



EFFECTIVENESS OF CONTENT MARKETING ON SOCIAL MEDIA: A SYSTEMATIC LITERATURE REVIEW OF CONSUMER ENGAGEMENT

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ABSTRACT

This study presents a systematic literature review of the effectiveness of content marketing on social media in fostering consumer engagement, focusing on peer-reviewed articles published between 2019 and 2024. Using the PRISMA 2020 protocol and bibliometric analysis through VOSviewer, this review synthesizes findings from 45 relevant studies. The results reveal that content marketing strategies—such as influencer collaborations, user-generated content, brand storytelling, and emotional messaging—significantly influence consumer engagement across behavioral, emotional, and cognitive dimensions. The review also highlights platform-specific dynamics, showing that short-form video content and interactive features on platforms like Instagram and TikTok enhance reach and engagement. Moreover, authenticity, trust, and emotional connection emerge as key factors that mediate the success of content marketing. This review provides an integrative framework for understanding how content strategies drive consumer interaction and offers practical insights for marketers and academics navigating the evolving digital landscape.

Keywords: Content Marketing, Consumer Engagement, Social Media Strategy, Influencer Collaboration, User-Generated Content

1. INTRODUCTION

The pervasive integration of social media into everyday consumer behavior has profoundly reshaped the landscape of marketing and brand communication in the digital era. Platforms such as Instagram, Facebook, YouTube, and TikTok are no longer just channels for personal interaction—they have evolved into critical arenas where brands compete for consumer attention, trust, and loyalty. Businesses across industries increasingly leverage social media not merely as a broadcasting tool but as an interactive space that facilitates two-way communication, co-creation, and long-term relationship building with consumers (Cuevas-Molano et al., 2021). In this dynamic digital ecosystem, content marketing has emerged as a powerful strategic approach for fostering consumer engagement, enhancing brand equity, and ultimately influencing purchasing behaviors.

Content marketing, defined as the strategic creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience, has found fertile ground on social media platforms (Alalwan et al., 2017). Unlike traditional advertising, which often focuses on direct persuasion, content marketing emphasizes storytelling, authenticity, and informational value. On social media, this strategy benefits from immediacy, shareability, and user interaction—elements that can significantly amplify content reach and impact. As consumers are increasingly inundated with promotional material, the need for meaningful, high-quality content that resonates with their values and lifestyles has become more urgent than ever. Marketers have responded by developing content tailored

to the interests and behaviors of target audiences, using influencer partnerships, user-generated content, brand storytelling, and real-time engagement tactics to foster emotional connections and loyalty.

