marketing is a method that therefore consists of helping potential customers find the brand, its products and services, often even before they intend to buy. This early recognition must then gradually turn into an attachment to the brand, then into a purchase. It's a strategic approach to digital marketing that centers on creating and disseminating valuable, relevant, and tailored content to attract a target audience. Unlike traditional outbound marketing, which relies on interruptive advertising methods, inbound marketing is customer-centric and aims to establish a meaningful connection with the audience.

Core Principles of Inbound Marketing:

1. **Content Creation:** Inbound marketing emphasizes the creation of high-quality, informative content across various platforms, including blogs, social media, and podcasts. This content is designed to address the specific needs, challenges, and interests of the target audience.
2. **Search Engine Optimization (SEO):** Optimizing content for search engines is a crucial aspect of inbound marketing. By incorporating relevant keywords and providing valuable information, companies aim to improve their visibility in search engine results, making it easier for potential customers to find them.
3. **Social Media Engagement:** Inbound marketing leverages social media platforms to engage with the audience. By sharing content, participating in conversations, and building a community, companies can enhance their brand presence and connect with customers on a more personal level.
4. **Lead Generation and Nurturing:** Inbound marketing seeks to convert website visitors into leads by offering valuable content in exchange for contact information. Once leads are acquired, companies

employ lead nurturing strategies, such as email marketing, to guide prospects through the sales funnel.

5. Personalization and Targeting: Inbound marketing acknowledge the diversity of the audience and tailors' content to specific segments. Personalization is key to creating a more meaningful and relevant experience for individual prospects (HubSpot, 2013).
6. It cannot mention inbound marketing without implementing the content marketing that is the subject of this study.

In its broadest sense, content marketing is a strategic marketing approach that involves the creation and distribution of relevant, valuable, and consistent content to attract and engage a clearly defined target audience. The primary objective is to establish trust, build brand awareness, and nurture long-term relationships with consumers by providing them with information that is insightful, helpful, or entertaining. Content marketing aims to position a brand as an authoritative resource within its industry, ultimately driving profitable customer action. (Pulizzi & Barrett, 2015). Content, Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses. McGraw-Hill Education.)

Content marketing is the art of communicating without selling. It is a marketing strategy that aims to attract customers naturally by sharing valuable content adapted to their needs. It has emerged in recent years as a solution to the decline in the effectiveness of outbound marketing techniques. In addition, content marketing tries to encourage customers to follow the company's digital marketing strategy. To do this, the company can call on a specialized service or a professional program to monitor the content produced around its brand and its online reputation. If conventional marketing consists of transmitting a company's message to the relevant media, content marketing adopts a double approach: it is a question of disseminating a message and sharing it, as well as encouraging Internet users to comment on it, express their opinion, or even participate in its production.

The objective of this thesis is to deepen the understanding of content marketing and to determine how the relevance of the content of publications distributed by a company influence s its notoriety and better leads its brand image and enriches its customer experience.

This study examines the importance and the role of content marketing practices in enriching and improving the customer experience and therefore the development of brand awareness based on the following hypothesis: perceived content marketing improves visibility and brand awareness. Although the role of influencers in the dissemination and creation of content that is becoming an increasingly

relevant topic, knowing that several studies have focused on this topic, but there is still a lack of research focused on the visibility vis-à-vis the brand, and more specifically, there is still a lack of studies that highlights the issue of brand awareness as a fundamental and main objective of content marketing. Therefore, the study will help to fill this gap in order to determine this content-related influence on brand visibility and awareness.

This thesis attempts to investigate to answer the following problematic:

- What is the contribution of good content marketing practices in improving notoriety?

In order to provide an answer to this problem, following sub-questions were asked:

- What is content marketing?
- What value does it really bring to a brand?
- What is the relationship between content marketing and inbound marketing?
- What are the main pillars of the CM? What are the levers for the success of a CM strategy?
- How to optimize the customer experience through the CM?

The rest of this work is organized in the following order: first, the literature review is presented; then the methodology and the analysis of the data and the results. At the end, the theoretical and practical conclusions and implications are discussed.

In order to carry out this study successfully, it will be divided into three chapters comprising three sections for each of them.

The 1st chapter, a theoretical inking, will aim to define the conceptual framework of digital marketing and to understand the concept of content marketing, through three main sections;

- Evolution of marketing and the concept of digital marketing
- Practice of inbound marketing
- Content marketing at the heart of digital transformation

The 2nd chapter is devoted to the contribution of the content marketing strategy in improving notoriety. In addressing, three other sections namely;

- Content marketing strategy
- Notion of notoriety
- Content marketing: a lever of notoriety

The last chapter presents the context of the study, the choice of the epistemological positioning and the methodology adopted, thus it presents the results of the study and their analyses.

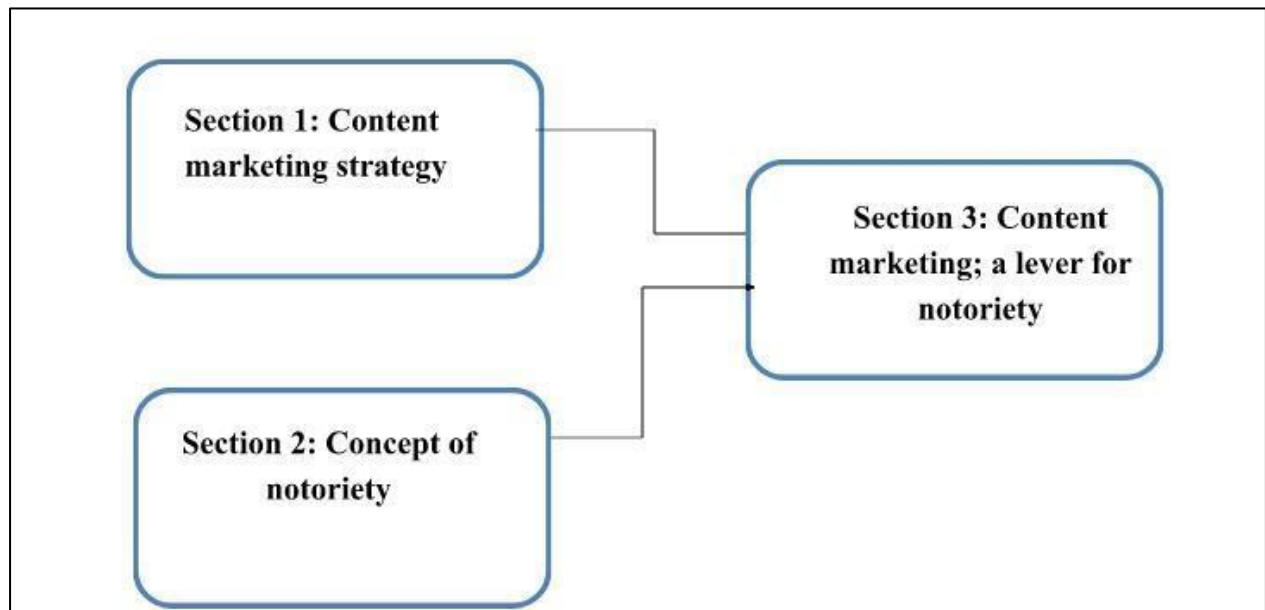


Figure 1: Schematization of the plan of the thesis

This figure illustrates a detailed representation outlining the structural layout and organization of the thesis, likely delineating chapters, sections, and their respective content areas.

CHAPTER 1: CONCEPTUAL AND THEORETICAL

Chapter 1 provides the readers with a broad-based excursion to merge and organize the available theories concerning digital marketing, inbound marketing, and content marketing. Departing from exploratory research, this chapter aims to uncover the different research contributions, which were made by multiple important scholars. Through this exploration, the objective is to attain a nuanced understanding of these foundational concepts and their implications within contemporary marketing practices.

Based on the nonchalant rule of the funnel, the body of the chapter is divided into three sections. The second will be divided into two major parts – the first part will provide an overview of the evolution of marketing – alongside the factors contributing to this evolution – and the second part will present the various perspectives of digital marketing. Subsequently, inbound marketing is dealt with, it discusses the concept as well as its own context of appearance and evolution as well as inbound marketing strategy. Another section will be then dedicated to content marketing and to the concepts related.



Figure 2: Schematization of the plan of the 1st chapter

The figure above shows the structured plan of Chapter 1, elucidating the evolutionary journey of marketing theories, including digital marketing, inbound marketing, and content marketing, organized into three sections based on the funnel principle for comprehensive exploration and understanding.

SECTION 1: EVOLUTION OF MARKETING AND THE CONCEPT OF DIGITAL MARKETING

Marketing has witnessed a rich evolutionary pathway starting from its inception in the 19th century through its modern-day digital manifestations. As early marketing arose in the industrial era, the practices involved mainly mass production and distribution with less consideration on customer involvement and consideration. On the other hand, mass media of the 20th century brought new challenges for marketers offering opportunities to reach target audiences with print, radio, and television advertisements (Bala & Verma, 2018).

Digital marketing concept appeared as a response to the extensive technical advancements and the internet that overwhelmed the globe at the end of the 20th century. As the digital era has started, marketers recognized the mediatory role of the digital platform in modifying customer interactions and dialogue with the brand (Bist, Agarwal, Aini, & Khofifah, 2022). Digital marketing is a broad term for a host of online channels and techniques covering social media marketing, search engine optimization (SEO), email marketing, and content marketing, to mention but a few.

The shift to digital marketing is the catalyst for the paradigm shift of marketing philosophies, as brands use technology to deliver relevant and tailored messaging directly to customers. While digital marketing challenges traditional marketing methods with its real-time engagement, data analytics and precise audience targeting unmatched capabilities. Additionally, the digital environment encourages more interactivity and conversation between brands and consumers, as people may now be able to actively communicate and collaborate on the brand stories and experiences (Taiminen, 2016)

The evolution of marketing into the digital space is a testimony of its thriving nature as businesses keep changing gradually in order to meet the needs of dynamic consumers (Bist et.al., 2022). Along with the rapid advancements in technology, marketers should be ready to be innovative and constantly modify their strategies so as to be up-to-date and to effectively connect to the ever-changing target audiences. The idea of digital marketing, therefore, can be viewed as a blend of creativity, technology, and consumer-centricity which is creating new norms in the contemporary marketing practices in the digital world (BENNANI., & ASBAI. 2021).

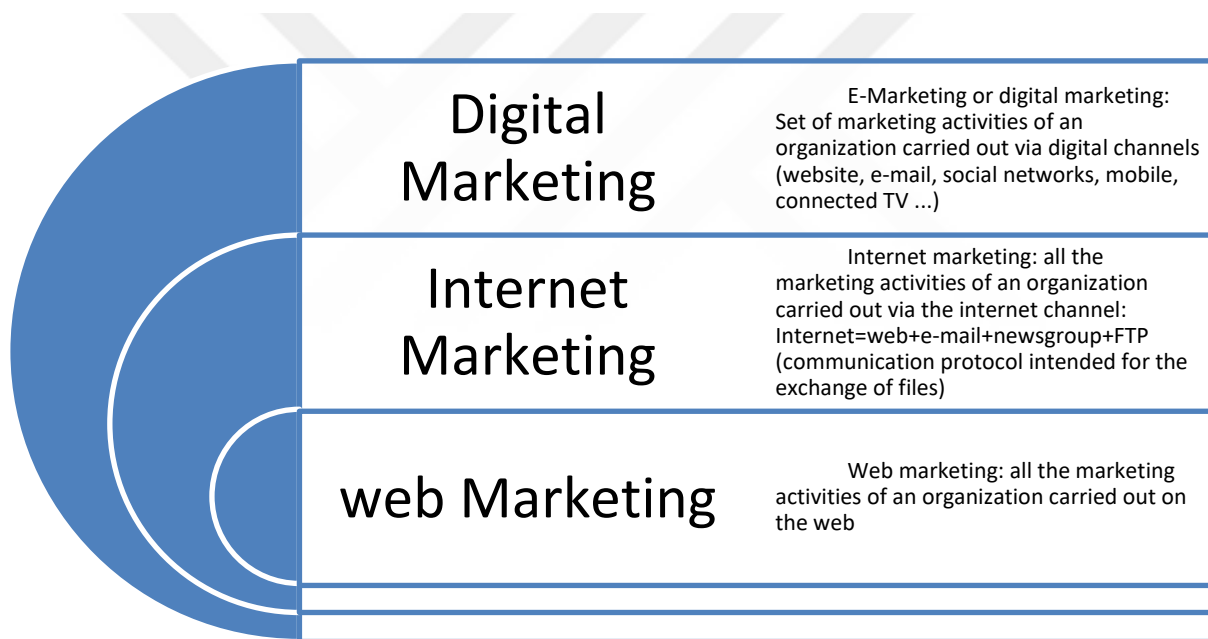


Figure 3: Digital Marketing, Internet Marketing and Web Marketing

1: Key milestones and transformations in marketing practices

Marketing has been marked by significant transformations, which reflected the evolution of business, technology, and consumer behavior. Formed during industrial revolution marketing one of the early milestones was that it has been caused by development of mass production which needed to be delivered to wider audiences using novel channels of distribution. This was the period when the crude forms of advertising and the brand identity began competing with the same in the saturated markets (Vieira, de Almeida, Agnihotri, da Silva, & Arunachalam., 2019).

The 20th Century witnessed the inception of mass media as a milestone in the evolution of the marketing practices. These mediums: print, radio and television brought about the rise and dominance of brand messages to big audiences, becoming classic advertising campaigns and brand strategies (Gillpatrick, 2019). Likewise, brands such as Coca-Cola and Procter & Gamble were the first to embrace innovative marketing strategies that fully moved along with the needs of consumers and, therefore, shot their products to the peak of success.

The beginning of 21st century brought in the digital revolution which fundamentally changed the marketing landscape. The emergence of the internet fueled the notion of data equality and made customers flexible. Digital platforms like websites, email and social media provide brands to interact with customers in more personalized and interactive ways which in order to foster deeper relationships and create strong brand loyalty (Bist et.al., 2022).

Marketing professionals were increasingly dependent on tools of data analytics and CRM systems, which enabled them to acquire an analysis of consumer behavior and preferences. This data-driven approach engendered the development of marketing campaigns based on real-time information and tailored messaging that ensured the effectiveness of marketing (Vieira et.al., 2019).

The explosion of mobile technology beyond traditional marketing similarly occurred revolutionizing the practice of marketing and empowering brands to engage with consumers at any time and any place. Mobile marketing strategies such as mobile apps, SMS marketing and location-based targeting have successfully positioned themselves as

important components of modern marketing campaigns, allowing brands to send time-sensitive and event-specific engagements to their intended audiences.

Finally, it can be inferred that the marketing evolution was accompanied by game-changing shifts led by inventive technologies and the ever-changing consumer demands. These marketers can master the complicated digital age scenario as they adopt the changing consumer behaviors and embrace the emerging technologies (Miklosik & Evans, 2020).

1.1 Emergence of digital marketing and it's in response to technological advancements and changing consumer behavior

The digital marketing concept that is based on the latest technology innovation and shifting consumer behaviors is a radical shift in the field of marketing. Technology has found its way into the details of companies that have seen this as a cue to build a new marketing strategy that takes into account the various online platforms that people use (Bist et.al., 2022).

Digital marketing is a multi-pronged and multifaceted approach that uses a wide variety of digital tactics and channels in order to reach and interact with the targeted audience through digital platforms and technologies. The use of SEO and social media in email campaigns, and content creation utilizes the power of the internet to bridge the brands and the consumers effectively (Panchal, Shah & Kansara, 2021).

This advancement of digital marketing is traceable to the rapid penetration of the internet in the late 20th century. With the invention of the world wide web, consumers got an unsurpassed chance to reach a variety of resources, products and services, which in turn changed the way they interacted with brands and how they made their selection regarding the purchase of goods and services (Verma, Rathee & Malik, 2023). Now, this change in consumer behavior is the reason why businesses reevaluated their marketing strategies and went digital as an integral part of their marketing purposes.

The technology develops in the forefront of the digital marketing evolution. The advent of mobile devices, social media platforms and data analytics tools has made it easier for marketers to engage clients via personalized and well-targeted approaches regardless of the channel used (Dwivedi, Rana, Slade, Singh & Kizgin, 2020). Instantaneous data insights give marketers information on

consumer interactions, measure campaign performances, and allow optimizing strategies for the greatest influence.

Additionally, consumer behavior has increasingly determined digital marketing strategies`gap. With digitalization, consumers are becoming more connected, digitally smart and expect omnichannel experiences in online and offline channels. Through digital marketing, brands get the chance to interact with consumers in a timely manner and share the right form of content so that they can build relationships that will make their customers loyal and lead to a rise in advocates (Bala & Verma, 2018).

By and large, digital marketing denotes a fundamental change in the way businesses reach out to consumers in a new digital era.

1.2 Digital marketing opportunities according to the classical grid proposed by Ansoff (1957)

Ansoff (1957) proposed a classic grid in 1957, based on two dimensions (product / market). Ansoff's Product/Market Grid model has proven to be useful in the strategic processes of business units to identify business growth opportunities. this growth strategies can be formed;

- **Market Penetration:** Selling the same product/service to the same customer, the same product or service in the current market. These strategies try to turn casual customers into regulars and regulars into heavyweights. The strategy usually consists of achieving economies of scale through more efficient manufacturing, more efficient distribution and greater purchasing power;

➤ **Connection to Digital Marketing:**

In the digital era, market penetration often involves leveraging digital channels for increased online visibility, targeted advertising, and customer engagement. Strategies may include search engine optimization (SEO), social media marketing, and email campaigns to reach and retain existing customers. (Ansoff, 1957).

➤ ● **Market Development:**

Selling the same product or service in the market. These strategies often try to distance customers from competitors, launch existing products in foreign markets or introduce new brands to the market. Markets can be territorial or functional, as when they sell the same product for other purposes. Minor modifications may be necessary. Take advantage of reduced communication costs and eliminate the need to develop local marketing structures; differentiate themselves by price. The technique quickly

showed its limits, the edges constantly eroding. When it comes to pricing techniques, there are three main approaches:

Drip pricing: consists of displaying prices without certain advantages, encouraging consumers to a purchase process that requires a few clicks. The actual price, including all benefits, such as shipping, is displayed before the purchase confirmation. Buyers who invest their time in the process find themselves psychologically forced to continue buying. This method got its name from the step-by-step display of prices.

