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Content marketing as a strategy to improve the level of market participation of a company

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Abstract. This research focuses on the application of Content Marketing as a strategy to improve the market share of 'Grupo Constructor Valexa S.A. de C.V.' in Pachuca de Soto, Hidalgo. The objective is to evaluate the effect of implementing a content marketing strategy, aiming to increase the market share in the construction industry by at least 30%. The research methodology is mixed, encompassing quantitative, basic, applied, and technological approaches. It is descriptive, explanatory, field-based, and non-experimental in nature. For data collection, a questionnaire was administered to the entire population of 379 individuals. The survey consisted of a 44-item questionnaire designed to study the variables. Finally, the results obtained following the implementation of the devised content marketing strategies are presented.

Keywords: Market share, content marketing, social networks remarketing, microblogging.

Article Info

Received Ago 18, 2023

Accepted 11 Dec, 2023

1 Introduction

This research project deals with the implementation of content marketing which consists of a strategy focused on the creation and distribution of relevant content, such as articles, posts on social networks, among others.

Currently the strategy and use of content marketing has driven various companies to stay and position themselves within the market, this thanks to the fact that it uses different digital platforms.

"Grupo Constructor Valexa S.A de C.V" is a construction company dedicated to the construction of warehouses and industrial plants that has an approximate of 51 to 100 employees. In this company there has been low market share, since new customers are not being received and the lack of new marketing resources. This problem brings with it certain drawbacks such as: decrease in the sale of the service, lack of knowledge of the service offered, decrease in the accessibility of the service, loss of potential customers, as well as low income.

The research on this problem was carried out with the interest of verifying that with the implementation of content marketing the current levels of market participation and customer attraction will increase significantly.

The social interest in solving this problem is to demonstrate that currently the internet and social networks have a great impact on society when it comes to acquiring a product. Likewise, help the studied company to excel in the region and in the sector in which it is established. On the other hand, the academic interest is to provide new information collected for future research where they wish to apply this same methodology of Content Marketing, which will serve as proof of its usefulness.

In the sketch of the method-design of the research was carried out the creation and later the application of the survey-type measurement instrument, which consists of 43 presumed that were formulated with the objective of generating results that yield useful information to measure the increase of participation of "Grupo Constructor Valexa S.A de C.V" in the market of the construction industry, as well as attracting new customers using content marketing. On the other hand, it was useful to test the hypotheses raised.

This survey was applied to 379 people aged 20 to 45 living in the metropolitan area of Pachuca de Soto, since it is considered that it is the age range to which the target audience may belong, this number was determined by applying a specific formula to obtain probability sampling.

The survey made it easier to know how digital tools impact consumers and thereby make the best content marketing plan to achieve the goal of increasing market share by at least 30% and attracting as many customers as possible.

Regarding the type of research level, it is considered as descriptive, explanatory of a transversal and field nature. This is because it seeks to give a synthesized description of the causes of the low level of market participation of the company "Grupo Constructor Valexa S.A de C.V" during a specific period which was during August-December 2022 where the collection of information was carried out directly with the target audience of the construction company.

2 Literature review

The importance of SMEs (Small and Medium Enterprises) in the economic context of the country, is an argument to develop studies that allow establishing elements that benefit their development and growth.

Mills quoted by Hernández refers that market participation is concentrated in the development of the idea of contract between the client and the personnel in contact, which provides a set of implicit rules regarding consumer behavior in the process (Gómez, 2016).

Returning to what Prahalad and Ramaswamy cited by Duque have said, they propose that market share can be increased if consumers are taught to perform their part of the process more efficiently, the more educated the consumer is, the more likely he is to make appropriate choices (Duque, 2018).

Figure 1 presents the benefits of achieving market share.



Fig. 1. Market Share Benefits

All types of companies always seek growth and stay updated in the market, so many of them decide to use different strategies to execute them in a way that helps achieve that purpose.

Strategies are dominated by marketing disciplines.

Marketing strategy can be thought of as the different plans or courses of action that a company can choose to react to environmental forces that emerge to achieve organizational objectives within a market segment. In general, the concept of marketing strategy is associated with the elements of the marketing mix that include product, price, distribution and promotion (Poblete & Sepúlveda, 2016).

Content marketing is based precisely on the user or consumer, who is attracted by the content that the company offers in different channels such as websites, social networks, links, search engines, among others.

Pulizzi quoted by Mandujano states: It is a strategic marketing approach, focused on the creation and distribution of valuable, relevant and coherent content to attract and retain a clearly defined audience; and, ultimately, to drive profitable customer action (Mandujano, 2016).