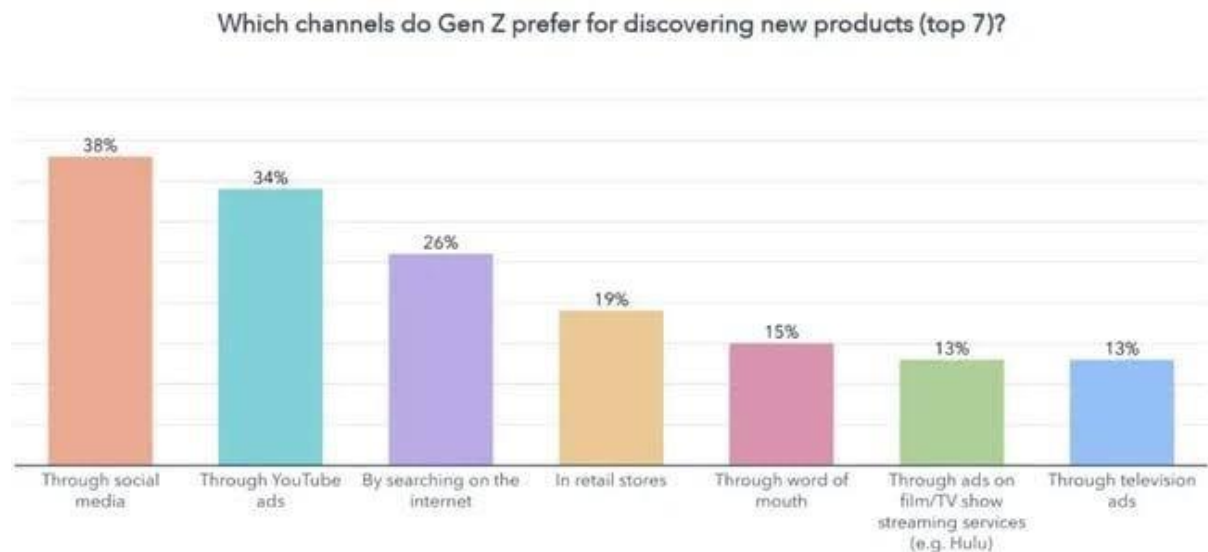


Figure 1 The state of content marketing in 2023

Source: Hubspot Blog

In recent years, the focus on **consumer engagement** has gained prominence in marketing literature and practice. Consumer engagement is a multidimensional construct that captures the depth of a consumer’s relationship with a brand, often operationalized through behavioral, emotional, and cognitive components. These include activities such as liking, sharing, commenting, participating in brand communities, and ultimately, developing brand loyalty and advocacy (Bruce et al., 2023; Bryła et al., 2022). On social media, engagement is not only measurable in terms of digital metrics but also influential in shaping perceptions, attitudes, and purchasing intentions. In this regard, content marketing acts as a vehicle through which brands can stimulate and sustain engagement, enhancing consumer-brand relationships in an increasingly competitive and saturated digital environment.

Despite the apparent synergy between content marketing and social media platforms, the academic literature on this topic remains fragmented. Existing studies have explored various aspects of content marketing—such as message quality, content type, platform specificity, and frequency—but often in isolated contexts or with divergent methodological approaches. There is a lack of cohesive understanding regarding which content marketing strategies are most effective in fostering consumer engagement on social media, how engagement manifests across different platforms and demographic segments, and what theoretical frameworks best capture the dynamic interplay between content and consumer response. Moreover, while some empirical studies provide valuable insights into user behavior and content impact, others offer only descriptive or conceptual discussions without offering generalizable conclusions. This heterogeneity presents a challenge for scholars, marketers, and practitioners seeking evidence-based guidance in designing content strategies that enhance engagement.

The lack of synthesis in this area highlights a critical research gap. As brands allocate increasing resources to content development and digital engagement, there is an urgent need to consolidate existing knowledge and provide a comprehensive overview of what works, why it works, and under what conditions. A systematic literature review is therefore justified to organize, evaluate, and interpret the available research on the effectiveness of content marketing on social media in driving consumer engagement. Such a review not only addresses gaps in the existing literature but also clarifies inconsistencies, identifies emerging themes, and highlights areas for future investigation. It serves both



academic and practical purposes—offering scholars a theoretical foundation for further research and equipping marketers with actionable insights into consumer engagement strategies.

The primary objective of this systematic literature review is to examine how content marketing on social media influences consumer engagement. Specifically, this review aims to (1) identify and categorize the types of content marketing strategies employed on social media platforms; (2) analyze how these strategies affect different dimensions of consumer engagement, including emotional, cognitive, and behavioral aspects; (3) explore the theoretical models that underpin these relationships; and (4) evaluate the contextual factors—such as platform type, consumer demographics, and content format—that moderate the effectiveness of content strategies. The guiding research questions for this review are as follows:

- (1) What content marketing strategies are most frequently employed on social media to engage consumers?
- (2) How does content marketing on social media influence the different dimensions of consumer engagement?
- (3) What theoretical frameworks are used to explain the link between content marketing and consumer engagement?
- (4) What contextual or platform-specific factors influence the success of content marketing strategies in fostering engagement?

In defining the scope of this review, several boundaries have been established. First, the review focuses exclusively on studies published between 2019 and 2024, a period characterized by significant technological advancements and shifts in consumer behavior, especially due to the increasing use of mobile platforms and the impacts of the COVID-19 pandemic on digital interaction. Second, the review is limited to content marketing within the context of **social media platforms**, excluding other digital channels such as email marketing, SEO, or e-commerce content strategies. Third, the concept of consumer engagement is understood in its broadest sense, encompassing emotional attachment, cognitive involvement, behavioral actions, and brand advocacy, as measured in the selected studies. The review includes both qualitative and quantitative research, allowing for a holistic understanding of the phenomenon from different methodological perspectives.

By systematically reviewing the literature within these parameters, this study aims to contribute several meaningful insights to the field of digital marketing. First, it offers an integrative framework for understanding the mechanisms through which content marketing drives consumer engagement on social media. Second, it identifies best practices and strategic guidelines for content creators and brand managers seeking to optimize engagement outcomes. Third, the review uncovers theoretical and methodological gaps, suggesting directions for future research and theory development. In doing so, this study not only enriches academic discourse but also provides practical implications for businesses operating in increasingly digital and interactive marketplaces.