The reference price: as the name suggests, the displayed price is compared to the price of the same item before the promotion to create a sense of urgency.

Pricing via bundled offers: for its part, consists in offering batches of different products, thus making it difficult to determine the actual unit price of the item.

1.3 Exploring the Literature of Digital Marketing

Theoretical works and literature have immensely contributed to the comprehension and formation of digital marketing as a discipline. According to Kotler, Armstrong, Harris, and Piercy among others, the latter is seen as creating not only a new area of research but also as a contribution which changes and shapes the discipline of digital marketing (Everaert, 2021).

Philip Kotler, known as "The Father of Modern Marketing," has penned many influential books and articles which cover a multitude of topics in marketing theory and practice. His studies of consumer behavior, marketing management, and strategic planning have actually been the pillars of support for the marketing profession amidst the ever-changing digital environment (Kotler, 2003).

Gary Armstrong, one of the leading marketing scholars and a co-author of Kotler, has co-authored many fundamental works on the marketing principles and practices. Together, the two have scripted profound resources that give unrivalled hindsight into the underpinning strategies of marketing, and their utilization in the digital context (Kotler & Armstrong, 2010).

Harris Lorraine is well known for her role in the field of digital marketing literature, notably in the areas of social media marketing, content strategy, and digital analytics, among other contributions (Kotler, Kartajaya, & Setiawan, 2021). Her literature and publications provide businesses with pragmatic solutions, frameworks and tactics for tapping into digital platforms to connect with consumers to achieve business objectives (Harris, Warren, Smith & Carey, 2011).

Nigel Piercy's work in strategic marketing management has been useful in determining the long-term objectives of modern organizations in the digital era (Piercy, 2012). To marketers functioning in the digital marketplace which is full of complexities, his work on market orientation, competitive strategy and innovation has developed useful frameworks.

The contributions of all the four (Kotler, Armstrong, Harris and Piercy) has provided a holistic perspective in understanding the underpinnings of digital marketing principles, strategy, and best practices. Their pioneering works remain core reference materials for marketers, educators and practitioners who seek to realize the power of electronic platforms to meet marketing goals or boost business growth in a world more and more dominated by the web.

Section 2: Practice of Inbound Marketing

1.4 Introduction to the concept of inbound marketing as a customer-centric digital marketing methodology

According to research conducted by (Kim, Kang, & Lee, 2021) and (Sterne, 2010), inbound marketing approaches have gained popularity with most organizations in recent years. Similarly, (Kim et.al., 2021) found that the use of Inbound Marketing approaches as a replacement for outbound marketing methods has accelerated dramatically (Sterne, 2010).

Consumers are eliminating some emails and hanging up the phone. They are simply opposed to mass marketing. They want to be talked to directly and offered useful information. Therefore, the current challenge for companies is to adapt their way of communicating with customers and eliminate "sales" information. Instead of using typical marketing strategies to buy prospects, they need to get their attention.

The process of outbound-marketing is a conventional way of gaining an increase in the number of sales via direct communication with the clients and prospects (Du Plessis, 2015). Grouped under mass communication as a method of outbound marketing, the latter follows a one-way communication from the advertiser to the consumer (Dakouan, 2019). This prior model, generally, is aggressive, since

advertising invades the individuals' spheres of activities, usually having negative influences (Sterne, 2010).

Inbound marketing is a new turmoil technique that came to the front in the early 2000s (Hofacker & Feller, 2014). As the development of digital technology progresses, the consumers have gained more control over what they receive in information, and they are able to choose their reactions, to criticize, and to reject brands (Halligan & Dharmesh, 2014). In contrast, the movements of the outbound marketing strategy are driven by the changes in the consumer behavior, where inbound marketing becomes the answer by delivering the relevant and useful content to the customer in a way that is unobtrusive (Dakouan, 2019). The focus is on making information easily available to the consumers so that they can select what they listen to and whenever they want (Halligan & Dharmesh, 2014).

Cutting across traditional marketing dynamics, inbound marketing places more emphasis on the creation of content that addresses the needs of the audience (client) and is meant to make their lives easier (Dakouan, 2019). The success of this approach is dependent on getting and keeping the attention of not only the visitors among the massive amount of content available online. In contrast, inbound marketing is the alternative of outbound marketing, focused on interruption and persuasion, while the relationship building is provided by value and addressing the customer needs (Dakouan, 2019).

The advent of inbound marketing has highlighted a fundamental paradigm shift in marketing philosophy seen in the change of emphasis from customer-centricity to engagement. In that, the traditional methodologies of advertising become secondary (Halligan & Dharmesh, 2014). With consumers becoming more discerning and wanting brands that are real and relevant, inbound marketing is providing a strategic path that addresses these evolving expectations in this digital era.

1.5 Principles of Inbound Marketing

Inbound marketing is a strategic turn for digital marketing by virtue of a focus on the creation of useful content and customer engagement to generate qualified leads as well as increase sales. Definitely, inbound marketing is an opposite of outbound marketing in a sense that the latter is the interrupting and persuasive means whereas in, inbound marketing, content is value based and based on the relationship (Miller, 2015). Now that means the quality and the relevance of the content will be beneficial to the clients' buyer's journey.

Intuition marketing can be also defined as the approach to attract prospects by assistance in the search of beneficial information for them. This message is prepared with a particular audience in mind, hence is capable of captivating them. The main aim of inbound marketing is to do promotion and to establish itself as a trusted authority so it publishes educational content, useful resources and fun content (Du Plessis, 2015).

Interaction is the key driver in the inbound marketing model type that aims to promote deep interaction with the potential customers across different digital platforms. Inbound marketing is a technique of engaging the audience through social media in comments, blogs, email newsletters, and various other interactive platforms to set a tone for conversation that will lead to exchanges, feedback, and participation that will allow for the continued engagement (Dakouan, 2019). The interaction of brand and consumers provides a data resource to understand consumer feelings, practices and pain points which may be used to focus on the individual needs and diverse environments of consumers in a favorable manner.

The ultimate goal of the inbound marketing path is conversion which is the phase when the leads are taken from the awareness to consideration and decision stage. This interaction could consist simply of subscribing to a newsletter, downloading a white paper, asking for a demo or buying the product or service. Inbound marketers can increase the likelihood of conversion and monitor the measurability of business results by sending the prospects relevant content in such a way that the prospects can view it as timely that reflects their exact business needs

The inbound marketing methodology is based on a systematic approach to attracting, engaging, and converting the leads (Taiminen, 2016). This typically involves four key stages: bring them in, convert, close, and delight. Marketers, in the engagement stage, usually emphasize the optimization of their content and its relevance compared to keywords in search engines; they also focus on attracting visitors through their website or digital properties. In the conversion stage, visitors are further nudged to take action through tightly-knit landing pages, giving-away offers, and forms that help capture visitors' contact information (Halligan & Dharmesh, 2014). Personalized email marketing campaigns, automated workflows and lead scoring systems that are tailored to lead them in the right direction is how the leads are nurtured in a close stage. In the last stage, which is delight stage, the customers are engaged through the ongoing communication channels, technical support, and advocacy campaigns and generally this leads to loyalty and repeat business.

In brief, inbound marketing is essentially a customer-oriented digital marketing approach that focuses on content creation and customer engagement where the primary objective is to attract, engage and convert potential customers. With their attention directed towards the requirements and desires of the audience, brands can develop deep and solid relationships and thus to boost conversions and achieve long-term success in the digital space.

1.6 Core Characteristics of Inbound Marketing

Inbound marketing possesses many key features which distinguish it from the traditional outbound methods placing it at an advantage when attracting the modern consumer (Henrard & Pierra, 2015).

Primarily, in respect of its pull-based nature, it stands out, as it attracts customers naturally through the provision of the content of value and engagement rather than type the messages of intrusion. Brands can develop content that matches the interests of their audience and therefore gather a following of loyal prospects who are supported by the values of trust and relevance.

Furthermore, inbound marketing has a customer-centric approach and hence develops content based on the current requirements and preferences of audiences (Halligan & Dharmesh, 2014). Instead of nondescript messages for everyone, businesses deliver their content and interactions in such a way that it solves the personal issues and needs of the precise target audiences.

Thirdly, inbound marketing uses multiple channels to reach and interact with consumers in different touchpoints (Fisher, 2009). Digital marketing channels, from social media, blogs, and email campaigns to search engine optimization, are as diverse as the variety of ways businesses use to connect with their audiences and create deep bonds.

Besides, inbound marketing is inherently content-driven, and it heavily relies on informational, well-written, and interesting content to lure and keep customers (Halligan & Dharmesh, 2014). Through offering useful insights, educational resources and entertainment to the consumers, establishments in the industries build trust and loyalty and become the authorities of their segments (HubSpot Academy, 2016).

Finally, data possesses a great influence on being informed and optimization of inbound marketing. The organizations can gain the information about how well their campaigns are running and what kind of content they should advertise, by analyzing performance indicators, consumers' behavior and engagement patterns (Fisher, 2009). This data-driven method enables constant optimization that helps businesses to adjust the tactics in the shortest time, improve the targeting and thus achieve the best end user experience.

However, the fundamental features of inbound marketing are inclusive of its customer-centric and data-driven approach, which places great significance on the value given to the customer, engagement, and relevance in modern marketing strategies (Taiminen, 2016). Businesses can efficiently establish connections with their constituents as well as build relationships through acceptance of these principles and ensure sustainable growth in the digital age.

Section 3: Content Marketing at the Heart of Digital Transformation

1.6 Content Marketing Essentials

According to (Taiminen, 2016) "there is no universal definition of content marketing". In 2008, the authors Pulizzi and Barrett revealed a first definition, namely "The creation and distribution of educational and/or competing content in multiple formats to attract and/or retain customers" (Holliman & Rowley, 2014) Then, another definition was brought by (Rose & Holliman, 2011):

Content marketing is the strategy of a company or brand that consists of creating, producing and distributing various types of content. This content is provided through the different points of interaction of the brand with its customers, its prospects or its community.

The goal of content marketing is to generate leads, win new customers and engage a community by providing fascinating, useful, educational, attractive, fun and relevant content. To sell a product or service or to establish a brand image, this information seeks to discreetly influence consumer perceptions, opinions and behavior.

According to Kotler "content marketing, also called editorial strategy, develops a marketing strategy that involves the creation and dissemination, by a brand, of media content in order to acquire new customers".

According to (Holliman & Rowley, 2014) Content marketing refers to strategies and tactics that aim to interest, engage and involve prospects, customers or prescribers through regular and quality non-commercial editorial content.

Whereas traditional advertising is intended to directly promote products and services, content marketing provides useful information for consumers, entertainment, or a solution to their challenges and concerns.

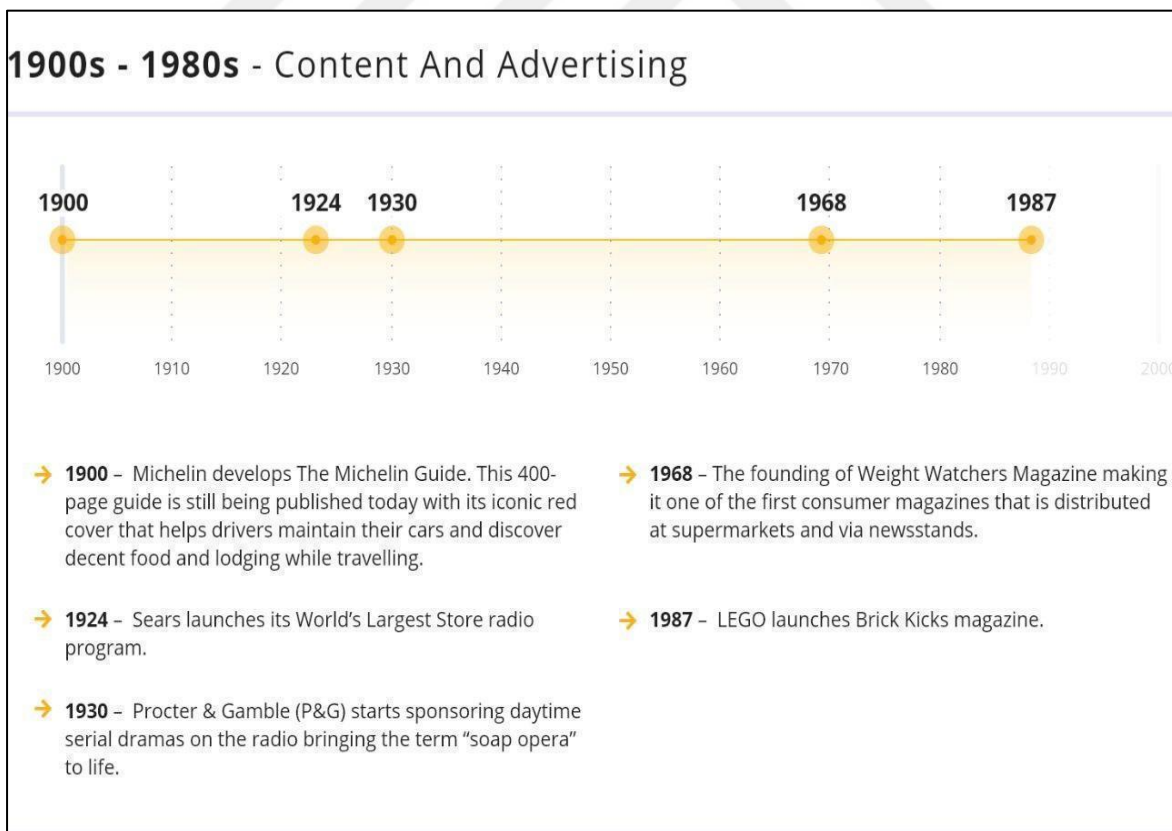
In the essence of it, content marketing is all about building relationships and creating trust with the audience by creating content that provides helpful information to them. From blog posts, videos, podcasts, infographics, and social media posts, the editorial material in content marketing is crafted to give information, to entertain, or even inspire rather than to sell to the audience directly.

The heart of successful content marketing rests on understanding the customers and their specific desires and pain points as well as dreams. Through defining the needs and preferences of the target

audience, the marketers can come up with materials that appeal to them and stimulate them to create interest. This focused approach enables the content to be perfectly tuned up to the crowd's anticipation and provides beneficial information.

The other key attribute of content marketing that works is consistency. Consistently publishing valid and great content keeps the communication with the audience alive and confirms that the brand is a trusted and well-known one in its industry or niche. Consistency also creates expectation among the audience therefore, they will keep coming back for more content and deepen their relationship with the brand. Its influences are direct and positive thus, it should be part of the content strategy.

In addition, content marketing is a long-term approach, which involves creating sturdy buyer relationships and building customer loyalty. By offering relevant content consistently, organizations can gain the image of trustworthy advisors and industry experts which ultimately leads to the final purchase decision and enterprise growth.

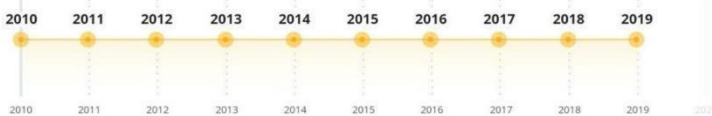


1990s - The Creation Of The World Wide Web



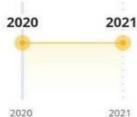
- **1993** – O'Reilly & Associates, create the first commercial website, and publish the first e-book serving as a guide to the Internet.
- **1996** – Bill Gates writes his essay Content Is King.
- **1998** – Microsoft launches its corporate blog, giving life to the term “content marketing”.

2010s - The Overcrowding Of Content



- **2010** – The launch of Instagram.
- **2011** – The launch of the Content Marketing World annual conference, going on to become the world's largest content marketing-focused event.
- **2011** – The launch of Snapchat.
- **2012** – Google deems infographics as quality content.
- **2013** – Red Bull Media House continues major expansion launching 20 mini-movies.
- **2014** – Marriott International launches an internal creative and content marketing studio, partnering with key influencers to create original videos.
- **2015** – The debut of The Story of Content: Rise of the New Marketing - the first documentary about content marketing.
- **2016** – TikTok is created and Instagram launches their stories features.
- **2017** – Influencer Marketing becomes a powerful marketing practice.
- **2018** – A well-planned content strategy becomes a must for any business. Digital ad spending surpasses print ad spending. Better and stricter privacy policies are launched.
- **2019** – More need for diversified content and incorporating of newer technologies.

2020s - Today And The Future



- **2020** – Google announces transformative algorithm changes. Micro-content grows in popularity. Community building. SEO for long-tail, niche keywords. Voice, audio and visual search. AI for better content personalization and automation.
- **2021** – To be continued...

Figure 4: The Evolution of Content Marketing

<https://devrix.com/tutorial/evolution-of-content-marketing-then-now-ahead/>

Figure 4 illustrates the evolutionary journey of content marketing, tracing its development from early definitions to more nuanced perspectives. The figure delineates how content marketing, focused on building relationships and trust through consistent delivery of valuable information, has become integral to digital transformation strategies for attracting and engaging audiences while ultimately driving business growth.



1.7 The Objectives and Benefits of Content Marketing

Content marketing serves as a strategic approach that provides different goals and takes businesses in the digital environment to different objectives (Miller, 2015). Above all else, the establishment of trust between the brand and its audience remains the primary objective of these campaigns. Through consistently giving strengths and relevance leveraging, enterprises are winning the trust of their customers, which leads to driving credibility.

Besides achieving the main purpose of content marketing which is to create brand awareness is another objective. With the help of captivating storytelling, informative articles, entertaining videos as well as the social media content that is interactive, businesses can easily enhance their visibility and reach a wider audience. Brands can create a positive memory association with their products by regularly posting valuable content and staying top-of-mind in consumers' minds.

