



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## Marketing Strategies Of Content Creators

<sup>1</sup>Ms.P.Maheswari <sup>2</sup>Ms.Epsiba K

<sup>1</sup>Assistant Professor, <sup>2</sup>Student

<sup>1</sup>Bcom Professional Accounting,

<sup>1</sup>Dr.N.G.P Arts and Science College, Coimbatore, India

**Abstract:** In the rapidly evolving digital landscape, content creators play a pivotal role in shaping consumer behavior and brand perception. This study explores innovative marketing strategies employed by content creators to enhance audience engagement and drive brand loyalty. We analyze various approaches, including influencer collaborations, authentic storytelling, and platform-specific optimization, highlighting the effectiveness of tailored content strategies across diverse demographics. Additionally, we examine the integration of analytics tools to measure impact and refine tactics, ensuring that content remains relevant and resonant. By understanding the unique challenges and opportunities faced by content creators, this research provides valuable insights for brands looking to leverage creator partnerships for sustainable growth in an increasingly competitive market. We begin by categorizing content creators based on their platforms—YouTube, Instagram, TikTok, and emerging mediums—each offering unique opportunities and challenges. Our analysis highlights key strategies such as influencer collaborations, where brands partner with creators to leverage their authenticity and reach. We delve into the importance of authentic storytelling, showcasing how personal narratives and relatability foster deeper connections with audiences.

**Key words** - Influencer marketing, Authenticity, Content optimization, User generated content, Social proof, Interactive content.

### I. Introduction

A content creator is someone who creates entertaining or educational material to be expressed through any medium or channel. For businesses, content creation can mean crafting and delivering newsletters, emails, webinars, digital marketing materials, brochures, social media, articles, annual reports, advertorial messaging, editorial materials, company communications, and more. A content creator is responsible for the ideation and [creation of content](#) that connects a brand or entity to its prospective audience. Content creation encapsulates copywriting, design, production and other media that provide value and connect you to your target audience. Matching search intent and providing value (to the consumer and brand) is the foundation of successful content creation. Content creators produce work on a variety of platforms including social media, blogs, podcasts, video platforms, case studies, white papers, [infographics](#) and more. This, of course, just scratches the surface of what content creators do. Depending on where you work and where your audience is, your responsibilities will vary widely. Content creators produce content for corporations, organizations, small businesses and individuals alike—anyone who wishes to have an online presence needs a content strategy and creation plan. The importance of an online presence has become the driving force behind many marketing strategies.

## II Literature Review:

Dr. Rupali Salini, Ankit Chourasiya (2023) In this context, the careers of content creators can be impacted by influencer marketing, which has also become a significant factor in the social media landscape. Influencer marketing has emerged as a significant revenue stream for content creators. However, the increasing prevalence of influencer marketing has also led to concerns about authenticity and transparency. The impact of algorithm changes, influencer marketing and the rise of new social media platforms has intensified competition and placed pressure on content creators. Hence, the content creator's career path will continue to be shaped by the rapidly changing landscape of social media. Pri Nurhalisa, Trisninawati (2023) This research is expected to provide new insights about how personal branding of content creators can be a factor influencing creativity in television content production. Data obtained from interviews and content analysis will be analysed using a qualitative approach. The results of this research reveals that personal branding strategies, collaboration with the production team and creativity strategies are key elements in improving the quality and impact of broadcast programs on TVRI Palembang city. Therefore, the findings confirm that the personal branding not only creates a unique identity, but also has impact on coverage, improvement of broadcast programs and content creativity. Teela Sanders, Kate Worthington, Rachel Keighley (2023) In this article, we explore the experience of commercial content creators who have their content misused. Ensuring content creators are at the forefront of policy and service development is crucial to decrease the chance of marginalisation and 'othering'. The study's aim was to explore the concept of 'image- based sexual abuse' experienced by adult content creators and how they feel responses to such crimes could be improved. Therefore, the evidence from this project has informed the development of a new service at the RPH and tailored information for this hidden group of sexual labourers who are a growing economy of young adults working in sexual content creation. Fabian Hoose, Sophie Rosenbohm (2023) In this context, blogs and social media sharing platforms like Youtube and Instagram have become increasingly popular. Platforms can be understood as versatile technical infrastructures that enable interactions between platform participants. The empirical analysis relies on a unique data set of Youtube videos and blogposts in which content creation was presented and discussed as work. Hence the content creators also explain to their audience that they have to meet certain requirements of advertisers just as much as they have to use the platforms in a certain way in order to remain visible and to generate income.