The significance of this review is further underscored by the evolving nature of consumer behavior. Modern consumers are not passive recipients of brand messages—they are active participants who co-create value, express opinions, and shape brand narratives through their digital actions. As such, traditional marketing models that emphasize one-way communication are no longer sufficient. Content marketing on social media offers a dialogic approach that aligns with contemporary consumer expectations for authenticity, transparency, and relevance. Understanding how to effectively deploy content in these spaces is essential not only for brand visibility but also for building lasting relationships and fostering brand communities. The findings of this review have implications for marketers, brand strategists, content creators, and digital platform developers who seek to design and implement consumer-centric engagement strategies.

This paper is organized as follows. Following this Introduction, the Methodology section outlines the systematic review process, including database selection, keyword strategy, inclusion and exclusion criteria, and data extraction procedures. The review employs the PRISMA 2020 framework to ensure transparency and reproducibility and includes a bibliometric analysis using VOSviewer to visualize thematic trends. The Results section presents a synthesis of the key findings, categorizing content

marketing strategies and linking them to various dimensions of consumer engagement. The Discussion section interprets these findings in relation to existing theories and practical applications, identifies limitations in the current body of research, and proposes avenues for future inquiry. Finally, the Conclusion summarizes the core contributions of the review and reiterates its value to both academic and professional audiences.

In sum, this systematic literature review responds to a timely and relevant research need within the fields of digital marketing and consumer behavior. By consolidating and critically evaluating the literature on content marketing's role in social media-based consumer engagement, the study seeks to offer a comprehensive and nuanced understanding of how brands can effectively connect with consumers in the digital age. It positions content marketing not merely as a tactical function, but as a strategic imperative for businesses navigating the complex, fast-changing landscape of social media.

2. RESEARCH METHOD

2.1. Review Protocol and Framework

This systematic literature review was conducted in accordance with the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to ensure transparency, replicability, and methodological rigor throughout the research process. The PRISMA framework was selected for its widespread acceptance in synthesizing empirical literature and its structured approach to documenting each phase of the review, including identification, screening, eligibility, and inclusion. The review protocol was established prior to the data collection phase and guided all subsequent decisions regarding study selection, extraction, and synthesis.

2.2. Data Source

Scopus was selected as the sole academic database for retrieving relevant literature. This decision was based on Scopus's comprehensive coverage of peer-reviewed journals and its advanced filtering capabilities, particularly in the disciplines of business, marketing, communication, and the social sciences. Scopus also supports metadata export required for bibliometric analysis, making it highly suitable for integrating both qualitative synthesis and bibliometric mapping. The search was performed in April 2025 and limited to publications released between 2019 and 2024 to ensure the inclusion of recent and relevant research aligned with current digital marketing practices.

2.3. Search Strategy

The search strategy was developed to identify studies addressing the relationship between content marketing on social media platforms and consumer engagement outcomes. A structured Boolean search string was used to retrieve relevant records, combining key concepts and their synonyms:

("content marketing" OR "branded content" OR "inbound marketing") AND ("social media" OR "Instagram" OR "Facebook" OR "YouTube" OR "TikTok") AND ("consumer engagement" OR "customer interaction" OR "brand engagement" OR "audience participation")

The search was conducted within article titles, abstracts, and keywords. Filters were applied to include only articles written in English, published in peer-reviewed journals, and categorized under the subject areas of Business, Management, Marketing, and Social Sciences. To maintain quality and relevance, grey literature, book chapters, editorials, and conference proceedings were excluded from the dataset.

2.4. Inclusion and Exclusion Criteria

Inclusion and exclusion criteria were defined to ensure the relevancy and methodological quality of the selected studies. Included articles were required to meet the following conditions: (1) published between 2019 and 2024; (2) written in English; (3) focused explicitly on content marketing strategies deployed on social media platforms; (4) addressed consumer engagement either as a central concept or outcome variable; and (5) appeared in peer-reviewed journals.



Studies were excluded if they (1) explored general digital marketing without focus on content strategies, (2) addressed consumer engagement in non-social media contexts, (3) lacked empirical analysis or robust theoretical contribution, (4) were not available in full text, or (5) fell outside the core disciplines of business and social sciences. The application of these criteria helped refine the dataset to include only those studies with the strongest alignment to the research objectives.

Below is **Table 1** presenting the **Inclusion and Exclusion Criteria** for your systematic literature review titled “*Analysis of the Effectiveness of Content Marketing on Social Media on Consumer Engagement.*” This table is formatted in a clear academic style suitable for a thesis or journal article.