Also, content marketing is the way you cultivate the relations with the customers you have already and those you will have in the future. With the help of tutorials, resolution of the most frequent problems, and giving answers, the companies can connect on a personal level with the audience (Miklosik & Evans, 2020). . It is through continuous engagement and participation that brands can build strong relationships that bring not only increased customer loyalty and advocacy but also greater strength of customer base and teamwork (Rose & Pulizzi, 2011).

In addition, content marketing is also a catalyst for converting profit for the customers' action. Through providing the buyer with valuable content at each stage of the buyer's journey, an organization can guide the prospect along the sales funnel and encourage them to make purchasing decisions. From educational blog posts, to persuasive case studies, content marketing gives businesses the leverage to shape consumer perception and conversions (Miklosik & Evans, 2020).

To sum up, content marketing is a multi-dimensional strategy which gives businesses the possibility to fulfill myriad objectives and receive numerous advantages. The role of content marketing is paramount from achieving brand awareness and trust building to nurturing relationships and consequently driving profitability. Through the focus on content creation and its distribution, the organizations can successfully keep their audience hooked, stand out from other businesses, and indeed grow in the marketplace.

1.8 Synergy Between Content Marketing and Inbound Marketing

Two marketing practices that complement each other well are content marketing and inbound marketing, their synergistic influence attracting and winning customers in the digital sphere. While they are different concepts, their relationship is defined by an enabling nature aiming at improving the influence of marketing actions (Opreana & Vinerean, 2015).

At the very heart of it, content marketing is all about the creation and distribution of right content to attract and engage with the target audience. The kinds of content may vary as long as it is in different forms such as blog posts, videos, infographics, podcasts, or social media posts (Leduc, 2022). Through the process of presenting the relevant and meaningful content, content marketing acts as a base for the advanced site visitors converting towards the brand.

While outbound marketing is just one part of the overall strategy, inbound marketing is a more integrated approach that seeks to attract, engage, and delight customers along the buyer's journey. Scope is rather broad and includes a number of strategies such as content marketing, search engine optimization (SEO), social media marketing, email marketing, and lead generation (Baltes, 2015). The main objective of inbound marketing is to develop a single unified experience that takes care of customers and is centered around their needs. Its goal is to be with them in each of the processes of their purchases.

The content marketing and inbound marketing are founded on the same goal of offering value to customers and building long-term bonds. Content Marketing is like gasoline behind an inbound engine. It helps in attracting visitors to the digital channels of the brand and getting them involved with relevant and interesting content. For this reason, the inbound marketing strategies are used to extend the reach and influence of the content marketing by leveraging various channels as well as touchpoints to connect with customers (Troillard, 2015).

Additionally, content marketing is as key as driving inbound marketing results that comprise lead generation, acquisition and retention of customers. Through delivering useful information that is tailored to the target audience, businesses can generate qualified leads, cultivate relationships, and at the end of the day, turn leads into repeat customers.

The arrival of the concept of "content marketing" coincided with the coming out of the era of Web 2.0 and inbound marketing management. Marketers understood the value of gratis information supply on SEO spread and customer acquisition using inbound marketing approach.

To define it by means of Muniz and O'Guinn (2001), content marketing can be described as an ongoing process of building useful and interesting content which is then used to influence customers' behavior. On the other hand, content creators extend their definition by saying that content should be open for use and distribution in order to promote consumption and sharing. As per Copyblogger, content should be related to the subject area and should build the trust and connect with the brand such that it will, in the long run, influence the buying decision of the customers.

Troillard (2015) advances content marketing as the craft of interacting with consumers and prospects without coming across as pushy and lapses into the sphere of different mediums like blogs, advertisements, newsletters, films, and infographics. In contrast, inbound marketing does not entail sending ads to the targeted customers or advertising on various platforms and involves content creation, community management, SEO, marketing automation, public relations, email marketing, and analytics monitoring.

This thesis sees content marketing as the building block of the inbound marketing that draws, transforms, and holds potential customers. Although the two concepts converge in certain aspects, they play completely different but cumulative roles. Content marketing can be regarded as a means of applying an inbound marketing approach, building a platform for interaction and conversion.

At the end it should be noted that the inbound marketing initiative begins with content strategy preparation, and refers to the choice of key editorial pieces for particular personas and channels as described by Szapiro (2015). This strategic alignment drives consistency with regard to messages, helping to achieve the desired results with the audience well into the inbound marketing process. In brief, content marketing and inbound marketing are synergetic tools operating at the same time promoting customer engagement and conversion in the digital era.

CONCLUSION OF CHAPTER 1

For this first chapter, the objective was to get closer on the theoretical level to the concepts of digital marketing, inbound marketing and content marketing by exposing the various definitions put forward by the authors and researchers, as well as the conceptual evolution of this new discipline over time.

Of course, academic research always has difficulties in identifying this area, due to the fact that the concept of content marketing itself is a complex subject with several factors involved.

What is clear is the considerable weight of content distribution in the business world, given the observation that customers from almost all fields are now demanding and connected on social networks, hence the importance of taking advantage of it to ensure a close and proximity relationship.

This first chapter proved that these new marketing practices that use content are increasingly important and unavoidable that any company must adopt and implement with great vigilance in order to achieve the expected objectives of their strategies.

CHAPTER 2: CONTRIBUTION OF THE CONTENT MARKETING STRATEGY IN THE IMPROVEMENT OF NOTORIETY

Chapter 2 illustrates the significant position of content marketing strategy in intensifying brand fame and visibility in the modern marketing industry which is characterized by dynamism. In digital marketing, content marketing as a tactic to increase brand awareness and recognition becomes more and more evident and prominent. This chapter investigates the components that constitute effective content marketing strategies, and how this work to create a strong brand image. By identifying the underlying principles and processes that lead to the achievement of content marketing goals, it develops an understanding of the structural forces that guide the success in today's competitive setting. Through explicit discussion at how content marketing and brand recognition work together, this chapter is aimed at revealing the channels through which the businesses may be able to earn long-term brand presence as well as resonance in the consumers' minds.

Section 1: Content Marketing Strategy

2.1 Brand Recognition: The Significance of Content Marketing Strategy

Content marketing strategy plays a fundamental role in the digital era where the consumer's attention is divided between multiple platforms, thus resulting in the amplification of brand fame. Chapter 2 comes up with a broad picture of the tremendous power that content marketing schemes have for branding recognition in today's intense market. Every business is try to carve out their digital identity with the strategic use of content, and it becomes an essential factor in building and reinforcing brand image.

Content marketing is the glue that holds together brands and their target audiences by offering them valuable insights in the right timing and contexts. By using stories, articles, videos, and interactive social media content to drive engagement and loyalty, companies can successfully bring products to life by unlocking consumers' attention and interest, with the end goal of creating and nurturing deeper connections. Through chroniclement of content with brand values and customer choice, organizations can successfully differentiate themselves from competitors and bring a unique brand identity.

Secondly, the value of content marketing is not restricted to just brand awareness, it captures the notion of brand reputation. Through the consistent delivery of topnotch, meaningful material that connects to their public, businesses can raise their profile and standing in the market. This chapter untangles the mysteries of content marketing strategies; It, in turn, reveals the components and the underlying methodologies of the successful brand-building process.

For this chapter, a detailed analysis of the latest content marketing practices and the use of real-life examples will be provided in order to explore the capacity of the content marketing to boost the brand visibility. The content strategy sojourn can provide us with the strategic imperatives and creative solutions that will make brands irreversible in the minds of their target audience. The figure below shows how content marketing serves as a vital tool for crafting and reinforcing brand identity, fostering deeper connections with target audiences, and enhancing brand reputation through the consistent delivery of valuable and engaging content across multiple platforms. This section provides a comprehensive analysis of contemporary content marketing practices, incorporating real-life examples to showcase its capacity to elevate brand visibility and establish lasting impressions in the minds of consumers.

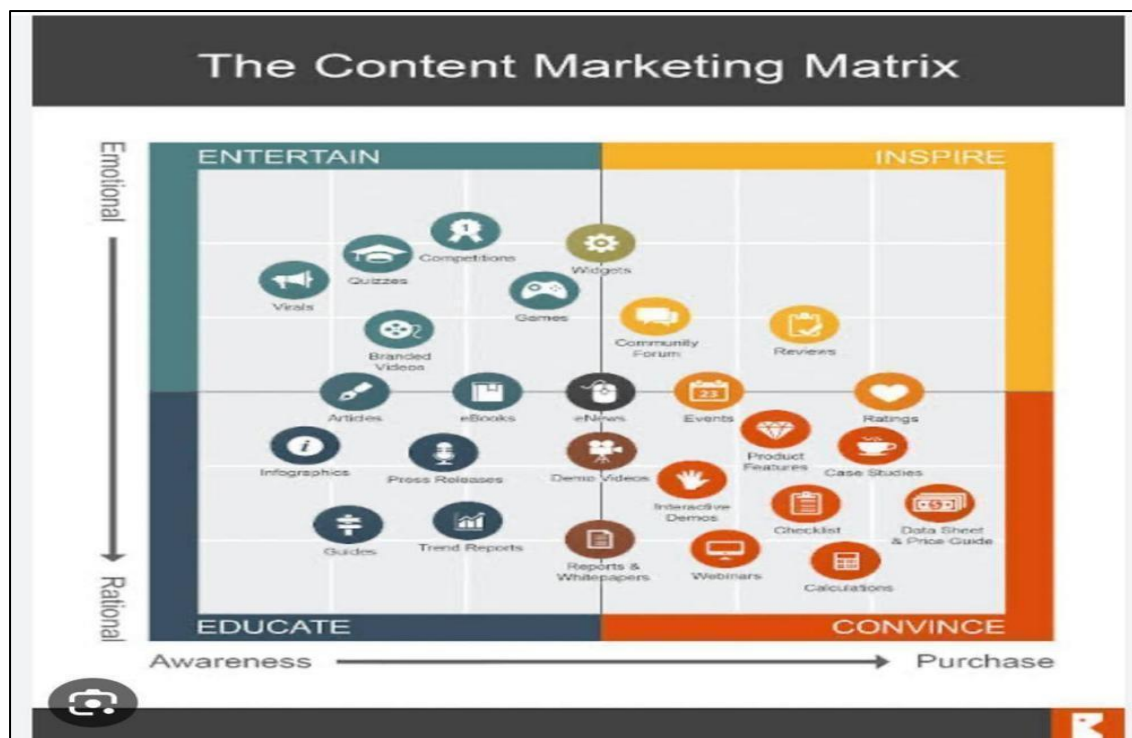


Figure 5: The content marketing matrix

Source: <https://www.struto.io/blog/content-marketing-matrix-buyer-journey>

2.2 Components and elements of an effective content marketing strategy

The components and elements of a successful content marketing strategy are joined together into several key parts that ensure the overall success of the strategy. The first and foremost principle is audience research and segmentation, which basically involves demographics, preferences, and behavior of the target market that you study. This insight helps marketers to create good content which has a great influence on the audience, consequently, promoting their brand and maximizing conversions (Ho, Pang & Choy, 2020).

Content planning and ideas generation are also critical elements of successful strategy building. This process is about the brainstorming and content calendar creation that aims at the identification of content topics, formats, and distribution channels for the different pieces of content (Costa, Garcia, da Fonseca & Teixeira, 2021). With content curation and publishing strategically planned, marketers can create consistency as well as relevance across all touchpoints.

Another important thing would be creating invaluable high-quality content. Content must be informative, entertaining, and interesting to the audiences' interests and requirements. Whether

they are blog posts or videos, or infographic or social media posts, content should be helpful and must answer what people need or solve their problems (Wang, & McCarthy, 2021).

Content distribution and promotion are both equally essential components of a content marketing strategy. Producing amazing content is tough, and it's only half the job; the other half is getting it distributed and advertised across the right channels so that the intended audience can see it. This could be through the use of popular social platforms, email newsletter, influencer collaboration and SEO tactics (Miklosik & Evans, 2020).

Continuous monitoring and analysis of the performance are fundamental for a better performance of the content marketing strategy in the long run. Marketers should analyze the influence on the metrics including website traffic, engagement rate, conversion rate and ROI. Through such analytics, marketing specialists can discover scenes of deficiency to work on and improve their strategy for better speaking to their audience's requirements and expectations (Baltes, 2015).

In sum, a winning content marketing strategy is a set of audience research, content planning and creation, distribution and promotion, and performance monitoring and analysis. Through the identification and exploitation of these essential features, marketers are able to build a powerful content strategy that fosters engagement, augments brand awareness, and eventually brings business success.

2.3 Technical and editorial aspects involved in crafting a content marketing strategy

The content marketing strategy involves the development of technical and editorial considerations to enhance its efficiency in interacting with the target audience. From the technical viewpoint, marketers should think about the efficiency and the form of the content delivery. itchoose appropriate CMS for blog publication and content management and also optimizes content for search engines so as to increase visibility and findability.

Also, technical factors are issues like website design and user experience, where the content it's easy to find and communicate with on any device and screen size (Singh & Phelps, 2013). Taking responsiveness and page loading speed into account is what is needed for providing a smooth user experience and this, in turn, will affect the metrics like engagement and conversion rates.

From an editorial viewpoint, creating articles which are interesting and relevant is imperative. This includes developing the brand voice and tone, setting up a content schedule, and doing

profound research for discovering the trendy themes and topics that are attractive for the target population. The content must be informative, interactive and should focus on the interest and needs of the audience (Masuda, Han, & Lee, 2022).

Besides, editorial elements such as content creation and media production could involve collaboration with writers, artists, videographers, etc. Consistency is a key requirement for marketers to be able to maintain message coherence and branding across all content assets while consistently maintaining quality and relevance.

Effective storytelling that inspires is also needed producing material that enables the listener's to identify and develop the brand-loyalty (Ho et.al., 2020). The media can be enriched through the use of narrative structures, visual elements, and interactive methods in order to increase the influence and memorability of its content.

To wrap it up, developing an effective content marketing strategy is a way of striking a carefully balanced technical- and editorial-oriented approach. Through the proper utilization of tools, platforms, as well as creative experiences, the successful marketer can create and bring the compelling content that is tailored to the audience thus leading to value interactions and meaningful engagements.

2.4 Analysis of the approach to developing and implementing a content marketing strategy

Creating and executing the Content Marketing strategy requires a systematic approach which is intended to deliver results by matching organizational goals with needs and preferences of the audience. Process starts off with in-depth research and analysis for determining the audience demographics, interests, and challenges (Kosuniak, 2021). Through understanding the target audience's behaviors and preferences, marketers can personalize the content which will speak to the audience and bring value to them.

The second step of the process is to formulate strategy by defining goals, objectives, and key performance indicators (KPIs) that will measure success. This comprises writing a detailed plan that ends up with specific goals such as raising brand awareness, getting visitors to the website or generating leads. In addition, marketers must decide what kind of content is best in terms of format and how to distribute it based on audience preferences and industry trends.

Content creation is a significant stage where the content that is attractive and relevant is crafted to cater for the target audience requirements. It is about making the content calendar, thinking

about topics, and the writing of top-notch content which is consistent with the brand message and values.

Execution will take the form of turning the contents of the content marketing plan into reality across the selected channels, including social media, email marketing, blogging, and other content platforms (Kosuniak, 2021). Marketers have to keep on tracking and analyzing performance measures to assess the strategy of their in order to do modifications for the aim of the optimization of results. By a successive process of continuous improvement, organizations can allow their content marketing strategy to become more efficient and help achieve their general business targets.

Going through this iteration, of development and implementation, includes regular monitoring and improving the effectiveness of content. Tracking of metrics such as website traffic, engagement, conversion rate, and ROI are some of the key indicators that marketers use to measure whether or not their content marketing efforts are successful (Jami Pour & Karimi, 2023)

Through constant analysis of data, marketers are able to establish patterns, detect trends, and point out areas that can be improved. Through utilization of analytics tools and platforms, they can acquire the information around audience behavior, content consumption habits, and channel representation. Data-driven marketing approach allows marketers to make inferences about content creation, distribution and optimization based on the data.

Apart from this, flexibility and adaptability are two other useful qualities in the making and execution of a content marketing strategy. Marketers have to embrace the uncertainties involved in trying out various content formats, channels and styles of communication to find out what stick best for their audience. This could be via A/B testing, content optimization and real-time adjustment based on performance data and feedback.

In the end, the process of creating and executing a content marketing strategy is not a single approach and does require a combination of tactics that include creativity, data-driven insights, and strategic planning.

2.5 Examination of content marketing strategies across various social media platforms

Adaptation of social media content marketing strategies to various platforms involves tailoring content for the unique nature and behaviors of users on different platforms. Such as, on Facebook, visual content e.g. videos and images outperform textual content while on Twitter, the short and compelling text posts work much better. On LinkedIn, which is more of a business network, you publish informative and industry-specific content (Miller, 2015).

Instagram with so many visuals, aims at attracting people with its highly ‘grammable’ pictures and mood-setting videos. Hashtags are known as a key player in improving discoverability and engagement on Instagram. Pinterest is somewhat like this (Instagram) in that both of them focus on the same thing – the visual content – but with a twist (Pinterest additionally focuses on inspiration, tutorials, and DIY ideas).

YouTube, a video-defining channel, is the top pick for tutorials, demos, and product reviews among others that are intensive forms of content. It focuses hence on storytelling and viewer participation through videos.

TikTok is seen as a platform for short-form video content which has possibilities whereby brands can be more expressive and genuine in their entertaining and relatable content (Fisher, 2009).

Through recognizing the characteristics of each social media platform and creating customized content to fit, marketers can successfully interact with their target audiences, boost brand visibility, and create valuable social media dialogues on different social media channels.