Microblogging gives the ease of access to establish communication with the end customer quickly and very easily because here you do not write a text too long, but it is more focused on short opinions, conversations and quick connections with the client.

While microblogging can be considered as a simple tool, it provides more direct opinions of how the situation is in which an organization is, and this does not mean that it is only for companies, but that it is based on trends so it could also provide many benefits to be in trend, since the reach to the public would be even greater.

Table 1. Types of microblogging

Tipo	Description
Twitter	The best-known channel in the world of microblogging, provides a quick and convenient way to share short posts.
Pinterest	Descriptions enable faster connection to content.
Instagram	It is a type of visual microblogging that allows organizations to share stories as part of an online story.
Facebook	Users share texts, live videos and others to connect with clients.
Tumblr	Specific topics are tagged to get the attention of certain audiences.

Remarketing is a strategy that allows the creation of ads on different websites using a custom style or an adapted style, this has as its goal a return on investment through a reach of the user with the visit of the website.

The objective of this tool is to direct customers to specific pages because every website is not completely open to customers, but their specific interests are shown based on websites that have been visited previously.

Kantola quoted by Isoraite stated that Remarketing can be used for the target audience, who is interested in the product (Isoraite, 2019).

Nowadays the use of social networks mainly Facebook, Instagram and TikTok have a great impact on consumer decision making. Each of these networks has advantages and disadvantages, so you should analyze which is the most suitable for the type of content you want to make known.

The impacts associated with the use of Facebook are presented in Figure 2.



Fig. 2. Impacts associated with the use of Facebook (Dorantes & Rivera, 2016).

The implementation of social networks in the marketing of organizations has caused that they must be kept technologically updated to reach the consumer. Undoubtedly another great strategy offered by content marketing is the creation of an official website as it provides information 24 hours a day.

The definition of web page according to the Royal Academy of the Spanish Language [2016] refers to a computer term, which describes the set of information distributed on a website, which are displayed through the screen of a device with an internet connection. This information may also contain text, images, videos and links of various origins (Gómez, 2016).

The main advantages of creating a website according to. Web, D- are shown in Figure 3.



Fig. 3. Advantages of creating a website (Web, Web, Autoadministrables & Autoadministrables, 2018).

3 Methodology

In the research, the type of stratified probability sampling was implemented because it sought to collect information that would allow analyzing the data collected to determine the most viable way and regarding the improvement of the market share of the company "Grupo Constructor Valexa S.A de C.V.".

The study group consisted of 379 people resulting from the total population of men and women aged 35 to 39 years from the municipalities of the metropolitan area of Pachuca de Soto, Hidalgo.

Table 2. Stratified Sampling

Population	Sample size by strata
Epazoyucan	16
Mineral del Monte	14
Mineral de la Reforma	229
San Agustín Tlaxiaca	38
Zapotlán de Juárez	21
Zempoala.	61
Total	379

The research is mixed, quantitative, basic, applied and technological. The level of research is descriptive, explanatory, field and non-experimental.

Next, the formula used to calculate the sample is presented, using the formula of finite populations, which is represented as follows:

$$n = \frac{N * Z^2 * p * q}{e^2 * (N - 1) + Z^2 * p * q} \tag{1}$$

To know the number that would form the representative sample of the population, the following data were considered:

- n= Sample size sought
- N=Study Population Size

N= 28,887 people

Z= Statistical parameter that depends on the confidence level (NC) 95% Z alpha = 1.96

e= Maximum accepted estimate error 5%

p= Probability of occurrence of the event studied (success) 50%

q= (1-p) Probability that the studied event will not occur 50%

$$n = \frac{(28,887)(1.96^2)(.50)(.50)}{((.05^2)(28,887 - 1)) + (1.96^2)(.50).50}$$

$$n = \frac{27,743.07}{73.1754} = 379 \tag{2}$$

The total number of 28,887 people was considered to carry out this research from the municipalities of the metropolitan area of Pachuca de Soto. The result was obtained through the division of the population of each municipality by the total population applied and then multiplied by the total sample giving the number of individuals to study per stratum.

4 Data analysis

To measure the company's market share, the measurement instrument was applied twice, once before applying content marketing strategies and the second time after implementing these strategies.

The intervention plan was divided into three stages: analysis, development and implementation.

The Research is aimed at improving the current levels of market participation and customer attraction that is held in the company "Grupo Constructor Valexa S.A de C.V" through the application of the content marketing strategy, to help increase the acquisition of new customers promoting greater participation in the market; and in this way allow to increase revenues, the growth of the company, improve the service offered and know the purchasing behavior of customers. In the analysis stage, after having studied the responses of the survey-type measurement instrument that was applied in the company, the problems detected were demonstrated, which are accompanied by strategies that the research team proposes based on the Content Marketing strategy for its solution.