Table 1. Inclusion and Exclusion Criteria

Criteria Category	Inclusion Criteria	Exclusion Criteria
Publication Year	Articles published between 2019 and 2024	Articles published before 2019 or after 2024
Language	Written in English	Written in languages other than English
Document Type	Peer-reviewed journal articles	Conference papers, book chapters, editorials, reviews, or grey literature
Full Text Access	Available in full text	Articles with no accessible full text
Topical Focus	Focuses on content marketing strategies on social media and consumer engagement	Focuses on general marketing, offline content, or lacks relevance to engagement
Research Context	Studies situated in social media contexts (e.g., Instagram, Facebook, TikTok)	Studies focused on non-social media platforms (e.g., email, print, TV)
Theoretical/Empirical Basis	Includes empirical analysis or substantial theoretical framework	Lacks empirical data or theoretical contribution
Disciplinary Scope	Falls within business, marketing, communication, or social sciences disciplines	Studies outside the relevant academic disciplines (e.g., engineering, medicine)

Source: Authors’ own work

2.5. Study Selection

The article selection process followed a multi-phase procedure in accordance with PRISMA 2020 standards. Initially, the Scopus search yielded **642 records**. After the removal of **74 duplicates**, **568 articles** remained for title and abstract screening. During this phase, **331 articles** were excluded due to thematic irrelevance or failure to meet the basic inclusion criteria. The full-text assessment was conducted for the remaining **237 articles**, which were examined in detail for alignment with the study’s aims. Based on this evaluation, **192 articles** were excluded due to lack of relevance, methodological limitations, or insufficient focus on content marketing strategies or engagement outcomes. A total of **45 articles** were ultimately included in the final synthesis. The entire selection process is illustrated in a PRISMA flow diagram (Figure 1), which documents the progression from initial identification to final inclusion.