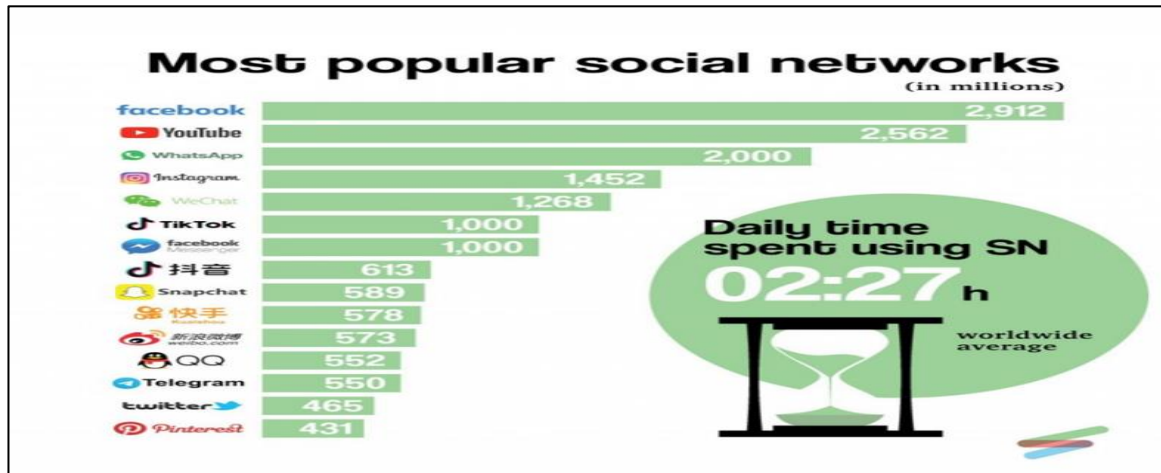


Figure 6: most popular social networks

Source: Most Popular Social Networks – 2022 – Statistics and Data Instagram

<https://statisticsanddata.org/data/most-popular-social-media-in-history/>

Figure 6 displays statistics and data regarding the most popular social networks as of 2022, with Instagram highlighted as the primary source.

2.6 The Power of Influencer Marketing in Content Strategies

The emergence of influencer marketing is now a fundamental aspect of content marketing strategy, utilizing the credibility and popularity of key individuals to effectively market brands and products. It involves working with those who are identified as influencers by the virtue of having a huge following and good trust scores from the niche market set ups or industries (Bly, 2018).

Influencers' marketing potency relies on its ability to create a level of trust and a believability which appeals to onlookers. Influencers are known to be realistic personalities who provide authentic recommendations and feedback; this makes them more engaging to fans who are likely to make purchases (Singh, 2012, p. 19). Their approval of a brand or product enhances the advertising credibility and proof of social acceptance, thus they guide the purchase decisions of their followers through it.

Additionally, influencer marketing integrates brands into those specific target audiences which are normally difficult to be reached through regular advertising channels. An important strategy

is for brands to collaborate with influencers who share the same values and interests as they do, thus generating content that is authentic and interesting to their audience.

Winning influencer marketing campaigns start with choosing the right influencers, making clear agreements on the relationship, and developing the content together to make it appealing. The brand can optimize its influencer marketing strategy by developing honest relationships with influencers and allocating creative freedom to them. This way, long-term brand advocacy is cultivated among its target audience.

2.7 Methods for measuring and evaluating the performance of content marketing strategies

Evaluating and tracking the progress of content marketing strategies is vital in terms of measuring effectiveness of the strategies, refining the strategies and deriving maximum returns on investment. Evaluation of the goals of content marketing initiatives can be done through quite a number of methods and outcomes metrics.

A main indicator is website traffic that shows both the numbers of visitors to that site and their behavior. The number of page views, unique visitors, and the time spent on site allows the analysis of the level of engagement with the content and the user interest.

Conversion rates are the other vital critical indicators of content marketing performance. Tracking conversions with regard to form submissions, email sign-ups, or purchases, assists in determining the influence of the content on fulfilling business objectives.

Engagement metrics of all kinds, likes, shares, comments, click-through rate are the indicators of the interest of the audience and content popularity. High user engagement levels confirm how appropriate and efficient the content is in grabbing the audience's interest.

Moreover, collecting insights into the taste and preferences of the audience through analytics tools is a great opportunity to understand the audience and their behavior. Audience understanding allows marketers to develop better content strategies in a bid to satisfy the needs and preferences of the target market.

Moreover, content marketing efforts should be evaluated as to ROI which would show the value of the efforts and inform the resource allocation. By calculating the customer acquisition cost, customer lifetime value, and revenue generated from content-driven initiatives, marketers have the ability to evaluate the financial influence of their strategies and also their efficiency.

Overall, a broad based approach to measuring content marketing performance mixed data analysis to capture the whole picture of effectiveness and provide good decision making.

Section 2: Concept of Notoriety

2.8 Definition and significance of brand awareness and notoriety in the context of marketing

Brand awareness is "the ability of a customer to recognize or remember that a brand exists and belongs to a certain category of products" (Chaffey, 2019). Brand awareness therefore represents a measure of the degree of memorization of a brand by customers. (Foroudi, 2019). In other words, it is about the probability that the name of a brand comes to an individual's mind and more particularly the ease with which the latter thinks about the brand (Gillpatrick, 2019).

“Notoriety measures for a brand the fact of being known or recognized by consumers. The notoriety of a brand can be associated with an image perceived more or less positive or negative” (<https://www.definitions-marketing.com>)

“Notoriety is a marketing term used to define the popularity of a brand. A percentage can be used to determine how many respondents really know a given brand. The definition of this notoriety revolves around three levels of recognition, making it possible to obtain more detailed statistics” (<https://www.textbroker.fr>)

Brand awareness and notability are extremely important in marketing as they dictate how consumers behave and how they perceive a brand. Great brand awareness is a key factor that prompts consumers to consider and buy a brand because they have recognized and recalled it when purchasing products. Standing out, however, gives a brand its reputation and is the brand's visibility among the target market. It earns the trust and reveals the loyalty of its customers. All these elements help to build brand strength, uniqueness, and competitive advantage. Through investing in strategies for brand visibility and reputation, companies will be able to build on their market position and create lasting customer relations with a view of driving their business growth in the long-term.

2.9 Different levels and dimensions of brand notoriety

Brand fame, which is a multilevel and multidimensional phenomenon, is constituted by all of the reputation and visibility-related components that are crucial for a brand image in a target audience.

In fact, brand notoriety is an indicator of how much recognition and public understanding of a brand they have. This includes both aided and spontaneous recognition. It is aided by recognition when consumers produce a brand upon exposure to a cue or context, and spontaneous when consumers indicate a brand upon being cued or prompted.

Besides the mere recognition, the brand's notoriety reaches the point of embracing the views of the brand's qualities, values and associations (Poradova, 2020). These include elements including the brand's reputation, credibility, and integrity that shape consumers' attitudes and patterns of behavior towards the brand (Holliman, 2018).

The second aspect of this brand notoriety is association with visibility and presence at various channels and touchpoints. In addition to the offline channels which consist of traditional media and retail stores that have the online channels that include websites, social media platforms, and search engines. An effective strategy across these platforms results in increased brand popularity and involvement of the target segments (Miller, 2015).

Furthermore, brand notoriety is a complex term which refers to recognition, perception and presence among consumers, all of which are imperative for building a reputable and long-lasting brand identity, particularly for consumers (Luo & Xie, 2021). Different levels of brand notoriety are illustrated in the figure below.

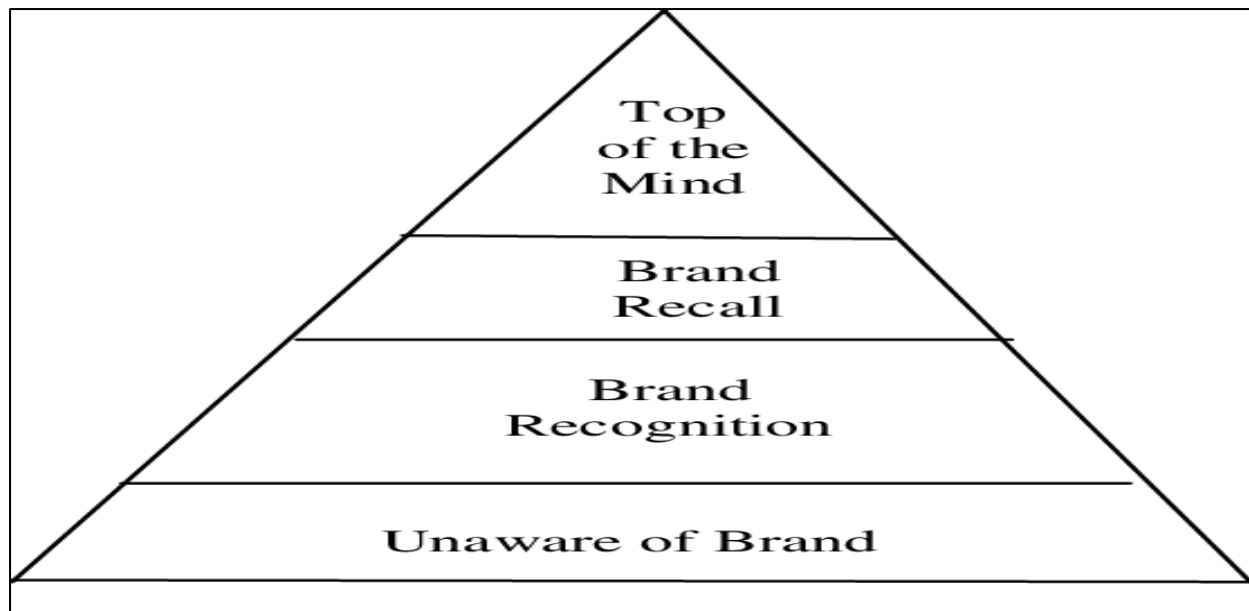


Figure 7: Different levels of notoriety

Source: The Awareness Pyramid. Source: Aaker (1991), Managing Brand Equity: Capitalizing on the value of a brand name. New York. The Free Press.

2.10 Challenges and issues related to enhancing brand notoriety:

Improving brand reputation is a complex task that encounters several barriers and problems for companies that seek to be more recognizable and reputable among their consumers.

One of the major challenges however is the crowded and competitive marketplace in which numerous brands go for the same customers' attention and engagement. Amid the diminishing attention span and proliferation of channels and platforms that advertisers use, gaining attention from and awareness on the part of the consumers is, indeed, a big obstacle for brands (Miklosik & Evans, 2020).

Further, it can be difficult to keep both consistency and coherence among different brand's touchpoints and channels, especially for large organizations that might have various product lines and geographical spread. There could be inconsistencies in the messaging, branding and the customer experiences that will be detrimental to the reputation of the brand (Lou & Xie, 2021).

The second issue lies in the fact that the digital realm is very dynamic and that the consumer minds, choices, and technology developments are constantly changing. Brands must be agile and adapt their

strategies and approaches in order to continue to keep pace with consumer's evolving expectations and the growth of digitized platforms (Miklosik & Evans, 2020). .

Moreover, the bad press, crises or controversies would wreak havoc on the brand image—known as reputational risk—which is much more dangerous to organizations in this day and age. The governance and risk reduction mechanisms must go hand in hand with active communication, transparency, and a robust crisis management framework (Ho et.al., 2020).

Therefore, an overall approach which is strategic, integrated, involves consistency in the message, puts customers at the center, and which is agile and proactive in reputation management is required to overcome the challenges and issues of the brand building (Ho et.al., 2020).. Through the solutions of these difficult challenges, brands will enhance their reputation and create a better relationship with their loyal consumers.

2.11 Case Studies in Brand Notoriety Enhancement:

There are a number of case studies and case examples which illustrate the effective ways of brand notoriety growth in the different industries. As an instance, the "Just Do It" slogan of Nike, renowned for its motivational messages and variety of celebrity endorsements, has exploded the brand to global hegemony and dominance in the sports apparel market (Leduc, 2022). Effectively, Coca-Cola's famous brand identity and touching advertising campaigns are two of the reasons that have helped turn it into a global leading soft drink brand.

In terms of the digital space, Airbnb's user-generated content and community-oriented strategies have created a powerful customer brand loyalty and advocacy among its customer base. Besides, Dove's "Real Beauty" campaign has debunked stereotypes about beauty and managed to gain worldwide popularity with its positive slogan (Allen, 2022).

Such case studies prove the significance of originality, emotional engagement, and customer engagement in creation and maintenance of the brand fame. By aligning their messages with the values and aspirations of consumers brands gain lasting customer loyalty and create long standing connections amongst their target groups.

Section 3: Content Marketing: A Lever of Notoriety

2.12 Correlation between content marketing efforts and brand notoriety

The link between content marketing performance and brand fame is majorly defined by many factors. Content marketing as a weapon of choice avails marketers a massive field in which to increase brand visibility, engagement, and reputation among their consumers. Brands can achieve this by publishing influential, relevant, and consistent content that would make them a voice of authority in their respective fields and thus increase their status on the perceived expertise and credibility scale (Lou & Xie, 2021).

Also, content marketing provides a chance for a brand to engage with the consumers at a deeper level through their needs, interests, and problems. Using informative articles, funny videos, and interesting social media posts will help brands develop a deep bond and trust with their audiences over a long period.

Moreover, the implementation of creative and intelligent content marketing strategies leads to a jump in the number of visitors who come through organic channels and grow search engine ranking and amplify brand awareness on many digital platforms (Ho et.al., 2020).

2.13 Significance of content marketing in addressing brand awareness and notoriety

Content marketing is pivotal in addressing brand awareness and notoriety through the creation and distribution of valuable content that is aligned with the target audience's point of view. By developing news articles, interactive videos, eye-catching social media posts, and other content materials, companies can promote their knowledge, values, and offerings to attract prospects easily (Luo & Xie, 2021).

Through delivering regularly relevant and useful content brands can position their brands to be seen more consistently across different digital platforms so they can gain wider visibility, attract new audiences and expand their reach. Furthermore, brand positioning is enabled by content marketing which enables it to be perceived as an industry leader and thought leader, thus enhancing trust and credibility.

Besides, content marketing helps to form how a brand is seen by its audiences and consumers through the perception it puts in peoples' minds. Via regular delivery of content which is consistent with the

brand's values, and if it interacts with the brand's audience, brands can build their reputation and create a good brand image.

In essence, content marketing is a potent weapon for creating brand awareness and notoriety, thus connecting brands with their audience on a much closer scale and making them competitive in a crowded space.

2.14 Case studies illustrating the influence of content marketing on brand notoriety

A few case studies and practical examples which are illustrated on screen demonstrate the influence of content marketing on a company's reputation. Thus, for example, Red Bull takes tumbling down the cliff, acrobatic acts of adrenaline, a kind of adventure sports which gives the brand worldwide acknowledgment and supremacy in the energy drinks segment. Through producing catchy videos, sponsoring extreme sport events, in addition to uploading enriching content on its website and social media platforms, Red Bull has effectively created a fervent community of supporters and become an actual lifestyle brand (Bytyqi & Vardari, 2021).

In a parallel trend, the inbound marketing approach of HubSpot, placing content creation to attract and engage the potential customers as a cornerstone, has equally caused HubSpot to have higher brand awareness and authority in the digital marketing field. HubSpot has nailed it with its extensive blog, helpful resources, and thought leadership content and now everyone considers it as a reliable advisor and a "go-to-resource" for marketers globally. The studies based on a case serve to highlight the disruptive influence of content marketing on the image of the brand and its dominance in the market.

2.15 Analysis of customer experience and its role in enhancing brand notoriety

Customer experience is a critical element that determines notoriety of brands because it is what determines the way customers perceive and interact with the brand. Customers, satisfied with what they experience, stay loyal, become loyal customers and are the ones who encourage and speak for the brand. Brands that focus on customer experience know that the key to this is the consistent, personalized interactions across all touchpoints, including: initial customer engagement, pre-sales, and post-purchase support (Das, 2021).

Brands can generate exceptional customer experiences that are unique, therefore creating memorable encounters that set them apart from other competitors through delighting the customers' expectations (Miklosik & Evans, 2020). Customers who are happy are more likely to spread their

positive stories to others, they become the market ambassadors, reaching more public with word-of-mouth referrals and social media participation.

Also, highly negative customer experiences can irreversibly hurt the brand's reputation and bring its recognizability down considerably. Brands should act before unhappy customers or prospects speak out (Figueiredo, 2018). The demonstration of commitment to customer satisfaction and improvement must take place through the conversation with customers.

To sum up, brand reputation cannot be achieved without attention being given to customers' experience in the marketplace where competition is fierce. These brands "put people first" and give high-quality customer experiences are more likely to get the trust and loyalty of their customers (Das, 2021)). These customers will in turn purchase more of the brand's products, leading to lasting success and growth.

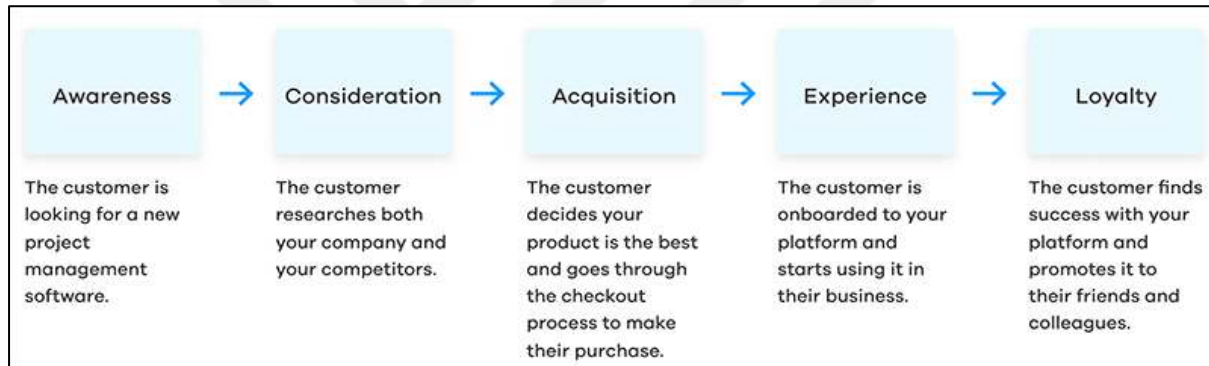


Figure 8: Customer interactions

Source: <https://ujet.cx/blog/10-common-customer-interactions>

Figure 8 shows customer interactions, stressing upon the pivotal role of prioritizing customer experience in cultivating brand reputation and fostering trust and loyalty among consumers.

