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Abstract

Marketing is becoming increasingly advanced and has evolved rapidly in recent years, making marketing communication ever more important. By looking at content marketing, the authors have addressed a relevant field that is only gaining more attention, as it becomes more challenging to reach the customers with traditional advertising. Technology and distribution developments will almost certainly continue to have an impact on the customer journey in the future. This study aims to map relevant literature on content marketing through video and how this affects engagement and attitude while also adding to the literature by conducting interviews with marketing & communication practitioners. The practitioners come from companies that operate both globally and locally in Norway. Our findings show critical components of how brands can be successful with their marketing communication using video and how to manage within the different channels on TikTok & Instagram. The most crucial factor in succeeding on these platforms appears to be making content according to the channel's premises. The study uncovered great benefits associated with video and that this content form is becoming more and more prevalent. Videos hold benefits such as its efficacy in grabbing attention, increasing awareness, and compressing a lot of information in a meaningful way. Mixing & integrating message appeals seem to have the best effect in achieving engagement and reaching the audience with attention-grabbing content on social media. Elements for succeeding on social media include using human faces, authenticity, storytelling, and colorful animations. Positive attitudes seem to be best achieved through a combination of marketing activities rather than being attributed to a sole marketing communication effort. Concluding, through this study, the authors have uncovered that there is no recipe. However, there are steps brands can take to improve their content, and in the end, good content will make your branded content successful.

Keywords: *Content marketing, Video Marketing, Social Media Marketing, TikTok, Instagram, Engagement, Appeals, and Attitude.*

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Our master's thesis work included discussions, arguments, and revelations gained by hard work on Zoom, the library, at home, and other venues. We would like to thank each other for a thesis journey full of ups and downs, discussions, joys, and most importantly, learning and cooperation.

The thesis process allowed us to get insights into how exciting marketing practitioners' life and a day at work are and how different corporations do things differently. As soon-to-be graduates, it also allowed us to explore further what we want to do in our careers and gain insights on these topics. We are, therefore, very thankful for good advice and welcoming informants who allowed us to discuss beyond the themes of our master thesis. By having semi-structured interviews, the thesis process not only allowed us to evolve our knowledge and do meaningful research on a relevant matter. It also allowed us to get to know many outstanding individuals with different backgrounds, experiences, and stories.

With the help of peers, friends, family members, our supervisor Tarje Gaustad, and our informants, this master thesis has taken shape. Without you, this achievement would not have been possible; thank you!

Best regards,

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1.0 Introduction

The long-ago transition in marketing from a product to a customer orientation recognized the customer as a vital resource for competitive advantage (Barari et al., 2021), making marketing communication a key component. In today's noisy, attention-span-limited communication environment, consumers are bombarded with thousands of different impressions every day, and successfully transmitting precise information to customers is becoming increasingly difficult (Batra & Keller, 2016). Thus, it is a demanding task for businesses to determine which content will effectively draw consumers' attention. Digital marketing and social media can act as a pathway to win consumers' attention and is vital for marketers and consumers alike. Visual content's expanding impact and significance is an inevitable marketing trend (Kim, 2015). Content of high value is more likely to make a lasting impression by breaking through the noise clutter (Lou et al., 2019).

Digital marketing and social media have fast become part of the most important ways businesses can communicate and reach out to their customers. Social media marketing expenditure is expected to increase by 71% in the next five years (Statista, 2021a). With this increased popularity of social media marketing comes an abundant amount of content aimed at consumers. Digital marketing has transformed global marketing through the deployment of electronic media, including all online marketing efforts conducted on the internet (Krishen et al., 2021). The development of technology and widespread use of social media have significantly changed the tools and strategies for communicating with consumers (Mangold & Faulds, 2009), and companies are eager to engage and draw consumers' attention to their social media content in new innovative ways. Thus, companies are increasingly integrating visual media such as photos and videos into their social media content (Fox et al., 2019).

Social media is a unique way for its users to express themselves with the ability to connect with our friends, partake in debates, get entertained, achieve virality and build careers (Bump, 2021). Previously marketers were limited to a set of communication channels and specific touchpoints. The proliferation of digital marketing and social media platforms, as well as consumers' capacity to connect, has resulted in a significant rise in the number of touchpoints available to brand managers when engaging and communicating with their customers (Keller & Swaminathan, 2020). By increasing the existing touchpoints during the consumer

journey, brands can cater to several parts of the consumer journey by having a solid presence on social media (Batra & Keller, 2016). Increasing their communication throughout the journey may also improve the brand relationship, thus enhancing the brand attitude (Bashir et al., 2018). Companies invest significant efforts in developing brand associations that resonate with consumers' identities and foster strong consumer-brand bonds (Gaustad et al., 2018), making the efficiency of social media reach a natural tool to utilize.

Social media platforms have become prominent channels for firms to communicate with their customers. The marketing landscape has therefore transitioned from utilizing traditional advertising to content marketing to a higher degree. As a result, content creation and distribution have become highly strategic approaches. The theme of content marketing has been explored further in the last ten years, and research on social media marketing has blossomed. However, the research on the theme may be expanded further to include research on content marketing on social media. While most of the earlier research on traditional media should apply to newer media, marketers must consider communication content characteristics in today's digital world, such as varied processing implications and consequences for various sorts of communication (Batra & Keller, 2016).

Content can come in various forms; with its early history stemming from text, it has now developed into containing multiple forms of material. However, video is becoming more prevalent as a choice of content. Therefore, with content marketing on the rise, this provides an interesting angle to understand social media marketing and the effect of video content on consumer engagement and brand attitude on the different platforms, Instagram and TikTok.

1.1 Research question

This paper seeks to add to the literature on social media marketing by looking at different aspects of how video content can help increase engagement and what contributes to creating a long-lasting and meaningful positive brand attitude. The authors address the two platforms, Instagram and Tik Tok, as they are two of the most prominent social media channels evolved around video and would create value for marketers in today's fast-paced society. Based on previous studies and literature review, we have identified gaps in the literature we want to examine further and propose the following research question:

“How can brands use video content on Instagram/TikTok to increase engagement and create a positive brand attitude?”

To answer our research question, we first need to understand what content marketing is, how it is separated from traditional advertising, what role content marketing plays in the marketing mix, and how videos are utilized within it. Further, a definition of engagement and brand attitude is also required to ensure we effectively answer the research question.

This topic is investigated using a qualitative exploratory study that builds on semi-structured in-depth interviews with marketing practitioners as the primary data source. We will emphasize the marketers' point of view rather than the customers' as we are looking for a better understanding of how "content marketing" is utilized in practice and what the effects are.

Our research question aims to establish the relevance and topic of our study and set expectations for the reader. The paper is organized as follows: First, we give an overview of the essential theories concerning content marketing. Then further, we examine the theories and characteristics of social media marketing and theories regarding engagement, video content, brand attitude, and lastly, message appeals. The third section provides insight into our qualitative method, study, and sampling. The results & analysis are discussed in connection to relevant literature in part four, and the conclusion of our research is presented in section five. In section six, we discuss future research proposals, and in section 7 we discuss the limitations, lastly, we summarize the study's theoretical and managerial contributions.

This study aims to provide meaningful insight and guidelines about social media content that is both important from a managerial and academic perspective to what aspects of video content managers should focus on, along with which of the two channels is best suited to achieve the desired attitudes. This study can help managers better understand the effects of video content marketing on social media and how it creates engagement and build positive brand attitudes. Further, we aim to present insights into how different messaging appeals affect customers. The results could contribute valuable understanding for managers and agencies involved in the decision process of branding and content marketing.

2.0 Literature review

The literature review will map out relevant secondary research from various sources to get an overview of existing studies, theories, and beliefs regarding the matter at hand. The authors considered the existing research on the topics relevant before conducting primary research. Here the authors acknowledge journals in *advertising, marketing, market communication, psychology & behavior*, and *social media* as relevant journals. The following sections will explore content marketing, videos & attributes of successful video content, different messaging appeals, and literature on consumer engagement and brand attitude. For our study, we have researched matters beyond the ones proposed in the literature review to have well-developed questions for our interviews and be able to have semi-structured interviews. We aim to go more in-depth on the areas where our informants had expertise while also being able to add valuable insights.

2.1 Content marketing

In recent years, content marketing has become a buzzword, and it is being hailed as the future of marketing in the digital economy (Daniel, 2021). Based on responses from global marketers in early 2020, content marketing was believed to be the most effective marketing technique, with 82% of marketers actively using content marketing in 2021 (Statista, 2022).

Many studies have previously focused on sponsored content and user-generated content. The findings indicate that, compared to user-generated content, sponsored content leads to a higher conceptual persuasion knowledge, resulting in a higher attitudinal persuasion and a more negative brand attitude (Müller & Christandl, 2019). The findings show that, although coming from a firm, content marketing is perceived similarly to user-generated content. However, despite a growing focus on content marketing as a strategic marketing tool, the literature on content marketing is still sparse. There is also a lack of literature regarding video content's effects on consumer engagement and brand attitude. Therefore, we perceive this as a gap in previous literature we want to examine further.

There are some ambiguities about the nature of content and the definition of content marketing. Holliman & Rowley (2014) propose that the term "content" comes from the publishing industry. Text, photos, and motion graphics should be

compelling enough to persuade readers to seek out the publication platform, whether it's a newspaper, magazine, television, or radio station. Furthermore, numerous scholars have defined the term "content marketing," and one of the earliest definitions was offered by Pulizzi and Barrett (2009): "the creation and distribution of educational and/or compelling content in multiple formats to attract and/or retain customers." According to Holliman & Rowley (2014), companies who use content marketing as a strategic marketing tool are: "creating, distributing and sharing relevant, compelling and timely content to engage customers at the appropriate point in their buying consideration processes, such that it encourages them to convert to a business building outcome" (Holliman & Rowley, 2014, p.285). Kotler, Kartajaya & Setiawan (2017) further explained content marketing as "Involves creating, curating, distributing, and amplifying content that is interesting, relevant, and useful to a clearly defined audience group to create conversations about the content." In this study, we will use Kotler, Kartajaya & Setiawan's (2017) definition of content marketing for further discussion.

Traditional advertising often contains a message with the objective to help the brand sell its products and/or services. The idea of content marketing is to convey information to the consumers that they can use to reach personal and professional objectives (Kotler et al., 2017), providing customers with high-quality original content while telling exciting stories about their brand. It differentiates itself from other types of content because it is both developed and shared by the company. Holliman and Rowley's (2014) research provides a fundamental insight into content marketing practices, stating that content produced for content marketing purposes should be free of selling messages and instead focus on customers' specific interests. This is a crucial aspect of content marketing since it fundamentally differentiates it from traditional advertising messaging and explains why it works as an inbound marketing tool that people willingly consume.

However, Einstein (2016) claims that content marketing is an advertising phenomenon. By defining it as an advertising phenomenon, Einstein (2016) insists that content marketing doesn't necessarily differentiate itself from advertising but can rather be seen as part of it. Forbes (2021) argues that content marketing cannot totally ignore your firm's offerings but rather make sure that the content

has value for the customer first and then focus on the firm's offerings. Thus, taking a more customer-centric approach rather than a product-centric approach. Forbes (2021) further explains 15 ways marketing practitioners develop effective customer-centric content. One practitioner from the study argues that effective content marketing can also be used to answer any questions the consumer has related to the brand. Thus, helping the branding efforts of the brand and creating a coherent brand personality.

On the other hand, one practitioner from the article emphasizes the importance of engaging customers through content marketing and picking the right communication channel for your content by saying: "Content should be visual, interactive, emotive and outcome-based. Pick the right channel". They are implicating that both the channel choice and the appeal of the content matter for how you develop effective content marketing. This is in congruence with the author's views and is part of why the authors have chosen to examine two platforms and different appeals.

Forbes (2021) states, "Content marketing is a great way to get in front of and bring value to consumers without going overboard on your sales pitch, " meaning that it creates value for firms, even though it does not increase sales. Kotler et al. (2017) argue that this type of content, which does not necessarily contribute to brand equity, nor increase sales, is essential for marketers to engage consumers consistently. Avery & Teixeira (2016) defined consumer engagement as the cognitive, emotional, and/or behavioral investment consumers make in positively interacting with a brand. As content marketing applies a more customer-centric focus than advertising, it presents a better opportunity for engaging in dialogue with the consumers. Thus, enabling both bidirectional and multidirectional communication (Avery & Teixeira, 2016).

In comparison, traditional marketing employs unidirectional communication, which does not encourage consumers to engage in brands' social media efforts. By attaining bidirectional and multidirectional communication, brands can shape the attitudes customers and consumers hold towards a brand and their products & services along different touchpoints, ultimately leading to higher brand salience

and brand equity, indicating a need to understand how to engage with consumers & customers and how to create content and marketing messages properly.

In Einstein's (2016) book "Black Ops Advertising," she classifies the types of communication messaging available based on two axes (1) who created and published the content and (2) whether the content was paid or unpaid. This classification was developed by further improvement of already existing categorizing models. As we see through the classification in the table below, there are many messaging options available for marketers to use, and there can be different channels for a brand to communicate. These various marketing messages hold different attitudes in the consumer's mind, and how your marketing message is portrayed affects the customers' attitude toward the brand and their products or services (Batra & Keller, 2016). Some marketing communication types allow for multidirectional communication (Avery & Teixeira, 2016) and engaging the consumers, while others don't.

	CONTENT CREATOR			
	BRAND	BRAND AND NEWS MEDIA	NEWS MEDIA	USER
UNPAID	Viral Video	Publicity	Editorial Content	Word-of-Mouth Consumer Generated Marketing
PAID	Display Advertising Content Marketing	Native Advertising (Branded Content)	Native Advertising (Sponsored Content)	Sponsored WOM "Brand motivated" CG Marketing

Illustration 1: *Classification of market communication (Einstein, 2016)*

Screen time is at an all-time high for many consumers (Statista, 2021a). The changes in technology, distribution, and buyer behavior have shifted the landscape and created an opportunity for firms to communicate directly with their customers (Pulizzi & Barret, 2009). The rapid expansion of mobile internet use has increased the average individual's time on social media by giving people access to unlimited content almost everywhere and at any time of the day (Zenith, 2018). Customers are getting savvier every day. The buyer can find everything they need to make informed purchasing decisions online. There are more resources and suppliers than ever before, allowing consumers to shop the market, study, compare and

make a choice long after seeing your product. Einstein (2016) estimates that the average consumer sees upwards of 5000 marketing messages daily, making it a challenging task to stand out. The online presence and high screen time have made the customers more available and knowledgeable and made it harder for businesses to be noticed.

With abundant content, high competition, and shorter attention spans, brands face a challenge to catch the consumers' attention and create impact (Digital Catalyst, 2020). According to research (McKinsey, 2009), as media fragments and goods increase, customers lower the number of brands they consider when purchasing a product (Einstein, 2016). Therefore, knowing the key attributes and elements of successful content can be essential for brands to stand out, making our study even more intriguing as it unveils what practitioners appreciate and what customers value.

However, marketers can not only rely on content marketing. Content marketing is only one form of marketing and plays a particular role in the communication mix. The communication mix of a brand often consists of several ways of approaching the customers; however, content marketing seems to have a unique role. Content marketing's primary goal is to enlighten and educate audiences to build strong relationships and establish brand loyalty. You must earn your audience's trust and admiration to be relevant to them and build a successful brand. Creating valuable content may capture people's curiosity, which can lead to long-term relationships (Baltes, 2015). How big of a part content marketing should play in the communication and mix, and how do marketers use content marketing in practice. These are among the exciting themes which we aim to investigate with our research paper.

RQ1: What benefits does brands get from focusing on building relationships with their customers instead of promoting their products/services?

Summary of definitions of Content marketing	
Who	What
Pulizzi and Barrett (2009)	“The creation and distribution of educational and/or compelling content in multiple formats to attract and/or retain customers”
Holliman & Rowley (2014)	“Creating, distributing and sharing relevant, compelling and timely content to engage customers at the appropriate point in their buying consideration processes, such that it encourages them to convert to a business building outcome”
Kotler, Kartajaya & Setiawan (2017)	“Involves creating, curating, distributing, and amplifying content that is interesting, relevant, and useful to a clearly defined audience group in order to create conversations about the content”.
Content Marketing Institute (2022)	“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action”.
Forbes (2021)	“Content marketing is a great way to get in front of and bring value to consumers without going overboard on your sales pitch”.

2.2 Social media channels

Social media has fast become part of the most crucial ways businesses can communicate and reach out to their customers, and it is achieving more importance as a channel for gathering information about products and services. For brands, it can be a fantastic source of a plethora of communication opportunities. Thus, social media can act as a pathway to win consumers' attention and is vital for marketers and consumers alike. Brands are developing their presence on social networking sites to meet brand awareness, engagement, and word of mouth (Sabate et al., 2014).

There are several social media platforms; some focus on audio, some focus on videos, while some on stimulating multiple senses. All channels have their own unique benefits and functions, implying that it is necessary to mix and match (Batra & Keller, 2016). Which social media channel brands choose to utilize depends on several factors and could be challenging for marketers to select. When a marketer assesses which media channel is considered most appropriate for effective communication, one often thinks along two dimensions: first, one must look at what characteristics the media channel has, and the characteristics must concur with the audience's media habits (Samuelsen, Peretz & Olsen, 2019).

According to Samuelsen, Peretz, and Olsen (2019), the dimensions are crucial for the recipient to receive and understand the message a marketer wants to convey. Brands may connect with their audience through social media in various ways, including paid adverts, sponsored posts, word-of-mouth, and the brand's own account (Evans et al., 2017). How social media impacts the consumers depends on which channel you choose to implement in your communication efforts and the attitude the consumer forms towards the brand. Success in the digital world doesn't happen overnight and requires significant resource investment (Avery & Teixeira, 2016).

Social-networking sites such as Facebook, Snapchat, Twitter, LinkedIn, Instagram, and TikTok are growing in popularity and number of users (Gismondi, 2021). As of 2021, social-networking sites have evolved into a significant part of the internet, with 4.48 billion users worldwide, and the average user accesses close to seven social media platforms monthly (Dean, 2021). According to Zenith's annual media consumption forecast (2018), the growth of social media marketing, fueled by the rise of TikTok, Instagram, and others, will overtake television for the first time in 2022, thus making it interesting and relevant to look at the platforms TikTok and Instagram (Szalai, 2021).

With the research question in mind, concentrating on video content, the visual platforms of TikTok and Instagram quickly emerged as intriguing cases to look at. The authors address the two platforms, Instagram and TikTok, as they are two of the most prominent social media channels evolved around video. Snapchat would also be interesting to look at; however, this app does not have a feed-oriented application and would therefore have many differences compared with either TikTok or Instagram. However, the authors acknowledge that many firms, especially business-to-consumer (B2C), reap significant benefits by using Snapchat as part of their marketing mix. Statistics show that amongst the age group of 15 to 39, Snapchat is the application used more regularly daily in Norway (Kampanje, 2022; See illustration below).

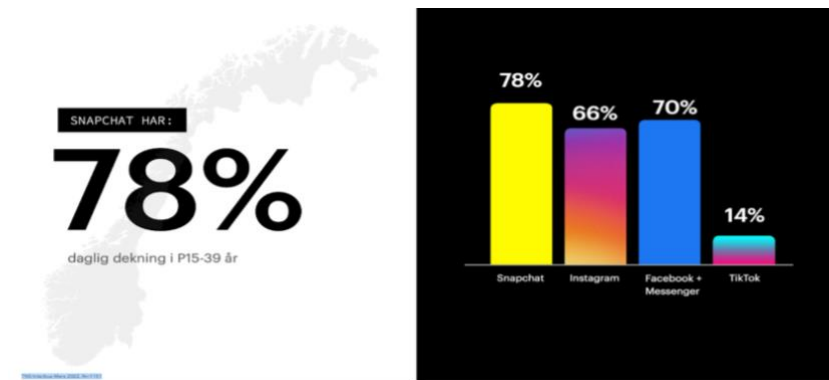


Illustration 2: *Statistics of age group 15-39 in Norway (Kampanje, 2022)*

2.2.1 How does Instagram and TikTok work?

Focusing on the two video platforms, Instagram and TikTok, it is crucial to understand how they work and what separates them. As discussed previously, different social media apps focus on distinct functions; however, these two channels are appropriate to discuss due to many similarities. In this section, we will uncover how they work, how brands can utilize the social media channels, and what characterizes the material published on them. As social media is constantly changing, this literature review section has based itself highly on blogs, etc.

Which of the two social media platforms a brand chooses to utilize can often be tied back to their comprehensive marketing communication strategy. One framework that reviews the components of a comprehensive marketing communication strategy is the 6M model (Avery & Teixeira, 2016). The 6M model media is defined as where and how the story is delivered, indicating both channel and appeal choices. This can be interpreted as channel choice or platform choice, being determined by a strategic intent to achieve the set marketing objectives. The same criteria for platform choice are mentioned in an article by Worb (2020), stating that the platform choice depends on the audience, brand, and marketing goals.

TikTok became the fastest growing social media application of all time and reached 1 billion monthly active users in less than four years, while it took Instagram almost a decade to get a similar user base. However, Instagram is still bigger than TikTok, with over 1.3 billion monthly users (Statista, 2021b). These social network sites allow brands to communicate their new products to potential

customers. The content published on these social networks can increase potential customers' interest in the brand. Consequently, they could make the consumers construct favorable attitudes towards the brand (Kim & Johnson, 2016). Visual social media platforms have become increasingly attractive for engaging consumers and building brand relationships (Bashir et al., 2018).

A reason why brands would choose to utilize Instagram as a platform is due to its high reach and opportunities. Even though Instagram was made to create personal relationships and show unique content from our personal lives, Instagram reports that 90 % of all users on the platform follow at least one company account (Business Instagram, 2022). This demonstrates significant interest in branded material on the site; data also reveal that 50% of Instagram users show a higher interest in a brand when they see content from a brand on Instagram. So not only does it offer a great reach with its 1.3 billion users (Statista 2021b), but branding efforts also seem to have a higher yield from using Instagram than other platforms. Instagram also offers the versatility of functions through stories, pictures, and videos, enabling brands to express themselves in several ways on the platform.

TikTok is a pure video-sharing platform with teenagers and young adults as its primary users (Schwedel, 2018). It has a wide range of short-form user videos with durations of up to three minutes (Kastrenakes, 2021). It allows you to create short lip-syncing and dancing videos to popular songs, remix titles, search for music, and publish your creations using the platform's filters and effects (Campbell, 2021). TikTok's popularity has skyrocketed in the last couple of years, reaching an estimated 1.1 billion users as of March 2021 (Campbell, 2021), and is deemed to continue to rise. The average TikTok user is estimated to spend 52 minutes per day on the app (Campbell, 2021). With TikTok's inherent success, many other social media channels have attempted to catch up by replicating its features, such as Instagram with its reels function or YouTube with its introduction of YouTube shorts. It consists of a for-you page, curated individually for each user by TikTok's algorithm based on your likes, shares, and activity on the platform. The more you watch something, the more likely it will appear on your "for you" page. This is similar to Instagram's explore page, where the material is shown to the user depending on their activity on the platform

(Campbell, 2021). TikTok's "for you" page is also determined by factors such as video information - captions, sounds, and hashtags- device and account settings - which include factors such as language preference, country setting, and device type (TikTok, 2020). In the illustration below, Campbell (2021) has summarized how other major social media platforms' algorithms work compared to TikTok's algorithm.