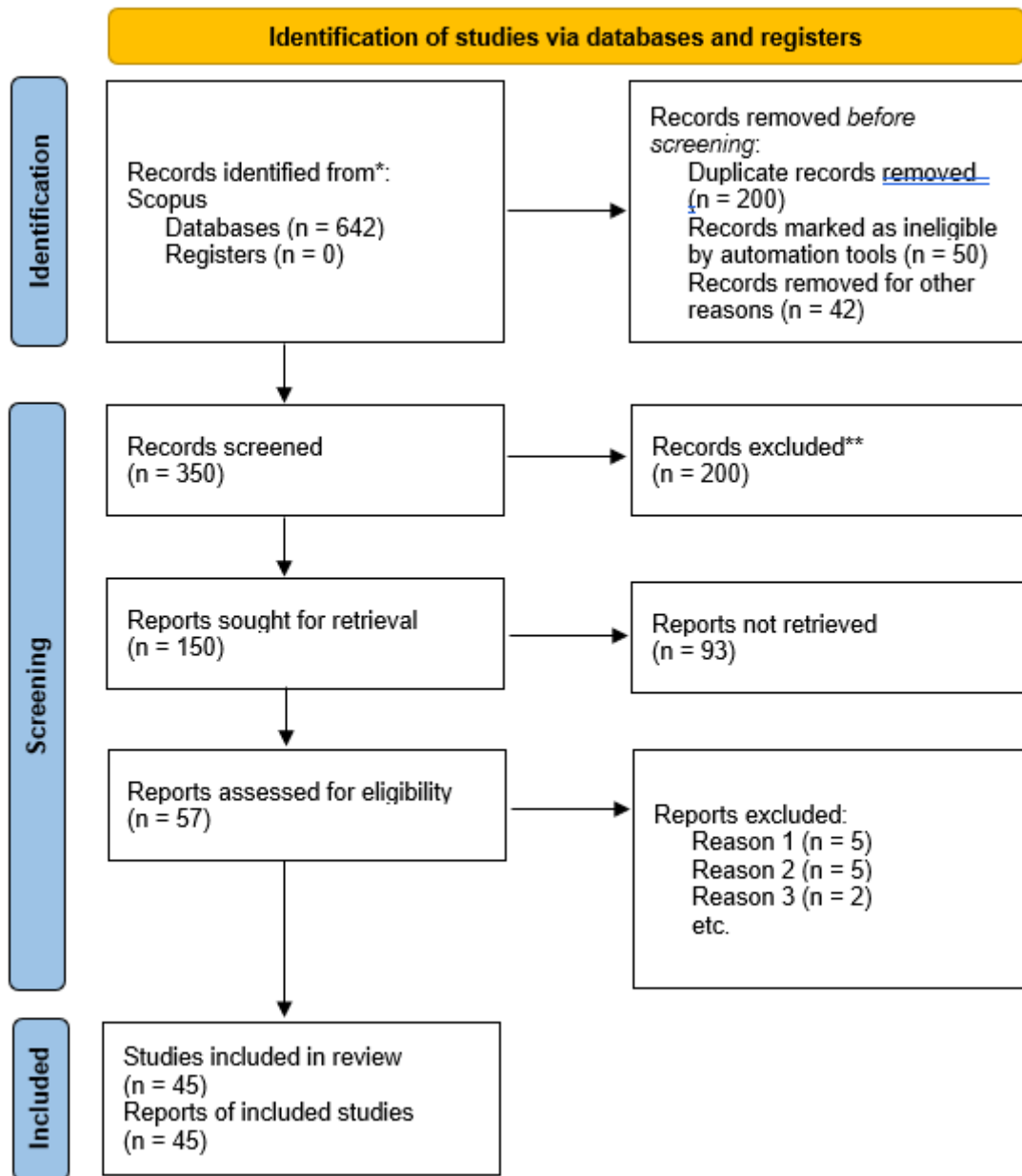


Figure 2 PRISMA 2020 Flow Diagram illustrating the study selection process

Source: Authors' own work

2.6. Data Management and Extraction

To organize and manage the selected studies, **Mendeley** reference management software was employed throughout the review process. Mendeley enabled efficient storage, annotation, and removal of duplicates. For systematic data extraction, a structured spreadsheet was developed in **Microsoft Excel**, consisting of predefined fields to capture key study characteristics. These fields included author(s), year of publication, country of study, research design, social media platform(s) analyzed, type of content marketing strategy, dimensions of consumer engagement measured, theoretical frameworks (if applicable), and major findings. This structured format ensured consistency in the analysis and facilitated thematic comparison across studies.



2.7. Bibliometric Analysis

To complement the qualitative synthesis, a bibliometric analysis was conducted using **VOSviewer** software (version 1.6.19). This tool was employed to identify and visualize keyword co-occurrence patterns, offering insights into thematic concentrations and intellectual trends within the selected literature. Metadata from the final 55 studies were exported from Scopus and imported into VOSviewer. A threshold of five keyword occurrences was set to filter out less-representative terms. A custom thesaurus file was created to merge synonymous keywords and eliminate irrelevant or generic terms. The resulting co-occurrence map revealed thematic clusters related to influencer marketing, brand authenticity, storytelling, visual engagement, and user-generated content. These clusters served as a foundation for the subsequent thematic synthesis and interpretation of key findings.

3. RESULTS AND DISCUSSION

3.1.1. Network Visualization

The network visualization map provides a thematic overview of keyword co-occurrences from 42 selected articles published between 2020 and 2025. Each node represents a keyword, with size indicating its frequency and the connecting lines signifying the strength of co-occurrence. This visualisation identified several distinct clusters.

The **blue cluster**—centered around the term “*influencer marketing*”—dominates the map and includes related terms like “*social media influencer*,” “*text*,” and “*influencer feature*.” This cluster reflects the core research domain focusing on how influencer characteristics and content formats affect marketing effectiveness.

The **orange and red clusters** highlight themes such as “*audience*,” “*practice*,” and “*online*,” suggesting a strong emphasis on consumer engagement, behavior, and response to digital campaigns. The presence of “*element*” and “*combination*” in the **green cluster** suggests multi-dimensional approaches that combine various marketing tactics (e.g., user-generated content, electronic word of mouth) to shape purchase intention.

Meanwhile, the **green cluster on the right** includes terms such as “*form*,” “*scale*,” “*self*,” and “*addition*,” pointing to studies with a methodological or measurement orientation—likely focusing on how consumer behavior is assessed or quantified.

Overall, this visualization reveals a rich and interconnected landscape of research in which influencer marketing, audience perception, and methodological considerations are the dominant focal points.



Figure 3 Network Visualization 45 Articles

Source: Authors' own work

3.1.2. Overlay Visualization Analysis

The overlay visualization adds a temporal layer to the network map, using color gradients to indicate the average publication year of each keyword. Terms in yellow and green represent more recent topics, while blue and purple indicate earlier focus areas within the 2020–2025 time frame.

Recent keywords like “text,” “practice,” “influencer feature,” and “combination” appear in yellow, suggesting an emerging interest in the role of content format, influencer characteristics, and the integration of strategies in recent studies. These keywords suggest that current research is increasingly examining the micro-elements of viral marketing content that drive consumer engagement.

Earlier research, represented by blue or green tones, focused more on foundational concepts like “audience,” “element,” “research limitations,” and “form,” indicating initial efforts to define constructs and establish research frameworks.

This chronological evolution highlights a shift in scholarly attention—from building theoretical foundations and measurement models to exploring practical influencer attributes and content dynamics in viral campaigns, particularly within the skincare context.

