

Content Marketing on Instagram: The Case of an Architecture and Interiors Company

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EXECUTIVE SUMMARY

The main objective of this study is to understand the influence and importance of content marketing on social networks in architecture and interior design, specifically on Instagram. Analysis tools such as SemRush and Sprout Social were used to obtain a more specific record of the actions carried out on the social network Instagram, relating to the company and its competitors. An analysis was carried out of the content published on the company's Instagram social network over two months, specifically between February 1st and March 31st. Data analysis has shown that content marketing applied strategically on Instagram positively influences the

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target audience in architecture and interior design.

1. INTRODUCTION

Digitalization is currently a hot topic and digital marketing has changed a lot in recent years due to the evolution of the internet (Pricopoaia et al., 2022). The future is *online*, and brands must adapt to this increasingly evolving reality, as digital marketing promotes business and builds customer relationships.

As a result, the use of social networks has also become part of our routine and has transformed the way we communicate and interact. In January 2023, 78.5% of the Portuguese population were active users of social networks and said that this was one of their ways of spending their free time (50.3%) (Datareportal, 2023). This means that the target audience for brands is always *online* and that it is through digital marketing that companies should seek to positively impact and meet the needs of their audience (Faustino, 2019).

Content marketing plays a key role in digital marketing strategies, to create and distribute relevant and valuable content to attract, engage, and retain the target audience (Content Marketing Institute, n.d.). Furthermore, when applied to social media, content marketing can bring several significant benefits to brands and companies, such as audience retention, brand trust, lead generation, brand awareness, and loyalty (Riserbato, 2021).

However, for this to happen, it needs to be based on a solid strategy, which includes defining objectives, identifying the target audience, listing specific and detailed ideas, defining a schedule of content to be published, determining distribution channels, and also monitoring the results (Fernandes, 2018).

According to a study carried out by Datareportal (2023), the case of *Instagram*, which is the second most used social network in Portugal (81.6%), when only users aged between 16 and 64 are considered, is a channel that stands out for being a more visual platform (due to its type of content being only image and video). In this way, brands can benefit from using this network to create visually attractive content, in addition to the value they want to convey, to get the greatest return from their audience.

Given all this relevance for brands, a qualitative case study was carried out at the digital marketing agency Impulsionar - Geração de Leads, Lda., whose main objective is to understand the influence and importance that content marketing has on social networks in the area of architecture and interior design, more specifically on *Instagram*. This case study specifically aims to:

- Understand the impact of organic content;

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