2.16 Role of influencer marketing in amplifying content marketing efforts and brand notoriety

Influencer marketing has become an effective tool of text marketing and brand recognition because it utilizes the authority and high reach of important individuals within particular groups or sectors. Brands can benefit from partnering with influencers by reaching out to the influencers' dedicated audiences which makes it easier to spread the brand's content and engage customers. Through the partnership with influencers who have the same brand values and focus on the specific customer groups, brands can let these products or services have an enhanced endorsement, so the brand

awareness and credibility can be improved (Das, 2021). On top of that, influencer promotion is a great way to provide social proof, thus, assuring brand reliability and increasing consumer attention and engagement.

Furthermore, influencer marketing enables brands to be more human, which makes them more relatable and relatable to customers. Influencers usually share their sincere, personalized statements which their followers will relate to, thus, creating an authentic bond between the brands and potential customers. Brands can successfully use influencers to reinforce their content marketing with an aim to enhance brand visibility, associations and sales in the end. Generally, influencer marketing can be considered to be a dynamic game changer that amplifies content marketing efforts, extends brand reach, and enables the creation of a deep and strong interest online.

Conclusion of Chapter 2

In chapter two, content marketing strategies that enhance a brand's reputation were highlighted. Through an analysis of the main components, examples from the case studies, and the relationship between content marketing activities and brand awareness, several useful information about the importance of strategic content deployment and distribution were discovered. From influencer marketing to customer experience, various areas involved in building up the brand image and reputation were all looked at.

The essence of content marketing strategy as a growth generator for brand notoriety cannot be underestimated, as it is the medium through which brands build loyalty with customers and stand out in a competitive marketplace. In Chapter 3, contextualization of content marketing within a specific organizational setting is discussed, with an emphasis on how its implementation and outcomes can be distinguished from general trends due to the dynamics of the selected context.

CHAPTER 3: CONTENT MARKETING WITHIN YVES ROCHER

3: Introduction

The purpose of this chapter is to present this provisional research model from the literature. Indeed, the context will be explained and the state of play as well as epistemological positioning and research methodology by treating the approach followed. In a second section, exploratory qualitative study will be presented to focus on a method of semi-directive interviews with managers of the Yves Rocher company in order to draw the final conceptual model. And finally, in the last section, the quantitative study is presented, synthesizing these results and recommendations. The structure of Chapter 3 beginning with an introduction that elucidates the research context, epistemological positioning, and methodology is illustrated in figure below. .

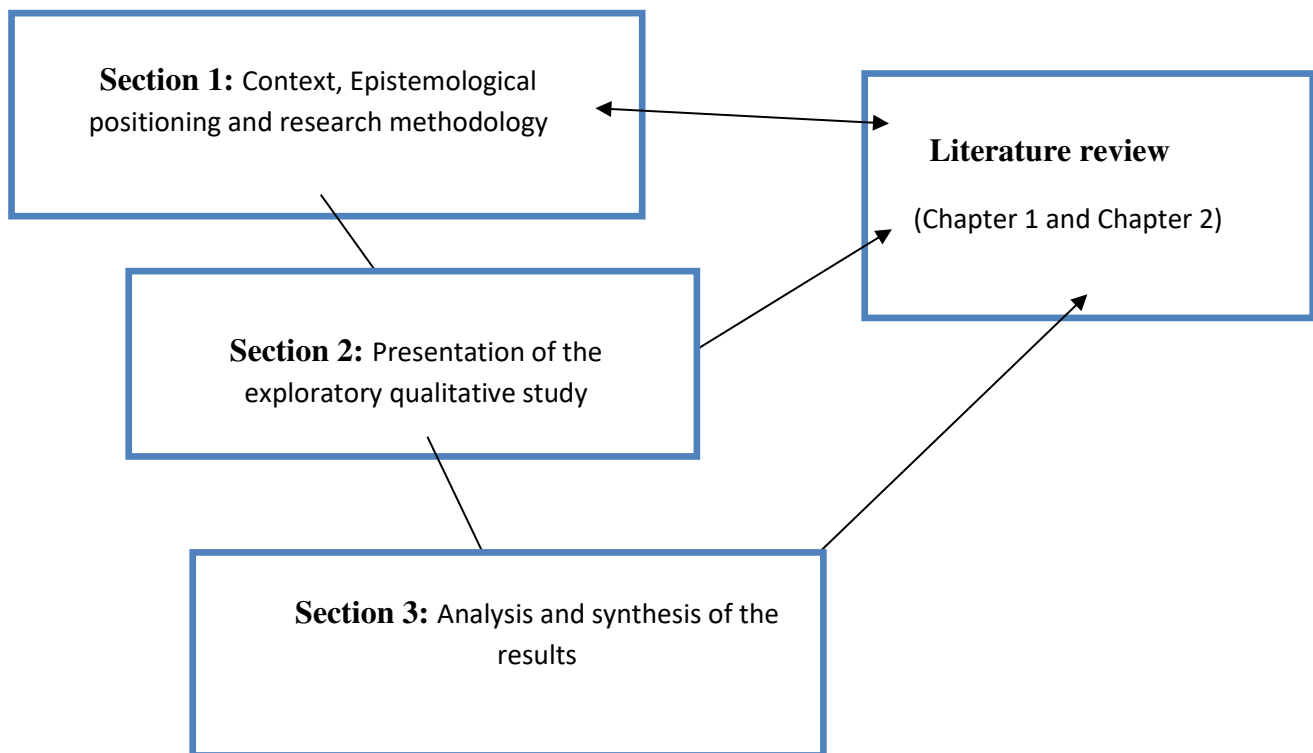


Figure 9: Schematization of the plan of Chapter 3

SECTION1: CONTEXTUALISATION AND RESEARCH PROTOCOL

3.1. RESEARCH CONTEXT

I. State of study: Content marketing in Morocco and the cosmetics sector

a. Content marketing in Morocco

The main certainty when it comes to digital marketing is that there is no single recipe for ensuring the success of a company. The national and international environment is constantly changing. The rapid and continuous evolution of technology, competition and consumer behavior, among other factors, explains this strong dynamic. The current coronavirus epidemic, covid19, has stimulated digitalization and changed consumer behavior in a significant and irreversible way.

However, this does not prevent us from providing a theory, a technique and basic guidelines (best practices) for the development of content marketing. The notion of "Test & Learn" or experimental approach starts from hypotheses whose results must be monitored in real time using analytical tools in order to improve them.

Moroccan companies are active on social media and are making significant investments there. Even without a well-thought-out marketing strategy, they maintain a dynamic presence on social media and they integrate all kinds of digitalization, thus following a new global trend that considers digital tools as an integral part of a brand's marketing strategy.

As far as content marketing is concerned, Moroccan companies call on specialists, such as the Community manager, to manage content and pages on social networks. Throughout the year, digital communication professionals manage the pages of major brands and take care of the creation of content to be set up and shared, on social media and on websites.

Speaking of content in Morocco, it cannot pass by without mentioning the example of INWI, one of the first Moroccan brands to cross the levels by producing its first web series in 2012 called

Switchers. This series was considered a real digital revolution at the time, and certainly brought the brand closer to a predominantly young and trendy target.

b. Content marketing to the cosmetics sector

The world of beauty, and more particularly the digital field, confronts cosmetic brands in search of sharp and very precise targeting with adapted and individualized messages. Traditional communication has long been denounced due to the inaccuracy of targeting and the impression of uniform and lifeless déjà vu.

Originality and, above all, uniqueness of communication are the order of the day. What better method to reach this audience than to put yourself in their shoes? In this regard, content marketing is becoming important for companies that operate in the cosmetics sector. Nothing is cleverer than updating this digital approach in a world full of emerging trends and putting content marketing at the center of digital tools. Thanks to personalized content, both informative, entertaining or educational.

Here are some ways that appear important for content marketing in the cosmetics sector:

Video content: tutorials that present a particular hairstyle, a type of makeup, the use of a product, etc. On the one hand, it communicates with the target audience, and on the other hand, it is content that is widely shared and viewed. In addition, when brands create this type of content, it allows them to demonstrate the experience of their specialists in a very visual way.

Images and photos: Visuals are incredibly attractive and are the second most shared type of content online. Making customers want to use the brand's products and fantasize about them is crucial in the cosmetics sector. Image marketing is the ideal instrument for this.

Articles: Content presenting the most recent trends, an interview with a personality in the sector, the introduction of a new product or a new method or tip, etc. The creation of written content (text) helps to seduce the customer and win his allegiance.

Creative collaborations with influencers: Nowadays, it is essential to have attractive content on social media. These are the ideal resources to offer this inspiration. Beauty product companies should make the most of their existing customer base in order to benefit from the content on their channel, inviting their followers to post photos of how they are enjoying their products. And encourage them to come to their stores. NYX acknowledged the "phygital" approach, marrying the physical store experience with the digital world. . Customers of NYX, owned by L'Oreal, were encouraged to scan

barcodes with their phones in store to access product information and see how other customers were using their product using the hashtag on Instagram.

Virtual online experiences:

The growing popularity of online shopping across different product domains points to the need for e-commerce platforms to address the questions and issues consumers used to handle in physical stores. While in the beauty industry product selection is frequently based on personalized testing and visual compatibility, this, thus, gives rise to a special case. VX performance is still at the early stage and its features are not enough to satisfy the more and more impatient buyers for maximal revelation. Sephora's virtual artist tool as a part of integration which allows consumers to digitally test shades on their desktop or smartphone is a notable effort in this direction. While realistic and accurate digital makeup tools are somewhat available, an area still worth focusing on is making them as realistic and accurate as possible, as per the results of most studies pointing at a certain gap between digital and real makeup trials influences. However, the experience may not be as realistic as an in-person makeup trial.

c. Presentation of Yves Rocher and his marketing strategy

Yves Rocher's subsidiary in Morocco is an import and distribution company founded in Marrakech in 1991 with 88 sales locations and more than nearly 400,000 consumers.

Yves Rocher Morocco, which has its own stores, under free management, and franchisees, uses its marketing strategy and its constant presence of sector managers in the points of sale to create and cultivate a marketing culture respectful of the Yves Rocher brand.

Support and initiatives aimed at promoting and developing human resources in accordance with the values and fundamental principles of the organization go hand in hand with the maintenance and development of this network.

All the essential departments of the company - finance, human resources, marketing and logistics - are gradually included in the strategy.

Yves Rocher's main clientele is female. However, it is difficult to categorize it in terms of age groups: All ages are covered by Yves Rocher

By offering product lines adapted to each age group, Yves Rocher caters to all demographic categories. Young girls, adults, elderly women and teenagers can all find the ideal product at Yves Rocher.

Table 1: Presentation of Yves Rocher Morocco (basic information)

Company name	Yves Rocher Morocco
Legal status	One-person limited company
Name of the current leader	Antoine Robert du Boislouveau
Name of the founder	Yves Rocher
Sector of activity	Cosmetic
Branch	Vegetable cosmetics
Registered office address	Lot 89 bis, Azli industrial district, P.O. box 552-Marrakech
Tax and social identification	06500605
Tel	05 24 49 65 08
Fax	05 24 49 13 81
Website	https://www.yves-rocher.ma/

d. Marketing strategy of Yves Rocher

A close relationship with the customer is the foundation of Yves Rocher's marketing strategy. The company strives to forge a strong and lasting bond with each of its customers. The objective of the company has been to democratize the beauty of women since its creation. To do this, Yves Rocher offers fair prices and an attractive reward program. The company wants to get even closer to its customers, and proximity is a key element of its customer relationship marketing strategy.

In order to maintain its status as Yves Rocher, carries out customer satisfaction surveys and designates leisure and well-being places in its stores. The company is committed to protecting nature and the environment, without forgetting the plant cosmetics which are based on the identity of Yves

Rocher. It was the first company to create a spa with 100% organic treatments and it has actively participated in the protection of endangered animal species.

Yves Rocher's marketing strategy is therefore structured around three axes: - Plant-based cosmetics and the commitment to sustainable development that accompanies it. The good quality-price ratio, or the sale at the right price in order to respect the company's philosophy, which consists of "democratizing beauty", refers to the happiness of customers, thanks to countless product tests and experiences.

In addition to print and television advertisements, Yves Rocher also uses the Internet and mobile devices to effectively distribute his content. After Amazon, the company's website has been ranked by OC&C as the second most attractive site in France. Recently, Yves Rocher has carried out a complete overhaul of its content in order to develop its visual identity and its perception among its audience.

II. OBJECTIVE, PROBLEMATIC, HYPOTHESIS AND RESEARCH MODEL

3.2. Research objective

Objective is to study and understand the role that content marketing plays in the development of brand awareness (Branthwaite & Patterson, 2011). The objective of this project, on an academic level, is to deepen the understanding of content marketing and by the same token, that of notoriety and the relationship between these two concepts. So to know how content marketing can influence visibility and brand image. On a managerial level, this research makes it possible to demonstrate to marketers the influence that content marketing can have in order to improve notoriety, while confirming the importance of content and the adoption of effective strategies in terms of influencer marketing, SEO, SEA

As for the practical plan, the objective is now offered to the Yves Rocher company knowledge on how consumers perceive their content, and more particularly is what these contents have allowed to boost their notoriety. Based on this, another objective is to research and understand if individuals manage to recognize the brand and have positive attitudes towards the brand to follow up on the recommendations of the influencers with whom the company cooperates and to discover the main problems related to the brand's content: what is the level of content marketing within the cosmetics sector! Since the Yves Rocher brand strives to incorporate powerful tools of great communication

practice, content marketing is certainly one of them, which is why it is important to see how consumers themselves consider it in order to develop an easier strategy and build their brand.

3.3 Research problems

Companies adopt any form of content marketing in order to promote their product, service or brand. Highly acclaimed by companies, influencers and the quality of the content seem to constitute the ideal tool in terms of content marketing. In fact, they are perceived as less intrusive than traditional marketing techniques (Hsu, Chuan-Chuan Lin, Chiang, 2011).

Today, it is necessary to power several platforms to maintain contact with its audiences, in a context where competition is fierce and access to digital tools is unlimited. This training aims to strengthen current skills in web marketing strategy. More concretely, it will allow participants to develop a content strategy, to train in more technical concepts on the production and dissemination of content but also to familiarize themselves with the main digital tools for the creation and dissemination of online content.

On a daily basis, more and more companies are adopting content marketing and collaborating with influencers. Realizing the magnitude of this parameter and their influence on brand awareness, it wanted to examine and dig into the following problem: "What is the contribution of good content marketing practices in improving brand awareness? »

This problem then amounts to answering the following sub-questions:

- What is content marketing?
- What value does it really bring to a brand?
- What is the relationship between content marketing and inbound marketing?
- What are the levels for the success of a CM strategy?
- How to optimize the customer experience through the CM?

3.4 Research methodology:

First of all, an in-depth literature review was conducted to formulate the hypothesis for this thesis and to understand the relationship between content marketing strategies and their influence on brand notoriety. In this review, it combined studies that assessed the effectiveness of content marketing and influencer marketing regarding enhancing brand awareness, reputation, and the perception of a business among its target audience. Figueiredo (2018) have shown that a good content marketing strategy is strongly linked to higher brand awareness, which is among the most important factors for content success. It depends on the quality, relevancy, and consistency of the content. In addition, Gardner (2006) research on inscrutable marketing indicated its influence on magnifying brand messages, which implies that sincerity of influencer content and their brand values are two factors that affect the consumers' attitudes and engagement (Das, 2021; Zhou et.al., 2021). These conclusions are the basis for the hypotheses that are going to be proved empirically, reflecting the detailed interrelations between the used content marketing strategies, influencer marketing and their combined influence on the growth of the brand.

3.5 Research hypotheses

The main question of this research, as specified above, is the following:

Hypothesis	Description
H1	<i>Content Marketing Strategy's Influence on Company Notoriety:</i> There is a significant positive relationship between the implementation of a content marketing strategy and the enhancement of company notoriety. This hypothesis aims to explore how strategic content marketing efforts contribute to increased awareness and recognition of the company's brand.

H2	<i>Influencer Marketing's Role within Content Marketing:</i> The integration of influencer marketing within a content marketing strategy significantly strengthens the company's reputation. This hypothesis examines the effectiveness of influencer marketing as a component of content marketing in elevating the company's stature and reputation in the market.
H3	<i>Influencer Content and User Experience (UX) Perception:</i> There is a significant positive influence of the content disseminated by influencers on the improvement of the user experience, thereby enhancing brand awareness and image. This hypothesis assesses how the quality and relevance of influencer content can alter customer perceptions and improve their overall experience with the brand.

Table 2: Summary of the Hypotheses

Hypothesis	Description	Independent Variable(s)	Dependent Variable
H1	<i>Content Marketing Strategy's Influence on Company Notoriety:</i> There is a significant positive relationship between the implementation of a content marketing strategy and the enhancement of company notoriety.	Content Marketing Strategy (use of relevant, valuable, and consistent content to engage the target audience)	Company Notoriety (level of awareness and recognition of the company's brand among its target audience)

H2	<i>Influencer Marketing's Role within Content Marketing</i> The integration of influencer marketing within a content marketing strategy significantly strengthens the company's reputation.	Influencer Marketing (as part of Content Marketing Strategy; the strategic collaboration with influencers to distribute content)	Company Reputation (perceived value and credibility of the company in the market)
H3	<i>Influencer Content and User Experience (UX) Perception</i> There is a significant positive influence of the content disseminated by influencers on the improvement of the user experience, thereby enhancing brand awareness and image.	Influencer Content quality, relevance, and alignment with brand values)	User Experience (UX) Perception (customer's perception and interaction experience with the brand, affecting brand awareness and image)

3.6 Research model

The research model of this thesis functions as a schematic representation of the theoretical principles which direct the study of content marketing strategies and their influence on brand-fame. Central to this model are two primary variables: as an independent variable, content marketing strategy and dependent on it, brand notoriety.