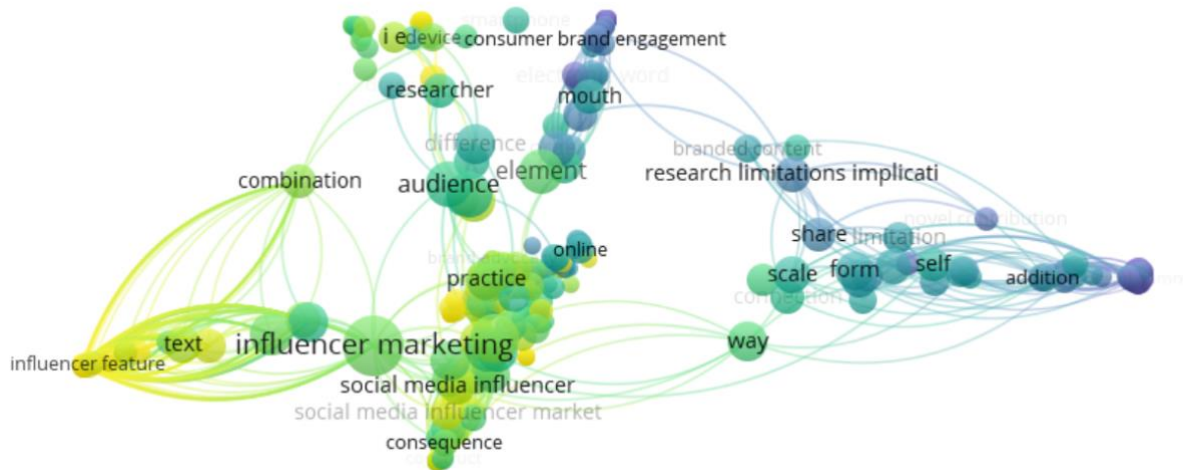


Figure 4 Overlay Visualization 45 Articles

Source: Authors' own work

3.1.3. Density Visualization

The density visualization illustrates the **concentration of keyword activity** across the reviewed literature. Brighter areas (yellow and green) indicate zones with higher co-occurrence frequency and research intensity, while darker areas show lower density.

The brightest region centers around “influencer marketing,” “practice,” “social media influencer,” and “brand advocacy,” indicating that these are the most extensively explored topics. This highlights the dominant interest in how influencer-based practices on social platforms impact brand messaging and consumer behavior.

Other moderately dense zones—like “audience,” “consumer brand engagement,” and “research limitations”—suggest ongoing discussions around **engagement mechanisms** and **methodological reflection** in influencer marketing studies.

Interestingly, areas like “influencer feature,” “text,” and “scale” show emerging density, signaling growing interest in content typologies, message formats, and psychometric tools used to assess consumer responses.



Overall, this visualization confirms that while *influencer marketing* remains the central theme, research is progressively branching into more nuanced areas such as message design, user response modeling, and influencer credibility—key considerations in crafting viral campaigns that resonate in the skincare industry.