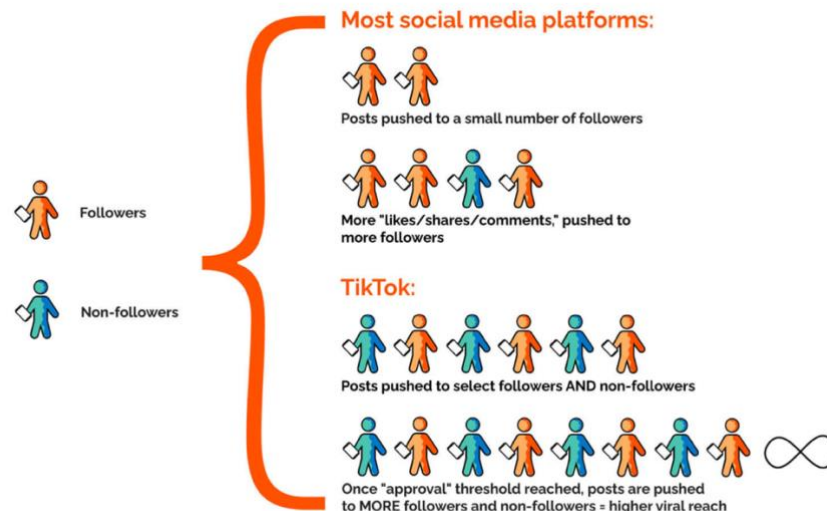


Illustration 3: *TikTok's algorithm compared to other social media platforms*
(Campbell, 2021)

TikTok's algorithm is considered to have more significant organic growth potential than any other major social site (Campbell, 2021). The platform's algorithm makes it possible for videos to resurface in people's "for you page" long after they are posted, a so-called "delayed explosion" (Kenney, 2021). Kenney (2021) explains the phenomena as a way for TikTok to lure you back to the platform. According to the theory of "delayed explosion," TikTok may leverage video views to keep creators engaged and publishing regularly. When Kenney attempted to test the theory regarding how the TikTok algorithm acts, he concluded by saying: "TikTok will probably lure you back once or twice, but once you get big enough, success depends on your content. Small-time creators often note this happening while popular creators swear that consistent posting is best." Here, Kenney argues for the creation of good content as the best way to have success on TikTok but points out that the "delayed explosion" phenomenon might happen. Smith (2021) goes on to explain that the exposure cycles your videos get on the "for you" page can have a may have different lengths, it can vary from

weeks to months. This means your video can blossom its exposure and engagement long after posting.

On TikTok, brands can set up organic accounts in two ways: a "business account" or a "personal account." Both setups allow for different benefits, whereas with a personal account, you get access to a more extensive music library and a better insight section with the business account, e.g., the Business creative hub (TikTok, 2022a). You can also find the same distinction between personal and business accounts on Instagram. A business account on Instagram shares many similarities with a business account on TikTok. An Instagram business account has extensive capabilities that can help you understand your customers and drive traffic to your website (Rothman, 2021).

While Instagram and TikTok are highly visually oriented platforms, they also differ. Both are created by visual content such as photos and videos. Whereas you can find pictures and videos on Instagram, TikTok is a pure video platform. First, they have different audiences, prompting one platform to reach specific segments better than the other (Markov, 2021). Based on existing customers, one can see that TikTok has a much younger audience (Schwedel, 2018), being susceptible to content differently than adults. The versatility of functions on Instagram will also play a significant role in why some brands utilize one over the other. Carousels and pictures are a unique option for brands to use on Instagram, whereas this does not exist on TikTok (Markov, 2021). Carousels are said to be highly effective for engagement and would also offer you a chance to convey more information than you could with a single post (Markov, 2021). TikTok is deemed a better tool for going viral with its growing popularity and use (Voyage & Venture, 2022).

In addition to these ways of organically using TikTok and Instagram, you can also advertise/market on the platforms in a paid way. This is done by many firms that see the potential in the platform but don't have the resources or competence to run organic accounts at the platforms. In Campbell's (2021) article on what TikTok is and how brands can use it, she outlines five of the most common ad types on TikTok: Brand Takeover Ads, Top-view Ads, In-feed Ads, Hashtag challenges, and Branded effects. Whereas Instagram uses promoted content: Image ads,

Stories ads, Video ads, Carousel ads, Collection ads, Explore ads, Shopping ads, and Reels ads (Wong, 2021).

To ensure success with your content, videos should be fitted to the channel of choice (Hughes, 2022). In an article by Hootsuite (Hughes, 2022) reviewing how long social media videos should be for different platforms, they express that the optimal length of a TikTok video should be between 7-15 seconds. Whereas for Instagram, the video length depends on what kind of video category it is. On Instagram, the users can find four variations of video content, and video content can appear as so-called "reels" on Instagram Live, in "stories," and as Instagram videos (Sehl, 2022). These functions provide unique opportunities for users to tell stories and reach their audience (Sehl, 2022). On Instagram, it is said that you generally only have 3 seconds to catch the viewers' attention before they scroll past and divide their attention towards something else (Business Instagram, 2020), concurrent with the current growth of short attention span. Hootsuite (Hughes, 2022) argues for different best lengths on Instagram Reels, stories, and feed posts. Where optimal length for reels is 15-60 seconds, 15 seconds for stories, and 1 minute long for feed posts, therefore, it is crucial to grab the viewer's attention early on, give them a reason to keep watching, and keep them engaged.

Based on the findings in this section which specify that various media has specific benefits and disadvantages, the authors believe the choice of channel/platform will affect the brand attitude and how the consumer engages with the video content.

RQ2: What are the biggest differences between the platforms TikTok & Instagram, and why do brands choose to utilize these platforms?

2.3 Engagement

The research on consumer engagement with social media advertising is still developing (Rodgers and Thorson, 2018), while research on consumer engagement with Instagram, especially TikTok posts, is scarce. According to Avery & Teixeira (2016), marketing communications often aim to influence someone to purchase a product or service. This can be done by persuading the consumers. Conversely, a purchase is not the only desired action marketers have

by marketing communication. Firms can also aim to build brand equity, create engagement, or dialogue with their customers through communication efforts.

The processing of information that occurs when a consumer is exposed to communication can result in various communication outcomes depending on the qualities of the communication, the consumer, and the situation (Batra & Keller, 2016). Batra & Keller (2016) list eight possible outcomes (See Appendix 1). The various outcomes vary in importance, and brands benefit from these differently based on the consumer's phase (Batra & Keller, 2016). Content marketing can be essential for creating imagery and brand personality, as it helps give an identity to the brand and an indication of the type of person who uses the brand and when and where the brand could be used (Batra & Keller, 2016). At the same time, driving consumer engagement would allow several of these outlined objectives to occur. For instance, by engaging customers, brands can elicit emotions and connect people.

Much research shows that the more consumers interact and engage with marketing communication, the better it is. Einstein (2016) explains: "It's not enough for consumers to see an ad; they have to experience it, interact with it, be immersed in it much in the same way as they're immersed in a video game." Consequently, marketers need to know how to engage consumers. Engagement is one of the most crucial online processes businesses must offer to get a competitive edge and generate loyal customers (Reitz, 2012). Many studies have previously focused on consumer engagement and determined that the more involved people are with the media, the more likely they are to respond to content (Dessart, 2015). However, there is limited research on what type of firm-generated video content consumers engage with most. We perceive this as a gap in previous literature we further want to examine.

The expansion and development of internet technologies and social networking sites such as Instagram and TikTok have transformed how society communicates, and marketers engage with their customers. Kumar & Pansari (2016) argue that a firm must engage with customers through all the touchpoints in their customer journey. Since customers and companies have widely adopted Instagram and TikTok, these two platforms have become a vital environment for studying

consumer behavior, such as online consumer engagement. Consumer engagement on online platforms may take many different forms.

According to Barger et al. (2016), consumer engagement is defined as a collection of measurable behaviors that consumers perform on social media in response to brand-related content, such as reacting to content, commenting on content, sharing content with others, and posting user-generated content. Azar et al. (2016) found entertainment, information acquisition, incentives and promotions, social influence, and bonding to be crucial factors in why consumers engage with brand-related social media posts. The likelihood of a customer sharing a viral video was linked to the consumer's attitude toward the video but also the consumer's attitude toward the brand, according to Huang et al. (2013). Einstein (2016) defines a viral video as a "video created by the brand with the intent of entertaining, delighting, or in some way emotionally engaging the audience with the expectation that they will share the content through social media platforms, websites, and email."

One of the most desired things from content creators is virality, which is hard to achieve. There are several reasons why virality can occur. A research study by Unruly, mentioned in Harvard Business Review (2015), identifies multiple reasons why videos achieve virality. They identified psychological reaction (how the information makes you feel) and social motivation (why you want to share it) as the two most potent causes of viral success. By achieving virality, brands engage in *multidirectional communication* with their consumers (Avery & Teixeira, 2016). Consumers may be encouraged to distribute branded material because of viral marketing; thus, virality will increase engagement with the content.

Traditionally, marketers have utilized a mix of push and pull marketing methods. Consider a forceful salesperson as a push method. They try to sell you something by pushing the product on you, similar to the traditional broadcast media model. On the other hand, a pull strategy is when customers appreciate a product so much that they help pull it through the distribution channel. That is the essence of word-of-mouth marketing. Marketers employ a variety of tactics to persuade us to engage with and then talk about their products to facilitate WOM (Einstein, 2016).

Consumer shared content will also create a more persuasive effort from brands rather than information provided by marketers (Fransen et al., 2015). Harvard Business Review says, "Companies should find ways to reach these "super sharers," who are responsible for more than four-fifths of total shares." Word of mouth is the most effective way of advertising by multiple sources (Harvard Business Review, 2015). Further implies that virality and consumer engagement should be a goal to achieve successful and effective branding, making the findings of our research question ever more attractive. Einstein (2016) also insists on the importance of word of mouth and engagement, as she states that companies want to get people to talk about their products, and the more, the better, as word of mouth positively affects sales. Social media and share-friendly platforms like Instagram and TikTok allow for sharing to occur more quickly and often (Einstein, 2016).

While many researchers have chosen one definition of word of mouth, Einstein (2016) separates between word of mouth and sponsored word of mouth. She defines word of mouth as: "consumer generated information or content about a brand produced without payment from the product company. Editorial control is solely in the purview of the consumer. While this is typically positive, it does not have to be". Whereas sponsored word of mouth is defined as: "consumer or professionally generated information or content about a brand produced with payment or other consideration from the product company. Editorial control may or may not be in the purview of the producer, depending on the outlet."

While sponsored word of mouth is a great way to build relationships and form consumer attitudes, "organic" word of mouth has the most substantial effect, as shown by previous studies (Müller & Christandl, 2019). Indicating why "organic" word of mouth through engagement such as shares is important for marketers today. The hope for many brands is that through sponsored word of mouth, they will also achieve "organic" word of mouth. According to this distinction of word of mouth by Einstein (2016) and Kotler's (2017) definition of content marketing, content marketing done by brands would typically fall under sponsored WOM. The approach brands utilize for their content marketing is vital to consider, as research has shown that some approaches are more engaging than others (Brodie et al., 2011). According to Brodie et al. (2011), customer engagement is affected

by various factors, including the context and content to which the customer is exposed. The right approach could thus turn sponsored WOM into the most powerful marketing tool (Harvard Business Review, 2015), "organic" WOM.

RQ3: Does platform choice matter for engagement level? And how can you best engage the customers throughout the customer journey?

2.4 Why video content?

Video is an important aspect of content marketing and is an integral part of a customer's journey. Today, it is the primary form of media used within any content marketing strategy, overtaking blogs and infographics (Daniel, 2021). This enormous popularity reflects one of the most critical technology revolutions of the last decade, the transition from desktop to mobile. It also reflects current changes in internet user behavior, such as shorter attention spans, which have led to the rise of short-form video platforms such as TikTok and Instagram. This phenomenon was highlighted during the coronavirus pandemic, with quality, storytelling, and accessibility standing out as primary reasons for watching short videos (Statista, 2021b). As the popularity of visual marketing content continues to grow, marketers must grab the elements of such marketing efforts that catch customers' attention.

Visual content such as video can be a powerful tool in business communication because it's simple, and customers quickly realize the message. Gamble's (2016) study shows that customers are motivated to engage with the visual content. Furthermore, Gretzel's (2016) findings show that visual content drives social media exposure, engagement, and company website traffic. Videos combine the stimulation of multiple senses, thus making it a multisensory marketing approach. Videos can utilize multiple sensory marketing approaches, such as dynamic imagery and the use of sounds & music (Knoeferle & Spence, 2021; Krishna et al., 2019). According to a study by Krishna et al. (2019), marketing stimulating multiple senses leads to more positive sensory thoughts and thus an improved attitude, making it more appealing to consumers. This is supported by Knoeferle & Spence (2021), which emphasize that our senses do not work in isolation, but continually interact and impact one another.

By using video content that stimulates multiple senses, brands seem to be more likely to create positive attitudes and appeal to consumers. Einstein (2016) says, "Static visuals can also be viral content, but these tend not to have the same emotional or widespread impact as videos." Emphasizing that video can have immense success in reaching bigger audiences and impacting more meaningfully. Thus, making it fascinating to research videos and the critical success components of viral videos to achieve engagement and gain the perks of building substantial brand equity.

Mobile users spend increasingly more time with video and entertainment applications, with video content on social media generating the most growth in viewer demand (Statista, 2021b). Whether professionally produced or user-generated, online video content is proving extremely popular with social media users, and it is therefore expanding across established platforms such as Instagram and TikTok. The emerging trend of video content marketing coincides with a quote by the head of Instagram, Adam Mosseri, in which he stated that: "*the platform is embracing a paradigm shift where users are asking for more entertaining video content*" and "*video content must now become a core component of your strategy*" (Jenkins, 2021). Thus, indicating the need for engaging and creative approaches by brands to catch consumers' attention to stand out in today's digital marketing landscape. According to a study by Google, it was revealed that the characteristics in videos that consumers did not skip contained storylines, human faces, and animations (Kotler et al., 2017).

Sabate et al. (2014) studied factors influencing the popularity of branded content. The findings suggest that the post's richness (the vividness of the content) leads to a more favorable attitude regarding the post. Particularly, dynamic animations (videos) and contrasting colors and visuals (images) may help make a brand post more appealing. These techniques have been shown to stimulate several senses that may increase users' tendency to look at the content of the message compared to posts that merely contain text. As a result, the content type may influence post efficacy. Another important conclusion from this study is that images are more powerful than videos in increasing consumers' engagement. Videos are only significant when popularity is expressed in likes, whereas images are positively significant in both likes and comments.

Another factor worth considering is a study by Brookes (2010). According to his research, images receive 22% more engagement than video posts and 54% more than text posts, whereas videos receive 27% more engagement than text posts. These results show that photos and videos outperform text-only posts, although images are far more compelling and convincing than videos overall. It will be fascinating to see if the practitioners notice a similar division in engagement.

RQ4: *Should marketers focus on video, and if so what approach & characteristics are best to utilize when making video content?*

2.5 Brand attitude

An individual's attitude towards a brand and products can be explained by many different factors. Brand attitude can be defined as the general evaluative dimension of brand image. In other words, consumers' beliefs and feelings towards the brand's attributes and benefits (Keller, 2013). Thus, brand attitude is critical to understand when developing an effective marketing strategy.

Reinforcing or enhancing brand attitude is one of the most essential objectives for marketers looking to add value to their services (De Pelsmacker et al., 2007). The concept of consumers' attitudes towards advertising has been of much interest to both past and contemporary researchers. MacKenzie & Lutz (1989) defined attitude towards advertising as "a learned predisposition to respond in a consistently favorable or unfavorable manner toward advertising in general." Consumer views and attitudes toward advertising are ambiguous and vary by culture or context, and consumer views and attitudes can also be affected by channel choice (Forbes, 2021).

According to Christodoulides et al. (2016), firm-generated communication positively impacts brand attitude, and marketers should use relevant, interesting, and educational methods to persuade consumers to participate in social media content. Boateng & Okoe (2015) examined the factors that influence customer attitudes toward social media advertising and discovered that *trustworthiness*, *material*, *value corruption*, and *business reputation* are all factors that influence consumer attitudes. Through the primary research, we will conduct, it will be interesting to see if the same factors influencing consumer attitudes are mentioned.

Previously consumers were assumed to follow a specific path from finding out that they have a need or a problem they want to solve to purchasing a service/product to solve their need (Batra & Keller, 2016). A classical route was often assumed, with its roots in a need/opportunity recognition and ending in purchase before assessing the outcome of purchase in satisfaction or dissatisfaction with a product (Elliot et al., 2018, p.8-13; See Appendix 2). The classical model of consumer choice was an information-processing paradigm that presumed the consumer was sufficiently motivated to spend the mental and physical effort necessary to find and process information.

However, when we investigate what we as customers do at each level, we discover a significant departure from the conventional paradigm. Sometimes, this can be embedded in a lack of motivation to seek information. Another traditional funnel (purchase funnel) is the "hierarchy of effects model" which is simplified through the "AIDA" model (Bartra & Keller, 2016). The AIDA model consists of awareness - interest - desire – action (See Appendix 3). What path a customer seems to follow varies on a multitude of factors, for instance, the level of involvement (Schiffman et al., 2012, p. 217-218). However, typical funnels no longer sufficiently represent the many stages of the consumer decision-making process and the more complex, nonlinear paths to purchase those customers may take when deciding among several alternatives (Batra & Keller, 2016). Today, customers interact with brands on multiple occasions. By utilizing social media, you can affect the consumer at different stages of the consumer journey, whether linear or not. By consistently communicating and nurturing your relationship with consumers, you can shape their attitude towards you as a brand and build authority and credibility.

Whiting and Williams (2013) investigated why people use social media sites and identified five primary reasons: *social interaction*, *the passing of time*, *entertainment*, *information search*, and *relaxation*. According to Mangold and Faulds (2009), internet users are increasingly adopting social media channels to look for information about products and services, rather than traditional media & sources. This makes market communication through social media essential in the first stages of the customer journey.

One attitude formation theory relevant in this context is the mere exposure theory. The mere exposure theory is part of the *pure effect models* about how advertising works and considers the affective responses as the focus of consumer attitude formation (Vakratsas & Ambler, 1999). The theory tells us that the more we are exposed to something, the more we like it (Pelsmacker et al., 2013a). Applying this theory to content marketing, it tells us that the more we are exposed to a brand through content, the more positive attitude will have towards the brand. However, this is contested by the theory of habituation, which explains that when an individual is repeatedly exposed to a stimulus, it develops a habit of slowing down (or entirely not reacting) to it (Kennedy, 2016). In this context, it would mean that if a consumer is repeatedly exposed to stimuli, they would eventually stop paying attention due to fatigue or boredom. This can indicate that using the same appeal frequently and creating videos with too much similarity can be interpreted as boring by the consumers. This dispute on stimulus frequency will be fascinating to hear practitioners' perspectives.

RQ5: How can content marketing generate positive brand attitudes?

2.6 Message appeals

Due to the increased competition in marketing, especially with the rise of the internet and social media, the importance of marketing communication for brands keeps rising. Companies use various appeals in their marketing communication practice to impact consumers' attitudes and purchase intentions (Jovanovic et al., 2017). Social media have become increasingly significant in a brand's marketing communication mix. One of the most pressing questions for marketers today is how branded content can be best utilized to provoke positive user emotions, engagement, and a favorable brand attitude (Wagner et al., 2017). Sharma and Sing (2006) state that selecting an appropriate appeal is one of the most crucial decisions when creating a creative strategy approach. Appeals in advertising can be defined as the approach used to capture the consumers' attention or/and influence the emotions they have for the product/service (Belch & Belch, 2004).

Research on the efficiency of social media communication has primarily focused on fundamental post characteristics such as the presence or absence of pictures or videos (e.g., Sabate et al., 2014). Especially in the field of advertising, there is a

broad amount of literature focused on message design to examine communication efficacy (e.g., Chandy et al., 2001, Vakratsas & Ambler, 1999). In advertising research, a consensus has developed that some message appeals arouse attention, create favorable attitudes, and affect desired behavioral reactions positively (Wagner et al., 2017). In his study, Wagner et al. (2017) argue that certain insights of traditional advertising research can undoubtedly be transferred to a social media context. However, because of the significant disparities between the two communication environments, it is uncertain which findings from traditional advertising research can be applied to a social media context. Nevertheless, Einstein (2016) & several other practitioners claim that content marketing is an advertising phenomenon and insists that content marketing doesn't necessarily differentiate itself from advertising but can instead be seen as part of it. Based on this, there is a reason to believe that appeals used in traditional advertising can be applied to content marketing to a certain extent.

Which appeal a brand chooses to utilize to execute its message or create content depends on many factors. According to Avery & Teixeira (2016), marketing communications should be designed with a particular target audience in mind as this helps optimize consumer engagement. By defining the target audience, marketers and brands can more easily choose a fitting appeal to reach their communication goals. The most common distinction between message appeals is rational and emotional appeals (Avery & Teixeira, 2016).

Rational approaches in content appeal to consumers with convincing, logical arguments to address the "think" part of the purchase decision journey. Whereas emotional approaches prompt a "feel response" in the consumer and try to elicit an emotional response rather than a cognitive one (Avery & Teixeira, 2016). Pelsmacker (2013b) argues that one of the emotional appeals' primary purposes is to convey an image. Further, Pelsmacker (2013b) reviews different communication appeals used in advertising by the same distinction, *rational & emotional*, but also adds on *endorsements* (See Appendix 4). Each of these appeals can be beneficial in different situations and have disadvantages and other effects on how brand attitude is formed and the engagement it creates (Pelsmacker, 2013b). Brands tend to mix rational and emotional approaches (Avery & Teixeira, 2016). Harvard Business Review (2015) says, "Companies

should try to evoke multiple positive responses to make sure that the content resonates." Implying that using multiple appeals and eliciting multiple positive reactions is beneficial for brands, corresponding to the argument made by Avery & Teixeira (2016). Research also shows that viewers are less inclined to avoid commercial messages that are emotional and entertaining (Fransen et al., 2015).

