

Chapter 12

The Relationship Between Content Typologies and Brand Engagement on Instagram: The Case of Futebol Clube do Porto

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ABSTRACT

This chapter aims to analyze the relationship between types of content and brand engagement on the social network Instagram, using the official Futebol Clube do Porto account as a case study. Task-oriented, informative, remunerative, and entertainment content was analyzed and related to the metrics that measure brand engagement (likes, comments, impressions, e-score), using the Futebol Clube do Porto account as a case study. It was found that the entertainment category is the one that stands out, as it has the highest percentage of engagement. It was also found that remunerative content was highly favored. Informative content proved to be the most neutral of all. The content that doesn't hold users' attention is task-oriented. It can be concluded that, although there are disparities in the levels of interaction between the various types of content, they all play a very important and necessary role in a good marketing strategy.

INTRODUCTION

New consumers are looking for products and services from companies that share common values, and the same ideologies, and to convey this it is necessary to use content that expresses the organization's identity. This action, of creating content in an integrated and targeted action, which builds material that

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enlightens consumers about what the company is, its objectives, and what products or services are available, encouraging purchase, is called content marketing (Rez, 2012).

Combined with the rise of social media, the business world is looking to digital platforms to attract new consumers in the form of new followers, knowing that this increases brand *engagement* and increases awareness. Brands have been adhering to the strategy of creating content to communicate with their target audience, as this is a more economical, direct, and customized way of promoting a connection with consumers (Patel, 2016).

Social media management by football clubs is widely recognized as a crucial element in the success and visibility of these sporting institutions (Verhoeven, 2020; Skinner & Clowes, 2018). Effective digital engagement strategies, including personalized content and frequent interaction, have been associated with an increased fan base and the reach of clubs' messages (Filo et al., 2015). In addition, data analysis and performance metrics play a key role in evaluating and optimizing social media management initiatives (Stoldt et al., 2019).

However, social media management also presents unique challenges for football clubs, especially when it comes to crisis management and protecting the institutional image (Hoye et al., 2018). Transparency and authenticity are emphasized as essential elements for effective online communication (Liu & Lee, 2020).

The theme of this chapter was chosen because it is a subject that has yet to be explored scientifically. There aren't many studies focusing on content and its typologies. This gave rise to the idea of studying and analyzing the account of one of Portugal's most popular soccer clubs with a very successful Instagram account, Futebol Clube do Porto. The club provided access to the results of 200 posts from its official Instagram account, corresponding to 5 weeks, and then proceeded to analyze the types of content and their relationship with brand *engagement*.

This chapter is divided into four sections. The first contains the literature reviewed on content marketing, social media, *brand engagement*, the conceptual model, and the research hypotheses. The second section is dedicated to describing the methodology followed, determining the objectives, defining the research question, and the metrics used. The third section analyzes the data and discusses the results. Finally, the fourth section presents the main conclusions, the limitations experienced throughout the research process, and suggestions for future studies.

CONTENT MARKETING

In 1996, Bill Gates already argued that "content is king" and although more than 25 years have passed, Müller and Christandl (2019) argue that Gates couldn't have been more right. Although this expression was coined more than two decades ago, we can say that it still holds today.

The term content marketing consists of an integrated and targeted action, which builds materials that enlighten consumers about what the company is, its objectives, and what products or services are available, encouraging purchase (Rez, 2012). The *Content Marketing Institute (CMI)* defines the term as:

"Science with a planned approach, oriented towards the creation and distribution of relevant content to arouse and preserve a previously thought target audience, and also to initiate more profitable activities on the part of consumers. It fosters ideas, encouraging the relationship between company and customer, to influence them".

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