Table 3. Weaknesses, threats and strategies of the company "Grupo Constructor Valexa S.A de C.V"

Weaknesses	Threats
Low market share within the construction industry.	There is no competitive advantage.
Mishandling of content on your official Facebook page.	High recognition of other construction companies.
Little ability to conduct marketing.	Better prices from the competition.
No participation in social networks of great impact such as Instagram.	Better advertising campaigns by the competition.
There is no company website	
Strategies	
Create an Instagram profile where you can constantly interact with customers and prospects.	Generate marketing through Remarketing with images that capture the customer's attention.
Create engaging content across all social networks.	Generate marketing through microblogging with images that capture the customer's attention through the Tumblr platform.
Create a website with company content that is easy for the customer to interact with	Generate a Facebook page with attractive content.

Create a section on the website where the client can access information about the different services offered by the company, as well as their address and contact numbers.

In the development stage, to easily capture the attention of customers and get a greater number of followers on digital platforms, the quality of content within each social network was improved.

It was decided to give to concede the offers for customers and potential customers through the social networks of Facebook and Instagram.

Due to the lack of customer acquisition and the low market share of the company "Grupo Constructor Valexa S.A de C.V" the practice of microblogging was carried out through a profile on the Tumblr platform.

Due to the lack of influence of the brand on the consumer, it was decided to carry out Remarketing since it is a technique that today is used with great frequency through social networks and digital content in general.

Derived from the null presence of the company in the platform of Instagram and Facebook, it was decided to open a profile for each of them with the purpose of having contact with customers in an easy and practical way, in addition to increasing interaction with them.



Fig. 4 Facebook Profile

Finally, in the implementation stage, all the designed strategies were implemented.

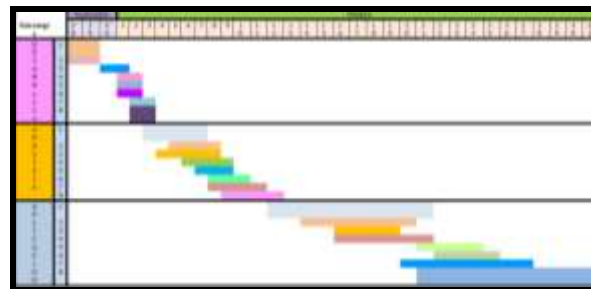


Fig.5. Gantt chart of the stages of the intervention proposal

5 Results

Below are the most relevant results obtained from the application of content marketing strategies.

With respect to market penetration, it can be deduced that it had an increase of 18%, since, prior to the company only 2% of people knew it, this thanks to the implementation and acceptance by customers of Remarketing strategies, Microblogging, social networks and the creation of a web page. As shown in Figures 6 and 7.

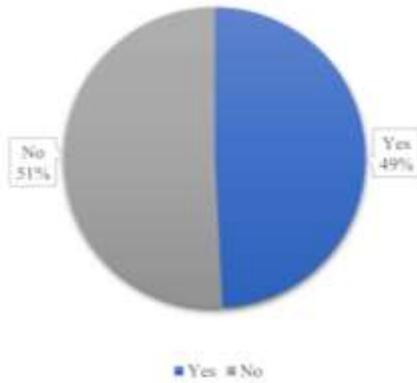


Fig. 6 Knowledge of the company in the market

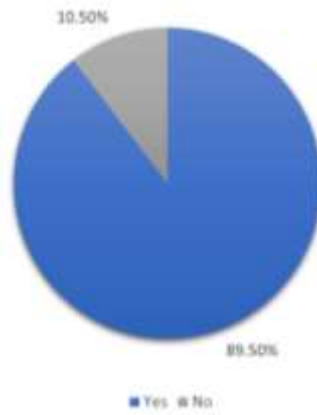


Fig. 7 Knowledge of the company after the implementation of content marketing

The Remarketing variable in relation to market share had a negative impact as the company never advertised its publications. Now one announcement is made per week on the Facebook platform, which causes an increase in market share since the first application of the questionnaire only 49.2% knew of the existence of the company, while in the second application 89.5% already recognized the company.

In addition, compared to the results of the first application of the questionnaire, now only 5.7% do not know the advertising of the company and most of the remaining percentage knew it through advertising spots on social networks. There was also a higher percentage of influence of advertising on customers since previously only 22.5% felt influenced by advertising posts and now increased to 58.1% which means that Remarketing has contributed favorably.