Jovanovic et al. (2017) argue that using rational appeals in advertising is inappropriate for certain products that are not that different from their competitors. However, by using emotional appeals, marketers can create specific emotional associations in the consumer's mind towards the product/service. Kotler and Armstrong (2012) state that emotional appeals target the psychological or social needs of the consumer. This means they are trying to cause positive or negative emotions that could lead to a purchase decision. Furthermore, the emotional appeals could be "cold" or "warm," and both can be effective. In Bruno et al. (2016) study, the authors indicate that a warm appeal stimulates the purchasing intent, while the cold one positively influences the change in attitude, persuasion, and behavior in purchasing. When it comes to emotional appeals, there are numerous appeals that marketers can use when producing content, such as humor, joy, love, excitement, attraction, but also fear, guilt, and shame (Kotler and Armstrong, 2012).

Eisden (2009) conducted a meta-analysis of humor in advertising. The findings from his study indicate that humor creates attention and awareness, enhances source liking, and creates positive cognitions while reducing negative cognitions. In addition, Belch and Belch (2004) argue that advertising messages with humor appeal are the ones that consumers will remember most often. One reason behind this is primarily because humor attracts the audience's attention and keeps it during the time of the advertisement. According to academic research, consumers are more likely to recall advertising messages and content that cause positive emotions, and they are more likely to be more inclined to the associated marketed product in their purchasing intent (Jovanovic et al., 2017). According to Gulas and Weinberger (2006), the immediate effect of humor is best described by a general emotional response that encompasses several reactions such as happiness, fun, or pleasure. This emotional response influences higher-order outcomes such as feelings, beliefs, attitudes, and behaviors.

On the other hand, Eisden (2009) found that the use of humor significantly reduces source credibility, which reduces persuasion effects. When brands produce content and choose which approach they take towards the creative execution, it is essential to consider brand fit. Brand fit is a term that describes to what degree a brand touchpoint fits with the brand and whether it contributes to bringing the brand to life (Brand trust, n.d). A fit between the content and the brand would make it easier to link the cues to the relevant brand and form a more meaningful and long-lasting brand attitude.

However, there are differences between B2B and B2C markets. The distinctions between these two markets are generally related to differentiated decision-making processes and product offerings (Swani et al., 2017). In addition, Swani et al. (2014) argue that B2B marketers use more corporate brand names, functional appeals, and informational search cues than B2C marketers. As a result, B2B customers are more inclined to elaborate on corporate brand names and look for information that mitigates perceived risks. Contrastingly, the B2C environment is characterized by less involvement and more emotional attachments (Swani et al., 2017). Therefore, viewers of B2C social media tend to expend much less cognitive effort and, thus, more impulsive buying behavior compared to viewers of B2B social media messages. Swani et al. (2014), on the other hand, claim that emotional content in B2B may help establish customer relationships, add valuable dimensions to products, and provide a competitive edge. As a result, including emotional content in messaging can boost customer engagement and enhance brand relationships. The findings from their study indicate that both functional and emotional appeals increase the number of message likes in B2B content more than in B2C content (Swani et al., 2017).

In research conducted by Chandy et al. (2001), we discovered that rational appeals based on reasoning and knowledge outperform emotional appeals in new markets (new goods). In contrast, emotion-based appeals exceed rational appeals in older markets (markets with more established products). Thus, this can make an argument for newly established markets and brands to choose rational appeals early on and then turn to emotional appeals later.

All things considered, by engaging with emotional and functional message content, consumers may obtain a way to express their feelings, raise their self-enhancement, and satisfy their need to exchange knowledge. Based on the findings in this section, there is an argument for believing that appeals used in social media content differ between B2B and B2C markets. Furthermore, we can observe that different message appeals affect how much consumers are engaged, and the inherent brand attitude formed when they are exposed to content.

RQ6: In which degree does appeal matter, and what appeal is most commonly used when aiming for engagement or for creating positive brand attitudes?

2.7 Why content is king

In 1996, Microsoft founder Bill Gates wrote an essay titled "Content is king" where he stated that "content is where I expect much of the real money will be made on the internet, just as it was in broadcasting" (Bailey, 2010). By now, this essay is more than 25 years old, but it seems that Bill Gates was right in his predictions since content appears to be the future and what drives the internet; social media platforms, blog posts, videos, websites, and much more. However, it is necessary to discuss further the benefits and drawbacks associated with content marketing.

One disadvantage associated with content marketing is that its results are harder to track, and often develop over time. In traditional advertising, there is normally a beginning and an end to a campaign where you are able to track the influence it had on the customers (Satell, 2015). Another reason why marketers may favor traditional advertising over content marketing is that there are significantly more established advertising platforms and methods. Native advertising may be the best option for individuals looking for assured placement with a well-known publisher (Libert, 2015).

For content marketing to be effective, it needs to be able to engage the customers. The problem associated with engagement is that we as consumers vary greatly in the will and ability to let ourselves be influenced. If successful, content marketing can be very effective. The premise is that your customers have the ability and motivation to think actively about the message (Olsen, 2021).

Pulizzi & Barrett (2009) explain several reasons why businesses are making the change to content marketing. First is the shift in buyer attitudes toward traditional media and content credibility. Nowadays, customers need relevant content that makes them more competent and knowledgeable. Second, businesses can't rely solely on traditional media to help them reach their target audience. Social media platforms can provide more precise buyer data than traditional media channels. Third, selling to your customers is becoming more demanding due to abundant content and shorter attention spans. Lastly, high-quality content from the business expert is trusted. Companies should be an authority in their own sector and have the most reliable content resources to attract and retain customers and prospects.

Content marketing may take many forms, including text, photographs, and videos, each with its own advantages and disadvantages in capturing attention and engagement level (Backlinko, 2022). Other types of content marketing exist as well. One good example is the "Lego Movie"; not only is it entertaining but also a significant product placement and form for content marketing. One can look at movies like the "Lego movie" as a two-hour commercial (Einstein, 2016). Rather than putting their product in other movies, LEGO uses a movie with entertaining content promoting both their name and products, which is appealing to the relevant target group. LEGO has also made so-called "Lego movies" with other brands such as Marvel and Ninjago. This co-branding and cooperation help both brands increase brand awareness and establish a good attitude through secondary associations (Keller, 2020). Part of why such product placement and content marketing can be more effective than advertising is because we tend to approach entertainment differently than we do advertising (Einstein, 2016). For that reason, masking marketing through content can be more effective than normal "push" advertising.

Another proof of the effectiveness content marketing can have, is the reputable ALS challenge that swiped the internet back in the summer of 2014. This was viral marketing through content marketing which led to a massive increase in money donated to the ALS foundation, all through the efforts of everybody else (Einstein, 2016). It engaged uniquely, being fun and challenging. Besides increasing donations, the ALS challenge also led to plural branding benefits such as high brand awareness. There were also benefits for other brands partaking in

the challenge, as they could show corporate social responsibility (CSR) and increase brand awareness. Di Somma mentions in his article in 2014: "When KFC got involved, they dressed up an actor as the Colonel and did the Challenge with a KFC bucket. CSR meets brand awareness. Everyone wins".

Content marketing applies a more customer-centric approach to its marketing efforts than traditional advertising. It can be said to follow Peter Drucker's definition of how to operate on the market (1954). It also follows the advice given by Day (2000): "Customer-centricity provides the best means to develop competitive advantage that is hard for rivals to understand, copy or displace." This means that firms that create and distribute customer-centric marketing will have the edge over their competitors from a branding & marketing communication perspective. Based on the reviewed literature on content marketing, we believe that content marketing can be more effective than traditional marketing when engaging consumers and creating positive brand attitudes.

2.8 Summary of research questions

To give an overview of the research questions belonging to the different themes in our thesis, we have summarized them in the table below.

Theme	Research Question
RQ1: Content Marketing	What benefits does brands get from focusing on building relationships with their customers instead of promoting their products/services?
RQ2: Social Media	What are the biggest differences between the platforms TikTok & Instagram, and why do brands choose to utilize these platforms?
RQ3: Engagement	Does platform choice matter for engagement level? And how can you best engage the customers throughout the customer journey

RQ4: Video	Should marketers focus on video, and if so what approach & characteristics are best to utilize when making video content?
RQ5: Brand Attitude	How can content marketing generate positive brand attitudes?
RQ6: Message Appeals	In which degree does appeal matter, and what appeal is most commonly used when aiming for engagement or for creating positive brand attitudes?

3.0 Methodology

The following section illustrates the methodological procedures used to answer our research question and present evidence-based findings. An explanation is provided regarding the research approach, design, and data collection. Our findings will aim to provide evidence-based management tips based on marketing practitioners' expertise, knowledge, and judgment (Bell et al., 2018 p.7).

3.1 Qualitative design

For this study, the authors have chosen to have an explorative approach in the form of individual in-depth interviews based on an interview guide as data collection method (See Appendix 5). Qualitative research design has the ability of going in depth to understand and will be best suited to uncover the answer to the research question at hand (Gripsrud et al., 2020, p.117).

The qualitative methodology was chosen as it was deemed most appropriate for the objective of this study, which was to uncover how practitioners use content marketing & video on social media and how it affects the viewers. The most practically useful information for marketing would be to understand what works better, as this gives extremely clear guidelines for creating creative work (Nyilasy & Reed, 2009). In addition, Silverman (2022) argues that qualitative research is the best-suited method for studying topics such as understanding social interaction in real-life situations like social media & understanding processes such as decision making (Silverman, 2022, p.21). Therefore, this study's explorative approach was taken to provide insights and an understanding of content marketing, as the use of video content in practice has not been extensively explored in previous research.

By conducting qualitative research, we will also be able to look at the practitioner–academic gap in content marketing, enabling us to examine the constantly shifting marketplace (Bell et al., 2018, p.35). In addition, it will also allow us to explore what the informants see as important and significant (Bell et al., 2018, p. 376), which will be done by mapping marketing practitioners' own experiences as primary data, and then comparing this with theory and research that exists on the topic from beforehand.

3.2 Data collection

Our primary study will consist of in-depth semi-structured interviews in which we want to have a free-flowing conversation with the informants so that they may elaborate on themes and factors related to our research question and theme. This is due to the reason that such interviews are traditionally used when the topic is sensitive or difficult to treat in ordinary surveys or focus groups or when one wants to gain insight into informants' individual everyday experiences without influence from other people (Gripsrud et al., 2021, s.70). In addition, semi-structured interviews will allow us to keep an open mind when conducting the interviews (Bell et al., 2018, p.11). The interviews will aim to locate the informant's perceptions, thoughts, and impressions of social media marketing and how brands can best utilize video content on the two social media platforms, Instagram and TikTok. In-depth interviews are purposefully structured with a specific objective to investigate and get information from credible sources rather than collecting information randomly (Gripsrud et al., 2020, p.117).

We conducted ten semi-structured interviews. By conducting ten interviews, we aimed to find commonalities between how different brands have successfully integrated content marketing into their branding strategy. By completing the interviews as a pair, we hope the findings of the interviews will achieve a higher inter-observer consistency (Bell et al., 2018, p.362). Our research will comply with the NSD and GDPR regulations by considering the confidentiality and privacy of the data collected.

3.3 Sampling

To gain various perspectives on social media marketing, we will interview firms differing in size and industries to gain a better understanding and knowledge. The

sample is explained by a non-probability sampling method, a more specific purposive (judgment) sampling design, which means that none of the informants is chosen randomly (Gripsrud et al., 2020, s.192). The researchers want to gain detailed knowledge about content and video marketing; therefore, judgment sampling is deemed most effective when there are just a few persons in a population who possess the qualities that we anticipate from the target population. This allows us to approach the target market directly and select a sample that is most useful to the purpose of this research (McCombes, 2022)

Our sample aims to consist of experts within the field of marketing communication and advertising. The common denominator is their involvement in marketing communication and social media marketing. We will emphasize the marketers' point of view rather than the customers' as we are looking for a better understanding of how "content marketing" is utilized in practice and what the effects are.

To answer our research question, it would be beneficial to interview people with knowledge about the phenomenon, i.e., those who work with content, especially video content and social media marketing. As we see it, these can roughly be divided into two groups. Those who work with marketing in companies that target customers and those who work in media/advertising agencies. There is an assumption that people on the agency side have more involvement with content marketing, as they may work with several content marketing projects simultaneously for several customers and thus have more experience and a broader understanding of the phenomenon.

3.3.1 *Sampling criteria*

Purposive (judgement) – non-probability sampling	
Position:	Non specified – importance on their involvement in marketing communication and social media marketing
Language:	Norwegian or English

Location:	Norway - Open for physical & digital interviews
Expertise on either:	<ul style="list-style-type: none"> • Content marketing • Brand/product Attitudes • Social Media • Market communication • Branding • Video marketing • Engagement • Strategy
Industry:	B2B, B2C & Media/Advertising agencies

3.3.2 Informants overview

The informants for our semi-structured interviews have various backgrounds and hold multiple positions, where they had a large variety of experiences and came from different industries. To increase the validity and credibility of our study, we have asked the informants to use information such as their company names and positions to give a better overview of their competence and knowledge. We also conducted interviews with both agencies that work within B2B and B2C firms, firms working solely in B2C and B2B markets, and firms working in cross markets. By having a variety of brands and firms, we had the opportunity to talk with both brands that operate as “*houses of brands*” and “*branded houses*,” providing us with a great diversification and insights into brands other than those employed. In the table below, we have summarized some information about our informants. Here we have classified the informants based on their *position, company, industry, and what they hold expertise on*.

Nr	Position	Company	Industry	Expert on
1	Communication advisor	<u>Norsk Hydro ASA</u>	Industrial - Mining & Metals	Video & customer attitude
2	Head of social	<u>MediaCom</u>	Media agency	Content marketing, marketing mix
3	Writer, sustainability- and PR-manager	<u>Markedssjefene</u>	Advertising services/agency	Content marketing & writing, communication mix
4	Specialist in Social Media	<u>Anonymous</u>	Performance marketing agency	Video, content marketing & social media
5	Leader within visibility & communication	<u>Hubify</u>	Business consulting and services	Content marketing, LinkedIn, attitudes towards social media
6	Brand manager	<u>7-UP, Mountain Dew, Gatorade & Lipton</u>	Soda/soft drinks/beverages	Strategy, branding, consumer behavior
7	Social media specialist	<u>ELG</u>	SOME - agency	Social media, content marketing & platforms
8	Concept & content specialist	<u>VIPPS</u>	Financial Services / Payment solution	Marketing, strategy, engagement
9	Visual sales/marketing & video coach	<u>Kogger AS</u>	Marketing Agency - Business skills training	Video, content marketing, attitude & communication
10	Marketing chief and public speaker	<u>Metro branding</u>	Marketing, Communication & Advertising agency	Content Marketing, Digital visibility & branding

To get in contact with the informants, the authors used their networks, e-mails, and LinkedIn to establish a connection. Here we utilized our sampling criteria to determine which practitioners we wanted to get in contact with. As mentioned in our data collection section, we allowed both physical and digital interviews to take place; thus, some of the informants were conducted digitally from outside the Oslo region. In total, the authors reached out to over 90 people to try to set up an interview for the study. Many were eager to participate but could not find the time due to hectic schedules or intensively ongoing projects. For the study to be thoroughly analyzed, the authors also had to reject some practitioners who wanted to participate in the later stages of the thesis. Going beyond ten interviews would not be feasible due to the amount of time used for preparations, the interview itself, transcriptions, translations, and analysis. In the findings and discussion, we will refer to the informants by their assigned numbers to keep confidentiality.

3.3.2 Language of interviews

With the informants we had at hand and the native language of the interviewers, all our interviews were conducted in Norwegian. This means that all transcriptions also were done in Norwegian. Conducting the interviews in Norwegian means that the quotes and observations are translated and paraphrased to make sense in our analysis. The interviews were audio-recorded and transcribed to be reproduced verbatim. We have kept in mind during our interviews that not only does what they say matter, but it is also how they say it (Saunders, Lewis & Thornhill, 2019, p.645). In our transcriptions, we added the emphasis and emotions expressed by the informants. We also included the researchers' questions and comments in our transcriptions since they may have contributed to why we received a particular answer. This was necessary to maintain high transcription quality (Silverman, p. 326).

3.3.3 Interviews

For our interviews, we made our interview guide in Norwegian and English. This enabled us to reach out to both an English-speaking and Norwegian-speaking sample. Our interview guide was inspired by a previous interview thesis written on the theme of content marketing, but we also made sure to include questions that answered our research questions. To go in-depth about the topics during our interviews, the interviews lasted approximately 1 hour each. The interview guide was continuously improved during the thesis and interview process to ensure we got as concise answers as possible. The interview guide includes open and closed questions to foster debate and allow for unexpected subjects to develop (Adams, 2015).

3.4 Data analysis and interpretation

The analysis of data material is mainly about transcribing, coding, and reducing data to identify patterns (themes) within the data (Malhotra, 2010). Therefore, a realist thematic analysis technique was chosen to examine the data collected. Creswell & Creswell (2018) presented a framework for data analysis in qualitative research which we used as a guideline for this process (See Appendix 6).

3.4.1 *Transcription Process*

Wellard & Mckenna (2001) understand transcription as the process of turning an oral interview (raw material) into a written text. This was done to structure the interview material and make it available for analysis. The disadvantages of processing the raw material in this way are that factors such as body language, facial expressions, posture, etc., are filtered out (Wellard & Mckenna, 2001). In the current study, it is noted that both interviewers and informants use the term “content marketing” and “innholdsmarkedsføring” interchangeably, but we emphasize that this means the same thing.

The transcription was done manually by the two authors using a verbatim approach, which was done to authenticate the process and the content of the transcription. This led to the researchers having simultaneous procedures (Creswell & Creswell, 2018, p. 267). When the transcription process was successfully done, we had all the raw data available to organize and prepare for the analysis.

3.4.2 *Coding & Decoding information*

The first step after the transcription process is to organize and prepare the raw data for the data analysis. After reading through all the data, we coded the data by hand using predefined codes. Then, all the codes were compared and cross-checked to ensure consistency within the coding process. This was done through color-coding, where we used different colors for each of our six research questions to begin identifying emerging themes (See Appendix 7 for illustration). The general codes were sorted into subthemes. After this, we searched for interrelating themes and descriptions through the data, and then we interpreted the meaning of the themes/descriptions.

The subthemes were sorted underneath the six research questions as main themes: Content Marketing, Social Media Channels, Video Marketing, Engagement, Brand Attitude, and Message appeals. The themes were developed using a theoretical rather than an inductive approach, with the research questions serving as an overarching umbrella (Thomas, 2006). Subthemes that were irrelevant to our research questions were excluded.

4.0 Findings & discussion

In the following section, the findings from our semi-structured interviews are presented. The data collected during the interviews with practitioners are analyzed to reveal their understanding of the “content marketing” phenomenon, how they work with it, and potential dimensions of the concept that the literature does not cover.

Conducting semi-structured interviews allowed us to ask questions beyond the questions in our interview guide and test whether our pre-existing notions were shared with the practitioners. Conducting semi-structured interviews also left the authors with a lot of data; thus, we had to limit the themes presented in the study. The findings are based on our interview guide and the six research questions, sorted into the following themes: content marketing, social media channels, engagement, video content, attitude, and appeals. Through our interviews, we discovered many interesting similarities and findings, but also some differences compared to the literature review. Because we performed semi-structured interviews, we could delve deeply into the subjects with which the marketing and communication experts were most knowledgeable and experienced.

4.1 Content Marketing

Google trends show that keywords for content marketing have increased dramatically since 2010. The term "content marketing" has flourished over the past ten years, and content marketing has become a buzzword. The term "content marketing" was already in use in the early 2000s, and one of the earliest definitions was offered by Pulizzi and Barrett in 2009. In 2021, almost 97% of surveyed industry professionals said that content marketing was a part of their marketing mix, compared to less than 80% in 2019 (Statista, 2022).

After examining the informants' attitudes and perceptions of the term "content marketing," we tried to map out the informants' understanding of content marketing and what benefits brands get from focusing on building relationships with their customers instead of pushing their products or services. By categorizing themes of the transcribed interviews, we quickly saw the outlines of what the informants believe are the benefits of the emergence of content marketing. It is mainly *reputation building*, *brand awareness*, *recruitment*, and *engagement* that

stand out as the most critical factors. Some also mentioned education, meaning that content marketing could be used to educate customers (and leads) about your products/services.

Regarding what the informants define content marketing as, informant 10 argues that it is all about creating and distributing valuable, relevant, and consistent content to attract and retain a target audience, similar to the literature perceptions of content marketing. Informant 10 further argues that anything that is not direct advertising can be called content marketing. Another important point worth noting is that firms need to have a long-term perspective that aligns with the business and brand strategy. Informant 10 resonates that *"you do not just go out and make some content like that very quickly, you have to be consistent, and it has to be over time so that people have time to be influenced."* While Informant 1 associates content marketing with the visibility of the company through the production of content in relevant channels and explains that it is *"about reaching out to one or more target groups and engaging them through the use of different content, either to promote a product/service, drive reputation building and brand awareness, but also recruitment."* Emphasizing that content provides value in different ways than just engaging customers and consumers, such as employer branding.

Informant 10 definition of content marketing, compared with Kotler's (2017) definition, differentiates itself by saying that content marketing covers everything beyond direct advertising. Others of our informants also acknowledge the change the term content marketing had undergone, emphasized by what informant 7 says: *"It might have developed over time, from when I started 4-5 years ago it has developed a lot. Previously the term was associated with perhaps a written article. Now it's a lot more, much broader than that."* Informant 10 defining content marketing as a broader term corresponds to how informant 4 describes how they use content marketing: *"For us, we work a lot with content marketing, which involves creating courses/workshops, webinars, writing blog posts, and using videos to generate engagement. One example could be for recruitment, or to portray customer references, in that instance we use videos."*

Informant 3 defines content marketing as creating good, useful, and relevant content that hits the right target group based on what they need. The informant

further argues that it should be well angled and pointed and that it should be appropriately adapted to the specific target group. The informant says that it should not be *"too sales-focused in a way, but it should be useful. It should not be a promotional message, but something people need and benefit from. I think one should rather share more, preferably tips, and give them actual knowledge that they have used for"*. This is what informant 3 believes is good content marketing, which can be compared to how Pulizzi & Barret (2009) and others who operate within content marketing define it. The content must be educational and/or compelling enough to attract and engage consumers. This also corresponds to what informant 7 claims about content marketing, that it must be something of value to the consumers; it's not just push. The informant associates content marketing primarily with *"humorous viral videos that are more or less relevant to the product you are selling"* and informative videos *"that make you feel like you have learned something you can benefit from later."* We find that several of the informants agree that it is essential to generate valuable content for people to build trust and provide context for what you are doing. This is consistent with what Forbes (2021) and other marketing practitioners claim about content marketing, explaining that it is a great way to get in front of and bring "value" to consumers without going overboard on your sales pitch.

