

A Study on Content Marketing Strategies and Customer Engagement

Hariharan M¹ | Dr. Anitha Kumari. D^{2*}

¹MBA, School of Management Studies, Department of Management Studies, Vels Institute of Science, Technology & Advanced Studies, Chennai.

²Associate Professor, School of Management Studies, Department of Management Studies, Vels Institute of Science, Technology & Advanced Studies, Chennai.

*Corresponding Author: anitha.sms@vistas.ac.in

Citation: Hariharan, M. & Kumari, A. (2026). A Study on Content Marketing Strategies and Customer Engagement. International Journal of Global Research Innovations & Technology, 04(03), 100–106. <https://doi.org/10.62823/ijgrit/04.03.9331>

ABSTRACT

Digital marketing has changed the way customers search for information, compare alternatives, communicate with brands, and make purchase or enrolment decisions. Within this environment, content marketing has become an important approach because it provides useful, relevant, informative, and engaging material rather than relying only on direct promotion. This article examines the relationship between content marketing strategies and customer engagement, with particular attention to the industrial automation and technical training industry. The study considers social-media posts, videos, blogs, website information, technical tutorials, customer testimonials, email communication, and interactive content as important forms of digital communication. The research follows a descriptive and analytical approach and uses questionnaire-based primary data together with secondary information from books, journals, company materials, and digital sources. The reported analysis shows positive perceptions of content marketing and a strong relationship between Content Marketing Perception and Customer Engagement Intent. The Pearson correlation reported in the study is $r = .834$ with $p < .001$, while the regression model reports $R^2 = .696$ and a significant positive coefficient. The findings indicate that consistency, usefulness, trustworthiness, relevance, visual appeal, and interactivity are important elements of effective content marketing. The article concludes that technical training organisations can strengthen engagement by combining educational content with short-form videos, testimonials, interactive sessions, personalised communication, accurate information, and regular performance measurement.

Keywords: Content Marketing, Customer Engagement, Digital Marketing, Social Media Marketing, Technical Training, Industrial Automation, Customer Trust, Content Quality, Digital Communication.

Introduction

The rapid growth of the internet, smartphones, social media, online shopping, and digital communication has changed the relationship between businesses and customers. Customers increasingly search online for product or service information, compare alternatives, read reviews, watch videos, and communicate with brands before making decisions. As a result, businesses need more than traditional advertising to remain visible and relevant. Digital marketing provides a broader and more interactive environment in which organisations can create awareness, provide information, collect feedback, and build relationships.

Content marketing is a central part of this digital environment. Instead of focusing only on selling, content marketing attempts to provide value through information, education, entertainment, problem-solving, and meaningful communication. Blogs, articles, videos, reels, tutorials, infographics, customer testimonials, product guides, social-media posts, emails, and interactive sessions can all be used to attract and retain audience attention. When customers find content useful and trustworthy, they may be more willing to interact with the organisation, follow its digital channels, recommend it to others, or consider its products and services.

Customer engagement is closely connected with this process. Engagement can be seen through likes, comments, shares, saves, subscriptions, reviews, messages, website visits, enquiries, participation in live sessions, repeat purchases, recommendations, and continued interaction. The submitted report also treats engagement as more than visible online actions. Trust, interest, satisfaction, participation, and longer-term loyalty are important parts of the relationship.

Industry Context

The study is situated in the industrial automation and technical training sector. The report describes this industry as one that supports modern manufacturing through technologies such as Programmable Logic Controllers, Supervisory Control and Data Acquisition, Distributed Control Systems, Human Machine Interface, Variable Frequency Drives, robotics, sensors, and Industrial Internet of Things technologies. The growth of smart manufacturing and Industry 4.0 has increased the need for technical skills and industry-oriented training.

Within this setting, content marketing can help training organisations explain technical subjects in simple ways, demonstrate practical learning, share student experiences, communicate course information, and answer common questions. This makes digital content especially relevant for students, diploma holders, engineering graduates, job seekers, working professionals, and other potential learners.

Study Context

The report profiles Wiztech Automation Solutions as an organisation involved in industrial automation training, technical skill development, software and digital services, and related professional training. Its reported services include PLC and SCADA training, embedded systems and IoT, software development, digital marketing, skill-development programmes, and corporate training. The study therefore examines content marketing from the perspective of a technical training environment where customers often need detailed information before making an enrolment decision.

Review of Literature

Previous research reviewed in the report consistently connects useful digital content, social-media activity, customer experience, and customer engagement. Pulizzi (2012) emphasised storytelling and audience-specific content, suggesting that organisations can build stronger relationships when they provide meaningful information rather than focusing only on sales. This idea is particularly relevant to training organisations because educational videos, career guidance, technical tutorials, and practical demonstrations can create value before a customer enrolls.