The model illustrates the hypothesized relationships among these variables: The model is visually depicted through a diagram that clearly illustrates the hypothesized relationships among these variables:

Content Marketing Strategy: It is an independent variable on the other hand a lot of elements are included i.e. content creation, distribution and influencer collaboration. The business argues that this plan is ideally direct to brand reputation.

Influencer Marketing Strategy: As the influencer marketing is embedded in the broader content marketing strategy, it is highlighted here because it is a quite powerful element with a large influence on results of content marketing activities.

Brand Notoriety: The outcome-of-interest measure which is a dependent variable. It is evaluated in the dimensions of rise in brand awareness and better quality of the brand image.

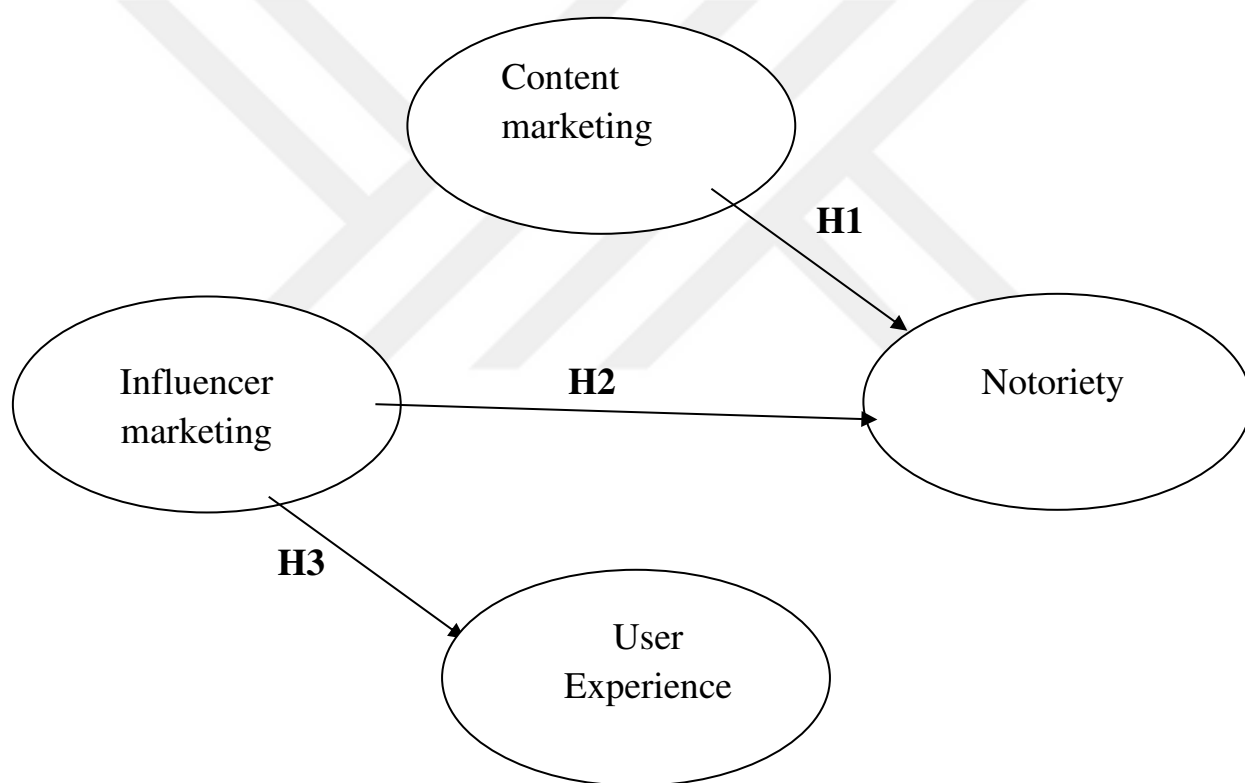


Figure 10: Research model

The diagram encompasses the arrows that are directed from content marketing strategy towards brand notoriety and these arrows suggest the supposed positive effect. Further, the arrow from influencer marketing strategy to brand visibility represents the mediator which objects to intensifying the influence of content marketing on brand visibility.

This model is research-based, which delineates the theoretical framework for the empirical study, defining how the hypothesized relationships between variables will be tested using the qualitative research strategies. An example of such a mode is an expectation that the best content marketing strategies, mainly when they are combined with influencer marketing, can largely help to increase the brand notoriety.



III. EPISTEMOLOGICAL POSITIONING AND RESEARCH METHODOLOGY

3.7 Epistemological positioning

The interpretivist paradigm aims to understand the way in which the researcher constructs the meaning he gives to reality. The position of interpretivism through epistemology is that interpretivists believe that reality is multiple and relative (Hudson & Ozanne, 1988). However, interpretivists escape the rigid structural frameworks such as those employed in positivist research which adopt more personal and flexible research structures.

In this research, this mode of reasoning will verify the existence of influence/influence relationships between content marketing practices in the cosmetics sector and notoriety by focusing on its different dimensions.

3.8 Research methodology

The methodology of this thesis is developed to discover the complex interplay between the content marketing approaches and brand fame on a qualitative research framework. To do this, and at the level of this research, a documentary study is started using a deductive approach with the aim of obtaining knowledge as a basis for theoretical selection. After starting the theories, new empirical data were collected through an exploratory qualitative study.

3.9 Exploratory Study and Deductive Approach

Firstly, exploratory research is made which combines deductive types. This phase is marked by a careful examination of prevailing literature, theories and models including those concerning content marketing and brand notoriety. The goal of this part is to lay out a solid theoretical logic that will guide the empirical investigation. By means of this procedure, among related theories and concepts, the most appropriate ones can be selected thus constituting a basis for more focused empirical data collection.

3.10 Exploratory Qualitative Study

Next, new empirical information is acquired through exploratory qualitative study. During this stage of the research the analysis becomes more thorough to understand the real utilization of the technique of content marketing and how this affects a company's prominence.

3.11 Sampling Strategy and Data Collection Strategie

Study is accomplished by using purposive sampling to select people with a direct contact with the content marketing strategies, such as marketers, brand managers, and people who are influential. Semi structured interviewing is used in data collection methods to allow for flexibility in the participants' perspectives while ensuring that all the relevant issues are covered.

IV. Coding Process Details: Disclosing Patterns and Themes

In this study, MAXQDA software was utilized thoroughly in the coding procedure adopting an inductive approach of coding with verbatim interview transcription. The codes were created organically from the data without specified categories at first. At the progress of the analysis, the codes were gradually revised and grouped systematically to themes, thus a thematic coding method was presented which was consistent with the research questions of the study. The multilevel coding allowed us to study the content in detail discerning both overall and particular patterns. Verification of intercoder agreement was achieved to enhance coding reliability by holding regular meetings and confirmations among research team members.

V. Connecting Coding to Research Questions:

The coding process, the core of this study, was instrumental in producing insights which corresponded to these research questions. Systematic analysis of interview transcripts resulted in the emergence of recurrent themes and patterns thus providing context to the working dynamics of content marketing within the cosmetics industry. These particular codes that arose naturally out of the data were deeply intertwined with this research topic both in the sense that they reflected concepts it were interested in studying such as inbound marketing or content creation strategies as well as in the sense that had a bearing on them, for instance, through an influencer's role in product promotion. Thematic analysis made it to connect the emergent codes and the objectives, resulting in reasonable interpretations, and conclusive findings.

SECTION 2 PRESENTATION OF THE EXPLORATORY QUALITATIVE STUDY

I. OBJECTIVE OF QUALITATIVE STUDY

The qualitative research approach is the most appropriate. Indeed, the objectives of qualitative studies are: to answer the question: why, to gather ideas, to understand and examine the motivations.

II. METHODS OF COLLECTING RESPONSES

In this study, the technique of semi-directive individual interviews was used, preparing a list of questions as reference points that serve as a guide to the interview.

Interviews were carried out following an interview guide structured in six themes in order to collect the opinions of Yves Rocher managers about the subject of content marketing and its relationship with the notoriety of the company, with reference to the Yves Rocher company.

The six themes of this maintenance guide are grouped as follows:

- Introductory theme: Contains a theme named "Yves Rocher marketing practices"
- Refocusing theme: Is composed of the Yves Rocher theme and inbound marketing
- In-depth theme: This theme encompasses fthis themes that are the subject and the heart of this study; Yves Rocher Content marketing, Content on the website, Content on social networks and Yves Rocher and Influencer Marketing.

Indeed, the purpose of writing this interview guide, which contains 21 questions divided into 6 themes, is to guarantee the traceability of the questions asked during the interview.

III. Sample

This study focuses on a unique case sample. People occupying positions in marketing and digital communication will be addressed within Yves Rocher since they are best positioned to provide us with relevant answers. Goal is not to collect a large number of answers but rather to obtain background data, for this there is a sample of 3 people (BEGENDIK,2017).

The interviews were conducted between June 22 and June 27, 2023. They were carried out either face-to-face, or by videoconference via google meet.

The table below summarizes all the interviews carried out:

Table 3: Procedure and sample of the interview

Interviewed	Position held	Date of the interview	Duration of the interview	Type
IMANSSAR Lamia	Director of marketing and communication	22/09/2023	35 min	Semi-structured interview (videoconference)
EL HILAL Amine	E-commerce and digital projects director	25/09/2023	40 min	Face-to-face interview
BITAR Widad	Public relations and digital communication manager	27/09/2023	30 min	Semi-structured interview (videoconference)

IV. METHODS OF ANALYZING RESPONSE

This research employed a thematic analysis approach for data analysis. Themes were developed from the codes. The codes were generated from the interview Transcript through the MAXQDA software. Subsequently, the code sets were subjected to thematic coding through subsequent coding. Lastly the

researchers were able to identify the underlying themes going by the data based on the coding and transcribed interviews.

The utilization of analytical software for qualitative research, for example, MAXQDA, has much rather become a necessity nowadays, as a lot of researchers turn to this kind of software in order to explore and interpret complex data. MAXQDA assists researchers in encoding a text needing just a few clicks, categorizing information, and evaluating visualizations towards generating an understanding of the data. The researchers employed MAXQDA as a platform for coding a qualitative analysis of senior managers' interviews with the aim of identifying some of the effective leadership strategies. Applying MAXQDA allowed researchers to deductively make the data categories, and compare participant responses as input in a chain process to identify rising trends and patterns Johnson et al. (2019). After the compilation of the answers, the speech of the interviewees is then analyzed, interview by interview and answer by answer. To do this, it is decided to resort to content analysis using the MAXQDA software.

SECTION 3: ANALYSIS OF THE RESULTS AND SYNTHESIS OF THE STUDY

1. RESULTS OF THE QUALITATIVE STUDY:

The interview guide carried out with 3 managers of the Yves Rocher company allowed us to gather answers in order to analyze them and draw conclusions and answers to these problems.

1: What does digital marketing mean for this entity?

Participant 1: Mrs. IMMANSAR Lamia

- Digital marketing is essential for maintaining close customer relationships and enhancing visibility through web communication and digital strategies.

Participant 2: Mr. AL HILAL Amin

- Digital marketing is crucial for post-crisis business growth, allowing wider audience reach and cost-effective strategies.

Participant 3: Mrs. BITAR Widad

- Digital marketing encompasses actions to communicate the corporate culture and engage the community, recognized as crucial for commercial activity.

2: What are this entity's marketing strategies?

Participant 1: Mrs. IMMANSAR Lamia

- The entity employs digital communication strategies including social media, mobile marketing, website optimization, and email campaigns to engage and retain customers.

Participant 2: Mr. AL HILAL Amin

- Strategies include natural and paid referencing, content planning, and email campaigns, tailored based on customer satisfaction and feedback.

Participant 3: Mrs. BITAR Widad

- The entity focuses on awareness campaigns through the Yves Rocher Foundation and collaborates with influencers in the cosmetics field.

3: And on what basis do you define this entity's marketing actions?

Participant 1: Mrs. IMMANSAR Lamia

- Marketing actions are based on collaboration with marketing and sales teams, consumer behavior studies, and analysis of the internet and external environment.

Participant 2: Mr. AL HILAL Amin

- Marketing actions are determined by e-commerce customer satisfaction and opinions to ensure effectiveness.

Participant 3: Mrs. BITAR Widad

- Marketing actions are grounded in an inbound marketing approach aiming to create events, tell stories, and educate for better sales.

4: What do you hear about inbound marketing?

Participant 1: Mrs. IMMANSAR Lamia

- Inbound marketing represents an approach to acquiring new customers on the web, generating qualified traffic, and converting visitors into loyal customers.

Participant 2: Mr. AL HILAL Amin

- Inbound marketing is a visibility strategy aimed at attracting, federating, and retaining a community around the company.

Participant 3: Mrs. BITAR Widad

- Inbound marketing is an approach to attract target customers to products and create an emotional link between the brand and its targets.

5: In the same sense, what is the inbound strategy most adopted by Yves Rocher?

Participant 1: Mrs. IMMANSAR Lamia

- Content marketing is the most adopted inbound strategy for the company.

Participant 2: Mr. AL HILAL Amin

- The most adopted inbound strategy for the company is the SEO and content strategy.

Participant 3: Mrs. BITAR Widad

- Yves Rocher adopts content marketing, influencer marketing, and social media marketing strategies.

6: And for what reason?

Participant 1: Mrs. IMMANSAR Lamia

- Content marketing helps in strengthening the brand identity, credibility, and awareness.

Participant 2: Mr. AL HILAL Amin

- SEO and content strategies optimize website positioning and communicate offers to the public, thereby enhancing visibility and increasing turnover.

Participant 3: Mrs. BITAR Widad

- The strategies aim to bring the community closer and better understand the target audience.

7: What is the style of content that you consider the best?

Participant 1: Mrs. IMMANSAR Lamia

- Commercial content, informative content, and contests are preferred.

Participant 2: Mr. AL HILAL Amin

- Entertaining content, informative content, and inspirational content are deemed effective.

Participant 3: Mrs. BITAR Widad

- Brand utility, brand entertainment, and real-time marketing are valued.

8: What is the type of content that you value the most effective for this industry?

Participant 1: Mrs. IMMANSAR Lamia

- Video, customer testimonials, and newsletters are preferred by internet users.

Participant 2: Mr. AL HILAL Amin

- Blogs, articles, quizzes, and games are considered effective for the industry.

Participant 3: Mrs. BITAR Widad

- Audiovisual content, stories, and posts on social networks are deemed effective.

9: What are the steps being pursued for this content marketing strategy?

Participant 1: Mrs. IMMANSAR Lamia

- Identifying objectives, studying the market and target audience, choosing communication channels, and producing quality content.

Participant 2: Mr. AL HILAL Amin

- Using an appropriate "Tone of Voice," defining personas, and encouraging the generation of user-generated content.

Participant 3: Mrs. BITAR Widad

- Determining buyer personas, setting goals, deciding on marketing actions, specifying acquisition channels, and launching advertising campaigns.

10: What are the actions carried out at the level of the website in order to improve the experience of these customers?

- *Participant 1: Mrs. IMMANSAR Lamia*
 - Actions include ensuring minimalist, visually appealing content, optimizing text for keywords, professional and responsive design.
- *Participant 2: Mr. AL HILAL Amin*
 - Improvements entail enhancing navigation fluidity, usefulness, speed, accessibility, and attractiveness.

- *Participant 3: Mrs. BITAR Widad*
 - Actions involve creating a user-friendly interface, optimizing content based on customer satisfaction surveys and market trends.

11: On what basis did you rely to improve the content of this website?

- *Participant 1: Mrs. IMMANSAR Lamia*
 - Relied on studies with potential customers, satisfaction surveys, and following market trends.
- *Participant 2: Mr. AL HILAL Amin*
 - Based improvements on e-commerce customer satisfaction studies and opinions.
- *Participant 3: Mrs. BITAR Widad*
 - Improvements are guided by customer satisfaction surveys and trends adopted by other Yves Rocher websites.

12: In terms of the website, what are the indicators to measure this notoriety?

- *Participant 1: Mrs. IMMANSAR Lamia*
 - Indicators include organic visits, traffic share, volume and quality of incoming links, bounce rate, and visit duration.
- *Participant 2: Mr. AL HILAL Amin*
 - Measures include unique and regular visitors, time spent on site, bounce rate, and geography of traffic.
- *Participant 3: Mrs. BITAR Widad*
 - Notoriety is gauged by unique and regular visitors, bounce rate, and geography of traffic.

13: In terms of social networks, what are the channels that you adopt for the dissemination of this content?

- *Participant 1: Mrs. IMMANSAR Lamia*
 - Channels include Facebook, Instagram, and YouTube.
- *Participant 2: Mr. AL HILAL Amin*
 - Channels utilized are Facebook, Instagram, LinkedIn, and TikTok.
- *Participant 3: Mrs. BITAR Widad*
 - Social channels employed are Facebook, Instagram, LinkedIn, and TikTok.

14: And for what reason?

- *Participant 1: Mrs. IMMANSAR Lamia*
 - Selected channels align with the target audience's presence and preferences.

- *Participant 2: Mr. AL HILAL Amin*
 - Chosen platforms align with the target demographic's usage patterns and preferences.
- *Participant 3: Mrs. BITAR Widad*
 - Channels are selected based on the target audience's presence and engagement levels.

15: What is the form of content that you use the most on social networks?

- *Participant 1: Mrs. IMMANSAR Lamia*
 - Utilizes tutorial videos, image posts, live sessions, and stories.
- *Participant 2: Mr. AL HILAL Amin*
 - Posts reels, stories, and videos on social networks.
- *Participant 3: Mrs. BITAR Widad*
 - Prefers reels, stories, videos, and posts on social networks.

16: Surely, you have an editorial calendar, for these posts. How do you put this editorial calendar in advance?

- *Participant 1: Mrs. IMMANSAR Lamia*
 - Editorial calendar is determined by the marketing department and adapted to seasonal events.
- *Participant 2: Mr. AL HILAL Amin*
 - Editorial schedule is based on seasonal events and determined by the marketing team.
- *Participant 3: Mrs. BITAR Widad*
 - Calendar is adapted according to seasonal events and determined by the marketing department.