Informant 5 elaborates that *"when everything else is the same, it is the people that consumers buy. Many companies offer exactly the same thing, so how do you differentiate yourself? Feel free to show the people who work there because consumers connect faster with people compared to company names and logos"*. Human faces were one of the characteristics in videos that consumers did not skip (Kotler et al., 2017). We see that Informant 5 understanding is similar to how the literature builds up its argument for why we engage and are more attracted to certain social media posts.

4.1.1 The difference between traditional advertising and content marketing

In the interviews with the marketing practitioners, we saw it as important to try to get the informants to reflect on the potential difference between traditional advertising and content marketing. Is there a big difference between these two communication methods? Or can content marketing just be seen as a part of

advertising like Einstein (2016) claimed? Do the informants themselves view the matter beyond the perspective of their brands?

To understand the informants' views and perceptions of advertising and content marketing, we asked the informants what they believe the term "content" is and what they define as the difference between "advertising" & "content" is. Informant 1 says, among other things, that "*Hydro has no clear distinction between advertising and content marketing; they flow and go into each other. Advertising is more directly aimed at selling a product, while content marketing is so much broader than that, it deals with reputation building, what people get to know about us (brand awareness) and why they should buy from us*". Further, informant 10 argues that "*sometimes I find it difficult to put my finger on what is advertising and what is content marketing because content marketing is in a way advertising too.*" The informant also states that what we very often think about content marketing is that: "*instead of pushing out an opinion or a product/service, you facilitate the provision of information that they think the recipient/target group are interested in,*" this makes it often feel less intrusive than advertising. This is consistent with Kotler et al. (2017), Holliman and Rowley (2014), and Pulizzi & Barrett's (2009) explanation of how content marketing works differently from traditional marketing.

Kotler et al. (2017) talk in this context about how content marketing is on the recipient's premises while advertising is on the sender's premises and illustrates this by referring to how advertising allegedly "promotes a product by pushing it on the consumers." Holliman & Rowley (2014) also states that content marketing should be free of selling messages and instead focus on the specific interest of customers. Thus, there is more of a customer-centric approach, which is a crucial aspect of content marketing since it fundamentally differentiates it from traditional advertising messages. One could argue that some traditional advertisements also focus on the consumer rather than the product. However, as a clear distinction in literature, the customer-centric approach differentiates traditional advertising and content marketing.

Informant 10 further says that with content marketing, "*there is no one who is shouting in your ear, but there is information that you can read more about a*

product/service or something that has with the product or service to do, but which is not necessarily about sale-sales-sales, but which to a greater extent is about influencing attitudes and associations, which in turn helps to influence the whole brand." It's a great way to get in front of and bring value to consumers without going overboard on your sales pitch. This is in congruence with Forbes (2021) and other marketing practitioners' opinions of content marketing. The informant explains that the most significant difference is that one is, to a much greater extent, the "good helper" instead of a pushy salesperson shouting in your ear.

Informant 7 also perceives content marketing as the same as advertising and believes it's a sub-branch of advertising in some way. Going on to say: *"All content marketing is advertisement, but all advertisement is not content marketing."* This goes back to the fact that in content marketing, there is some content of value, which distinguishes it from perhaps other types of advertising. Informant 8 also explains that *"it's a part of advertising, but there's always the risk that someone would misinterpret and think that because they have a website where they can publish and do anything they want, where they can create a lot of content and post it there, assuming that it's content marketing."* The informant has an interesting opinion on the difference between advertising and content marketing. Informant 8 here explains that not everything is content just because you publish it on a website. Still, it must be well angled and pointed to a specific target group to make it relevant and valuable enough for the consumers.

We can see that several informants have the same perception of content marketing; it doesn't differ too much from traditional advertising but can rather be seen as a part of it. This is in congruence with what Einstein (2016) claims in her book "Black Ops Advertising," stating that content marketing is just an advertising phenomenon. However, they all agreed that content marketing is about creating and distributing valuable, relevant, and consistent content to attract and retain a clearly targeted audience. They all explained that content marketing is all about building trust and positions in a target group, so they become "top of mind." It's all about being a great helper, facilitating and conveying information to the consumer that they can use to reach personal and professional objectives. Several informants perceive advertising as "unwanted noise" and something "pushy" from the customer's point of view, similar to the practitioner's perception. Content

marketing glides through advertising in some way, and the distinction between them has become diluted in the last years; therefore, some struggle to separate them. Informant 10 gave a good illustration of this:

"You have probably seen the Telenor advertisement that has been going on for many years, with the family that has been followed through many phases. You have Arfinn, who got married and had children. They have made a story that they have followed for a long time, and it is almost as if when it comes on TV or online video, you become curious about what has happened now. It's obviously advertising since it's completely pure advertising formats, but they use the content marketing elements in that advertising."

Informant 1 also gave us an excellent example of an advertisement that can be interpreted as content marketing and states, *"IKEA advertising, they are very good at advertising anything but what they sell. They focus a lot on the green shift and climate changes. They do not directly promote their products. Is it advertising or content marketing? In a way, it is both"*.

Content marketing has developed a lot over the last 4-5 years, and now the distinction between content marketing and advertising is even more diluted. However, both strategies are used to get a message about your business, products, or services. The principles behind these two strategies are push vs. pull; whereas advertising is more push, where you get the material out to customers through mass marketing, content marketing revolves around creating material to pull in the customers. When it comes to content marketing, the concepts of relationship marketing apply, that you create interest for consumers so that they read your content. It is a way to show your consumers that you're knowledgeable in your industry and that they can "count on" you for helpful information, as we described in the literature review.

4.1.2 Why has there been a transition towards content marketing?

Several informants state that the development of technology and widespread use of social media have significantly changed the tools and strategies for communicating with our customers and how we communicate with each other. They further argue that a change in buyer attitudes towards traditional media and

content credibility are the main reasons why content marketing has become a prevailing practice in the marketing industry. According to Gaustad et al. (2018) consumer preferences and the competitive landscape shift quickly, especially as technology advances and globalization accelerates. This is similar to how the informants point out that technology and social media channels offer several new opportunities such as "talking to very specific target groups," "increased distribution power," and that "everyone can be a publicist." The content marketing literature has also highlighted these aspects as necessary (Pulizzi and Barrett 2009; Kotler 2017).

We interpret the phrase "to talk to" as the possibility for the sender and recipient to communicate together. It is thus about dialogue rather than a monologue. This point is used in the series of arguments for why content marketing is a more efficient form of communication than traditional advertising. Kotler et al. (2017) and Einstein (2016) explain advertising with words such as "push," noise, and interruptive selling, which does not encourage two-way communication with their customers.

Content marketing, on the other hand, is described by Kotler et al. (2017) and other researchers as a way of enabling two-way communication, enabling both bidirectional and multidirectional communication (Avery & Teixeira, 2016). They argue that content marketing should be free of selling messages and instead focus on the specific interest of customers, thus a more customer-centric approach. The informants especially point out the abundance of content consumers are exposed to daily, making it increasingly more difficult for marketers to transmit precise information to customers successfully. With the power of social media and its ability to reach and spread attention-grabbing material, content marketing can play an important role. The informants especially acknowledge social media channels like Instagram, Facebook, and LinkedIn as platforms with much potential for spreading and obtaining information about products and services. However, we will explain this further in section 4.2.

One of the informants (5) explains: *"Because there is so much noise, the efficiency of traditional advertising also decreases. Numbers show that 84% trust a recommendation from their friends and acquaintances more than they trust a*

recommendation from an advertisement. If I'm going to travel one night and know you're from that city, I'd rather ask you for a good restaurant than check an advertisement because I trust you more". The internet's development into various mobile and digital devices has increased the number of ways a customer might be exposed to advertising (Stewart et al., 2019). Consumers are bombarded with at least 2,000 outbound marketing interruptions daily (Halligan, 2022) and are finding creative ways to block them, including ad blocks, email spam filtering, and much more. Customers don't want to get exposed to advertising to the same degree anymore because it's perceived as irrelevant, noisy, and interruptive; they are simply tired of it.

Furthermore, the informants point out, among other things, that changes in "technology and buyer behavior" are drivers for content marketing because of the digitalization we are experiencing. This is further elaborated by informant 4: *"People simply do not believe in static advertising anymore. Consumers need something more; they need to be stimulated since they are used to being exposed to so much noise and bad content all the time, so they have become immune. The consumer needs more, and we also need to understand why there is value in it, or it just goes straight in and straight out again".*

The abundance of content and shorter attention spans has made it more demanding to sell to your customers, and brands must find a way to engage prospective consumers with content that is meaningful and relevant to their needs and concerns. Further, Einstein (2016) argues that customers lower the number of brands they consider when purchasing a product as media fragments and goods increase. Thus, content marketing can be an efficient tool for companies to differentiate themselves and stand out. Pulizzi & Barret (2009) explain that consumers need content that makes them more intelligent and knowledgeable, aligning well with Kotler's (2017) definition of the purpose of content marketing. Firms can no longer solely rely on traditional media to help them reach their target audience, and social media platforms can provide better and more precise access. Informant 9 also emphasizes "the change in buying behavior" and "the use of the internet" as drivers for content marketing. This is further elaborated:

"The use of the internet and the fact that we are anonymous all the way means that we must capture people in a way that makes them recognize themselves in the message we have, and that's why we must speak out. We must shout out in a dark room and hope that someone hears us; we do this by seeing that someone lands on our website or reads our articles or likes the post on LinkedIn etc."

The quote above highlights the development of technologies and widespread use of social media as the two main factors for the transition in marketing towards content marketing. Now, we must create relevant and valuable content (Kotler, 2017) to connect with and reach the consumers, a task not often met by traditional advertising. Social media's rise to popularity as a marketing tool can often be attributed to its massive distribution power and the platform's ability to engage consumers in various ways. The technologies and widespread use of social media platforms make content creation and distribution faster and easier, making it convenient for anyone to become a publicist.

Pulizzi & Barret (2009) explain that perhaps the most important point is the low costs if one practices content marketing on digital platforms. Because technology is inexpensive and straightforward, even small businesses can deliver exceptional content solutions to a specific customer base using social media. By becoming the publisher themselves, brands can easily gather a considerable amount of data relating to current and future customers and often at a low cost. On the other hand, informant 6 argues that it's more expensive and resource-demanding with content marketing but claims it is far better for the brand equity and gives a much higher return on investment. This is because content often needs to be tailored & made with a particular target group in mind.

From the historical perspective of marketing, it must be seen to understand why the technology and widespread use of the internet and social media has been an essential catalyst for content marketing. One informant (9) argued that content marketing had been developed since the early 2000s; as HubSpot appeared as early as 2006-2007, people started to realize that now it is inbound that applies and not outbound. However, the history of written content marketing and advertising goes back further than we think, long before the inbound company "HubSpot" was founded. One of the most successful examples of the core idea of

content marketing was when John Deere launched "The Furrow" in 1895, a magazine designed to advise farmers, helping them improve their business (Speiser, 2020). The magazine's success wasn't just due to the helpful information but also the engaging and exciting stories that were enjoyable for readers. The takeaway here is that quality content is valuable for consumers. The "Michelin guide" is another excellent example of an early content marketing idea, followed by John Deere's model. The Michelin guide was first published in 1900 and was originally a magazine about auto maintenance and travel (now known as an exceptional restaurant guide).

However, the most significant change to the content marketing landscape came in the 1990s with the development of computers and internet usage. Multi-channel marketing, social media, and SEO have defined content marketing over the past 20 years (Speiser, 2020). Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, and many other social media platforms have risen to prominence as primary channels for firms to communicate with their customers. As a result, content creation and distribution have become highly strategic approaches. This was the beginning of the social media revolution, and what pushed this revolution was the emergence of the iPhone in 2007 (Speiser, 2020). This allowed anyone to become an amateur photographer or videographer and quickly share their content on the go. In other words, the development of technology and social media has increased distribution power and engagement, allowing for more two-way communication, as the informants point out as important factors to the surge of content marketing.

4.1.3 How do brands create relevant and valuable content?

What is seen as valuable and relevant can differ from one person to another. In our literature review, we found that content marketing often caters to creating content with the customer in perception, leading us to ask questions about what the practitioners interviewed determine as relevant content and how you could create relevant content. We discovered several explanations for how different companies determine relevance and utilize this when creating content.

As emphasized by what one of our informants said, being relevant and creating relevant content is also a challenging task. When asked the question, "How do you

define relevant and valuable content? and how do you ensure relevancy?" informant 2 started by saying: *"This is a theme I could probably have spoken about for ten hours. It's a very big question which entails a whole lot, as you put an immense amount into relevancy"*. What determines and contributes to creating relevant or valuable content isn't as simple as one thing but rather a plethora of factors. Further going on to say that there are different relevancies, such as *geo-relevancy, personal relevance, platform relevancy, and target group relevancy*. Although most of our informants agreed that a thorough research process was needed, they also emphasized that data doesn't tell the whole story. Sometimes you must try and experiment with different stuff to find what is relevant and valuable. The authors believe this to be especially relevant with the platform TikTok, as here we can see trends, subcultures, and niches, changing rapidly (Avdagic et al., 2022). Missing out on trends, and being late wave riders, can often lead to brands missing out on interactions and the benefits market communication provides to building brand equity.

The research process of finding out what content customers & consumers find relevant can take many forms. Informant 9, who worked as a digital sales & marketing coach, stated that one way in which they can help brands in creating relevant content is through the workshops they hold: *"We need to hear about what they experience, what their customers are seeking. The best way to find this out is by using the "they ask, we answer" method - which is about being consumed with what inquiries their customers have asked them about in the previous three, four or five months. We ask the organization, those who participate in the workshop, to write down ten recent questions they have received from a customer. After gathering all the questions, we sort them into two phases, before they become a customer and after. We find then that there are people who have experienced the same questions. We also match it, perhaps against what Google trends say, what keywords are out there and what people are interested in, concerning the type of product or service they buy"*. By creating content based on their customers' questions and inquiries, they are much more likely to make content marketing, according to Kotler's definition (2017), content that in fact, is of high value to your customers.

Relevancy does not only have to do with the target segment and their preferences. Many brands tend to make campaigns based on holidays such as Christmas and Easter, events, and other occasions. Recently the celebration of Norway's national day - the 17th of May - led to many marketing efforts from firms to be relevant as the 17th of May is something everyone in Norway has associations towards. It is often seen as a day of happiness focused on joy and celebrating opportunities and pride. This is also something brands must leverage to make meaningful connections with their consumers. By appealing to relevancy tied to holidays or other special occasions, brands are more likely to succeed in mass marketing. This was also claimed by one of our informants. Informant 2 said the following on the matter:

"Perhaps it doesn't make sense to split and segment things further? Perhaps one might look at something with a broader scope? Is there anything exceptional about the time we're in? Are you approaching any significant holidays? Are there any typical scenarios that apply to a larger proportion of the target group? Perhaps it should be something familiar, like Christmas. Since there will be many people celebrating Christmas, we can reach many individuals by marketing to a larger audience while remaining relevant to some extent. However, this is also dependent on the product category".

This indicates that even though relevancy is often set towards the personas or target group of a company, relevance can also play a role in mass marketing, and successfully so. Relevancy and value in content also hinge on a cultural aspect. Different cultures have different traditions, norms, values, and languages, all affecting how market communication is interpreted. Pelsmacker (2013b) further discusses this by saying that many components of culture can alter advertising. They include the following: *colors, values & attitudes, religion, sense of humor, and gender roles* (See Appendix 8). We mean that the same components of how advertising is perceived are transferable to a content marketing perspective, leading back to the fact that several of our practitioners believe content marketing to be indifferent to advertising, but also the fact that Einstein (2016) claims content marketing to be a part of it.

This means that what is relevant for you and me in Norway might not have the same perception as relevant in another country. It also emphasizes the need for

brands to tailor marketing messages to which market they operate. This was underlined by informant 4 when explaining how their brands work with content: *"Because I work in a brand belonging to PepsiCo, we get the global videos almost ready-made. But the media agency must decide what we use and what works on what platform. They sit on all information on what works best on different channels."* So even though informant 4 works as a brand manager for the international brands 7-UP, Mountain Dew, Gatorade & Lipton, belonging to PepsiCo, the content and channel choice are decided by the media agency utilized by the local market to get the most out of it. PepsiCo acknowledges that the perception of advertising messages differs from culture to culture and market to market.

Determining what is both relevant and valuable can be a complex task. After explaining what Ringnes finds relevant, informant 4 puts it in this way when explaining what valuable content is: *"For us, it's kind of the same thing. What you find relevant, you also find it as valuable. At the same time, you can also create valuable content in other ways, for example, by spreading information consumers did not know they needed. This is also a way to capture the consumers' attention. Get their interest and attention by informing them about something they didn't know about. The content is not relevant, but it's still valuable because they learn something."* This explains that although relevance often leads to value, brands can create valuable information without needing to be relevant.

So, relevance can be achieved through different aspects, by catering to elements such as location and holiday or basing it on the target group. But is there a way you can guarantee relevancy? Informant 9 means there is and explains that: *"If you read Marcus Sheridan's book (They ask, you answer), he identifies five areas that reach the customers 100% of the time. One of these is price or costs. Another is competition, who our competitors are and how our products work compared to theirs. Another one is so-called "best-in-class," to dare to say that if the customer chooses our product, they will experience our product as the best product. I encourage more brands to do this in Norway, dare to brag, in a way where they can show that exactly they know what is needed, Then I would purchase!"* The "best-in-class" approach is similar to the advertising appeal "comparative ads"

presented by Pelsmacker (2013b). We will go more in-depth on message approaches & appeals in section 4.6.

The best-in-class argument might work for many brands but would not work well in the FMCG industry. For instance, take the brands of informant 6, which are soda and soft drinks, where the level of involvement often is low; the best-in-class is quite subjective and would therefore not work in the same way, as choices for drinks are very often made at the counter or due to discounted prices. On the other hand, if you have products with a high degree of involvement, the method of "best-in-class" might work more effectively. According to Schiffman et al. (2012), what products or services are perceived to be low or high involvement can be anything with personal relevance to the consumer. The book says: "A car and a dandruff shampoo may each represent high-involvement purchases under this scenario - the car because of high perceived financial risk, the shampoo because of high perceived social risk." (Schiffman et al., 2012. p.217-218). Typical low involvement products have low importance to the consumer, are not relevant, and have little perceived risk for the consumer. By having low involvement, the products often aggravate little to no information processing (Schiffman et al., 2012, p.218). FMCG products usually don't hold a high level of risk and thus can, in most cases, be classified as low involvement. If done successfully, using the approach of being "best-in-class" for highly involved purchases might make your brand able to break through the clutter of information and be amongst the brands considered even by the "Narrow categorizers" (Schiffman et al., 2012, p.218).

Another reason why "best-in-class" may not work as a marketing appeal can be found in marketing literature, according to Pelsmacker (2013b), whose research explains that: "brand comparisons in which the advertised brand always claims to be the best, or showing the brand name too often, leads to more irritation." This may explain why contrary to the urge by practitioner 9, and this method is not extensively used in the Norwegian marketing landscape.

We found out early that any type of content (whether advertising or content marketing) needs to be relevant to be of value. Either as valuable to achieve sales, gain leads, or increase your brand's brand equity. Informant 2 explains it: "*How can you engage the customer with your message? That's where the relevancy*

plays a little bit of a role." Having relevance can make social media users and customers more inclined to engage with your content, whether posted organically or not. In addition to many other factors, which will be covered further in section 4.3 about engagement.

4.1.4 What role does content marketing play in the communication mix?

A brand's market communication comprises different strategies and communication methods, often in many different channels. Through the literature review, we learned different ways to spread your marketing message (See illustration 1), both in traditional methods, through content marketing, and using WOM. Our informants seem to agree that although content marketing offers excellent benefits and is an efficient tool for reaching consumers, a good marketing mix should contain more elements than only content marketing. This would make sense as sometimes pushing products and services through campaigns is necessary for people to be aware of the offers and where they are offered. We also found out that the effectiveness of content marketing varies depending on where the customers are in the customer journey.

Informant 5 emphasizes how important content marketing has become in today's marketing communication environment by saying: *"I believe content marketing is the most essential way to find new customers, candidates, and build a brand. If this (a good content marketing strategy) is not in place, you (as a brand) are just throwing money out the window."* It is still not the norm, and advertising spending is still diversified amongst both traditional and content marketing. Informant 6 says: *"I imagine that we use approximately 25% of the budget in every project on content marketing. Content marketing is not the standard because there is still a lot of traditional marketing. A lot of static (content), a lot of banners, and much more."* For marketing practitioners today, using and spending money on content marketing is still not a mainstream strategy and that content marketing is just a small part of the whole communication mix.

For some companies, traditional advertising through "push" messages wouldn't make sense in the same way as it would with utilizing content marketing. With Norsk Hydro, an industrial company, a typical sales advertisement with "buy one get one" would not make sense, as the products and services they offer are not

things you can discount, nor stuff you buy in this low quantity. This is also typical for B2B firms, where consumption and purchase take longer and involve more extended contracts and larger quantities. In our literature review, we found that Swani et al. (2014) categorize B2B communication by using more corporate brand names, functional appeals, and information search cues than B2C. With this in mind, it makes sense why informant 1 says Hydro does not differentiate much between traditional advertising and content marketing. Concurring with this, informant 4 says:

"I can imagine there are more advertisements in the B2C industry, but I don't encourage B2C brands to only utilize advertisements. It may be supposed to be a 50-50 % balance there. Utilizing content marketing much more than they utilize advertisements. Because advertisements cover maybe 30 % of the whole (customer) funnel which is in the see-phase (branding), whilst over the whole customer journey, you need to think about content to catch the consumers and raise their interest. In B2B - it's a lot more about content marketing, and that's what we as an agency are working the most with to create interest and that the customers themselves wish to get in contact with us. This makes it easier for us to drive them in, with inbound marketing, and then push our products/services on them later. So having (and hosting) webinars, blogs, courses/conferences and so on, that's golden."

From this, we can understand that informant 4 means content marketing plays a significant role in catching attention and increasing brand awareness. Still, in the later stages in the customer journey, it should be balanced with push strategies to "close the deal." It makes much sense, as after you have caught the customers' attention and interest, they would become much more susceptible to messages containing "pushy" content about products and services. This is also something informant 5 agreed on: *"It (content marketing) is essential. It's the place you draw people in, it's the place where you can build trust and position yourself within the target group, and you should also have other things in the mix (marketing mix) which allow you to convert once you have entered there (in the thoughts of the customer)".* Further underlining the need to have a robust marketing mix, consisting of various ways to connect with your consumers, and that after raising the customers' interest, they are more susceptible to other types of market communication, such as traditional advertising.