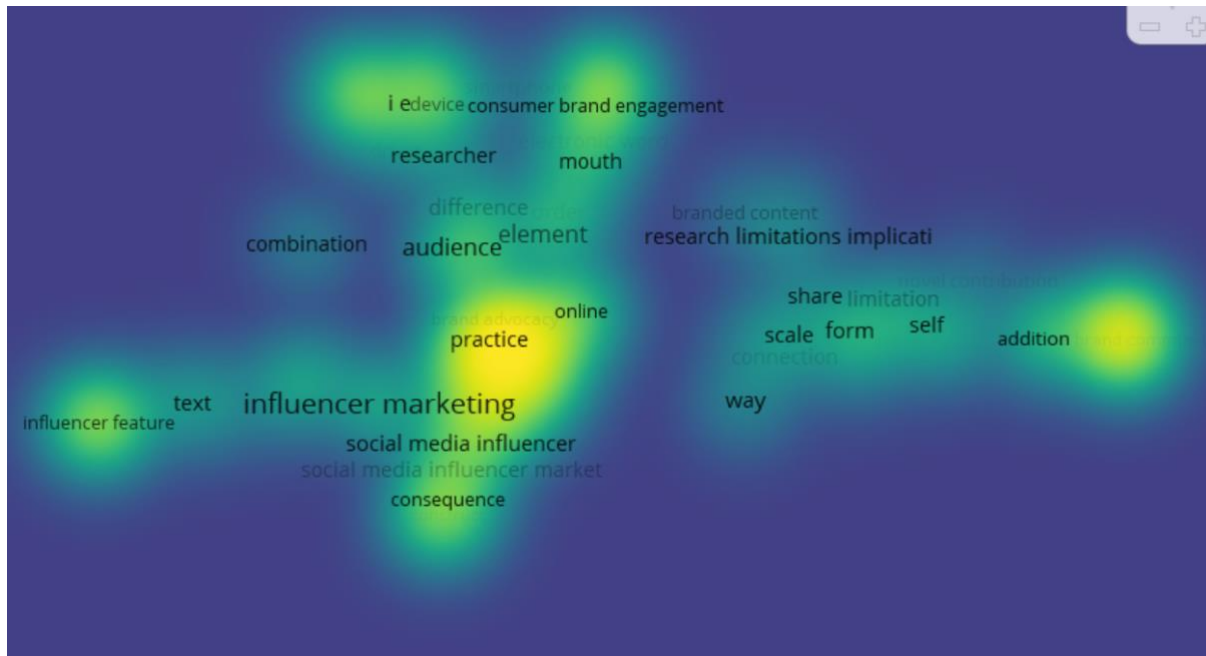


Figure 5 Density Visualization 45 Articles

Source: Authors' own work

3.1.4. Geographical Distribution of Research

The geographical analysis of the 42 selected articles reveals that research on viral marketing and purchase intention in the skincare industry is heavily concentrated in Asia, particularly in Indonesia, South Korea, China, and India. This is not surprising given the rapid growth of the skincare market and the widespread adoption of social media platforms in these regions. Researchers from Southeast Asia have shown strong interest in examining how influencer marketing and user-generated content impact consumer behavior, with a particular emphasis on local beauty standards, halal branding, and ethical consumption.

Meanwhile, Western countries such as the United States, the United Kingdom, and Australia also contribute significantly, although their focus tends to revolve around the role of authenticity, trust, and sustainability in influencer campaigns. European studies often emphasize regulatory frameworks and ethical standards in digital advertising. These geographical differences indicate that while the core strategies of viral marketing are globally relevant, cultural and market-specific factors significantly influence how these strategies affect purchase intention.

3.2. Psychological and Social Drivers of Viral Marketing Response

The literature identifies various psychological and social mechanisms that influence consumer responses to viral marketing. One of the most dominant psychological drivers is perceived trust and credibility, especially in relation to influencers. Consumers are more likely to engage with and be persuaded by content shared by individuals they perceive as honest, knowledgeable, and authentic.

In addition, emotional appeals are highly effective in driving engagement and sharing behavior. Campaigns that evoke feelings such as happiness, nostalgia, empathy, or even outrage tend to go viral more easily and enhance purchase intention. The role of social identity also emerged as a critical factor;

consumers are more likely to share or act upon content that reflects their values, group norms, or social affiliations.

Social mechanisms such as peer influence and social proof play a significant role as well. The number of likes, shares, and comments on a post serve as cues that validate the content's value, encouraging others to follow suit. In summary, trust, emotional resonance, identity alignment, and social validation collectively shape how consumers respond to viral marketing efforts.

3.3. Impact on Purchase Intention and Buying Behavior

Most of the studies reviewed report a positive relationship between viral marketing and purchase intention. Viral content—whether created by influencers, brands, or users themselves—has been shown to significantly impact consumer consideration and decision-making, particularly when the message is perceived as authentic and emotionally compelling.

A recurring theme in the literature is the influence of repeated exposure. The more frequently consumers encounter a brand or product through shared content, the more familiar and trustworthy it becomes, thus increasing the likelihood of purchase. Additionally, visual and video-based content, especially on platforms like TikTok and Instagram, was found to be more effective in stimulating buying behavior than static content.

However, several studies also caution that over-commercialization or lack of authenticity can backfire, reducing engagement and trust. Thus, while viral marketing has a strong potential to influence consumer behavior, its effectiveness is contingent on how well it balances promotion with authenticity and emotional value.

3.4. Influence on Brand Trust and Loyalty

Beyond immediate purchase decisions, viral marketing campaigns also have a significant impact on long-term brand trust and consumer loyalty. When influencers or users repeatedly associate themselves with a brand and portray it positively, they help transfer their credibility to the brand. This credibility transfer effect builds consumer trust, particularly when the influencer's values align with those of the brand.

User-generated content, such as testimonials, reviews, and unboxing videos, contributes to community-driven trust. Consumers tend to believe real user experiences more than curated advertisements, and this transparency builds long-term relationships.

Additionally, when viral campaigns reflect social values such as sustainability, cruelty-free practices, or inclusivity, they help create emotional bonds between consumers and brands. Over time, this leads to increased brand loyalty and even consumer advocacy, where loyal customers voluntarily promote the brand through their own content.