Taylor Vahey (2023) In this journal, according to the emerging industry, the producers of social media content in the attention economy model are often overlooked in peer reviewed research studies and academic literature. The research will seek to identify the routine work tasks of influencers, the streams of income generated through their platforms, the processes of brand partnerships and the strategies used to build community between an audience and a creator. Therefore, more research is needed to guide users, creators, and marketing practitioners on how to navigate the emerging influencer marketing business. Tika Mutia (2021) This article aims to analyse how Muslim creators carry out the creativity of da'wah communication on social media. Meanwhile another study found that the presence of content on social media has an effect on the habits of the younger generation due to variety of content served. This research is constructivist paradigm research with qualitative research methods. Therefore, da'wah communication carried out by communicators, namely Muslim creators, uses sources that do not contradict Islamic teachings, popular media, and has the potential to change the younger generation lifestyle to be more Islamic. Fernandez Gomez, Fernandez Vazquez, J.Y. Feijoo Fernandez (2021) In this context, branded content has to adapt the active role consumers have taken upon themselves in advertising by creating messages oriented towards motivating users to participate in the dialog that has emerged between consumers and brands. The objective of the study is to address audio visual content creation by kidfluencers on YouTube and on Instagram. Content analysis emphasizing interpretation over quantification was conducted and analyst sheet was used. Hence the future research should explore the prescribing power on youth digital culture across social networks. Miao Wang, Xu-Quan Lyu, Yi-Jun Li, Fang -Lue Zhang (2020) In this context, deep learning based methods have been investigated and successfully applied to many computer vision tasks for visual media, analysing images, videos and geometric models and scenes. This paper has reviewed representative deep learning works in VR content creation and exploration mostly from the last five years. Here human behaviour is a key factor for indoor scene functionality processing. Therefore, combining human behaviour and object-to-object interaction is of great importance in VR. Diana Maria, Oana Stefanita (2020) In this context, this paper aims to facilitate the understanding of the content creator's perspective compared with the needs of the users. The 'uses and gratifications' perspective is considered a modern approach for understanding mass communication as it produces a significant restructuring on how the media- individual relationship is perceived. Here the qualitative approach is used to address the issues.

Therefore, this aspect of Youtube effects is currently understudied, but it is a very important aspect of research in the field as it involves a different type of media use than traditional media. Monika Poradova (2020) In this journal, content marketing is defined as the art of communicating with our customers without selling anything to them, because it is a form of forced marketing. The customer analysis is one of the methodology used in this context. When creating a content marketing strategy, we must not forget the main fact that strategy creation is not a short term business and content marketing needs to be taken care continuously. Hence the content marketing also needs to be adapted to internal market changes and incorporated into the overall marketing strategy. Maria Torhonen, Max Sjoblom, Juho Hamari (2018) The research will analyse and evaluate which aspects of content creation, content creators perceive to be most valuable towards their popularity, and which of those aspects they place most effort in. The data for this research was collected through an online survey, which was distributed through various social media outlets and to video content creators globally. The research aims to address an emerging issue in content creation. As the tools to generate content become more accessible, the amount of available content grows. Hence this leads to an oversupply of content, which will require developed skills of media literacy to interpret and evaluate. Simona Vinerean (2017) In this context, content marketing is of high importance for the development and evolution of marketing, from an academic perspective, and for its application in online settings to achieve business goals, from a practical perspective. All content marketing tactics are also related to another aspect of digital inbound marketing, namely search engine optimization etc. Hence to succeed in content marketing, this study showed that managers need to focus on developing brand stories that engage consumers with useful, relevant and valuable content. Angel Wong An Kee, Rashad Yazdanifard (2015) In this context, content marketing can be defined as a management process where a firm identifies, analyses and satisfies customer demand to gain profit with the use of digital content distributed through electronic channels. This study uses diversification approach by the marketers. Customers believe that user-generated contents are far more trustworthy because they are not paid to spread positive word of mouth about certain brands. Hence, the content marketers must make sure that the contents are real and transparent to build trust and loyalty. Dr. G. Saravana Kumar, Sanchal S. Prabhu (2014) The art and science of content marketing is sharing valuable information with your target audience. Partnering up is a good way to make your content more interesting. Marketers should pay attention to the key point of distributing links to the right audience. Therefore, content marketers need to ensure that their content is authentic and transparent in order to build trust and maintain customer loyalty. Marketing trends are evolving towards publishing, replacing marketing. Himma, Kenneth (2005) In this journal, the author argues that the issue of whether the law ought to coercively restrict liberty depends on an assessment of all the relevant competing interests. The approach used here is the Lockean approach to justify property rights in material objects and is also used for intellectual objects. Here assessing the interests of the content creators and other parties based on the value of time and labour has been assessed. Therefore the interests of the content creator are more important than the interests of other persons in more cases and hence are the ones that receive the benefit of some fairly stringent moral protection.