While this is one interpretation of the distribution between content and advertisement, others put an even more considerable emphasis on the "interest and awareness" phase of the customer journey. As informant 5 puts it: *"I often follow a 95/5 rule, where 95% are not in a position to buy right now, and thus one must rather use content marketing to position themselves so that the day they have a need for what you offer, then they have a relationship with you, they trust you, they have you in the top of mind so that you are considered."* Thus, content marketing can work as an efficient tool when building awareness & relationships, and creating favorable attitudes with existing and potential customers, by providing valuable and educational information to help customers make better buying decisions.

Contrastingly, informant 9 means content marketing works for the whole purchase funnel, or customer journey, by saying: *"It works all the way (along the whole customer journey), it can work as a type of advertisement - where every time the customer searches for something specific or wants something, the same brand name appears. This is because they have been good at describing their products and services and what I (the customer) need. Or it (content marketing) can also be used for existing customers. It might be an existing customer who says- Ok, now I have progressed this much in my customer journey, now I am starting to wonder about other things and get different questions (.....) And this is in the other part of the customer journey, where the goal is to get your customers to grow. Content marketing is also relevant here - so it applies for the whole journey."* Meaning that informant 9 interprets content marketing to be applicable and used in a way that makes it relevant throughout the customer journey.

Advertising is designed to persuade consumers (Fransen et al., 2015). Due to the increasing number of advertisements, much literature exists on how consumers & customers attempt to use resistance strategies and how to neutralize these strategies. One of the most famous typologies is ACE (Fransen et al., 2015), which bases itself on the consumers avoiding, contesting, and empowering persuasive messages. Fransen et al. (2015) explain some resistance-neutralizing persuasion tactics that brands can utilize. One of them is "forced exposure," a benefit of "out-of-home" advertising. Imagine a bus stop in central Oslo; how many different people does it see throughout the day? 1000? 5000? or even more.

With FMCG, these types of adverts are highly relevant as products within FMCG are highly relevant for a multitude of target groups. As companies within a B2C context still are using this approach, it certainly seems like it still affects both awareness and sales. It also concurs with informant 6: *"For 7-Up amongst others, we define traditional advertising as typical out-of-home advertisements, e.g., at bus stops or static pictures."* As informant 6 previously stated that the marketing spending for her brands is primarily directed towards traditional marketing, we can interpret that big brands such as PepsiCo still value out-of-home and traditional advertisements as an essential part of the marketing mix. Informant 6 also said that a way in which her brands increase awareness is using "sampling." *"All soft drink brands do sampling, all FMCG, all brands who offer something edible, or drinkable have sampling as a technique (to increase awareness)."* Emphasizing that marketing involves more than just "traditional advertising" and "content marketing."

Informant 10 explains how content marketing works in the communication mix: *"A typical process with us is to start working with a customer, starting to develop the brand strategy for them, which depends on the business strategy. Which direction should we go? What should the brand mean? Then you drag it into a communication strategy, and then you drag it into a channel strategy, which channels you should be in. When you have done all these things here, then we can start to define what are the different personas, which target group should we reach? How should we communicate to the main target groups? When this is clearly defined, then the content job begins."* Informant 10 argues that content marketing plays an integral part in communicating their message to their target group. It's all about building trust and creating valuable, relevant, and interesting content that hits the right audience based on their needs and wants. Furthermore, the informant explains that to attract and retain a clearly defined target group, the content must be tailored and adapted to the different channels, and firms must be aware of which part of the customer journey this will affect and hit.

4.1.5 Summary of RQ1:

Based on the analysis and interpretation of the findings made in research question 1, an attempt is made to give a clear summary by providing answers to the following questions: (1) What is the difference between traditional advertising and

content marketing? (2) Why have we had a shift towards content marketing? (3) How do brands create relevant and valuable content? And (4) When does content marketing work, and when does it not work?

Despite some differences in the definition of content marketing, there seems to be consensus on the benefits of using content marketing, with our informants claiming mainly reputation building, brand awareness, recruitment, and engagement as the main drivers. They also highlight the importance of generating valuable and relevant content for consumers to build trust and relationships.

Regarding the differences between traditional marketing and content marketing, the informants argued that the distinction between them has become a bit diluted in the last years, and content marketing glides through advertising in some way. However, the principles behind these two strategies are push vs. pull, whereas advertising is more push while content marketing revolves around creating material to pull in the customers. All the informants agreed that content marketing focuses on building trust and positions in a target group and that one is, to a much greater extent, the "good helper" to facilitate and convey information to the consumer, which they can use to reach personal and professional objectives.

The informants point to technology, changes in buyer attitudes, and content credibility as the main reason content marketing has become prevalent as practice in the industry. Mainly because technology in this context is synonymous with the development and widespread use of the internet and digital channels. Here the informants point out that technology and social media channels offer several new opportunities such as "talking to very specific target groups," "increased distribution power," and that "everyone can be a publicist." The content marketing literature has also highlighted these aspects as important (Pulizzi and Barrett 2009; Kotler 2017).

Our findings argue for more extensive implementation of content marketing into brands' marketing mix. However, one should not solely rely on content marketing to drive sales and create awareness, as other messaging & market communication throughout the customer journey is more efficient in terms of growth and value

creation. Traditional advertisements still play an essential role in today's marketing landscape.

4.2 Social media platforms

Social media platforms have come to stay; people spend a lot of their time in the apps, seeking entertainment, companionship, inspiration, and information. There are many forms of social media, and the platforms constantly evolve and will continue to change and develop. However, as they are now, they offer many benefits for brands. But what determines the media channels a brand uses for its marketing strategy? And does any channel have a specific advantage over the other?

For examining video, this thesis has emphasized two of the largest video platforms today, TikTok and Instagram. However, our findings reveal that many companies also turn to Snapchat as a platform, as it is a platform with the ability to reach many people, especially younger people. This is also confirmed by how informant 6 describes the channel selection of the managed brands: *"In terms of media, we use a variety. What we use the most is definitely Instagram and Snapchat, which are used in equal amounts. In Norway, Snapchat is huge. Snapchat and Instagram are what we spend the most money on, as well as a little on Facebook. For my brands, we do not spend money on other channels."* In this remark, informant 6 has emphasized which channels the brands in their portfolio spend the most money on, Instagram and Snapchat. This is because their brands belong to PepsiCo, making it their decision to determine which brands have a strategy involving organic accounts and what brands should solely focus on promoted/paid posts. Informant 6 informs us that these decisions are based on a lot of data and are highly calculated towards what can bring the best brand equity and efficacy.

Informant 6 says: *"You can also spend money on Pinterest and other platforms, but we are not interested in that."* Informant 6 later explains that Ringnes (the house of brands) avoids this channel, even though it is cheaper, due to its inability to reach the desired target group. Most of the practitioners in our study believe that you should not be on all channels merely to be on them. Another practitioner (3) confirms this by saying, *"I mean that you should have a good channel strategy*

for every channel you choose to utilize, that you have a strategy for the platforms and channels you choose to be on. I don't think you should be present on all channels. It's better to choose the ones that are important for your target group and cultivate them with a good strategy. You don't necessarily have to share the same content in all channels, but rather tailor the content based on the channel; however, it is important always to keep the same tone of voice". For content to be deemed good, it must be tailored to the channel of choice. All our practitioners agreed on this; they attribute it to reasons such as channels operating differently, "short attention span," "blending in," and "efficacy."

This is supported by informant 4, who agrees with the authors that the digital environment and social media are cluttered with adverts and material, making it difficult to stand out, by stating: *"Yes, this is correct; therefore, you must tailor the video you make to each channel because you can't use the same video you use on Facebook on TikTok for instance. And by this I don't just mean the format in terms of size, but also how you build the video, how you build up the story in the video. Often a call-to-action comes much earlier in a TikTok video than what it would do in, for instance, a Facebook video."*

From our literature review, we learned that social media users' & consumers' attention span today is decreasing and that both brands & creators need to catch the viewer's/reader's attention early on (Schwedel, 2018). However, wondering to what degree this differs from channel to channel, we asked the informant 10 views on the matter. Informant 10 responded: *"I would say that the attention span is shorter the younger the target group is. The younger they are, the shorter time you have. We (the agency they work for) normally say make it short and snappy. That's a mantra for social media."* Informant 10 argues that age is related to how long the attention span of a consumer is. The attention span on channels such as Snapchat and TikTok is limited due to their younger user base. Contrastingly, informant 10 pointed out that you can find a more diverse user group on Instagram.

However, this is contested by the fact that the creator of the content also matters and that sometimes social media posts can be longer and still work on the platform; as informant 10 goes on to say: *"Take influencers or celebrities, for*

instance, they often use Instagram to release long press releases or statements, and in that instance, it can be a looong text under (in the captions) a picture, and that's what they do to reach out to as many people as possible, and that can get a lot of attention. So, content on social media doesn't always have to be short. If the content is good enough or interesting enough, it (longer content) might work. The main rule will be to keep it short and snappy. But young people are more impatient than the older ones, so you must be even faster there then."

We can see many practical examples that point toward the argument informant 10 is making. Recently, there has been a court case between the two actors and ex-couple Johnny Depp and Amber Heard. The case has amassed a tremendous interest worldwide and contributed to creating such content on many social media platforms, especially TikTok (TikTok, 2022b). As a result of the court case, Johnny Depp released a statement on Instagram, long exceeding what is determined to be a short text, yet it has gained a lot of attention and engagement (Depp, 2022). With his 22.4 million followers on the platform, the carousel of pictures in which his statement is has amassed over 15 million likes as of June 2nd (Depp, 2022). Proving that if the content is interesting enough or good enough, you will be able to gain attention and engagement even though it is long or goes outside the channel's premises.

4.2.1 TikTok & Instagram

As anticipated, many brands have yet to establish a good presence on the new platform TikTok. However, some of the firms we talked with had, and some have been experimenting on this platform. When asked why they hadn't already established themselves on this platform, informant 3 explained: *"We have looked at TikTok, and we can see that it's a channel with rapid growth, especially within the younger target group. None of us have really gotten into it yet. We have been a part of webinars and learned a bit, but we do not have the scope there (On TikTok) yet, but clearly, it is a good idea to do so (be present there as a brand)." This implies that they see value in their presence on the platform but have yet to develop the knowledge or expertise to use it effectively, neither on behalf of themselves nor their clients. Informant 3 later added by saying, "There are a lot of brands which have successfully had campaigns on TikTok, with for example Redningssekskapet, and the police are also very active and good at*

promoting what they do. That's very inspiring and definitely on the to-do list. But we have not reached there yet".

The practitioners we interviewed for this thesis had varied expertise and experience within the platform TikTok. Through our interviews, we also learned that some of the firms have plans to get even more established on TikTok. An article by HubSpot (Alfred, 2022) claims that 54% of companies plan on increasing their investment in videos for TikTok this year. ELG, a SoMe agency one of our informants belonged to, saw the potential in the app on their behalf and behalf of their clients. This has made them strategically invest in resources to be well-positioned for growth on the channel and aid their customers/clients in performing well on the app (Johansen-Desjardin, 2022; see Appendix 9). By making a purposeful effort to employ more individuals with knowledge of the platform and video, you can see that the creative agency industry gravitates more towards this platform and considers video to be impactful and vital. To illustrate further how TikTok as a platform is gathering interest in the Norwegian marketing landscape, ELG hosted a seminar about the platform in 2022, which was so high in demand that they decided to schedule it twice in succession (See Appendix 10; Avdagic et al., 2022) demonstrating the platform's rising popularity among advertisers nationwide. In section 4.4, we will elaborate further on the different practitioners' views on video as a tool for marketing.

These statements and investments towards TikTok as a platform confirm that the informants generally believe that TikTok is a growing platform with a lot of potential. However, what role does it play in the communication mix? And how will content on this platform generally impact the consumers? Informant 4 explained it this way: *"I don't think TikTok is a conversion channel, and I wouldn't say any social media is either. If we were to think about conversion, we would have focused and put the energy on Google, for example, but we use social media as a complementary channel, and in the long run you will build a brand and create awareness through social media. So that's what we concentrate on when posting a video on TikTok or other channels so that you can reach many people and build engagement through these videos."* Emphasizing that the social media and content marketing role is creating interest, awareness, and strong brand equity rather than getting sales is a non-dependent channel characteristic.

When comparing TikTok with Instagram, informant 7 said: *"TikTok is a little like you would think of Instagram previously, more suitable to give a behind the scenes, but you don't know how the platform is going to evolve. Because what we can see now is that Instagram has become more theoretically heavy, and there is a higher expectation of getting something of value. The fact that we are out drinking a Friday pint isn't that relevant to show on Instagram anymore. However, there are still people that use Instagram in this way"*. Here, informant 7 speaks about the evolution of Instagram as a platform. Previously, brands and agencies used the platform to display what goes on "behind the scenes" and more "employer branding" content, it is now more used to instill the perception of being knowledgeable, thus effectively instilling positive attitudes. This indicates that the evolution of social media channels shows a high level of similarities with the rest of the marketing landscape, with things constantly changing (Gaustad et al., 2018).

Showing competence through Instagram is especially relevant for creative marketing agencies. One example of content ELG posts to show theoretical understanding can be seen in Appendix 11 (ELG, 2022). In this post, ELG reviews the best ways brands can boost their engagement on social media. This study will discuss engagement and how to achieve desired engagement in section 4.5. Informant 7 says these kinds of posts on Instagram work well for ELG: *"And it works very well for us, we notice that we get many customers from Instagram, simply because people have noticed what we do on Instagram, and they think it is valuable. Therefore, customers come to us and say - you obviously know this, can you help us."* Shows that sharing knowledge and creating valuable content on Instagram may make brands notice and evoke interest in the brand from customers & consumers.

The previous statement by informant 7 also emphasizes how employer branding is a deep function of content on the platform TikTok. The employer branding benefits and function of the platform are part of why it is an interesting platform for B2B firms. As enlightened previously, the practitioners argued that brands choose which platform to utilize based on where they can have the most extensive reach and impact and where their target segment is. In our literature review, we found out that the user base of TikTok is highly predominated by younger people

(Schwedel, 2018), meaning that it would be a highly relevant platform for brands to choose if they wish to target the younger segment. Whereas this might be a segment many B2C firms may want to reach, they would not be a target for brands working in a B2B industry. Therefore, one can argue that as of now, TikTok as a platform is better suited for market communication for B2C brands and that the main benefit B2B brands use the platform for is employer branding. The algorithm of TikTok and the platform's ability for a wider organic reach and ability to create awareness might, however, still be something B2B brands would want to utilize for branding purposes. This goes back to what informant 9 says: *"We use the same platforms; there is no difference between B2B or B2C. We are talking about people nevertheless."* Here the practitioner stresses that the same channels and appeals would work in both the B2C and B2B industries. TikTok, with its high potential for reach, would therefore also be a relevant channel for B2B brands to "advertise" on.

In the literature review, the authors examined what factors affect the reach and spread of content and the algorithm of TikTok. Here, one factor mentioned was video information such as hashtags and others, which made it interesting to see if this is something the practitioners emphasize. Informant 3 says that the caption or text on a video is essential, that it can make a difference in the engagement the posts get, and that this applies to all channels, further emphasizing: *"I am a text person, so I think the text is very important."* Informant 4 agrees on the importance of captions but questions the role and importance of hashtags as the informant says: *"I think it (hashtags) was more relevant previously, I don't think it matters to the same degree anymore. Now it's more about how you phrase the text in the posts if it can add anything to your created content."* By these two quotes, the informants seem to agree that the caption & text plays an essential role in the consumers' perception of value from social media posts. Informant 4 also says, *"On TikTok, the use of hashtags has a bigger ability to boost your post. Whereas this previously worked as a tool on Instagram, enabling better response and exposure in the explore page, this is no longer the case."* Acknowledging the difference hashtags hold between the two platforms, concurrently with what TikTok states, that hashtags hold a high power in spreading your posts (TikTok, 2020).

Elaborating on the reach of TikTok, informant 4 says that: *"TikTok is what Instagram used to be previously when it was first launched. You could get a much higher frequency of organic exposure. Now, on Facebook & Instagram, your posts are estimated to reach approximately 2% of your followers. While on TikTok, it might reach fewer of your followers but has a lot of potential to reach people outside of your following."* Here informant 4 points out that there is a low frequency of your followers who get access to your material when you post them organically on either TikTok & Instagram, with Instagram having the ability to reach a more significant share of your followers. However, arguing that TikTok's function & algorithm makes it more likely to reach out to people beyond your follower base.

As we found out during the last section, trends are essential for creating relevant and valuable content, but it turns out that it is also important for creating content fitted for specific channels. When determining how to create successful videos, informant 6 puts it as *"Simply having rightly fitted video on the right platform and following trends."* Informant 6 explains that by using their media agency, they can get the advice and experience they need to make the appropriate decisions, such as which video should be posted on which channel, adding on and saying that: *"They often insist on following trends. You have to be right adjusted, especially on TikTok, which is an ever-changing platform. On TikTok, it's all about being fast and snappy, using the best song - since the best songs are those most likely to appear in people's feed, using dances or other things which are trending,"* Emphasizing the fact that especially TikTok is a platform going through constant change, and that trends on the platform are ever-changing. This can also be said to be similar to what ELG expressed in their conference about TikTok. Here, they presented several factors for success on the platform; amongst these were: to be updated, follow trends, post regularly & have an active presence, and engage your followers Avdagic et al. (2022).

The urgency of creating fast and snappy content which is short in length is concurrent with what we found through our literature review. In our literature review, Hootsuite (2022) argues that content should be between 7-15 seconds long on TikTok, and Instagram content is dependent on which format the video is in (Reels, stories, or Instagram video). During our interviews, we uncovered that the

informants had different views on the matter. Informant 7 argues that for TikTok, a reasonable length of a video is anywhere between 6 and 30 seconds long. When questioned whether this short length and format will change since TikTok now has extended the possible length of a video to last 10 minutes (Spangler, 2022), informant 7 laughingly said, *"It's hard to predict the future, but I personally don't think so."* Before going on to say, *"The short version might be extended up to a minute, but I believe that the platform (TikTok) is made for scrolling through videos fast. So, I believe they will keep having success for the shorter videos primarily."* Comparing TikTok with Instagram, informant 7 says that: *"Facebook & Instagram is a bit in between the two (TikTok & YouTube) one minute is fine there, but it can also be a bit longer."* The informant here points out that TikTok's have a narrower "allowed" duration span than Instagram videos. This "allowed" window may be a reason as to why brands may choose to utilize Instagram over TikTok.

Informant 4 seems to agree with informant 7 on the short video format fitting well for how TikTok is set up as a platform: *"I think the ease of use of TikTok has made the platform more suitable for shorter videos rather than longer videos. Longer videos on TikTok are better suited to TikTok live, which is easier to create than spending a long-time creating fitting long videos for the platform."* Before later comparing TikTok with other platforms such as YouTube: *"I think YouTube is a more suitable platform for longer videos because the format of TikTok is very simple and it should be easy to swipe through, so I do not think the long videos would have done as well as the short videos (less than 1 minute)."*

4.2.2 Summary of RQ2:

We can interpret from Informant 7 & 4 statements that TikTok as a platform is better suited for shorter videos, while you are allowed a little more time on Instagram. Further, the informants believe that the short content format is here to stay. This is also consistent with our literature, which shows that people's attention spans are decreasing. The evolution of social media channels shows a high level of similarities with the rest of the marketing landscape, with things constantly changing.

Content must be tailored to the channel of choice for it to be deemed good. All our informants agreed on this; they attribute it to reasons such as channels operating differently, "short attention span," "blending in," and "efficacy." A good tool for catching people's attention is the effective use of appropriate messaging approaches and other appropriate elements to attract attention. This will be discussed further in section 4.6.

4.3 Engagement

During the literature review, we discovered that engagement is all about arousing interest and willingness to get involved with a potential brand. In a content marketing context, engagement can be understood as the result of companies solving the customer's problem based on what the company and customer have in common (Pulizzi & Barrett, 2009). Engagement is one of the most crucial online processes that businesses must offer to get a competitive edge and generate loyal customers (Reitz, 2012). Therefore, this led us to this research question: does platform choice matter for engagement level? And how can you best engage the customers throughout the customer journey?

4.3.1 *How do you engage customers?*

During the interviews, the authors observed that several informants had different views on what they define as engagement and how they can best engage with their customers. In the agency informant 2 belongs to (Mediacom), engagement is often determined as a mix of different things: "*engagement can be so much, it's about a behavior change or another form of desired behavior. Where do you put the difference between conversion and engagement?*" This is further elaborated: "*A desire for engagement can be a link click with a certain scroll length, for example, or a time spent on the page; this can be both an engagement and conversion. We rarely look at likes, shares, and that bit there.*" As informant 2 speaks about, a behavioral change can also be interpreted as a change in attitude. The literature mentions enhancing brand attitude as one of the most essential objectives for marketers looking to add value to their services (De Pelsmacker et al., 2007). Brand attitudes will further be discussed in section 4.5.

Furthermore, the informant says that sometimes likes, shares, and comments are a factor. However, the fact that someone clicks on a like button on a post or writes a

comment is not necessarily a good indication of a purchase intention. Here, informant 2 indicates that through market communication, they often seek conversion and progress in the customer journey, similar to how Avery & Teixeira (2016) claim that the goal of marketing communication is usually to influence a consumer to purchase a product/or service. The informant argues that many social media users may engage on social media as part of their usage pattern and are thus very active on social media. Therefore, marketers must separate the usage pattern and the purchase intention since it's often difficult to link to a business goal. However, this is different from informant 8, who believes that *"the best indication you can get that people like the content is that people get involved, that you have a high engagement rate, and that you get likes, shares, and comments. If you have reached 5 million people and get three likes, something is not working."*

This view of engagement coincides well with the definition given by Barger et al. (2016), which states that engagement is a collection of measurable behaviors that consumers perform on social media, such as reacting, commenting, sharing, and posting content. Informant 5 says that the definition of engagement it's a bit twofold, arguing that *"sometimes we want them to click on a link or convert. Other times it is to get as much pace, reaching out to as many people as possible. It depends on what the goal is, but if the goal is reach, for example, then you want to arouse those feelings in them so that they want to get engaged."* The informant argues that arousing feelings with the customers is essential and that emotionally stimulating the viewers will increase the likelihood of them engaging. Furthermore, informant 7 explained that they usually count views and average viewing time when measuring engagement on video content. If it's on social media, they also look at shares, likes, comments, clicks on landing pages, and swipe-ups, depending on the platform.

How engaging the consumers is, depends on which channel you choose to implement in your communication efforts, as well as the attitude the consumers form towards the brand. This is similar to how informant 6 explained engagement: *"It depends on the platform. For example, TikTok as a platform, it can be tough to get engagement, but if we have a campaign on Facebook, e.g., Pepsi Max will be handing out Ariana Grande tickets, then the engagement is*

high because you can comment and like to win tickets. It has a lot to say because they not only liked it, but they have also been involved in winning tickets." The informant further argues that it depends on how quickly the consumers behave and act on the different platforms, so you must capture them fast enough through relevant, interesting, and knowledgeable content. Therefore, selecting an appropriate appeal for the communication message is crucial, as this can affect the engagement level. This is further elaborated by informant 5, who says that: *"research has shown, among other things, that all types of emotions except sadness, generate a desire to comment or share further because you want to pass that feeling on. While sad, we do not want others to feel that emotion, so, therefore, it does not generate a desire to share, but you often get a like or another form of support."* Interpreting the quote above, this is consistent with what Berger and Milkman (2012) say influences involvement level. Their findings indicate that positive content is more likely to be shared.