Hollebeek, Glynn and Brodie (2014) conceptualised customer brand engagement through cognitive processing, affection, and activation. Their work supports the idea that engagement includes attention, emotional connection, and active participation. In a technical training context, useful posts and demonstrations can first attract attention and then encourage interaction.

Ashley and Tuten (2015) examined creative social-media strategies and highlighted the value of interactive, informative, entertaining, and emotionally appealing branded content. Lemon and Verhoef (2016) viewed customer experience across the customer journey, showing that customers interact with organisations through multiple touchpoints. For a training organisation, this journey may begin with a social-media post or search result and continue through a website visit, enquiry, counselling, registration, training experience, and placement support.

Kannan and Li (2017) presented digital marketing as a framework involving customer touchpoints, marketing actions, and outcomes. Their work supports the combined use of websites, social media, search, mobile channels, online advertising, and analytics. Dessart, Veloutés and Morgan-Thomas (2015) further explained that online engagement includes involvement, mental attention, participation, discussion, reviewing, and recommending, rather than only purchasing.

The report also draws on Chaffey and Ellis-Chadwick (2019), Kaplan and Haenlein (2010), de Vries, Gensler and Leeflang (2012), Kim and Ko (2012), Tiago and Veríssimo (2014), Godey et al. (2016), and related works. Across these studies, useful themes include content quality, creativity, relevance, interaction, personalisation, consistency, trust, visual appeal, and customer participation.

Research Gap

The report identifies a practical gap: although previous studies explain content marketing and customer engagement broadly, fewer studies in the submitted review specifically address these relationships within industrial automation and technical training. The present study therefore focuses on technical content, course information, student testimonials, placement stories, educational material, and digital interactions in this sector.

Research Methodology

• Research Design

The study uses a descriptive and analytical research design. The descriptive component examines customer preferences, awareness, opinions, and engagement with digital content. The analytical component examines the relationship between content marketing perceptions and customer engagement intent.

• Sources of Data

Primary data are collected through a structured questionnaire. The report states that the questionnaire was created using Google Forms and distributed through digital and personal channels including WhatsApp, Instagram, Facebook, email, student groups, working-professional groups, and contacts. Secondary information was drawn from books, journals, research articles, company materials, social-media pages, industry reports, government publications, and digital marketing resources.

• Population and Sampling

The population described in the report includes students, diploma holders, engineering graduates, job seekers, working professionals, and potential learners interested in industrial automation and technical training. The methodology section proposes convenience sampling because respondents can be reached through available digital and organisational networks.

• Measurement and Analysis

The analysis reported in the project uses percentage analysis, reliability analysis through Cronbach's Alpha, descriptive statistics, Pearson correlation, and linear regression. These techniques are used to summarise respondent characteristics, assess the internal consistency of measurement items, describe central tendencies, examine associations, and estimate the relationship between Content Marketing Perception and Customer Engagement Intent.

• Reported Sample Note

The source report contains different respondent counts across sections. The demographic age table reports a total of 100 respondents, while the composite reliability and inferential analyses use smaller Ns, including N = 50 for the two composite measures. This article retains the reported figures rather than replacing or reconciling them without evidence. The difference should be checked against the original questionnaire dataset before formal publication.

Study Variables

Variable	Role	Examples of indicators
Content Marketing Perception	Main explanatory construct	Usefulness, quality, trust, consistency, influencer interest, interactivity
Customer Engagement Intent	Outcome construct	Following, recommending, continuing engagement
Digital content formats	Content dimensions	Videos, blogs, social posts, testimonials, website content
Customer response	Engagement indicators	Likes, comments, shares, enquiries, visits, participation

Results and Analysis

• Respondent Profile

The reported age distribution shows that the largest group of respondents was between 18 and 25 years. This indicates that the study strongly reflects the opinions of younger digital and social-media users.

Age Group	Respondents	Percentage
Below 18 years	6	6%
18–25 years	66	66%
26–35 years	20	20%
Above 35 years	8	8%
Total	100	100%

• Reliability Analysis

The reported Cronbach's Alpha results indicate strong internal consistency for the two composite measures. Content Marketing Perception recorded an alpha of .910 across seven items, while Customer Engagement Intent recorded .787 across three items. The report states that corrected item-total correlations were above .50.