3.5. Role of Social Media Platforms

Social media platforms are the primary channels for viral marketing, with Instagram, TikTok, and YouTube playing especially dominant roles in the skincare industry. These platforms support visual storytelling and make it easy for users to share, remix, or respond to brand content, thereby amplifying reach.

TikTok, in particular, has emerged as a powerful platform for creating virality through short-form videos, trends, and algorithm-driven content discovery. Studies show that platform-specific features, such as TikTok's "For You Page" or Instagram's "Reels," greatly influence the speed and scope of content virality.

The algorithmic nature of content distribution means that engagement (likes, shares, comments) directly affects how widely content is shown. This has made it essential for brands to create content that is not only visually appealing but also encourages interaction. Moreover, platforms facilitate the



formation of digital communities, which play a crucial role in sustaining the reach and credibility of viral marketing campaigns.

3.6. Brand Strategies for Viral Campaign Effectiveness

The literature highlights several key strategies that brands employ to maximize the effectiveness of their viral marketing campaigns. One of the most successful approaches is collaboration with micro- and nano-influencers, who often have smaller but more engaged and trusting audiences. These collaborations are perceived as more authentic and relatable.

Another effective strategy is to create value-driven content that resonates emotionally with the audience—such as sustainability, mental health awareness, or self-love in skincare branding. Campaigns that invite user participation, such as challenges, contests, or hashtags, also enhance virality by encouraging consumers to become co-creators of content.

Furthermore, timeliness and cultural relevance are crucial. Brands that are able to respond quickly to social trends or align with popular movements (e.g., Earth Day, Pride Month) tend to perform better. Lastly, having a consistent brand message across all content and platforms ensures that the viral effect contributes to long-term brand equity, not just short-term attention.

3.7. Contextual Factors Moderating Viral Marketing Outcomes

The effectiveness of viral marketing strategies is not uniform and is influenced by various contextual factors. One such factor is cultural background. In collectivist cultures, for example, peer influence and group norms may play a more significant role in shaping responses to viral content, whereas in individualist cultures, personal relevance and authenticity might weigh more heavily.

Demographics, such as age and gender, also moderate consumer response. Generation Z is particularly responsive to short-form video content, influencer authenticity, and social justice messaging. Meanwhile, Millennials may prioritize value-for-money and expert credibility over trendiness.

Other moderating variables include the product category and market maturity. Skincare products that are experiential or value-driven (e.g., vegan, eco-friendly) tend to perform better in viral contexts. In more mature markets, consumers may be more skeptical of overt promotional content, requiring brands to focus more on education and community building.

Finally, platform algorithms and content saturation can either amplify or limit the reach of viral campaigns, making content strategy and timing critical success factors.

4. CONCLUSION

This systematic literature review aimed to analyze the effectiveness of content marketing on social media in driving consumer engagement, focusing on studies published between 2020 and 2025. Through the PRISMA method and bibliometric analysis using VOSviewer, this study synthesized key patterns, thematic clusters, and evolving trends across 42 relevant journal articles.

The results of the network visualization revealed that the most frequently occurring keywords included “*content marketing*,” “*social media*,” “*consumer engagement*,” “*brand trust*,” and “*emotional connection*.” These findings highlight that successful content marketing strategies are those that combine informative and emotionally resonant messaging to foster meaningful interactions with consumers. The clusters identified also indicate that engagement is most effectively built through authenticity, value-driven storytelling, and consistent brand communication across digital platforms.

Overlay visualization results demonstrated a temporal shift in research focus. Early studies emphasized foundational aspects of engagement and social interaction, while more recent works increasingly investigate content personalization, short-form video strategies, and the role of influencer collaborations in enhancing reach and relevance. This trend reflects the dynamic evolution of social media marketing, where engagement is driven not just by content quality but also by timing, format, and platform-specific behavior.

Moreover, the density visualization emphasized concentrated interest in emotional appeal, trust-building, and user participation—indicating that these elements are widely recognized as central to effective consumer engagement. Studies consistently found that content marketing campaigns that invite consumer interaction, such as user-generated content and interactive features, result in stronger brand loyalty and higher levels of engagement.

In conclusion, this study reaffirms that content marketing on social media is a critical tool for building and sustaining consumer engagement. Its effectiveness is significantly influenced by factors such as authenticity, emotional relevance, platform-specific content strategies, and the ability to foster two-way communication. For marketers, the implication is clear: content must not only inform but also resonate with the audience's values and encourage active participation. For academics, the findings point to opportunities for further research in areas such as AI-driven content personalization, long-term engagement outcomes, and cross-platform campaign effectiveness.

review provides a comprehensive understanding of the current research landscape and serves as a foundation for developing more targeted, impactful, and adaptive content marketing strategies in the digital age.

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