When given the following question: "how do you best engage customers?" The informant's answers showed both similarities and differences. Informant 5 argued that people engage in *"content that feels personally real and authentic. It's neither product spec video nor that you talk about your good quarterly report etc., it does not feel real/authentic"*. The informant further explained this with Nicolai Tangen as an example, where he filmed a guy in a blue shirt making a frozen pizza in the kitchen. He sprinkles the personality all over it that makes it feel real and genuine, and that's when people engage with it.

Furthermore, the informants agreed that the content must be "funny" and "entertaining" or "shocking" so that it expresses emotions. Informant 7 (ELG) explained it this way when engaging consumers: *"do not be afraid to take an extra step and surprise your users, have some fun."* Fransen et al. (2015) found that viewers are less inclined to avoid commercial messages that are emotional and entertaining. This is in congruence with Azar et al. (2016), which among other things, found entertainment to be a crucial factor in why consumers engage and share content. Einstein (2016), who studied what makes something go viral, defines a viral video created by the brand with the intent of "entertaining, delighting, or in some way emotionally engaging the audience." Interpreting this, the greater the intensity of emotion the content evokes, the more inclined

consumers are to share it. Firms should attempt to elicit multiple favorable responses to ensure that the content resonates - the stronger the emotion, the better (Harvard Business Review, 2015). Thus, going viral and word of mouth should be a goal to achieve successful and effective branding.

Although many of our informants seemed to find importance in measuring engagement in terms of actual likes, reshares, and comments, some appeared to value the engagement the content gives through real-life excitement and conversations. As informant 9 put it, real-life excitement and a favorable attitude make the sales process much simpler and enable real connections and real questions to take place. Emphasizing that, yes, comments, likes, shares, and view count are excellent, but when it leads to something outside of the social-digital realm, it is even more remarkable. Prioritizing what the literature would reference as psychological engagement (Kitirattarkarn et al., 2019) has a more impactful effect than behavior engagement (Sheiner et al., 2021). As informant 9 worked with small and medium-sized firms, often B2B focused, this applied vigorously for the case of business meetings. Using social media to engage customers to get to know you, attend meetings with you or do business with you can thus be essential to simplify and make smoother interactions. When it comes to behavioral engagement, informant 9 finds comments as better than likes or other types of engagement, as they meant that this indicates the relevancy and value of the content. The more comments and intrigued you can make someone, the more inclined they will become to find out more about you & your business, thus engaging more with your content, leading to a more effortless progression through the customer journey.

Informant 1 also emphasizes what kind of content brings the highest engagement by saying that content that focuses on gladness is much more likely to get engagement than other types of content. If brands were to share content concentrating on happy situations and enjoyment, they would reap the most benefits regarding behavioral engagement.

TikTok's algorithm prioritizes and assesses behavioral engagement in a particular manner. This influences how the material is pushed into the "for you" page. TikTok measures engagement using the following variables in descending order

of priority: Replays, video completion rate, shares, and likes/hearts (Janet, 2020). The more interaction your material receives, the greater its reach and the greater the benefits of strategically utilizing the platform.

4.3.2 Summary of RQ3:

In summary, engaging through content presupposes some form of relevance or personal connection between the customer and the content's theme. The informants differed in the definition of engagement; some argued for likes, shares, and comments, while others argued for reach, swipe ups, views, average viewing time, or even psychological engagement. However, everyone agreed that when best engaging customers, the content must be entertaining, funny, or educational, and the more emotion the content evokes, the more inclined consumers are to share it. For brands to get people to engage and share their content on TikTok & Instagram, the content should fulfill one of these purposes.

Further, TikTok's prioritization of replays as the most significant engagement factor aligns well with the video utilization goal. Retention time and getting people involved with your content to allow for more substantial impact and advancement in the customer journey. This also aligned with the importance that some informants considered most crucial when using videos on social media.

4.4 Video Marketing

The literature review shows that content marketing can come in a wide range of formats, but the most common are texts on websites/blogs, images and infographics, and videos. Today, online video is extremely popular, and it's now the primary form of media used within any content marketing strategy, overtaking blogs and infographics (Daniel, 2021). In 2020, media uploads increased by 80%, and consumers watched 12.2 billion minutes of video in 2020 (Daniel, 2021). According to a consumer study completed by McKinsey (2020), global consumers are expected to spend more time consuming digital and video content on social media during COVID-19, which is forecasted to continue post-COVID-19. This has led us to this research question: *should marketers focus on video, and if so, what approach & characteristics are best to utilize when making video content?*

4.4.1 How brands utilize video content

When asked how & why brands use video as a tool in their marketing strategy, several informants mentioned several factors, including *keeping consumers' attention, increasing brand awareness, improving brand loyalty and attitude, and generating leads, among other things.*

Informant 2 stated, "*we use a lot of videos, and often recommend it to our customers. It is often used for such a reach, awareness, and upper-funnel part*". The informant further said that they use a lot of "how-to" videos and explained that such videos are very effective in content marketing. This is similar to informant 4, explaining that they often use video to create awareness of their brand by using their employees and culture to communicate. This is consistent with what informant 5 expressed (as discussed earlier in section 4.1), stating that when everything else is the same, it is the people that consumers buy. In addition, informant 4 and Gamble (2016) argue that they communicate much more easily with video than just reading a text post because it's simple and customers quickly realize the message.

Informant 4 further explains how their business utilizes video in their marketing strategy: "*We usually put in a plan, so we have a see-phase, thinking-phase, and action-phase which is a type of funnel we use in the company and for our customers. In the see-phase, the goal is to generate reach and traffic. In the thinking-phase, we often use blog posts to smaller and smaller audiences so that we can hold on to a remarketing phase. The third phase, the action (shopping) phase, is most often based on conversion. For the video, we would put it in a see-phase and action-phase*". Based on this, brands must create customized content for each of the three phases of the customer journey. This means that you need content that not only sells your products/or services but also content that answers the questions consumers have before they decide to buy. Therefore, by utilizing video content, brands can engage customers at the appropriate point in their customer funnel by creating compelling and relevant content throughout the journey.

One similarity between what Einstein (2016) says and what the practitioners seem to agree on is that video can have considerable success in reaching bigger

audiences and can impact in a more meaningful way. This is similar to what informant 9 expressed about video marketing, explaining that it's mainly for raising awareness and building positive brand attitudes in an early stage of the customer journey, stating: *"We use video primarily to teach and get the message out, but I think the most important thing about video is word of mouth."* This is in line with Pulizzi & Barrett (2009), who explains the importance of educational and compelling content. The informant argues that the best thing is if someone has heard of them before and knows what they look and sound like, stating that: *"what we want is to produce videos that are so transparent, that you see that **** is 53 years old and has a gray beard, and does not have much hair left, but he has something to say. So that people can know me before they see me, and that's what we use video for."* This is further elaborated by informant 5, explaining that *"the main reason for why we want to use video is because you really get to see personalities, that they are allowed to hear the voice and can see the face."* The informant argues that video is another more credible way to communicate.

Informant 10 says that *"video can really be used for just about anything, and we use it in all kinds of campaigns if the customer is interested in using video, and videos are extremely effective as you have mentioned."* This seemed to be something all informants agreed on, that using video on social media will gain you more attention and boost your brand exposure. The informant also explains, *"YouTube is the world's second-largest search engine and Norway's largest streaming service, so if you want to reach out, you have to use video in a way."* Therefore, as the popularity of video content continues to grow, it's critical for marketers to grab the elements of such marketing efforts by creating engaging and creative video techniques to capture their attention.

4.4.2 The benefits with video marketing

The literature argued for several benefits of video content in marketing. This was similar to what the informants stated about video marketing, claiming that video content can be an efficient tool when communicating with existing and potential customers. However, all the informants agreed that numerous factors influenced when and where to employ video and how successful the video was, depending on where the customer was in their purchase decision journey. Besides being a rich,

visual medium, why should marketers focus on video marketing? What are the benefits?

Informant 6 said, "*you are guaranteed to get more out of video, and it's a better tool to use if you are going to build brand equity.*" Although brand equity is a multi-dimensional and complicated concept, understanding it is essential to a company's competitive potential. Marketing theorist and professor David Aaker (Aaker, 1991) defines brand equity in his book 'Managing Brand Equity' as: "a set of assets or liabilities in the form of brand visibility, brand associations and customer loyalty that add or subtract from the value of a current or potential product or service driven by the brand." In other words, brand equity represents the value of your brand. Thus, content- and video marketing can be crucial in building brand value by providing relevant, insightful, and high-quality content to your consumers. Focusing on content that gives value and benefits your customers will earn their trust and build loyalty.

Informant 4 said that "*videos are significantly better at keeping customer attention. A picture says more than 1000 words, while video is like a thousand pictures in one format.*" Interpreting the quote above, the informant argues that video can provide a more meaningful message by utilizing multiple sensory marketing approaches such as dynamic imagery and sounds, and music (Knoeferle & Spence, 2021). In addition, Krishna et al. (2019) found that stimulating multiple senses would lead to more positive thoughts and improved attitudes, making videos more appealing to consumers. Further, informant 4 argues that video delivers a higher return on investment than you would with just a blog post in terms of reach, traffic, and conversion. However, informant 4 further expressed that "*every time we run a campaign, we try to include everything, but often the image is the priority because it is the easiest to produce, and not many of our customers have the opportunity to produce a video for example.*" Explaining that creating video content can be too costly and time-consuming to produce, and thus, it requires a more comprehensive strategy and resource investment from the brand to make it happen.

Informant 9 claimed that categorizing the many kinds of content marketing by which one is best is dangerous and that all forms of material, including text,

pictures, and video, have value for customers. However, the informant explained, *"we know that in a phase of the customer journey, someone is willing to read between 20 to 30 full pages of content before deciding. So, of course, we never get around text, but we know that video is like flypaper to approach someone and create trust, and that's what's the big effect of the video."* From this, we can interpret that the informant believes that all forms of material will provide value for the customers and that one should not exclude any of them, nor should one rank one above the other. However, one of the biggest strengths of video marketing is that it's highly visual and auditory. It is extraordinary when building awareness and knowledge about a product or service because it's easier for consumers to remember than just an image and text-based content. According to HubSpot (2022), 80% of customers remember a video they've watched in the last month, and 90% say that product video helps them make buying decisions (Forbes, 2017). However, research has shown that images receive 22% more engagement than video posts and 54% more than text posts (Brookes, 2010). Based on this study, photos & texts are still a vital content form for engaging customers, and as informant 9 explained, we cannot exclude any of them but rather use a mix of all content forms.

Furthermore, informant 2 argued that if you have a simple message, you can, in theory, use an image for it, but they (MediaCom) often recommend that you run a type of video with animation and movement. The informant explained that *"it has something to do with the short attention span of consumers, you scroll fast, especially in feed-based environments, you must catch the attention and you often do a little better with some moving elements than you might without them. It is at least an important tool for capturing attention."* The informant says that video can effectively capture consumers' attention in today's noisy marketing landscape. This is similar to how informant 1 argues why marketers should focus on video marketing, explaining that *"the core of it is that the attention span is getting smaller, especially with adults, and the threshold is much higher to bother reading a super long text about a topic when you can watch a 60 second video and get the same response."*

The informant states that video's greatest strength is that one can compress a lot of information, simplify it, and present it in a meaningful way. This is further

elaborated by informant 1: *"It is much easier to appeal to people's feelings and change their attitudes through video than with just text, because you can use so many more elements or modalities. You have video, pictures, sound (which is very important), graphics and text, it is basically more elements that you can use to influence the consumer"*.

4.4.3 Summary of RQ4:

In conclusion, the informants mentioned several reasons why brands utilize video as a tool in their marketing strategy, including keeping consumers' attention, increasing brand awareness, improving brand loyalty & brand attitude, and generating leads, among other things. Video is frequently utilized for such a reach and upper-funnel part, and such *"how-to"* videos are particularly effective in content marketing as they provide educational and helpful information that customers value. Further, the informants stated that video's greatest strength is that video is like flypaper to approach someone and create trust, and that is what the most significant effect of video is. One can compress a lot of information, simplify it, and present it in a meaningful way. They argued that it is much easier to appeal to people's feelings and change their attitudes through video than just text because you can use many more elements (pictures, sound, graphics, and text).

All things considered, we see that the most significant advantage of video marketing is that it may help stimulate multiple senses because videos contain far more elements than an image and text post. This is in congruence with Krishna et al. (2019) research about visual marketing, explaining that stimulating multiple senses would lead to a more positive sensory thought and an improved attitude, making it more appealing for consumers and brands to use. For example, music has been shown to impact ad persuasion by influencing mood and participation (Krishna et al., 2019). As a result, including video in your digital strategy may help you reach out to customers in a more meaningful way.

4.5 Attitudes

In the previous sections we developed an understanding for what content marketing is & how practitioners within marketing use video, in this section we want to understand how content and video marketing affects the consumers

attitudes and perceptions. This has led us to this research question: *how can content marketing, specifically video, generate positive brand attitudes?*

4.5.1 Importance of brand attitude

Informant 2 highlights the importance of brand attitude and explains: *"You do not buy something you think is bad. So, attitude is an important thing to influence it as well. But it can be a hard thing to influence because many external factors influence it."* Furthermore, the informant explained one way to achieve better attitudes: *"Video campaigns, aimed at branding, with longer video views and something that gives you a form of knowledge building that can change the impression consumers have of the company/brand. Maybe through influencer marketing that can help influence or have a little more credibility when it comes through a third party."*

The statement is supported by Boateng & Okoe (2015), who claims that one factor that influences customers' attitudes toward social media advertising is trustworthiness. The informant argued that using influencers as a credible source could influence consumers' attitudes and judgments of a product/or service. By transferring an influencer's positive image/characteristics onto the brand, firms aim to affect the consumers' judgment of a product. Influencer's/spokesperson's credibility has received considerable attention in the academic literature (Goldsmith et al., 2000), exploring aspects such as credibility, expertise, and trustworthiness. These have all been shown to be influential in persuading consumers to favor endorsed products.

Similar to the statement by informant 2, informant 1 argues for how important brand reputation & attitude is by saying: *"Good reputation can be said to be a corporate license to operate. In the same way as, one stays within requirements for security or requirements such as the authorities. Good reputation is essential, people need to know about you, what you do, why you do it, what you contribute to society. If you are a company that extracts natural resources, for example, it is important that you give something back and show it."* Highlighting the influence of customers' attitudes on a business's success and why this kind of content is essential to portray on social media such as TikTok and Instagram. As mentioned in the literature review, reinforcing or enhancing brand attitude is one of the most

crucial objectives for marketers looking to add value (De Pelsmacker et al., 2007).

4.5.2 How do brands influence customers' attitudes?

As mentioned in section 4.1.4, product sampling is also a tool that brands utilize to create an attitude with consumers. This can be confirmed by what practitioner 6 says when their brand has been actively sampling their products at BI lately: "*We have actively done it, I do not know if you have seen or not, but inspire is active sampling, simply. It's just being where nice things happen*". Being present in positive situations where nice things happen can create positive associations with their products and brand. This is also confirmed by Marks & Kamins (1988), who studied the use and effect of product sampling and advertising. The results indicate that subjects exposed just to product sampling showed higher levels of belief and attitudinal confidence than those exposed solely to product advertising.

Informant 8 argues that how you share information can also affect the attitudes the customers form, while also going on to say that attitudes are not only attained using social media but also by using other marketing communication channels. This was especially important for the older target groups. The informant also says that to affect attitude, brands should use rational approaches when curating content (Pelsmacker et al., 2013b). By this, we can interpret that informant 8 means rational appeals have a more significant impact when altering attitude. This is also similar to Wu & Wang's (2011) research, claiming that rational appeals indicate a better brand attitude than emotional appeal with a high degree of product involvement. However, the differences under low product involvement are insignificant, and the overall brand attitude does not significantly differ.

Practitioner 10 argues that content marketing is based around providing information to alter the consumers' attitudes and associations tied with the brand & product. The informant goes on to say that using TikTok can also be a great way to make more lighthearted content and entertainingly alter attitudes, using the Norwegian police force as an excellent example of how TikTok can help shape the attitudes of the youths. Being present on a platform and making tailored content playing on the channel's premises has enabled the police to have better contact with children and young people. The police say they aim to use TikTok to

have a clear voice with the younger target group and emphasize the role the police have in society, and that through TikTok, they can be preventive regarding crime amongst youths (Politiets Fellesforbund, 2022). Recently, they have won an award for their efforts on TikTok; through humor, trends, and self-irony, they have cracked a code that provides views and likes and achieves the goal of trust and dialogue (Inderhaug, 2021).

Building on what practitioner 10 said about how brands can use video (section 4.4): *"I think video can actually be used for just about anything, that is, as we use it in all kinds of campaigns really if the customer is interested in using video, and video is extremely effective as you have been in."* Emphasizing that video can also be a great tool to affect attitude. This also concurs with how informant 10 argues what their agency aims to get out of creating video material using the example of Monter: *"Then it becomes so safe that when you go out and buy the paint, stain, and equipment you need, it is natural that you choose Monter because you have already got such a good association and they have a credibility to the customer later."* Emphasizing how using content to alter attitudes can have an effect long after the customer decision journey and be applicable in the time of purchase intent.

This shares similarity with how informant 7 says content marketing and video can be used to form better loyalty and attitudes: *"Yes. I think it can definitely affect loyalty. If you are the brand that customers have been to 10 times to read about how the car market is developing, what is the advantage of electric cars versus hybrid cars, where you can charge, and what you need to think about if you are going to buy an electric car? If you have been to their website and read it many times with the same brand, you will have higher confidence in that brand, and that brand is top of mind when you buy a car. It's not necessarily tomorrow, but it might be in half a year. You have been in that process all the way, and if there is someone who is clear and strong about it, then consumers trust them more."*

One thing brands can do through Instagram and TikTok to influence the attitude formation of the viewer is to have "neat" profiles. Practitioner 9 explains that: *"We have had a focus on keeping a neat google my business, a neat LinkedIn profile, focused on keeping the website neat and organized, focus on neat content."* By

this, practitioner 9 tells us that a neat and organized presence & content on digital platforms will be able to give a good impression and contribute to positive attitude formation. According to psychology literature, unfavorable first impressions are significantly more complicated to change than favorable first impressions (Muthukrishnan & Chattopadhyay, 2007). This tells us that creating an unfavorable brand attitude at first will persist with the brand. Emphasizing why creating good first impressions for brands and products is important, just like practitioner 9 reiterates.

Creating content on social media that answers questions and enlightens information is another way brands can alter attitudes through Instagram & TikTok. Informant 9 argues that it is important that the customer holds an existing attitude towards your brand or product before a purchase situation. The informant contends that one way this can be instilled is by creating content that answers questions the customers might have through an informative video. Then, customers can get an impression and form an attitude towards the brand or product. Building an attitude, especially with competence and trust, can help customers in the customer journey. This also aligns well with what Christodoulides et al. (2016) say in their study, where he argues that firm-generated communication has a positive impact on brand attitude, and marketers should use relevant, interesting, and educational content.

When asked the question, "what do you think is the best way to influence the consumer's attitude towards a brand?" informant 3 argued that it is all about the brand strategy and that brand building & having substantial brand equity will only become more and more critical in the future because there are so many competitors that fight for the same customers. The informant further said that a thorough brand strategy at the bottom, where you work with the strategy pyramid (vision, goals, and values), is essential to influence the consumer's attitude. The informant further elaborates this: *"building a communication strategy where you have these values, goals, and your vision, also communicate it consistently so you will bring out your values and that people have a relationship with you."* The informant highlights the importance of establishing customer relationships and argues that brands can do so by having a thoroughly integrated communication

strategy from top to bottom. This will allow brands to generate favorable attitudes.

Literature (Batra & Keller, 2016) shows that attribution is difficult for integrated marketing communication. This is due to the increasing number of touchpoints that we as customers & consumers have with products/brands. This also ties in with the mere exposure effect, which states that the more experiences a customer has with a product, the more likely they form a positive attitude to a brand or product (Vakratsas & Ambler, 1999; Pelsmacker et al., 2013a). Therefore, attributing what has affected a consumer's attitude is a difficult task, which practitioner 6 also argues for. Practitioner 6 explains that attitude development isn't as simple as being caused by out-of-home advertising, content marketing, or another type of marketing, but rather a combination of many factors, which is especially relevant for tangible products/services. The informant specifies by saying: *"It is very difficult to say that this is due to only one thing such as social media because we have a very physical product. Had it been a service, for example, it would have been easier to attribute it towards only the digital presence. For instance, if we, e.g., sold insurance, but because it (the product) is so physical, it requires not only social media and stimulation there but also that they get to try it and that they get an experience with it (.....). So, I think influencing attitudes on products requires more than just social media and media in general."*

4.5.3 Summary of RQ5:

The statement from informant 6 summarizes our results on how to impact attitudes, emphasizing that while social media may influence consumers, the best way to influence attitudes is through a combination of numerous video elements. Several informants acknowledge video campaigns aimed at branding, with a form of knowledge building as an effective way to influence consumer attitudes. Furthermore, the informants argue that video is a great way to change consumers' impressions of a company. Using influencers as a credible source could influence consumers' attitudes and judgments of a product/or service. However, having a thorough brand strategy well aligned with the brand's vision, goals and values is crucial when forming favorable attitudes, and communicating through content marketing can be significant in achieving this.

4.6 Message appeals

Knowledge about marketing communication & advertising does not stop when you have discovered how it works; you also need to understand what works better and why it works better (Nyilasy & Reed, 2009). Therefore, appeals and elements of video marketing have also been examined through our semi-structured interview. In this section, we will talk about the approaches and characteristics that practitioners believe are most significant and necessary to answer our research question: *In which degree does appeal matter, and what appeal is most used when aiming for engagement or for creating positive brand attitudes?*

4.6.1 Creativity & brand fit

The appeal you choose might be an important factor in getting your message through. As informant 10 puts it: *"It is the good storytelling that is the whole foundation."* Supported by what practitioner 5 says when speaking about how you best can engage consumers: *"Generally, I would say storytelling is important. Telling stories is highly effective. Some figures show that 5% remember factual information, but if you give them a story, 65% remember. So, telling stories makes people want to read on and remember it."* Demonstrating how the appeal and message execution may have a significant influence on the impact of your social media posts. Choice of appeal often comes down to two things, brand personality and level of creativity. Creativity is often referred to as the "rule of no rules" (Nyilasy & Reed, 2009). In Nyilassy & Reed's paper (2009), they discovered several definitions regarding creativity; however, there seemed to be an agreement that creativity is conceptualized as something that denies regularity, uniformity, or formula. The variance in definitions presented in their paper intrigued us to find out the creative scope allowed. This is further elaborated by practitioner 7, who says:

"We have made a lot of different stuff. We have made a couple of animations, and we have also made games - chatbot games, based on Facebook messenger, where you can choose your own adventure and so on. We have also made long landing pages which are like scrolling based articles. What we can see is that interactive elements also work quite well; we make quizzes and personality tests also. It's a lot of different stuff, it's your creativity which limits you."