Scale	Cronbach's Alpha	Items	N
Content Marketing Perception	.910	7	50
Customer Engagement Intent	.787	3	54

• Descriptive Statistics

Measure	N	Mean	SD
Useful brand-created content	54	3.167	.906
Quality content influences purchase	54	3.130	.848
Trust valuable-content brands	54	3.185	.848
Content consistency is important	54	3.315	.748
Influencer collaborations increase interest	54	3.037	.800
Interactive formats increase engagement	52	3.077	.904
Content marketing effective for relationships	52	2.058	.777
Likely to follow brand	54	2.204	.626
Likely to recommend brand	54	2.204	.626
Likely to continue engagement	54	3.241	.775
Content Marketing Perception	50	2.991	.683
Customer Engagement Intent	50	2.573	.576

The highest reported mean is for content consistency (M = 3.315), followed by continued engagement (M = 3.241) and trust in brands publishing valuable content (M = 3.185). The results suggest that respondents generally view useful and consistent content positively.

Correlation and Regression Results

• Correlation Analysis

The Pearson correlation reported in the study shows a strong positive relationship between Content Marketing Perception and Customer Engagement Intent. The reported coefficient is $r = .834$ and the significance level is $p < .001$. This indicates that respondents with more favourable perceptions of content marketing also reported stronger intentions to engage with brands.

Variables	Content Marketing Perception	Customer Engagement Intent
Content Marketing Perception	1	.834**
Customer Engagement Intent	.834**	1
Sig. (2-tailed)	—	< .001
N	50	50

The relationship is statistically significant in the reported sample. As the source correctly notes, correlation indicates association and should not by itself be interpreted as proof of causation.

• Regression Analysis

The linear regression model reported in the study examines whether Content Marketing Perception predicts Customer Engagement Intent. The model reports $R = .834$, $R^2 = .696$, adjusted $R^2 = .689$, and a standard error of the estimate of .321.

Model	R	R Square	Adjusted R Square	Std. Error	
1	.834	.696	.689	.321	
Model	F	Sig.	Regression SS	Residual SS	
Regression	109.655	< .001	11.289	4.942	
Predictor	B	Std. Error	Beta	t	Sig.
Constant	.470	.206	—	2.282	.023
Content Marketing Perception	.703	.067	.834	10.472	< .001

The reported regression model is statistically significant, $F(1,48) = 109.655$, $p < .001$. The model explains 69.6% of the reported variation in Customer Engagement Intent ($R^2 = .696$). The positive coefficient, $B = .703$, indicates that a one-unit increase in Content Marketing Perception is associated with an estimated .703-unit increase in Customer Engagement Intent in the reported model.

• **Overall Statistical Interpretation**

Taken together, the reliability, descriptive, correlation, and regression results provide consistent support for the study's central relationship: favourable perceptions of content marketing are strongly associated with stronger customer engagement intentions.

Discussion

The findings provide a practical picture of how customers respond to digital content. The strongest descriptive result relates to consistency, indicating that audiences value regular communication. Consistency can help a brand remain visible and familiar while reducing the gap between occasional promotion and ongoing relationship building.

Trust is another important theme. The reported mean for trust in brands that publish valuable content is 3.185. This supports the broader idea in the literature that customers are more comfortable with organisations that provide accurate, useful, and relevant information. In technical training, trust is especially important because potential learners may need to evaluate course quality, practical exposure, certification, trainer expertise, placement support, duration, and career relevance before making an enrolment decision.

The findings also highlight the value of useful and interactive content. The report identifies videos, tutorials, customer reviews, polls, quizzes, contests, live sessions, and question-and-answer activities as formats that can encourage participation. Such formats can make technical information easier to understand and can provide customers with opportunities to ask questions rather than simply receiving promotional messages.

The study's strong correlation and regression results reinforce the practical importance of content perception. However, the results should be interpreted within the study's design and reported sample limitations. The regression demonstrates statistical association and explanatory power within the reported data; it does not establish that content marketing alone causes engagement.

Implications for Technical Training Organisations

- Use educational content to explain technical concepts and career benefits before asking for enrolment.
- Combine short-form videos with longer tutorials, blogs, brochures, and detailed website pages.
- Show practical lab demonstrations, projects, workshops, trainer expertise, and student experiences.
- Use genuine testimonials and placement stories to reduce uncertainty and strengthen credibility.
- Maintain a content calendar so that communication remains regular and consistent.
- Use platform-specific communication: visual content for Instagram and YouTube, professional information for LinkedIn, and detailed information through websites and search.
- Respond to comments, messages, and enquiries quickly so that digital engagement becomes meaningful communication.
- Measure reach, engagement, website traffic, enquiries, and conversions and adjust content based on evidence.