### **OBJECTIVE OF THE STUDY:**

This study is being conducted with the following objective:

- To identify the marketing strategies adopted by content creators.
- To identify the challenges faced by the content creators

### **STATEMENT OF THE PROBLEM:**

As digital platforms and consumer behaviours continue to evolve, content creators need to stay on top of the latest trends and adapt their content accordingly. Creators also have to learn how to work with brands and get chosen as influencers. Creators whose content is getting consumed may expect full access to the data/analytics about their fan base. However, platforms and governments disagree here, and this is a sticky challenge to solve given the privacy environment, consumer expectations and the stakes that each of these parties have in this. Hence this study focuses on how the content creators use the marketing strategies and facing the challenges and overcoming it.

**RESEARCH METHODOLOGY:**

1. Sampling design: The sample was collected among the content creators.
2. Sampling size: Data was collected from 80 respondents from content creators.
3. Source of data
  - Primary data: The data collected for this study was based on primary data which was collected by framing the structured questionnaire given to the content creators.
  - Secondary data: The secondary data was collected from various journals, books, and websites.

**ANALYSIS:**

Based on the Simple Percentage Analysis we have the following findings: The Percentage analysis is mainly employed to find the distribution of different categories of respondents. As the values are expressed in percentage it facilitates comparison and standardization. This analysis describes the classification of the respondents falling under each category.

**FORMULA:**

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

**Table 1.1**

<b>GENDER</b>	<b>NO.OF. RESPONDENTS</b>	<b>PERCENTAGE</b>
MALE	41	51.25
FEMALE	39	48.75
TOTAL	80	100

**(Source: Primary data)**

The data in Table 1.1 indicates that out of 100%, male respondents are 51.25% ,and female respondents are 48.75%. Hence majority of respondents are male.

**Table 1.2**

<b>TYPES</b>	<b>NO.OF. RESPONDENTS</b>	<b>PERCENTAGE</b>
VIDEO	35	43.75
BLOGS	15	18.75
PODCASTS	5	6.25
SOCIALMEDIA POSTS	25	31.25
TOTAL	80	100

**(Source: Primary data)**

According to this table 43.75% use video, 18.75% use blogs, 6.25% use podcasts, 31.25%., use social media posts. Therefore the majority content creators use video.

**Table 1.3**

<b>MEDIA</b>	<b>NO. OF. RESPONDENTS</b>	<b>PERCENTAGE</b>
TWITTER	18	22.5
SLIDE SHARE	8	10
META	22	27.5
YOUTUBE	32	40
TOTAL	80	100

**(Source: Primary data)**

The data in this table 1.3 indicates that the primary platform to distribute the content of the respondents of which 22.5% use twitter, 10% use slide share, 27.5% use meta, 40% use youtube. Hence majority of content creators use youtube to distribute the contents.

**Table 1.4**

<b>BASIS</b>	<b>NO. OF. RESPONDENTS</b>	<b>PERCENTAGE</b>
DAILY	21	26.25
ONCE IN A WHILE	35	43.75
RARELY	24	30
TOTAL	80	100

**(Source: Primary data)**

According to this table the data indicates that 26.25% of respondents post the contents daily, 43.75% respondents post once in a while, 30% of respondents post their contents rarely. Hence majority of respondents post their contents once in a while.



**Table 1.5**

BASIS	NO. OF. RESPONDENTS	PERCENTAGE
DEMOGRAPHIC	26	32.5
GEOGRAPHIC	27	33.75
PSYCHOGRAPHIC	11	13.75
BEHAVIOURAL SEGMENTATION	16	20
TOTAL	80	100

**(Source: Primary data)**

In this table the data indicates that how the respondents find their audience of which 32.5% use demographic method, 33.75% use geographic method, 13.75% use psychographic method, 20% use behavioural segmentation method to find their audience. Among all the majority of respondents use geographic method to find their audience.