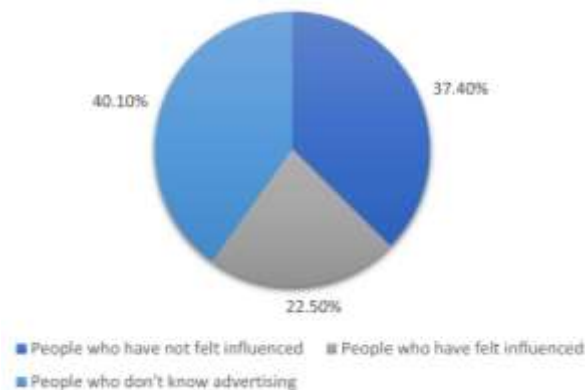


Fig.8 Influence of company advertising

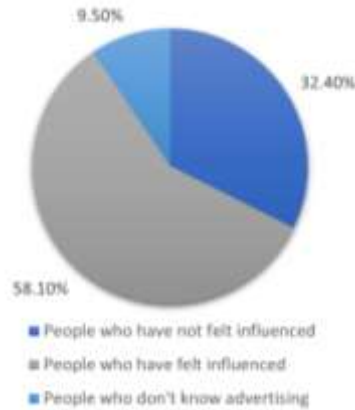


Fig. 9 Influence of company advertising after content marketing application

By increasing digital platforms, the percentage of visits obtained from the first collection instrument was 35%. Following this, and with the implementation of content, an improvement and acceptance by consumers was achieved, having an increase of 40% respectively.

4 Conclusions

When carrying out this research work, it is concluded that the construction company "Grupo Constructor Valexa" has the potential to stand out among the companies in this sector in the municipality of Pachuca de Soto Hgo., considering the increase in its customers, in sales, and most importantly in the level of market participation of the construction industry.

The effect of the application of the content marketing strategy in reference to the increase in the percentage of market share, resulted in an increase of 13.6%, because before the implementation of the content marketing methodology was with a 44.1% participation, as a result of the lack of implementation of advertising content, Subsequently, with the application of the methodology, it increased to 57.7%, thus increasing the number of users in the different social networks implemented.

Regarding the number of customers and the level of market participation in the construction industry that the company "Grupo Constructor Valexa S.A de C.V" had from the marketing strategies used, there was a positive impact because it increased the percentage of visits in the publications posted on official social networks and generated more than 50% market penetration, while customers won increased by 10%.

The deficiencies that existed with respect to the current marketing strategies implemented by the company and their impact on the low attraction of customers are related to the lack of presence in digital media, and advertising was carried out by printed media. However, thanks to the implementation of the content marketing strategy in electronic media, the effects that were achieved are that the type of content shared increased by 17.6% causing online advertising to increase to 8.3%, had a positive impact since people decided to hire the services of the construction company and that the volume of sales increased after adding advertising and offers in the company.

The technique of "Microblogging" achieved an increase in the acquisition of new customers and market share in the construction industry having positive results, in the percentage of visits since there was an increase of 5% while the clients gained increased by 6.3%, sharing content formats such as Videos, Images and instant texts. On the part of the shared content format there was an increase of 5% while the number of sales increased 10%. This was because the format of shared content gave life to the messages about the service offered, causing it not to become boring for the audience.

The way in which the capture of new customers was achieved under the implementation of the Remarketing technique was through the application of a web page, in which work done by the company, offers, and services offered were published, causing an increase in the click-through rate of 320 reactions to the publications allowing the increase of customers to 350 customers, But maintaining our percentage of sales, it is considered a positive impact but not satisfactory because our satisfaction index was not implemented.

The way in which the technique of Posts in social networks was applied was through publications such as videos, infographics, images, reel, promotions, stories in the different social networks used, such as Facebook, Instagram, and web pages. This allowed an increase in market penetration of 18%, thus achieving an increase of more than 15% as proposed.

The implementation of a website was made through Jimdo which is a platform to create web pages and online stores that has its own content management system, the website has content such as the services offered by the company, a photo gallery, and organizational structure, thus achieving an increase in participation and recognition of the company in the market of 18%, therefore, if there was an increase greater than 15% as proposed.

The level of market share of the company increased by 18%, achieving a total market penetration of 20%, i.e. the implementation of microblogging increased by 66.8% the company's revenue and 18% market penetration, the increase in advertisements and followers on social networks increased by 66.8% sales, and increase more than 50% the target audience, therefore on the part of the types of digital marketing strategies implemented there was an increase of 13.6%, which is quite positive for the company.

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