17: What is the content marketing tools that you opt for?

- *Participant 1: Mrs. IMMANSAR Lamia*
 - Utilizes Buzzsumo, Feedly, and Evernote for content marketing.
- *Participant 2: Mr. AL HILAL Amin*
 - Relies on Buzzsumo, Feedly, and Evernote for content marketing.
- *Participant 3: Mrs. BITAR Widad*
 - Utilizes Evernote, Feedly, and BuzzSumo for content marketing.

18: What are the reasons that drive you to use influencers?

- *Participant 1: Mrs. IMMANSAR Lamia*

- Influencers help increase awareness, sales, reach new customers, and target millennials.
- *Participant 2: Mr. AL HILAL Amin*
 - Influencers positively influence their communities, driving engagement and purchases.
- *Participant 3: Mrs. BITAR Widad*
 - Influencers help disseminate brand messages, increase visibility, and engage with target audiences.

19: Through which medium are you more responsive to influencers?

- *Participant 1: Mrs. IMMANSAR Lamia*
 - Influencers are most responsive through Instagram.
- *Participant 2: Mr. AL HILAL Amin*
 - Finds Instagram as the medium most responsive to influencers.
- *Participant 3: Mrs. BITAR Widad*
 - Observes that Instagram is the most responsive medium for influencers.

20: How do you choose the influencers you collaborate with?

- *Participant 1: Mrs. IMMANSAR Lamia*
 - Chooses based on relevance to brand values, engagement rate, and quality of content.
- *Participant 2: Mr. AL HILAL Amin*
 - Selects influencers based on activity sector, commitment, and content quality.
- *Participant 3: Mrs. BITAR Widad*
 - Criteria include sector of activity, engagement rate, and content quality.

21: Does the use of an influencer marketing strategy create a sense of notoriety?

- *Participant 1: Mrs. IMMANSAR Lamia*
 - Yes, influencer marketing enhances brand visibility and notoriety.
- *Participant 2: Mr. AL HILAL Amin*
 - Affirms that influencer marketing has brought benefits in terms of visibility and notoriety.
- *Participant 3: Mrs. BITAR Widad*
 - Confirms that influencer marketing contributes to the company's visibility and notoriety.

22: Can it conclude that this notoriety is earned through influencer marketing?

- *Participant 1: Mrs. IMMANSAR Lamia*
 - Influencer marketing is one of the contributors to brand notoriety, alongside other strategies.
- *Participant 2: Mr. AL HILAL Amin*
 - Attributes the improvement in brand awareness and perception to influencer marketing, among other strategies.
- *Participant 3: Mrs. BITAR Widad*
 - Acknowledges the role of influencer marketing in enhancing brand awareness and perception.



VI. Thematic Analysis for Qualitative Findings:

According to the MAXQDA single case model, these codes are used to produce the most influential codes. Using codes derived from participant responses, three primary themes were developed (appendix C). The MAXQDA24 trial version was used to construct the codes. Only in accordance with this, restrictions on homonym themes have been lifted, and codes that give exact meanings have been compiled under specific themes. There remained essentially three categories.

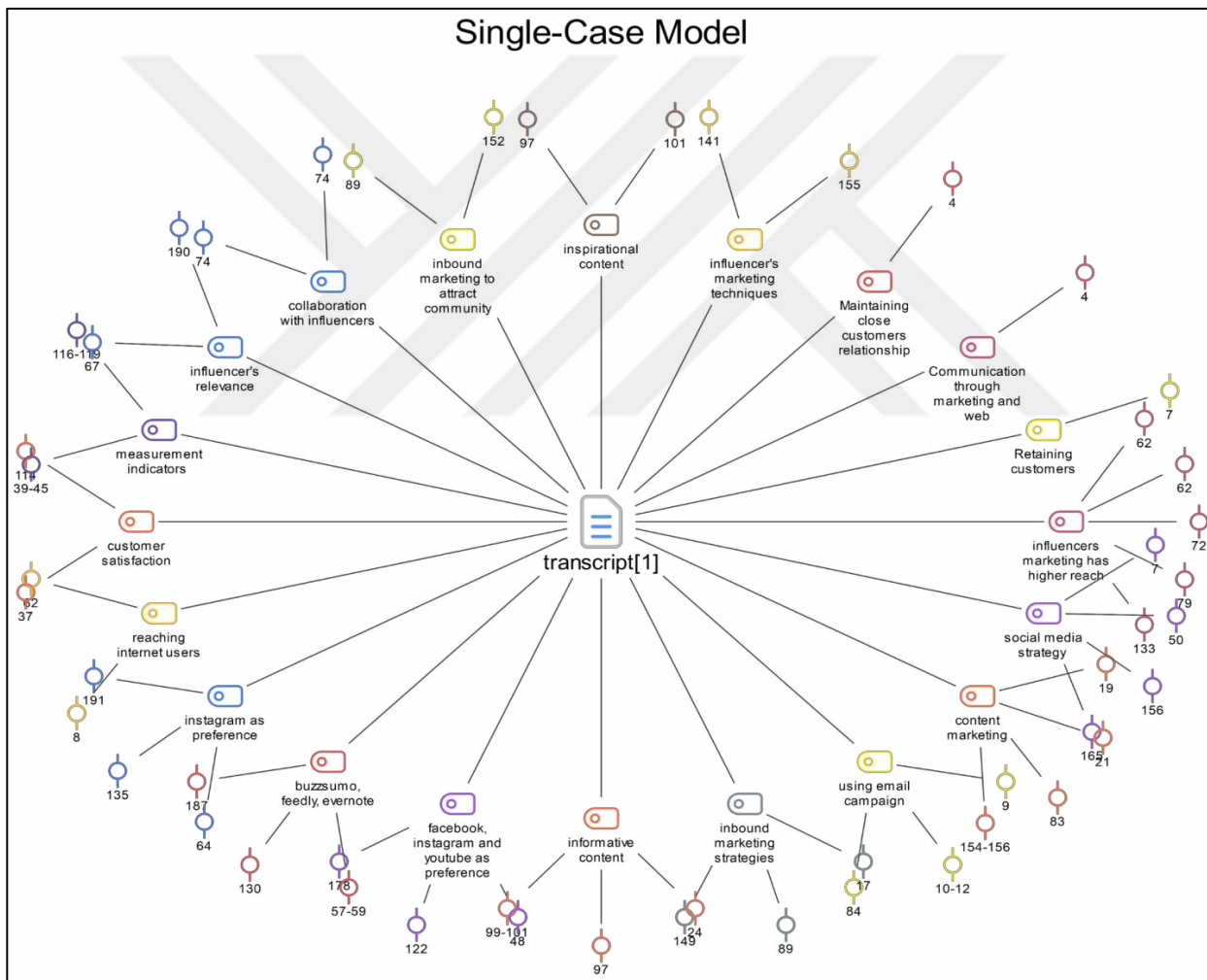


Figure 11: MAXQDA Single Case Model

This figure shows the code generated through MAXQDA for qualitative analysis.

Theme 1: "Influencer Marketing Strategy,"

The codes comprising this group are predominantly involved in different issues regarding influencer marketing. Consequently, there are some categories of influencers for brand promotion. These include setting up of collaboration strategy, relevance, engagement rate, and the influencer personality. Also, considering the reach and effectiveness of campaigns that are conducted by influencers. The pair of codes here are used to stipulate that for the company, this approach to using influencers as a marketing strategy is very vital and it shows that the integration of influencer marketing in brand visibility and engagement is very important.

Table 4: Codes constituting Theme 1

Codes
influencer's role
influencers for marketing
marketing actions
buyer persona and goals
careful influencer's collaboration
influencer's marketing techniques
visibility and notoriety
traffic generation
potential reach

influencer's relevance
collaboration with influencers

This theme provides an in-depth picture of the influencer marketing approaches of the company's marketing strategy. Participants highlighted the pivotal role of influencers in brand promotion and consumer engagement. They acknowledged the importance of carefully selecting influencers based on criteria such as engagement rate, relevance to the brand's industry, authenticity, and personality. The analysis covers the reasons for using influencers, channels of cooperation, the criteria of selecting the right influencers for this campaign and the influence s that influencer marketing delivers on brand awareness. In his analysis of these dimensions, the discourse highlights the main role of influencer collaboration in achieving the objectives of brand visibility, credibility as well as engagement.

Concerning the Reasons for Using Influencers, the Participants outlined their reasons for using influencer marketing, stating that influencers can have a positive influence on their community and can engage their target audience effectively. The substitution of their opinions emphasized a consistent awareness of influencers as propulsion factors for brand endorsement and customer bonding. It is stated in interview as:

"We believe influencers play a crucial role in engaging their communities and driving purchasing decisions."

Another participant stated that:

"Influencer marketing has been instrumental in elevating our brand's visibility and fostering a stronger connection with our target audience."

The respondents pointed out unanimously the main platform where they get impressed by influencers is Instagram. This implication will, thus, create an Instagram channel as a determinant factor for influencer relationship and brand marketing strategies.

In interview, it is stated as:

"Instagram has been our most responsive platform for influencer collaborations, where we've seen significant traction in audience engagement."

Regarding Influencer Marketing, the selection of influencers to collaborate with is an important decision. Following are some major factors that were taken into consideration: Type of work, followers engagement rate, followers' authenticity and lastly, quality of the content. This standard shows the way the company applies a strategic selection of influencers for partnership with the brand, influencers who are authentic for their target audience. It is stated in interview as:

"When selecting influencers, we prioritize their authenticity, engagement with followers, and relevance to our brand values."

By means of responses, the participants showed that influencer marketing, indeed, helps in making the brand known. They provide examples how it increases brand awareness, gives wider reach, and creates a favorable attitude of the target audience. The consensus among participants suggests that influencer marketing is perceived as an effective tool for elevating brand awareness and reputation. it is stated in the interview as: The consensus among participants suggests that influencer marketing is perceived as an effective tool for elevating brand awareness and reputation. it is stated in interview as:

"While influencer marketing contributes to our brand notoriety, it's part of a broader strategy aimed at enhancing our brand's reputation and reach."

Another participant stated:

"Influencer marketing has been instrumental in elevating our brand's visibility and fostering a stronger connection with our target audience."

While participants evidently found influencer marketing to be the main source of brand visibility, but at the same time also noted that this alone does not determine the brands' reputation. Contrary to this, marketers treated influencer marketing as a single element of the

overall marketing plan and treated it very seriously in the sense that it became one of the major constituents that could significantly increase brand recognition and consumer engagement.

Theme 2: Content Marketing and Social Media Engagement

This concept includes codes such as creating, distributing, and engaging content via social media sites like FB, IG, and Twitter. It comprises a lot of content generate codes (like posts, videos and stories) and also some strategies for content marketing, SEO optimization, and inbound marketing. Furthermore, the initiative thrives on codes involving social media strategies designed to spread the message and make the brand seen more often. The composite aim of these codes is to make sure that the created content is always admirable and that it engages the audience via the usage of various digital channels.

Table 5: Codes constituting Theme 2

Codes
posts
reels, stories and videos
LinkedIn and TikTok
videos, posts, stories and games
SEO and content strategy
inbound marketing to attract community

satisfaction of ecommerce
buzzsumo, Feedly, Evernote
omni present publications
implemented form of content
Facebook, Instagram and YouTube as preference
informative content
commercial content
social media strategy
communication through marketing and web
maintaining close customers relationship
appealing website designs
mobile messages campaign
increasing customers interests
retaining customers

While exploring content marketing and social media engagement, participants shared their experiences regarding the distribution of content across social networks, the types of content they prefer the most, their editorial planning approaches, and tools used for effective content marketing. Though the information was obtained from the answers to specific questions. Participants talked about exploiting Facebook, Instagram, LinkedIn and TikTok as primary marketing channels for them to reach out to the audience. Therefore, the statement, one of the participants said, "We choose Facebook, Instagram, YouTube, and LinkedIn for the distribution of our content", can be an example of a platform that the communicators pick depending on where their target audience spend their time.

When it comes to content type, tutorial videos, blog posts, stories, games, and contests were found to be engaging formats. One of them said: "Videos, posts, stories, tournaments, contests - these are all the forms of content we use the most." Moreover, they indicated they apply the principle of an editorial calendar, which one of the participants describes as follows: "Our editorial calendar is tweaked based on the events of the season." Participants also used various online tools to market their content, for example, Evernote, Feedly, when one of the participants said, "We rely on tools such as Evernote, Feedly, and BuzzSumo for content marketing." These tools are essential for content invention, organization, and planning and they are also great for content optimization strategy formulation.

From the interviews, the participants' remarks portray a strategic importance of content marketing and engaging with the public on social media. Utilizing the most effective platforms, developing engaging content types, keeping up with a well-organized editorial calendar, and utilizing specialized tools are all the objectives with which they aim to boost audience interaction and magnify the implementation of their content marketing agenda.

By way of their detailed explanations of channels they use to disperse the content, of sorts of content they prioritize, of their calendar tree practices, and of the content marketing tools they use, the participants demonstrate a purposeful and thoughtful approach to reach out to the audience through all the prevailing digital platforms. Through choosing the right channels, developing differentiated content formats, organizing regular editorial calendars, and utilizing the specialized tools, it is obvious that serious endeavors are being carried out with the aim of nurturing durable links with the target audience and improving the visibility of brands. The correspondence of the predicted factors to the participants' actual practices highlights the central role of content marketing and social media engagement in the modern online marketing strategies, hence providing the overwhelming evidence for the proposed hypothesis.

Theme 3: Measurement and Evaluation

The codes included in this category are the ones related to measurement of the effectiveness of digital marketing campaigns. Codes of this purpose involve KPI's performance, customer satisfaction metrics or the implementation of various types of content. The codes draw your attention to the company's performance evaluation process which enables marketers to assess the influence of their marketing campaigns, understand customer feedback, and harness digital marketing strategies which are optimized to deliver measurable outcomes. This theme also stresses on the significance of data-oriented decisions and of regular evaluation to improve the company's digital marketing that follows the defined plan.

Table 6: Codes constituting Theme 3

Codes
measurement indicators
customer satisfaction
valuable content
informative content
content marketing
inbound marketing strategies
Facebook, Instagram and YouTube

text optimization
using email campaign
social media strategy
reaching internet users
appealing website designs
mobile messages campaign
increasing customers interests
retaining customers

The theme "Measurement and Evaluation" introduces the strategies and practices that organizations carry out to measure the effectiveness of their digital marketing efforts, such as determining key performance indicators, evaluating customer satisfaction and developing several forms of content.

Participants addressed the need for measurements among which metrics and indicators should be given specific attention to see whether the campaigns are successful or not. Among the key metrics were the website section dedicated to highlighting the geographical origins of visitors to the site as well as the frequency of their visits, given the time they spent on the website, the bounce rate and how many visits to the website are organic. These kinds of metrics provide essential information concerning channel effectiveness, interaction rate, engagement, and reach,

as well as a guide to decision-making for corrections toward maximizing the online presence. It is mentioned in interview as:

"We measure our website's success through metrics like unique visitors, time spent on the site, and bounce rate."

Participants underscore the weight of the customer surveys and feedback channels in evaluating the successfulness of their online marketing achievements. Customers can provide companies with invaluable information on things such as preferences, needs, and pain points, allowing them to pay close attention to these matters and make marketing materials that are tailored for the customers. Therefore, along the way, the customer experience is brought to a new level. It is stated in interview as:

"We regularly conduct customer satisfaction surveys to understand our customers' needs and preferences."

In this aspect, the seminar speakers and trainers explored how participants can come up with fresher, more creative content and use various platforms and formats to reach different audiences more effectively. They highly recommended that we produce interactive and relevant content in multiple channels which will include the use of social media platforms, websites, blogs, newsletters and any other communication channels. By having this new range of content formats under offer, the organizations and individuals targeting them can reach their potential and amaze their viewers with their vast and deep knowledge. It is mentioned in interview as:

"We create diverse content formats like videos, blogs, and infographics to cater to the preferences of our audience."

In essence, the theme "Measurement and Evaluation" highlights the criticality of developing powerful measurement tools that are suitable, initiating some customer feedback channels and diversifying the content to improve the digital marketing performance and to elevate brand awareness in the market. Through dynamic monitoring of key metrics, the organizations are on their way to improving not just the fans' involvement with the brand but also attaining loyal customers and meeting their marketing goals in the omnichannel environment.

Thematic Analysis:

Theme 1: Influencer Marketing Strategy	Theme 2: Content Marketing and Social Media Engagement	Theme 3: Measurement and Evaluation
- Reasons for Using Influencers	- Distribution of Content Across Social Networks	- Key Performance Indicators
- Channels of Cooperation	- Types of Content Preferred	- Customer Satisfaction Surveys
- Criteria for Selecting Influencers	- Editorial Planning Approaches	- Feedback Channels
- Influence s of Influencer Marketing on Brand Awareness	- Tools Used for Effective Content Marketing	- Diversification of Content Formats
- Main Platform for Influencer Engagement		- Metrics for Website Success

VII. ANALYSIS AND INTERPRETATION OF THE RESULTS OF THE QUANTITATIVE STUDY

The study aimed to investigate the effectiveness of digital marketing strategies, content marketing and social media engagement, as well as influencer marketing in enhancing brand notoriety within the context of the participants' organizations. In addition, after collecting and analyzing the data received

from three interviewees who operate within the company and who have different perspectives but who depend on the mission and vision of the company, the following conclusions can be drawn:

The research gives strong arguments that integrating influencer marketing with content planning strategies is a viable means of enhancing the brand's image. Participants realized the power behind influencer marketing by weighing it as the perfect medium for amplifying brand messages and creating an atmosphere of authenticity with the consumers. Through the incorporation of influencer marketing into the content marketing strategy, the company was able to effectively boost its reputation, confirming the emerging trends of the current century, H2. Influencer marketing was identified as a critical component of a company's content strategies built around brand messages, a perfect fit for reaching consumers in the desired way. In other words, the results of the study demonstrated the close relationship between influencer marketing and content marketing, which is aimed at improving brand awareness and credibility. The research results may mean that utilizing influencers in an organization's marketing campaigns is an effective way to increase brand exposure and favorability, which in turn lead to a better image and market share. Such engagement confirms the reliance on strategic partnerships with influencers to widen and improve the effectiveness of content marketing endeavors. Participants emphasized the powerful influence of influencers' content creation on molding the customer's perception and improving their overall brand connection. Partially, the research emphasized the ever-increasing role of influencer marketing in building brand name awareness, with participants naming influencers as key players for brand endorsement and customer interaction focusing platforms like Instagram in this regard. Their criteria for influencer selection have reaffirmed the notion of authenticity, engagement, and relevance to the brand industry as very important issues. Moreover, all the survey respondents noted the value of influencer marketing in terms of brand visibility and reputation, which indicates its crucial position in their marketing activities. The results confirmed the hypothesis as it showed how influencer content influence s user experience perception, with participants acknowledging this role that it plays in forming customers' perception and boosting brand loyalty. The functionality of the influencer, including their dedication, relevance and credibility, was found to be key elements driving customer engagement with brands-- highlighting how associating with influencers who represent the brand philosophy and demography stimulates platform users' engagement. Therefore, the hypothesis related to influencer marketing's role within the company's marketing strategy is accepted.