**Table 1.6**

INCOME LEVEL	NO. OF. RESPONDENTS	PERCENTAGE
20,000- 50,000	62	77.5
60,000- 80,000	14	17.5
ABOVE 1,00,000	4	5
TOTAL	80	100

**(Source: Primary data)**

According to this data the income level of the respondents are included in which 77.5% have 20,000 -50,000 and 17.5% have 60,000- 80,000 and 5% have above 1,00,000 of income. Above all, the income level of the respondents are majorly based on the 20,000-50.000.

**Table 1.7**

BASIS	NO. OF. RESPONDENTS	PERCENTAGE
YES	45	56.25
NO	35	43.75
TOTAL	80	100

**(Source: Primary data)**

The table shows that the respondents engaging in paid promotion/advertising in which 56.25% engage in paid promotion whereas 43.75% do not engage in paid promotion. Hence majority of respondents engage in paid promotion/advertising.

**Table 1.8**

BASIS	NO. OF. RESPONDENTS	PERCENTAGE
YES	47	58.75
NO	33	41.25
TOTAL	80	100

**(Source: Primary data)**

The above table shows that respondent collaboration with other content creators of which 58.75% collaborate with other content creators and 41.25% do not collaborate with other content creators. Therefore the majority of the content creators collaborate with other content creators for their new contents.

**Table 1.9**

SATISFACTORY LEVEL	NO. OF. RESPONDENTS	PERCENTAGE
VERY IMPORTANT	39	48.75
AVERAGE	35	43.75
LESS	6	7.5
TOTAL	80	100

**(Source: Primary data)**

According to this data interpretation the importance level social media presence for respondents in which the 48.75% feel very important, 43.75% felt average and 7.5% felt less important. Hence major respondents feel very important of social media presence.

**Table 1.10**

BASIS	NO. OF. RESPONDENTS	PERCENTAGE
VIEWS	18	22.5
RATINGS	38	47.5
LIKES	22	27.5
CONVERSATION	2	2.5
TOTAL	80	100

**(Source: Primary data)**

The above table shows how the respondents measure their marketing success, of which 22.5% use views, 47.5% use ratings, 27.5% use likes, 2.5% use conversation methods to measure their success. Above all the majority of respondents use Ratings to measure their marketing success.

**Table 1.11**

BASIS	NO. OF. RESPONDENTS	PERCENTAGE
ADVERTISING	34	42.5
CONSISTENCY	37	46.25
LISTEN ACTIVELY	9	11.25
TOTAL	80	100

**(Source: Primary data)**

According to this table the respondent strategies to engage with the audience in which 42.5% use advertising method, 46.25% use consistency, 11.25% use listening. Above all the respondents use consistency method to engage with audience.



**Table 1.12**

BASIS	NO. OF. RESPONDENTS	PERCENTAGE
EMBRACE SOCIAL MEDIA	33	41.25
BLOGS, POSTS AND NEWSLETTERS	34	42.5
USE INDUSTRY TOOLS	13	16.25
TOTAL	80	100

**(Source: Primary data)**

From above table it is inferred that, 41.25% respondents dependent on social media, 42.5% respondents dependent on blogs, posts and newsletters, 16.25% respondents dependent on industry tools to stay updated on new marketing trends. Majority of 42.5% respondents are dependent on the blogs, posts and newsletters to update on marketing trends.

**Table 1.13**

BASIS	NO. OF. RESPONDENTS	PERCENTAGE
INSUFFICIENT RESULT	32	40
SOFTWARE ISSUES	34	42.5
OTHERS	14	17.5
TOTAL	80	100

**(Source: Primary data)**

From the above table it is inferred that, 40% of respondent faced insufficient result, 42.5% of respondents faced software issues, and 17.5% of respondents faced other challenges. Majority of 42.5% of respondents faced software issues in content creation.

**FINDINGS:****Simple Percentage Analysis:**

- Majority of 51.25% respondents are male.
- Majority of 43.75% respondents create content through videos.
- Majority of 22.5% respondents use twitter to distribute their content.
- Majority of 43.75% respondents post their content once in a while.
- Majority of 33.75% use geographic method to reach their audience.
- Majority of 77.5% respondents earn 20000-50000 as their income.
- Majority of 56.25% respondents engage in paid advertising / promotions.
- Majority of 58.75% respondents collaborate with other content creators / influencers.
- Majority of 48.75% respondents prefer very important as their satisfactory level for the media presence for the content creators.
- Majority of 47.5% respondents use ratings to measure their success.
- Majority of 46.25% respondents use Consistency strategy to interact with the audience.
- Majority of 42.5% respondents are dependent on the blogs, posts and newsletters to update on marketing trends.
- Majority of 42.5% of respondents faced software issues in content creation.