As we can understand from what practitioner 7 says, it's only the creativity that limits us, underlining how ELG operates with much creative freedom to create content and material, which is reflected in both what they do on their behalf but also on behalf of their clients.

How much creativity and what appeals fit for a brand to utilize also depends on the existing tone of voice as Informant 7 says: *"I am very much a fan of using humor, so I try to make more of our clients use humor because we can see that humor as an appeal works. Again, I have to say that it depends on who the client is and the project. The tone of the voice of the brand matters a lot, it can vary a lot. For instance, if you are Finn.no, you can joke around a lot, if you are Storebrand then you have to be more serious in your approach, same if you are Danske Bank or Oslo Børs or someone working with a more serious matter."* Here informant 7 reiterates that the SoMe agency determines which appeals, channels, and content forms they will use for their clients based on the project and client they are working with. Emphasizing brand fit and reaching the target group as important factors in market communication.

However, this only applies to established brands with a distinct brand personality. With the example of "Finn.no," we can see that brands can also alter their existing brand personality and go outside of their tone of voice with great success, allowing for a greater variety in the appeals they can utilize. In comparison, it is more limited for the likes of "Danske Bank" regarding what message appeals would fit with their brand and existing brand personality. Informant 7 says that brands should stick to their brand personality to get the maximal utilization: *"Every company has a personality, or at least they should have (a brand personality) which they have worked on and is a part of their branding phase."* The branding phase is essential to developing brand equity and creating awareness. Building and sustaining brand equity is something that was emphasized by several of the practitioners. According to Informant 6, utility in terms of brand equity drives all marketing decisions on behalf of PepsiCo and the house of brands. Part of the reason as to why is because building brand equity as a strategic tool will lead to sales later and give you value in the long run.

4.6.2 Humor

When reviewing marketing and advertising appeals and practical examples, the authors perceived that the communication landscape employed and consisted of many different approaches. We discovered early that the practitioners generally seemed to be applying humor as an appeal. This is due to its ability to make content marketing more entertaining, as explained by practitioner 8 when speaking about their newest campaign: *"It's about pushing VIPPS as a very, very easy app to use and reach as many as possible with the message. We have a wish to use humor as an approach and try to entertain to a greater degree than to be specific."* The function of entertainment differentiates itself from the definitions presented in literature regarding content marketing. Entertainment in literature can also be seen to have a more positive response than advertising and marketing (Einstein, 2016). This appeal is also reviewed by literature to be part of why consumers engage with brand-related social media posts (Azar et al., 2016). The appeal of humor is also said to have other effects such as attracting attention, lifting consumers' mood & making consumers less likely to counter-argue. However, humor advertisements often fail to achieve other objectives, such as improving brand attitudes or increasing sales (Warren et al., 2018).

4.6.3 Rational and emotional appeals

The literature review revealed that the most common distinction between messaging appeals for market communication is divided into rational and emotional approaches. This distinction was also what the practitioners used when referring to messaging appeals. In contrast, endorsements which were mentioned by Pelsmacker et al. (2013b), were instead referred to as an alternative marketing strategy. Endorsements using influencers, referred to as celebrity endorsements by Pelsmacker et al. (2013b), are also an appeal highly recommended by our practitioners. Informant 10 points this out by commenting about a campaign done with "Glava" and "Oscar Westerlin" on TikTok and Snapchat:

"When talking about appeals it's important to adjust this to the channel. One thing is if you are to use LinkedIn and reach architects and engineers, in that case you might need to take a different approach. So yes, we do adjust the format to fit the target group, try to fit the platform's premises. Sometimes you might use for instance an influencer which has a much higher credibility on the platform than

for example Glava. They had a campaign where they tried to reach a younger target group - apprentices. We used Oscar Westerlin, who rated the lunches of craftsmen. If Glava are aiming to reach 16–17-year-olds, and are trying to be perceived as cool, it takes a lot. But if you get him (Oscar Westerlin) aboard, and he does the stuff he is known for, and doing it as paid content on his own TikTok account, with the language and swearing he normally is associated with, you can reach and connect with the target group in a significant way, becoming a very popular campaign. "

This goes back to playing on the platform's strengths and adjusting content based on the platform, as informant 10 adds: "*Oscar (Westerlin) has a lot more credibility on TikTok than Glava ever will have.*" He (Oscar Westerlin) is a relatively established influencer with notable success on platforms such as Snapchat and TikTok; using someone like him who is very familiar with the platform, and has also managed to create successful content based on the channel's premises, can often be a very successful appeal. Instagram is recognized as the most effective and beneficial platform for using influencers (Bailis, n.d), arguing why brands choose to utilize this strategy on this platform.

In literature (Pelsmacker et al., 2013a), appeals such as "satire," "provocation," and "eroticism" are described to cause irritation. Causing irritation may have a negative impact on viewers' attitudes & responses toward both the brand and the ad itself, which might explain why these appeals did not feature among the practitioners' most utilized or loved appeals. By having a negative impact, the viewers get less inclined to engage with the content. Other causes of irritation that Pelsmacker et al. (2013a) mentions are "pop-up ads" and "interruption of an ongoing task," explaining why you might get a more positive attitudinal impact with organic content compared with sponsored content. This might be why some practitioners prefer organic content while emphasizing that organic content might need a longer time to succeed.

Even though literature states that the appeal of "eroticism" may cause the viewer to feel irritated, practitioner 10 also claims this appeal is very effective. The practitioner says: "*It's a little bit of a cliché, but if you want to reach men, use a picture of a woman. If you want to reach women, use pictures of children. And if*

you wish to reach children, use animals. It might be exaggerated a bit, but it's often how it is; there is some truth to it. So, using people and real people is super important."

According to most practitioners, subtitles are also necessary for video marketing. Informant 10 says: *"We almost always create subtitles for our videos, primarily because we know that many people watch videos with the sound muted."* This is consistent with what practitioner 4 stated when asked how to effectively generate exciting video content on Instagram: *"If it is a video, you need to include a few triggers which makes your video prioritized, and that can, for example, be to include subtitles in the video since we know that 70% of people watch it on mute. So, adapting the content to the right format and the use of faces and people are things I believe are very important."* Using subtitles was also something informant 9 meant was essential when making your videos viewer-friendly. Further, informant 9 also mentioned a common error that many companies and communicators make when adding subtitles to their videos: *"It's funny, a lot of the videos we see today on social media use font size between 24-40, which is standard NRK size, even though we know that the text needs to be between font size 60-80 for it to be readable."* Point out that minor elements & details can be highly influential in determining whether your videos turn out as good or poor.

The practitioners generally seemed to share the belief that subtitles in videos were a non-channel-related characteristic that can help enhance the performance and impact of your video. However, not all the practitioners agreed, as informant 10 says: *"A great deal of the content on TikTok has a lot to do with the music. The music helps to set the mood that makes you understand the message, so there it is not necessarily as important with the subtitles, and on TikTok, the format goes a lot faster; it can thus be quite weird and unfit to include subtitles."* This may be traced back to the duration that both practitioners and literature consider best on TikTok, which ranged between 7 and 30 seconds. Fitting a story, an appeal, and a lot of movement in addition to subtitles within this time might overwhelm the viewer.

Rather than looking only at messaging appeals, informant 6 also drew attention to the effect other things have, such as colors. Color is referenced in literature

(Pelsmacker et al., 2013b) as something that may be perceived differently from one culture to the next, Pelsmacker et al. (2013b) states that: "Colours have different meanings in different cultures. For instance, in the US and Europe, green is often associated with freshness and good health, but in countries with dense green jungles, it is often associated with the disease. Red suggests good fortune in China but means death in Turkey. White stands for purity and cleanliness in many European countries but suggests death in many Asian countries. Black has negative connotations in Japan, India, and Europe, but it is perceived positively in the Middle East." This emphasizes that color may significantly impact how the material is perceived, implying that color choice may influence the attitude formed and the degree of success of the content.

4.6.4 Summary of RQ6:

Similar to what Avery & Teixeira (2016) and Pelsmacker et al. (2013b) state, informant 4 says that when choosing appeals, it is important to mix and experiment while explaining that: *"You need to have a good mix and variation of stuff, because if you have a good response to a video and attempt to produce the exact same video again but just a little different, I don't think it will give as good results if the content is not varied."* Especially brands with a more informal tone of voice can mix appeals to a higher degree. Even though different practitioners identified humor and tone of voice as crucial factors to consider, there appeared to be a common consensus that mixing appeals, as recommended by Avery & Teixeira (2016) and Pelsmacker et al. (2013b), & practitioner 4 is the best approach to take when creating material for social media. This will enable you to both develop better content and gain more engagement. The results also showed that humor as an appeal seems to be most efficient when aiming to get behavioral engagement on Instagram & TikTok.

As for influencing attitude, the practitioners seemed to believe that logical arguments influence the attitudes to a higher degree than emotional arguments & appeals, even though the literature contested this. Emphasizing that there may be a practitioner gap in the perception of the effect of appeals.

5.0 Conclusion

Through our study, we have examined the content marketing theme, looking at it from different perspectives with a specific focus on video on the two social media channels, Instagram & TikTok. Based on the results that have been reported in this chapter, we will briefly conclude how brands can utilize video content on Instagram and TikTok and what the effects are on consumer engagement and brand attitude. Through a qualitative methodology and ten semi-structured interviews, the authors have tried to develop a coherent answer to the research question. We refer to the master thesis's research question: "*How can brands use video content on Instagram/TikTok to increase engagement and create a positive brand attitude?*" This thesis also addressed the following topics: social media channel choice, benefits of video content, and different message appeals.

The marketing landscape is a dynamic one where finding a balance is essential, consumer preferences and the competitive landscape shift quickly, especially as technology advances and globalization accelerates (Gaustad et al., 2018). Right now, we can see that the consumers and customers are getting more tired of traditional marketing consisting of constant push strategies and are more inclined to engage with and be engulfed by content marketing. The informants seemed to agree with this statement and incorporated content marketing as part of their communication strategy. Early on, it was not as usual for brands to enter social media platforms, but this shift was established when brands realized the potential social media has in terms of WOM and being able to interact with customers throughout their dynamic customer journey (Sabate et al., 2014).

We learned early on, through the literature research and the practitioner interviews, that the concept of content marketing was vague, with some definitions covering comprehensive forms and others being more restrictive. In a nutshell, we can conclude that the overarching concurrence was, however, that content marketing is a marketing strategy aiming to provide relevant and valuable content with a customer-centric focus. Its distinction from traditional advertising is diluted but can be interpreted in its ability to attract and pull customers through its messaging rather than pushing information onto the customers, which is generally characterized by traditional advertising. Brands seem to have adopted content marketing as a strategy due to its benefits within "*reputation building*,"

"*enhanced brand awareness*," "*recruitment*," and "*engagement*." They further argue that a change in buyer attitudes towards traditional media and content credibility are the main reasons why content marketing has become a prevailing practice in the marketing industry. An ability that content marketing has is that it can build brand relationships, generate interest and raise awareness for brands by producing content that appeals to customers at all stages of the customer journey, as well as when the customer is not in the customer journey.

Furthermore, while the quality of the content is an essential aspect of digital marketing, the frequency of promotion and the selection of the appropriate social media platforms play an important role in the success of the content marketing campaign. In this context, firms must conduct comprehensive research on their target audience to generate content marketing that captures their interest. Holliman & Rowley (2014) argues that content is a crucial component of inbound marketing, and understanding how content may be used in marketing, or more precisely, in engaging consumers is critical to developing a successful inbound marketing strategy.

Whereas some authors suggested that content marketing is taking over the marketing landscape and would soon be the only type of marketing, our practitioners demonstrated that this is not necessarily the case. Traditional advertising is also crucial, according to the practitioners interviewed. Variation in market communication seemed essential for all brands, as this can lead to engagement, better attitudes, and improved purchase intention. Here the practitioners emphasized the importance of the use of various types of marketing & marketing communication, such as sampling, out-of-home advertising, native ads, content marketing & traditional advertising.

Video, text, and photos all seem to be important content forms in today's marketing landscape. With the rising popularity of video & video platforms, video seems like the content with the highest utility in terms of its benefits. The most prevalent benefits mentioned by the practitioners by using video include keeping consumers' attention, increasing brand awareness, and improving brand loyalty & brand attitude, among others. Whereas the practitioners emphasized that text and pictures still play an essential role, especially in serving the customers with

precise information, this was noted by practitioner 9 when they said: "*We know that in a phase of the customer journey, someone is willing to read between 20 and 30 full pages of content before they make a decision.*" As the popularity of video content continues to grow, it's critical for marketers to grab the elements of such marketing efforts by creating engaging and creative video techniques to capture their attention. In conclusion, we can see that the most significant benefit of video marketing is that it can help stimulate multiple senses because videos contain far more elements than an image and text post. Still, consumers appear to place greater emphasis on the information presented in a text when making purchase decisions.

When it came to channel selection, many of our informants agreed on one point: rather than being present on all channels, they believed it was much more beneficial to develop a solid presence and plan on a few selected channels. This can be drawn back to the research by Avery & Teixeira (2016), which states that digital presence is a process that requires many resources, but also because the practitioners pointed out "*playing on the channel's premises*" as one of the most critical factors to succeed with social media marketing. This also concurs with the information presented in Hughes (2022). As a result, we can conclude that, while being on several platforms appears to be intriguing and trending, it should not be done without a strategy or plan, a tone of voice, and, lastly, the work that needs to be done. In this way, brands will get a much higher yield from their presence on the channels to build brand equity and raise awareness. This consensus of a strategic approach towards channel choice turned out to be a decisive factor as to why all the agencies & brands had yet to establish a good presence on TikTok. However, seeing the potential and growth in the social media platform, the practitioner expressed a wish and intent to establish themselves on this platform.

The practitioners seemed to agree that both Instagram and TikTok hold great benefits, although they seem to deliver different attributes. Although TikTok has enormous potential for organic growth and reach, Instagram still has a more extensive user base. It offers a greater range of videos that users can produce and functionality with the ability to share pictures. Regarding channel choice, Instagram's versatility of functions ultimately plays an essential role in why brands choose to utilize this platform. Through the literature, we discovered that

Instagram provides a wide range of advertising options, such as sponsored posts, which can include a call to action, thus encouraging customers to progress in the customer journey, ultimately driving value back to the business.

Tailoring content for TikTok and Instagram can be different from one another. For companies to gain from their presence on the platforms, the content developed should play to the channels' strengths. For TikTok, this means creating snappy short-form content, while Instagram has a duality of functions allowing for several objectives and communication methods to be used on the platform. Instagram is also suitable for longer-duration videos, giving more room to create educational content marketing. TikTok offers great similarities to what Instagram used to be, with opportunities for content based around employer branding and more humorous & entertainment-based content. We could also interpret from the practitioners that Instagram is now more serious as a platform, with agencies aiming to provide knowledgeable & theoretical content on their behalf. Because both channels are designed and optimized with a relatively short duration for videos, it's critical to grab people's attention immediately through compelling storytelling and appropriate appeals.

Creating material & content with intent and the proper use of appeals and approaches has a much higher likelihood of success. We learned from the practitioners and literature that the best utilization of appeals is to mix and match them according to goals, KPIs, and campaigns. However, for marketing communication to succeed, the content and chosen appeals also must follow the brand's tone of voice and brand guidelines. The practitioners were also a big fan of creating content with a humorous approach if deemed appropriate, as this elucidated positive emotions and made them more likely to engage & share the content. Through literature, we also learned that the rational appeals using logic and argument fit better in new markets and for new products. In contrast, the emotional appeals seemed to work better for more established markets & products (Chandy et al., 2001).

In literature, we learned the importance of consumer attitude. Amongst other things, attitudes are proven essential to enhance or reinforce to add value for brands (De Pelsmacker et al., 2007). By having a positive attitude toward a

product or a brand can significantly improve the purchase intention and how a consumer relates to branded content. In summary, our findings through both primary & secondary studies conclude that attitude formation can, in most cases, not be attributed to a specific marketing activity. Further, the practitioners also say that to attain favorable attitudes, brands should communicate regularly with their consumers & customers, with variation in marketing communication.

While social media can affect customers, the most effective way to influence attitudes is through various measures that allow for favorable attitudes.

As a closing statement with informant 9, we asked: "How would you in a sentence or two summarize how brands can effectively use videos most efficiently?". To this, the informant laughed and declared, "*If I knew how to explain it in those easy terms, I'd be a billionaire by tomorrow.*" While informant 9 went on to clarify a few things companies should do, the primary point here, which is consistent with the authors' overall assessment, is that successfully using videos, on any platform or communication-wise, is not an easy process. Concurring with informant 3's observation of how tough it may be to create compelling content and how they see the marketing landscape evolving in terms of attention: "*I believe it will become harder and harder to reach people. If you want to reach the consumers, you will have to work with creating good content marketing.*" Rather than providing a solution, our research discovered the critical components to making successful videos on the platforms Instagram and TikTok.

During the semi-structured interviews, practitioners emphasized the need to develop good content for the material to accomplish the aims and objectives that businesses have established for video content. This is reinforced by what practitioner 10 says: "*We have come across customers who have shitty content, but they have a lot of media spend. A colleague told me once, that you cannot polish a poop, so if your content is bad, it does not help to spend a lot of money on it, but at the same time it does not help to have good content, but you have no money to spend on distribution, because then you do not reach out either.*" Emphasizing that even if the media spending is extensive, it is irrelevant if the content is poor. As proven in this thesis, creating good content is a challenging task. However, relevancy and value in the content seem to be key components for developing good content.

This thesis recognized the key elements and qualities of video material, how marketers might utilize videos on Instagram and TikTok, and how they could develop appealing content using the proper appeals and video characteristics. For branded content to be relevant and provide valuable content, content should be designed with a customer-centric focus due to its efficacy in influencing customers, both in terms of purchase intention and as material on social media. Compared to product-oriented market communication, which frequently lacks the fundamental components to connect with customers on social media.

How can brands use video content on Instagram/TikTok to increase engagement and create a positive brand attitude?	
1. Optimal video length	<ul style="list-style-type: none"> • TikTok: 7 seconds to 30 seconds. • Instagram: 7 seconds to 1 minute • Longer format can work if the content is relevant and valuable enough
2. Appeals & characteristics	<ul style="list-style-type: none"> • Use humor • Stay within the brands tone of voice • Mix appeals • Grab attention early on – Music, colors & storytelling • Human faces & authentic content • Animations
3. Attitudes	<ul style="list-style-type: none"> • Neat and organized social media presence • Use rational appeals to influence attitudes. • Influencers as credibility source • Secondary associations (Product sampling, events, influencers, advertising & content marketing)
4. Engagement	<ul style="list-style-type: none"> • Great intensity of emotions - the stronger the emotion, the better • Valuable & Relevant • Fit to channel
5. Video attributes	<ul style="list-style-type: none"> • Informative • Entertaining • Educational • Subtitles – font size (60-80)

6.0 Limitations

The methodology chosen for this study was a qualitative methodology through semi-structured interviews & a judgment-based sampling technique. Although this method can be a great strength and shows many advantages in terms of understanding and gathering different perspectives and having a real-life take on the matter, there are also some limitations to this methodology.

The thesis's narrow selection contains some weaknesses. First, a qualitative study will lack the ability to generalize, which may affect the study's external validity. This is described as the most common mistake that qualitative researchers make (Gripsrud et al., 2020). The authors are aware of this weakness and will not attempt to provide significant implications beyond our scope. A larger sample size may reduce the possibility of systematic biases such as a lack of representativeness. To the best of our abilities, we have attempted to identify informants who provide breadth in the meaning of the material generated based on the data collection. In particular, we will highlight possible biases in the derivation, implementation, and interpretation of interviews. This may have direct consequences on the outcome of the task (Gripsrud et al., 2020).

Another weakness mentioned by Creswell & Creswell (2018, p.264) is that interviews often provide you with information that only represents the views & perceptions of the interviewees. Using a judgment sampling method makes evaluating the experts' reliability challenging. The most suitable strategy to prevent expert sampling mistakes is to select the finest and most experienced authority in the topic of interest (Explorable, 2009). Therefore, our sample consisted of established practitioners with much expertise and knowledge.

Another problem stated by Creswell and Creswell (2018, p.264) is that the presence of the researcher may result in biased replies. This is especially relevant in a semi-structured interview since this approach may result in the researcher's thoughts and opinions mirrored in the practitioners' responses. A qualitative research method can also affect the interpretation of the results, as the researchers' experiences and background shape the interpretation of the results (Creswell & Creswell, 2018, p.46).

By conducting interviews primarily with people from firms operating within Norway, we get the answers and characteristics of the Norwegian consumer & customers on these platforms. However, getting more international brands and individuals involved in marketing, and communicating to a broader global audience, would make the study more valuable and applicable to more practitioners. Another weakness that emerged in the interviews with the practitioners was their lack of knowledge and experience with TikTok. As TikTok is still a relatively new platform that many brands have yet to experiment with or establish their presence on, it was harder to get good answers regarding this platform. Thus, our study does have the potential to give more precise answers in that regard. Here, interviews with practitioners from brands with a more prominent presence on TikTok could have been advantageous, or even practitioners from TikTok themselves.

Our study comprised six research questions that shaped the interview guide and the information that prevailed. All research questions were addressed in semi-structured interviews with informants. However, RQ3 was not sufficiently covered in the discussions, leaving us with a vague answer to the question, "Does platform choice matter for engagement level?" This limitation could have been solved by putting a more considerable emphasis on the comparison between engagement levels on the platforms, and this could have led to the informants enlightening about the topic.

7.0 Future research proposals

As our study has used a qualitative method, it would be interesting to investigate this topic from a quantitative point of view. For quantitative research, one could, for instance, run a regression line to determine which factors affect the assessment of content in a more detailed manner. Here a suggestion for how this study can be conducted is using a between-group sampling technique. The input data can also be based on two samples, one containing consumers/customers and the other containing practitioners. Using this sampling technique will allow for an in-between comparison of the two groups to see the differences between the two groups and if practitioners and consumers/customers perceive things differently or indifferently.