Key Findings and Recommendations

Key Findings

- Social media is an important channel for reaching customers and sharing information about products and services.
- Instagram, YouTube, Facebook, and LinkedIn can serve different communication purposes and should be selected according to audience and content type.
- Video content is identified as an attractive format because it can explain information visually and quickly.
- Informative, relevant, accurate, and easy-to-understand content is more useful than communication focused only on selling.
- Customer reviews and testimonials can strengthen trust and reduce uncertainty.
- Consistent content is important for maintaining awareness and continued engagement.

- Interactive formats such as polls, quizzes, contests, live sessions, and Q&A can encourage participation.
- Influencer collaborations may increase interest when the influencer is credible and relevant to the target audience.
- Too much promotional content can reduce interest, making a balance between education, entertainment, interaction, and promotion important.
- Mobile -friendly design is necessary because customers commonly access digital content through smartphones.
- The study identifies a strong positive relationship between Content Marketing Perception and Customer Engagement Intent.
- Valuable content can support longer-term relationships through trust, continued following, recommendations, and repeat interaction.

Recommendations

Area	Recommended action
Content planning	Create a weekly or monthly content calendar with clear themes and posting responsibilities.
Video	Publish tutorials, practical demonstrations, project videos, student stories, and short educational reels.
Trust	Use accurate course information, genuine testimonials, transparent offers, and clear service details.
Interaction	Conduct polls, quizzes, Q&A sessions, webinars, live demonstrations, and discussion activities.
Website	Keep course descriptions, FAQs, reviews, contact details, and technical information current.
Personalisation	Adapt messages and offers to students, job seekers, professionals, and existing customers.
Analytics	Track reach, engagement rate, watch time, website visits, enquiries, and conversion indicators.
SEO	Use relevant keywords, updated technical articles, FAQs, and clear course descriptions to improve search visibility.

Limitations and Conclusion

Limitations

The source report identifies several limitations. The study uses a limited respondent base and is influenced by the location and accessibility of respondents. The questionnaire was conducted online, which may favour people who are comfortable with digital tools. The study also covers selected platforms and selected content formats rather than every emerging digital channel.

Customer preferences can change quickly because social-media algorithms, content formats, technology, and customer expectations change frequently. Questionnaire responses also represent what participants report about their behaviour, which may not always be identical to their actual behaviour. The study does not fully measure long-term loyalty or all emotional dimensions of engagement. It also does not compare multiple brands or include all business performance information such as advertising expenditure, complete website analytics, sales, or revenue.

Conclusion

The study demonstrates the importance of content marketing in building customer engagement in a digital environment. Customers increasingly use online channels to discover information, compare alternatives, read reviews, watch demonstrations, and communicate with organisations. For this reason, content marketing is not simply a promotional activity. It is a way of providing value, building trust, answering questions, and maintaining an ongoing relationship.

The reported results show favourable perceptions of content marketing and a strong positive relationship between Content Marketing Perception and Customer Engagement Intent. The correlation of $r = .834$ and the regression result with $R^2 = .696$ indicate a substantial association in the reported data. Consistency, usefulness, trustworthiness, relevance, visual appeal, and interactivity emerge as important practical themes.

For industrial automation and technical training organisations, the opportunity is particularly clear. Potential learners need understandable and credible information about technical courses, practical training, projects, certification, career opportunities, and placement support. Content that demonstrates real learning experiences can make the organisation more understandable and approachable.

Overall, an effective content strategy should balance educational, informative, interactive, visual, and promotional communication. Organisations that understand their audiences, select appropriate platforms, maintain accurate information, respond to customers, measure results, and update their content can create stronger digital relationships and support sustainable customer engagement.

References

1. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice* (7th ed.). Pearson.
3. Dessart, L., Veloutés, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product & Brand Management*, 24(1), 28–42.
4. Godey, B., et al. (2016). Social media marketing efforts and consumer behaviour. *Journal of Business Research*. Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165.
5. Kannan, P. K., & Li, H. A. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45.
6. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
7. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? *Journal of Business Research*, 65(10), 1480–1486.
8. Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96.
9. Montina, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social-media use. *International Journal of Advertising*, 30(1), 13–46.
10. Pulizzi, J. (2012). The rise of storytelling as the new marketing. *Publishing Research Quarterly*, 28(2), 116–123. Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708.
11. Tuten, T. L., & Solomon, M. R. (2018). *Social Media Marketing* (3rd ed.). Sage Publications.
12. Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry. *Telematics and Informatics*, 34(7), 129–140.

Article Purpose

The article converts the submitted project report into a concise, humanised research-article format while retaining the report's terminology, reported statistics, findings, suggestions, and overall research direction.