**SUGGESTIONS:**

- From this study, the content creators marketing strategies regarding new marketing trends were effective.
- This study suggested to improve the facilities available in social media.
- The content creators were asked to provide the contents more attractive and reasonable.
- This study suggests that technical building should be enhanced.

**CONCLUSION:**

The effective marketing strategies for content creators involve a blend of platform utilization, audience engagement, SEO tactics, collaboration, and consistent delivery of quality content. Flexibility, creativity, and persistence are key to adapting to evolving trends and maintaining relevance in an ever changing market. By embracing these strategies and remaining adaptable to changing trends and algorithms, content creators can effectively navigate the competitive digital landscape and achieve their goals.

**REFERENCE:****JOURNALS:**

1. **Dr. Rupali Salini, Ankit Chourasiya (2023)** – “The shifting landscape of social media and its implications for the career path of content creators”, International journal of advanced research in commerce, management and social science, ISSN: 2581-7930, VOLUME 06, No 01(III), JAN-MAR, 2023.
2. **Pri Nurhalisa, Trisninawati (2023)** - “The role of personal branding content creators in increasing creativity as a broadcasting strategy at TVRI Palembang city”, Journal Ekonomi, ISSN: 2301-6280, VOLUME 12, No 04 2023.
3. **Teela Sanders, Kate Worthington, Rachel Keighley (2023)** - “Commercial content creators, sexual content creation platforms and the lack of protection”, New media and society, 2023.
4. **Fabian Hoose, Sophie Rosenbohm (2023)** -“Self representation as platform work: Stories about working as a social media content creators”, Convergence, volume. 0(0) 1-17 2023.
5. **Taylor Vahey (2023)** - “Understanding the business model of content creators”, April 2023.
6. **Tika Mutia (2021)** - “The creativity of Muslim creators in Da’ wah communication on social media”, Journal Dakwah, volume 32, ISSN; 1412-0348, December 2021.

7. **Fernadez Gomez, Fernadez Vazquez, J.Y.Feijoo Fernadez (2021)** - “Children as content creators on youtube and instagram. Analysis of the formats used, parental presence and brand presence”, ICONO 14, ISSN: 1697-8293, April 2022.
8. **Miao Wang, Xu-Quan Lyu, Yi-Jun Li, Fang –Lue Zhang (2021)** - “VR content creation and exploration with deep learning: A Survey”, Computational visual media, volume 6, no 1, March 2020.
9. **Diana Maria, Oana Stefanita (2020)** – “Uses and gratifications of youtube: A Comparative analysis of users and content creators”, Romanian journal of communication and public relations, volume 22, no 2(50), ISSN: 1454-8100, July 2020
10. **Monika Poradova (2020)** - “Content marketing strategy and its impact on customers under the global market conditions”, Globalisation and its Socio-Economic Consequences, DOI: 1.02.2019.
11. **Maria Torhonen, Max Sjoblom, Juho Hamari (2018)** - “ Investigating internet video content creators perceptions of popularity”, Proceedings of 2<sup>nd</sup> International GamiFIN conference, ISSN: 1613-0073, volume 2186, 2018.
12. **Simona Vinerean (2017)** - “Content marketing strategy. Definition, Objectives and Tactics”, Expert journal of marketing, ISSN: 2344- 6773, volume 5, 2017.
13. **Angel Wong An Kee, Rashad Yazdanifard (2015)** - “The review of content marketing as a new trend in marketing practices”, International journal of management, ISSN: 2383- 2126, volume 2, no 9, September 2015.
14. **Dr. G. Saravana Kumar, Sanchal S. Prabhu (2014)** - “The review of content and digital marketing as a new trend in marketing practices”, Journal of emerging technologies and innovative research, ISSN: 2349- 5162, volume 10.
15. **Himma, Kenneth (2005)** - “Justifying intellectual property protection: Why the interests of content creators usually wins over everyone else’s”, Emma Roocksby, PD: 11.15.2005.

#### WEBSITES:

1. [www.jetir.org](http://www.jetir.org)
2. <https://doi.org/10.1051/shsconf/20207401027>
3. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>