Since this research is based on a purely qualitative approach, there are certain limitations regarding the interview-based data collection. Here, further research can use both main techniques for method triangulation, where both quantitative and qualitative methods are used. In this way, one can map other dimensions that may have an underlying impact and draw it into the qualitative approach. This will provide further information and a broader range of understanding of the topic “content marketing.” This would also decrease bias and deficiencies that come from any single method (Hales et al., 2010)

Building on our study and findings, future research could further examine the differences between content marketing within B2B and B2C markets. Here a new study could additionally uncover the critical components of success in content marketing across the different industries, leading the study to be more targeted in terms of its contributions. What we can interpret from our results, however, is that B2B firms tend to use more rational appeals/approaches for their content marketing and that content marketing & advertising is much more diluted in B2B marketing. By doing a study focusing only on the B2B market, the research can uncover if this is a similarity for all B2B firms.

This study has included ten marketing practitioners with diverse expertise and made fundamental steps towards uncovering the secret of successful video content creation. Another future study that could take place is a study in which the researchers/authors collaborate with a brand to test out different techniques and ways of doing content marketing and comparing the metrics achieved, both against each other and comparing it to previous campaigns. Here one could test out different elements such as the effectiveness of video compared to pictures by looking at things such as conversion rate, cost per click, or engagement. This study would be able to build further on our findings and test if the results of our study also apply to different industries. Of course, the problem with this would be that the researchers would be very dependent on the brand, and to get all the metrics and data, they would need to find a brand willing to hand over this information.

As many of our informants have spoken about the untapped potential on the more professional channel of LinkedIn, it would also be interesting to do a similar study

with LinkedIn as the channel choice. Although we uncovered much information on this channel, and many of the findings apply to that channel, LinkedIn does appear to work differently from the other social media channels with a higher focus on being professional but also holds a higher probability of organic reach.

8.0 Theoretical and managerial contributions

The development of technology and the internet have significantly changed the tools and strategies for communicating with consumers, and digital marketing has transformed global marketing through the deployment of social media. The changes in technology and distribution will almost certainly continue to impact the customer journey process in the future. Content marketing and social media can act as a pathway to win consumers' attention and offers great benefits for reaching them in today's noisy, attention-span-limited communication environment. However, it has also created more challenges as consumers are bombarded with thousands of different impressions daily, and successfully transmitting precise information to customers is becoming increasingly difficult. How do Instagram and TikTok work as communication channels? And how can brands utilize video content on these platforms? To survive and flourish in today's digital marketing landscape, firms must utilize these new tools and technologies to create engagement and develop favorable brand attitudes to strengthen their brand equity.

The authors reviewed the most relevant findings of our study and indicated how they would contribute to current literature and in a managerial aspect. This study has added to the literature review by examining the novel social media platform TikTok and further to the existing literature about Instagram. The study has also extended the literature on content marketing with an angle of how this is used in the Norwegian marketing landscape. Further, this study provides a deeper understanding of how video content on Instagram and TikTok may be utilized as an effective tool to generate and increase engagement, as well as strengthen brand attitudes among customers. To summarize the main implications, managers should focus on the following three aspects:

1. One of the main points explored in this study, and emphasized by all practitioners, was that to be successful on social media, brands must make the

content fit for the channel. This emphasized utilizing fitting approaches and material and making the content look like a natural part of the platform. On TikTok, this can be especially relevant, as a typical user pattern consists of scrolling fast through several videos due to the shorter length format. For a brand's video to be attention-grabbing and watched, it needs to blend into the app's environment. Uncovering this in our thesis is an essential managerial impact as it makes managers & agencies more aware of how they should approach social media marketing and content creation.

2. Brands should use a mix of emotional and rational appeals when creating content marketing. Especially humor is effective in content marketing since it elicits positive emotions, which are highly share friendly and attention-grabbing. The humor appeal also correlates positively with the content on TikTok & Instagram today, allowing you to play on the channel's premises. Mixing appeals will allow for a more significant impact on the content and better performance. However, factors such as brand fit and strategic communication are important to keep in mind. Therefore, brands should develop brand guidelines with clear distinction and purpose, as this will aid their content marketing to fulfill its objectives. With the spread of channels such as Instagram & TikTok, their reach allows brands to use a combination of appeals to affect and create engagement with many consumers.

3. Although content marketing has many advantages, traditional advertising is still necessary. Therefore, managers should not solely rely on content but diversify the marketing to reach customers outside of social media and in the later stages of the customer journey. Content marketing works best when it is curated to be relevant or valuable to brand consumers and customers. In Norway, marketing spending seemed to be predominantly targeted at conventional advertisements. Although practitioners anticipated a transition, traditional advertising would remain an essential element of the marketing communication mix. This highlights the need to update marketing communication literature.

To conclude our study on how the market communication landscape will evolve, we can have a look at how Campbell (2021) puts it, "In the unlikely event it fizzles out as a social platform, the style of content TikTok has popularized isn't

going anywhere, so it's in your best interests to get on the bandwagon now." With the findings of this study, and based on prior assessment and attitude toward video, the authors recognize video as the most prevalent and important material of tomorrow.

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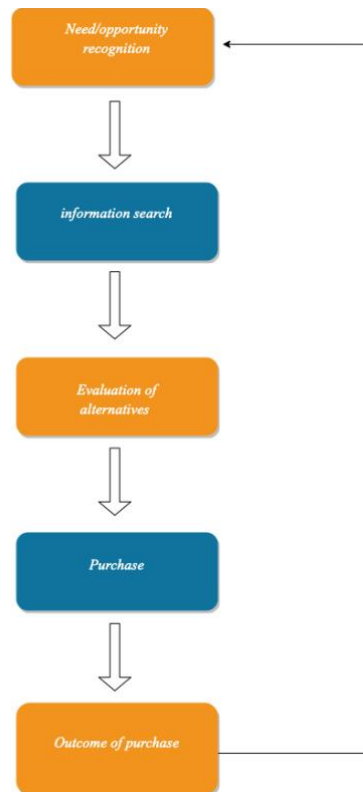
10.0 Appendices

Appendix 1: *Outcomes of marketing communication*

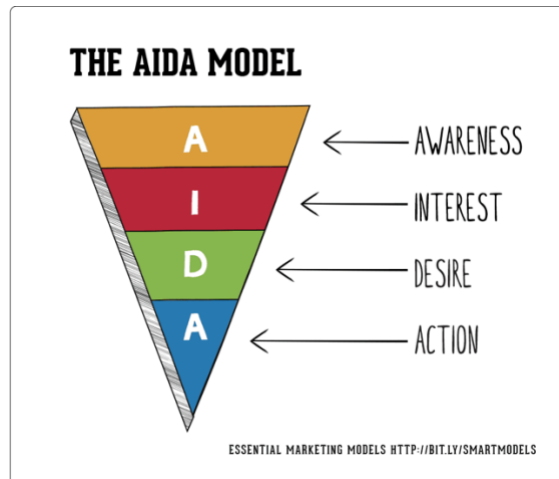
1. Create awareness and Salience
2. Convey detailed information
3. Create imagery and personality
4. Build Trust
5. Elicit emotions
6. Inspire action
7. Instill loyalty
8. Connect people

(Bartra & Keller, 2016)

Appendix 2: *Classical customer journey*



Appendix 3: The AIDA model



Appendix 4: Review of creative appeals for marketing communication

Creative advertising approaches, advertising formats and endorsers	
Rational	Emotional
Talking head	Humor
Demonstration	Fear
Problem solution	Warmth
Testimonial	Eroticism
Slice of life	Music
Dramatization	
Comparative ads	
Endorsements	
Celebrity	
Expert	

(Pelsmacker, 2013b)

Appendix 5: Interview guide -Norwegian Version

Innledning: Introduksjon av oss selv

Introduksjon av intervju informant

- Hva er dine oppgaver i bedriften? Har du noen pågående prosjekter du kunne snakket om?

Innholdsmarkedsføring (ca.15 min)

- Hva legger du i innholdsmarkedsføring?
- Hva definerer dere som forskjellen mellom reklame og innholdsmarkedsføring? Hvor går i så fall skifte?
- Hvordan praktiseres innholdsmarkedsføring i din bedrift? Hvordan er dette i forhold til tidligere erfaringer i andre bedrifter?
- Hvilke elementer benytter dere av i innholdsmarkedsføringen deres?
- Hvorfor tror du at vi har fått et skifte i markedsføring med fokus på innhold?
- Hvorfor tror dere bedrifter vil bygge relasjoner med sine kunder og målgrupper uten å promotere produkter?
- Hva er verdien merkevarer får av å lage innholdsmarkedsføring?
- Hvordan påvirker markedsføring salgene deres?
- Hvilken rolle spiller innholdsmarkedsføring i kommunikasjonsmiksen? Hva funker det bra til og hva funker det ikke bra til
- Hvor mye rom er det for kreativitet hos dere?
- Hva legger dere i relevant innhold?
 - Hvordan sørger man for relevans?
- Hva legger dere i verdifullt innhold?
 - er det ikke forbrukeren som bestemmer hva som er verdifullt?

Video (ca. 10 min)

- Hvordan bruker dere video i markedsføringen deres?
- Hva slags type video benytter dere dere av?
- Hvorfor bør man fokusere på video marketing idag? Hva er fordelene?

- Hvilken approach er best å benytte seg av ved utforming av innholdsmarkedsføring for å oppnå målene dere har satt dere?
- Hvilket mål vil dere oppnå ved bruk av video content? Hva vil dere at målgruppen skal gjøre etter å ha sett en video?
- Hva utgjør suksess for video?
- Benytter dere videoer i kun organiske eller betalte kampanjer? Presterer disse generelt forskjellig?

Engasjement (ca.10 min)

- Hva definerer dere som engasjement?
- Hvordan er engasjement hos dere for normal reklame vs content marketing?
- Hvordan engasjerer man forbrukeren best?
- Opplever dere forskjell i engasjement ved bruk av video enn ved bruk av bilder?

Holdning (ca.10min)

- Hvordan påvirker dere kundenes holdning til dere som en merkevare/bedrift?
- Fører innholdsmarkedsføring til høyere lojalitet?
- Hvordan mener dere at (video) content marketing kan føre til å danne positive holdninger hos forbrukeren?
- Er markedsføring gjennom sosiale medier den beste måten å påvirke holdningen til kundene deres?

Kanalvalg (ca. 10 min)

- Hvilke kanaler benytter bedriften deres seg av?
- Hvorfor foretrekker dere disse plattformene overfor andre plattformer?
- Hva er målgruppen deres og hvilken kanal når dere disse på?
- Hvordan jobber dere mot målgruppen i de ulike sosiale mediekanalene?
- Tilpasser dere innhold til ulike kanaler og evt hvorfor?
- Hvordan måler dere suksess? har dere noen suksesskriterier?

Avslutning (ca. 5min)

- Fortell oss om deres beste erfaring i forhold til content marketing, hvorfor var dette en suksesshistorie og hva bidro den til med tanke på å endre holdningene til kundene deres?
- Har du noen generelle tanker rundt det temaet vi har snakket om?

- Noe du har lyst til å ta opp til slutt?

Takk for at du tok deg tid, det var veldig verdifullt

Interview guide - English version

Opening statement: Introduction of the interviewers

Introduction of practitioner:

- What are your tasks in the company? Do you have any ongoing projects you could talk to us about?

Content marketing: (Approximately 15min)

- How would you define content marketing?
- What separates advertisements from content marketing?
If there is a difference, where does the shift go?
- How is content marketing used in your company? How is this compared to previous experiences in other companies?
- What elements do you use in your content marketing?
- Why do you believe there has been a shift in marketing with focus on content?
- Why do you believe companies want to build relations with its customers and target segments without pushing their products & services?
- What value do brands get from creating and distributing content marketing?
- How does marketing affect your sales?
- What role does content marketing play in the communication mix?
- How much room is there for creativity?
- How do you define relevant content?
 - How do you ensure relevance?
- How do you define valuable content?
 - Is it not the consumer who decides what is valuable?

Video (Approximately 10 min)

- How do you use video in your marketing efforts?
- What kind of videos do you use?
- Why should brands focus on video today? What are the benefits?

- What approach is best to utilize when designing content marketing to achieve the goals you have set?
- What goal do you want to achieve by using video content? What do you want the target audience to do after watching a video?
- What constitutes video success?
- Do you use videos in organic or paid campaigns only? Do these generally perform differently?

Engagement (Approximately 10 min)

- How do you define engagement?
- Do you see a difference in engagement between traditional advertisement and content marketing?
- How to best engage the consumer?
- Do you experience a difference in engagement when using video than when using photos?

Attitudes (Approximately 10 min)

- How do you influence customers' attitudes towards you as a brand / company?
- Does content marketing lead to higher loyalty?
- How do you think that (video) content marketing can lead to positive attitudes among the consumers?
- Is social media marketing the best way to influence the attitude of your customers?

Channel choice (Approximately 10 min)

- What channels does your company use?
- Why do you prefer these platforms over other platforms?
- What is your target group and which channel do you reach these on?
- How do you work towards the target group in the various social media channels?
- Do you adapt content to different channels, and possibly why?
- How do you measure success? do you have any success criteria?

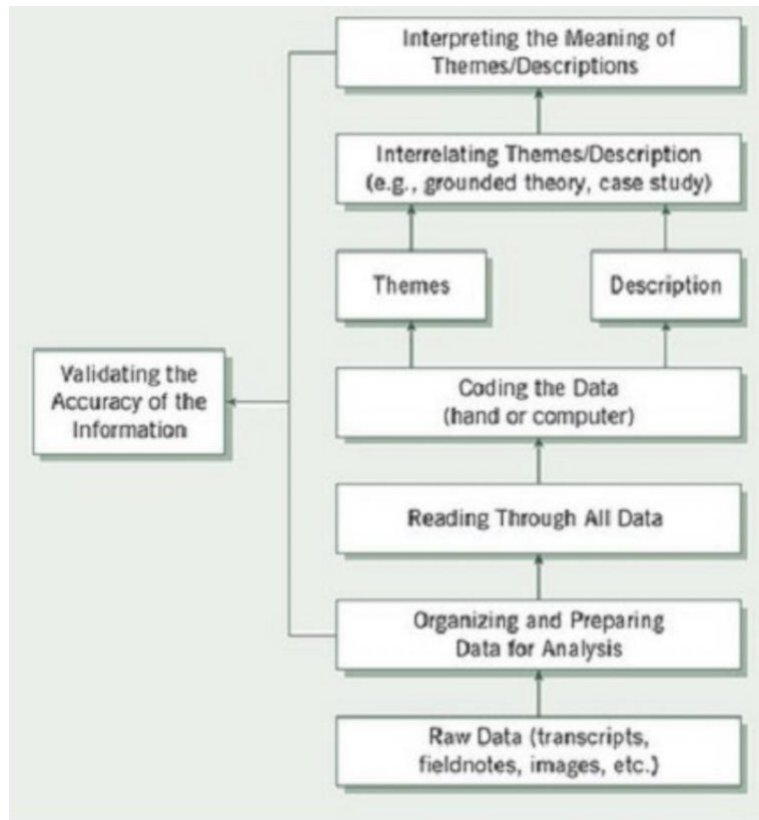
Closing instructions (Approximately 5min)

- Tell us about your best experience in terms of content marketing, why was this a success story and what did it contribute in terms of changing the attitudes of your customers?
- Do you have any general thoughts on the topic we have talked about?

- Is there something you want to add that we haven't talked about?

Thank you for taking the time to speak to us!

Appendix 6: Data Analysis in Qualitative Research



(Creswell & Creswell, 2018)

Appendix 7: Color code used in Transcriptions

<p>RQ1: Content Marketing</p> <p>What benefits does brands get from focusing on building relationships with their customers instead of promoting their products/services?</p>
<p>RQ2: Social media platforms</p> <p>What are the biggest differences between the platforms TikTok & Instagram, and why do brands choose to utilize these platforms?</p>
<p>RQ3: Engagement</p> <p>Does platform choice matter for engagement level? And how can you best engage the customers throughout the customer journey?</p>

RQ4: Video Marketing

Should marketers focus on video, and if so what approach & characteristics are best to utilize when making video content?

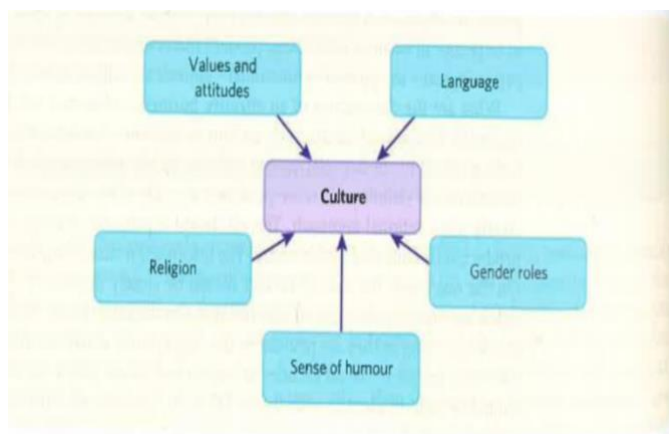
RQ5: Brand attitude

How can content marketing generate positive brand attitudes?

RQ6: Message appeals

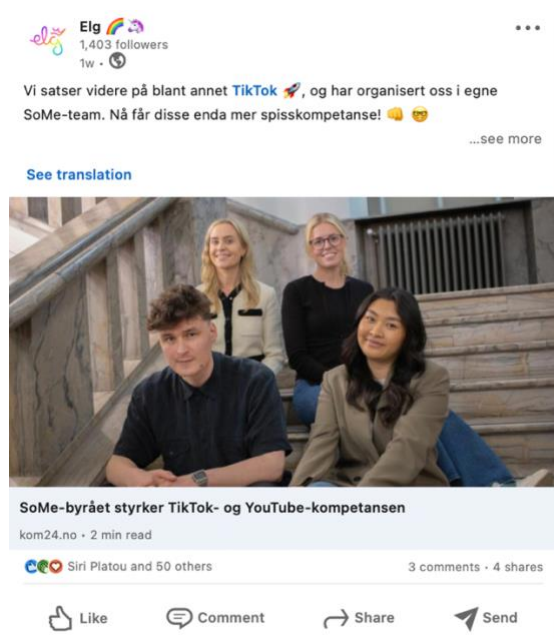
In which degree does appeal matter, and what appeal is most commonly used when aiming for engagement or for creating positive brand attitudes?

Appendix 8: What factors influence perception of advertising



(Pelsmacker et al., 2013b)

Appendix 9: Investment in TikTok



Appendix 10: TikTok seminar by ELG



Appendix 11: ELG - How to boost your engagement



1. Hook dem tidlig

Hook = stoppfaktor!

Du har bare noen få sekunder på å **fange følgernes oppmerksomhet** før de scroller seg glatt videre. Make them stop!

Et bra hook kan være:

Grafisk: Bilde eller video som frister og skiller seg ut.

Tekst: Start posteteksten med et spørsmål, utsagn, tips eller en påstand som får følgerene til å **stoppe opp**.

elg.oslo • Følg

elg.oslo Rekk opp handa hvis du også opplever dårlig rekkevidde og engasjement på postene dine? 🤔
Er handa di oppe nå, les videre:

Sosiale medier er «levende» plattformer, på godt og vondt. Innimellom har man god fart og andre ganger går det tregt, sånn er det bare 🤔
Her er likevel 6 enkle tips du kan teste asap for å prøve å jekke opp engasjementet a notch.

Fortell oss gjerne hvordan det går? 🙌

#instagram #rekkevidde #engasjement #instagramtips #instagramtipsandtricks #instagood #instatip #sosialemedier #sosialemedierstrategi #sosialemediertips #innholdsmarkedsføring #contentmarketing

9 u

littaktiv Supre tips, tusen takk 🙌👍

3 d 1 likerklikk Svar

Se svar 1

Likt av connieal og 683 andre

MARS 30

Legg til en kommentar ... Publisér

2. Be om det

Ja, vi vet... Det kan føles desperat og needy å faktisk **spørre folk om å engasjere seg i innholdet ditt**. Men hey, det virker!

Be folk svare på et spørsmål, legge igjen sin favoritt-emoji, komme med tips eller gi sin feedback på innholdet ditt.

Gratis tips fra oss:

Start i story! Etiketter er en lavterskel måte å involvere folk på + fortelle algoritmen at din konto er interessant for følgerne.

elg.oslo • Følg

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4 d 1 likerklikk Svar

Se svar 1

Likt av connieal og 683 andre

MARS 30

Legg til en kommentar ... Publisér

3. Tenk utover

Du høster som du sår, osv... Folk må jo faktisk **oppdage deg for å finne deg**. Makes sense, yes?

Vær aktiv, vis deg frem og dropp interessante tips, kommentarer og spørsmål hos andre.

Invitasjon:

Prøv deg frem i vårt kommentarfelt, da vel.)

elg.oslo • Følg

elg.oslo Rekk opp handa hvis du også opplever dårlig rekkevidde og engasjement på postene dine? 🤔
Er handa di oppe nå, les videre:

Sosiale medier er «levende» plattformer, på godt og vondt. Innimellom har man god fart og andre ganger går det tregt, sånn er det bare 🤔
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4 d 1 likerklikk Svar

Se svar 1

Likt av connieal og 683 andre

MARS 30

Legg til en kommentar ... Publisér

4. Oppdater listene

Se gjennom hvem du følger og hvem som følger deg!

Vær alltid på jakt etter nye (og relevante) kontoer å følge. Avfølg de du ikke trenger i feeden din og sett opp noen nyttige **hashtags** å følge med på.

Så kan du jo håpe at nye kontoer du følger, **vil følge deg tilbake** og legge igjen litt kjærlighet på veien?



5. La tallene snakke

Sjekk innsikten (ikke for private kontoer, dessverre) og hold linja deretter. Innsikten forteller deg **hvilke poster og hvilket type innhold** som faktisk fungerer best for din konto.

Tallenes tale er som regel krystallklar, og du **slipper mye synsing og feiling på veien**.

Gi publikum det de vil ha, og fortsett å poste det du faktisk får **respons** på.



6. Ekstratips for pro's

Sett opp **varsler** på store og inspirerende profiler innen din bransje (f.eks @elg.oslo, mehehe) for å være **først ute i kommentarfeltet**.

Slik blir du **supersynlig** og **relevant** for alle som ser og kommenterer innleggene etter deg.

Slik gjør du:

Gå til ønsket profil og klikk på bjellen øverst til høyre. Lykke til!



Appendix 12: *The 12 types of Marketing Video*

In Hubspot's (2022) “the ultimate guide to video marketing” they review 12 types of marketing videos which brands can choose to utilize, implying a high diversity and variation in how brands can use videos to communicate.

1. Demo videos
2. Brand videos
3. Event videos
4. Expert interviews
5. Educational or how-to videos
6. Explainer videos
7. Animated videos
8. Case study and customer testimonial videos
9. Live videos
10. 360° & Virtual Reality Videos
11. Augmented reality (AR) videos
12. Personalized messages