The findings regarding content marketing and social media engagement align with the hypothesis that these strategies drive audience interaction and brand visibility. The study's outcomes confirm the value of an expert content marketing strategy toward the company recognition. The qualitative data showed that a substantial percentage of the participants considered digital marketing as an essential tool for their organizations. They stressed that digital promotional campaigns should be designed with high priority to harness the benefits secondary to digital marketing, especially in interrupting crisis situations. These results are consistent with the idea that digital marketing is an important tool for modern companies to improve their exposure and reach. The outcomes of the project show that H1 is right, and it can be seen that there is a strong positive association between the execution of a content marketing plan and the increase of company recognition. Participants highlighted the role of content marketing as an essential tool for brand awareness and recognition. The feedback demonstrated the power of content making in reaching the audience and building the brand image. The correlation between content marketing and brand notoriety identified in the study highlights the importance of content creation, distribution, and interaction in developing a solid brand recognition in the competitive marketplace. Furthermore, analysis indicates the necessity for businesses to allocate substantial funds to the entire content strategy in order to compete and actively communicate with their audience in the digital era. The participants appear to be highly knowledgeable in the very essence of the effective use of content marketing as well as social media engagement for brand awareness and customer engagement. The report revealed different types of content presented to engage the audience in different ways using the entertaining, informative, and inspirational content styles. They also stressed the use of such social media stations as Facebook, Instagram, and YouTube to transmit content and have interactions with their audience in an effective manner. The interviews also revealed that quantitative measurements and evaluation processes of the organization focus on crucial indicators of performance and identify the strengths and weaknesses of its digital marketing programs. Following metrics were considered as key determinants of our success: website traffic, site time, bounce rate, and customer satisfaction surveys. It was highlighted that provision of effective customer feedback channels is a key determinant of business success by allowing understanding of customer choices and therefore modifying product lines accordingly. The blueprint created with the aim of diversifying occupied content formats and differentiating platforms indicates the company's endeavor for better performance in digital marketing and for the rise of brand awareness. Furthermore, the acceptance of the hypothesis connected with the application and testing of techniques is also confirmed.

Moreover, measurement and evaluation practices were discussed in the context of monitoring of the key performance key indicators and evaluation of the success of the company's digital marketing initiatives. Indicators such as the number of site visitors, time spent on the site, number of page exits and customer satisfaction surveys have been realized as crucial elements of success measurement. The key aspect the participants stressed on was the need of customer feedback channels to have a fair understanding of the customer's preferences and then thereafter tailor the marketing materials. This showing of content variety and diverse use of channels showed the firm's ambition of expanding digital performance and building brand recognition. Moreover, the hypothesis on the issue of measurement and evaluation strategies into account is valid as well.

In summary, it can be concluded that the company's marketing strategies including an influencer marketing approach, and content marketing practices with lengthy measurement and evaluation sessions work to enhance brands visibility and engagement. By performing this modus operandi, the company will be able to improve sharing, connect better with target audience and finally achieve its e-marketing objectives in the digitally competitive environment. The usage of the marketing hypotheses into the strategic management will highlight the importance of the marketing approaches to achieve the organizational goals and have a stable brand growth.

VIII. Recommendations

The content shared online further encourages positive relationships between companies and their potential or existing customers, resulting in a major change for companies. As for inbound marketing, practice has shown that it can generate a very impressive return on investment.

However, a brand's performance is not only based on its turnover, its profitability but also on its content, either at the level of social networks or the website.

Several actions can provide a lasting and effective inscription in the minds of consumers and brand awareness, therefore:

- The brand content was able to fulfill the promise of the brand by offering consumers and customers content, tips, recipes, information... a new way of communicating with consumers, different from traditional advertisements and sales pitches. Yves Rocher is part of this content strategy but the strategy remains unmanageable compared to its direct competitor L'oreal which applies the same

strategy but in a more visible and innovative way while creating a website dedicated to nail art.

Updated almost every day, it offers a complete set of manicure art for "manicures". They can find :

- The steps to achieve a beautiful manicure, The accessories that have become essential, the trends be colors, style, design, model, Manicures through the inspiration of the stars.

There is no doubt that this well-functioning site - it is very complete and varied - should have a greater influence than the advertisements, especially since you can browse the site and watch older videos at this leisure.

- And Yves Rocher understood it well by making it easier for his customers to buy on his website (2nd point of sale of the brand behind the stores). Despite the efforts in terms of the website, the company must strengthen its site for a better customer experience while following the trends of websites in terms of content, visual attractiveness and ergonomics.
- For Yves Rocher's site, the editorial style must be well adapted to the support of the web (i.e. concise and efficient): they each serve a specific objective and contribute significantly to the site but the company must opt for a "low speed" solution is proposed in case of heavy media "to facilitate the download and visibility of the content.
- The company must strengthen its multi-platform strategy at the Moroccan level, in particular mobile marketing through an application that is useful when you are at home or outside a store. First, the company must put a sales force or consultants in store for the application and a mobile terminal. Thus, any staff has access to a person's customer file and can also take care of credit card collections anywhere in the store, to reduce long queues in front of the tills, which relieves the customer and influence s his commitment which implies a good image and which results from a positive notoriety.
- But the key indicator of notoriety is the engagement rate, and the more subscribers there are, the lower the engagement. To do this, the company must first strengthen its influencer marketing strategy and choose micro-influencers (5,000- 20,000 followers) or intermediate-level influencers (20,000- 100,000 followers) because their community engagement will be stronger and therefore their publications will be more influential. This is a great way to increase sales, achieve the right goals and build awareness.
- The deployment of a customer relationship management software which will make it possible to ensure better follow-up and to best meet customer expectations, because it stores all the interactions

of the teams with them, either at the content level or others, which makes it possible to customize the content for each customer.

- Therefore, the company must put in advance a face for its brand which consists of identifying the brand through a credible star personality otherwise without having in contradiction between the advertising and the behavior of the representative, as well as striking and which is aligned with the field of cosmetics.
- The company must mark the editorial excellence which will make it possible to prove its values and its point of differentiation (green marketing: organic) through explanatory articles of its basic subject, its advantages.
- It is necessary to create content based on references to create an environment of trust and strengthen the credibility of the brand

1. Implications of the study

1.1 Theoretical implications

As the literature review has shown, several studies have addressed the issue of content marketing and its benefits for the brand, however, these previous studies were not decisive with regard to influencer marketing strategies as an essential element of content marketing, and how these two variables manage to have an influence on the visibility and notoriety of brands operating in the cosmetics sector.

This study is the first to conclusively explore the relevance of content marketing tactics in improving brand visibility, as well as the relevance of influencer marketing companions in improving brand awareness, mainly without addressing the issue of influence on consumer purchasing decisions.

In order to first achieve the desired objectives in terms of visibility and brand awareness, it conducted study focusing on the relevant determinants of the influence of influencer marketing in the form of a thorough examination and selecting the most crucial factors to take into account when choosing these influencers (credibility, commitment, involvement, sector of activity, etc.).

This study enriches the body of knowledge of the literature on influencer marketing because it is the first, to the knowledge of the authors, to examine how the participation of customers in the creation of content on the website or social networks affects brand awareness. The study also helps to understand the factors that influence brand awareness in the digital sphere

1.2 Managerial implications

Regarding the use of products, it is generally agreed that companies are making massive investments in content marketing, in all its forms. Therefore, each new research that gives rise to results and knowledge is added to future marketing initiatives of companies in order to maximize the influence of their efforts to achieve marketing objectives.

Therefore, this study is very valuable for current and future marketers, as it gives them an overview of the factors that influence brand awareness in relation to content marketing (on the website and social media) and influencer marketing. In this regard, working with influencers whose content complements the values and corresponds to the brand profile and encourages the activity and interaction of followers

is vital if companies want to have an influence on the awareness of customers to the presence of their brand.

I. Limitations AND FUTURE PROSPECTS

1. Search limits

After completing this dissertation, attempts must be made to carefully examine and take into account all the restrictions and challenges that it has encountered on a practical and academic level.

First of all, all the key variables of this study are affected by deep strands and dimensions, which requires additional time and effort, as well as a certain need to study separately the different ideas related to each variable.

In addition, the inferred results are also at risk due to time constraints, internship requirements and the confidentiality of sensitive information relating to many variables and necessary data.

Although it was opted only for the qualitative exploratory-type study, which limited this analysis to examining the words of the respondents because a qualitative study requires a variety of talents from the researcher, including the ability to psychological and attitudinal analysis.

In the qualitative study, the respondents were not able to give crucial information regarding the precise results or to clearly express their opinions due to the confidentiality of certain documents. However, given that the sample of qualitative analysis only came from one company, which means that the other entities could produce additional results that are relevant and complementary to study.

2. Future prospects

This study was carried out in order to measure and analyze the influence of content marketing on the notoriety of a brand operating in the cosmetics sector. In this logic, a qualitative study was setup. Given the diversity of capital determinants affecting each sector, it is recommended studying the influence of these variables on other sectors in order to complement contributions as researchers.

Similarly, in the face of a modern and turbulent Moroccan context, it is appropriate to take the case of a Moroccan cosmetics company and test the validity of the theme by using a national benchmark.

And since the results of research indicate that influencer marketing positively influences brand awareness and visibility. Considering that influencers can make communication mistakes that, if necessary, are too costly for a company, future research could examine the best practices to adopt vis-à-vis influencers in order to control brand communication and mitigate the risk of negatively affecting the brand's image. Thus, future research could therefore focus on the key elements of the selection of

influencers on social media, because this task has become more difficult due to the continuous development of the latter.



CONCLUSION OF CHAPTER 3

There was the opportunity to expose and analyze the results of the study - the interview guide - through this chapter. Then, it wanted to make a synthesis, which allowed us to confirm the research hypotheses. Finally, it presented these suggestions. The implications, restrictions and future prospects of this research were then discussed.

The study demonstrated the favorable influence of content marketing on the notoriety of the Yves Rocher brand. First of all, interaction with influencers' posts and their engagement are crucial to encourage customers to remember the brand, distinguish it from competing products and remember its advantages.

However, the interviewees affirm this, which led us to answer this problem and to deduce that content marketing certainly plays a significant role in improving the visibility and notoriety of the Yves Rocher brand, which is consistent with the strategic vision and the objectives set by the brand in this sense which are based mainly on the enhancement of notoriety and the promotion of the brand image without necessarily having a commercial objective behind it.

GENERAL CONCLUSION

Whatever their activity, their size or their type, digital practices occupy an important place in companies and organizations today. It is a source of growth and a useful tool for communicating, cultivating brand loyalty, adding value and improving brand awareness.

In fact, digital technology is an essential asset to achieve the expected commercial, institutional and organizational results in a market characterized by fierce and fierce competition.

Ergo, the development of these uses is colossal and the emergence of new digital concepts is conceived as a real asset and an obstacle for each company. In this perspective, content marketing is an inescapable new practice, even essential nowadays, given all the advantages it brings to any entity and company, local or international.

That is why they were interested in studying the nature of the relationship that links it with the notoriety of cosmetic brands. To do this, it has developed the following problem: What is the contribution of good content marketing practices in improving notoriety? Thus, it has formulated three hypotheses; the first relates to the positive influence between content marketing and brand awareness, while the second focuses on the influence of influencer marketing as an element of Content marketing on brand awareness and finally the third hypothesis seeks to verify the influence of the perception of content shared by influencers on customer experience.

Therefore, it opted for a qualitative study that follows a positivist logic and a hypothetical-deductive reasoning. It has resorted to semi-directive interviews with the managers of this company Yves Rocher in order to be able to analyze the results and make deductions and representative syntheses.

In this regard, the results obtained empirically show that, indeed, content marketing has a positive influence on brand awareness. In fact, personalized, relevant, quality content that meets the expectations and needs of customers helps to strengthen the image and visibility of the brand. Likewise, create a positive feeling of perception of customers towards the brand in the various social and digital platforms.

However, the implementation of a content marketing strategy requires an investment in terms of the actions to be pursued; on the target (the definition of persona of the company), by way of example. Likewise, the presence on social networks, the improvement of the usability of the website (the

proposal of the appropriate content) and the stipulation of the interest that influencers offer in terms of content marketing.

Therefore, based on this qualitative results, it can also demonstrate the importance of influencers exerted an influence on their community through the published content, the latter helping followers, whether they are customers of Yves Rocher or not, to remember the brand, to identify it among other competing brands and to know it very well, not only to know it but also to be trustworthy and credible in the eyes of these social media users since it is recommended by favorite influencers and who are considered reliable sources of information.

In order to make full use of content marketing, a number of methods still need to be studied. For Yves Rocher, the agreement between the brand's communication objective and the results of the study demonstrates that the company has managed to put into practice an effective content marketing strategy based on influencer marketing practices, website channel promotion and rational use of social networks.

With this in mind, it is crucial to conduct in-depth research to identify the factors that contributed to the success of the strategy and, above all, to create a model that combines all the selection criteria of these influencers in order to better frame their communication. It is also crucial to examine the key performance indicators of their influencer marketing campaigns in order to quantifiably evaluate the effectiveness of this tactic.

Finally, given the profound changes that it is all experiencing, it is essential and inevitable that companies review their strategies and invest more and more in digital technology in order to use the many interesting and relevant tools at their disposal, survive in the market and acquire significant competitive advantages in various fields.

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Appendix

Appendix 1: Interview guide on content marketing and its influence on the development of company awareness. Case: Yves Rocher Morocco

1. What does digital marketing mean for this entity?
2. What are this marketing strategies?
3. And on what basis do you define this marketing actions?

Theme 2: Yves Rocher and inbound marketing

1. What do you hear about inbound marketing?
2. In the same sense, what is the inbound strategy most adopted by Yves Rocher?
3. And for what reason?

Theme 3: Content marketing by Yves Rocher

1. What is the style of content that you consider the best?
2. What is the type of content that you value the most effective for this industry?
3. What are the steps being pursued for this content marketing strategy?

Theme 4: Content on the website

1. What are the actions carried out at the level of the website in order to improve the experience of this customers?
2. On what basis did you rely to improve the content of this website?
3. In terms of the website, what are the indicators to measure this notoriety?

Theme 5: Content on social networks

1. In terms of social networks, what are the channels that you adopt for the dissemination of this content?

2. And for what reason?
3. What is the form of content that you use the most on social networks?
4. Surely, you have an editorial calendar, for these posts. How do you put this editorial calendar in advance?
5. What are the content marketing tools that you opt for?

Theme 6: Yves Rocher and Influencer Marketing

1. What are the reasons that drive you to use influencers?
2. Through which medium are you more responsive to influencers?
3. How do you choose the influencers you collaborate with?
4. Does the use of an influencer marketing strategy create a sense of notoriety?
5. Can it conclude that this notoriety is earned through influencer marketing?

Code System (Codes were derived by MAXQDA24)

Code System	Memo	Frequency
Code System		105
influencers role		1
influencers for marketing		1
posts		1
influencers engagement rate		1
reels, stories and videos		1
market target		1
linkedin and tiktok		1

marketing actions	1
buyer persona and goals	1
real time marketing	1
brand entertainment	1
brand utility	1
community interactions	1
awareness campaigns	1
Digital tools and practices	1
corporate culture	1
careful influencer's collaboration	1
influencer's marketing techniques	2
visibility and notoriety	1
influencer's activities	1
marketing department	1
videos, posts, stories and games	1
traffic generation	1
usefulness, speed, accessibilt and attractiveness	1

improving user experience	1
creating diverse community	1
using tone of voice	1
entertaining content	1
inspirational content	2
improving communication strategies	1
valuable content	1
SEO and content strategy	1
inbound marketing to attract community	2
satisfaction of ecommerce	1
natural marketing strategies	1
digital marketing as a need	1
investing in digital marketing	1
digital marketing as an asset	1
collaboration with influencers	2
non-misleading influencers	1
influencer's product promotion	1

publication of influencers	1
potential reach	1
influencer's personality	1
influencer's relevance	2
instagram as preference	3
achieving campaign goals	1
influencers marketing has higher reach	5
buzzsumo, feedly, evernote	3
omni present publications	1
implemented form of content	1
facebook, instagram and youtube as preference	3
measurement indicators	2
customer satisfaction	2
text optimization	1
minimalist content	1
identifying, studying and producing content	1
video, newsletters and testimonials	1

informative content	3
commercial content	1
strengthening brand identity	1
content marketing	4
inbound marketing strategies	3
Acquiring new customers	1
studying consumer behavior	1
implementation of marketing campaign	1
using email campaign	3
reaching internet users	2
Appealing website designs	1
Mobile messages campaign	1
increasing customers interests	1
Retaining customers	1
social media strategy	4
Communication through marketing and web	1
Maintaining close customers relationship	1

