

DIGITAL MARKETING THREADS: INSIGHTS OF CONTENT FROM A MALAYSIAN FASHION DESIGNER

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ABSTRACT

In the digital era, digital marketing leverages the internet for promotional activities, whereas content marketing focuses on creating and sharing stories that boost brand value. A digital marketing strategy allows the use of multiple digital channels examples a social media, pay-per-click advertising, search engine optimization, and email marketing to engage with both current customers and potential clients interested in a products or services. This approach facilitates brand building, enhances customer experience, attracts potential clientele, and achieves other objectives Content marketing involves creating and sharing original, valuable content such as videos, whitepapers, guides, and infographics to attract and retain customers. It encompasses producing written, visual, or multimedia materials designed to educate, inform, and provide value to a specific online audience segment. Marketers typically refer to this content as blog posts or news articles posted on their website. This study aims to investigate digital and content marketing from Malaysian Fashion Designer perspectives in the fashion industry. This study used qualitative research method with ten Malaysian Fashion Designer by using purposive sampling method. By using the thematic analysis of this study found that there are four main themes namely: 1) Boosting Brand Recognition, 2) Engaging with Audience, 3) Fostering Brand Awareness, and 4) Extending Reach and Maximising Viral Potential. The marketing strategy and tactic carried out through digital platforms and channels to promote a product, service, brand or business. In addition, the digital media platform encompasses various media formats distributed through electronic devices, enabling creation, viewing, modification, and distribution via digital platforms. This is also an important step in promoting products so that designers in Malaysia do not lag in the world of technology. This research enhances the fashion designer to use digital and content marketing to reach wider audiences either local or global customers. On the other hand, it explores the diverse array of content formats accessible for promoting your brand online. Many platforms offer a plethora of options to maintain brand relevance and create impactful online campaigns.

Keywords: Digital marketing, content marketing, fashion designer, fashion industry, online marketing.

INTRODUCTION

In the digital era, marketing has undergone a revolutionary transformation. Digital marketing leverages the vast expanse of the internet to drive promotional activities, tapping into a global audience with unprecedented precision and efficiency. This multifaceted approach encompasses a variety of channels and techniques designed to enhance visibility, engagement, and conversion rates. Among these strategies, content marketing is distinguished by its emphasis on creating and distributing valuable, relevant, and consistent content to attract and retain a well-defined audience. This method not only enhances brand awareness but also cultivates trust and loyalty among consumers. (Scozzese, G., & Granata, 2019).

A robust digital marketing strategy is integral to navigating the dynamic online landscape. It orchestrates the harmonious use of diverse digital channels such as social media platforms, pay-per-click (PPC) advertising, search engine optimization (SEO), and email marketing campaigns (Agarwal, 2021). Each channel serves a unique purpose and collectively, they create a cohesive and comprehensive plan to connect with both current customers and potential leads. Social media offers direct engagement and community building, PPC ensures immediate visibility and traffic, SEO enhances long-term discoverability and credibility, and email marketing provides personalized communication and nurturing (Panchal et al. 2021).

By strategically integrating these elements, businesses can effectively engage with their audience, driving growth and achieving their marketing objectives. The synergy between digital and content marketing not only amplifies brand presence but also creates meaningful interactions that convert interest into action. In essence, mastering digital marketing is about understanding and leveraging the power of the internet to deliver compelling narratives that resonate with and captivate your target audience (Moin, 2024).

Digital marketing is the promotion of products or services via digital technologies, principally the internet, but also through mobile devices, display adverts, and other digital platforms (Desai, 2019). This holistic approach takes advantage of the digital environment to contact consumers where they spend a substantial amount of their time, allowing businesses to connect with their target audience in a more direct and interactive manner. Digital marketing enables firms to improve their exposure and engagement in a highly competitive market by adopting a variety of methods, including search engine optimization (SEO) and social media marketing, as well as email campaigns and content marketing.

The importance of digital marketing in today's world cannot be emphasized. It enables organizations to adapt their messaging and marketing to certain demographics, resulting in a more tailored and effective reach. Mobile devices and display adverts broaden this reach, catching customers' attention at multiple touchpoints along their digital journey. Because of the variety of digital platforms, marketers can evaluate and analyse the efficacy of their campaigns in real time, allowing them to quickly change plans for best outcomes.

Furthermore, businesses' strategies for being relevant and competitive must evolve in tandem with the digital environment. Embracing the entire spectrum of digital marketing tactics guarantees that businesses may not only sell their products and services efficiently, but also develop lasting relationships with their customers through constant and meaningful involvement.

Crafting Content for Specific Audience Segments

Effective content marketing entails crafting written, visual, or multimedia materials aimed at educating, informing, and offering value to a specific online audience segment. To understanding the demographics, preferences, and behaviours of their target audience, businesses can tailor their content to meet the unique needs and interests of different segments (Ho et al., 2020). Personalized content is more likely to resonate with the audience, fostering engagement and loyalty. However, here the research guideline that the researcher uses to ensure that the recent trend of marketing strategy for Malaysian fashion designer are keeping updating in their social media platform. Content marketing involves the creation and dissemination of a wide array of original and valuable content. This includes:

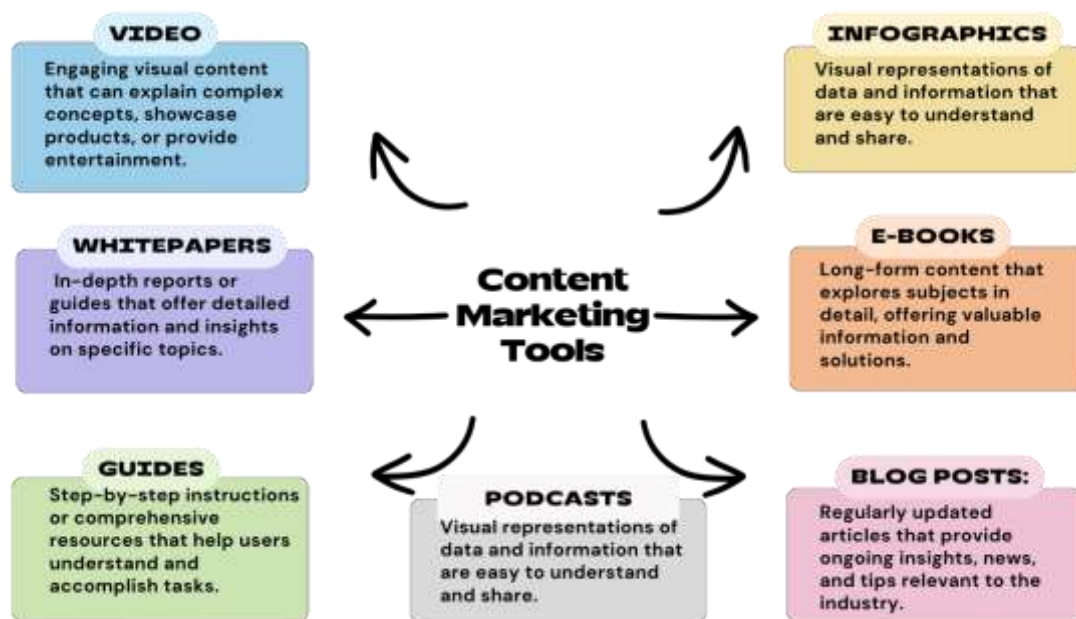


Figure 1: The Content Marketing Tools (Purwar, 2019)

Based on this chart, marketers typically refer to this 'content' as blog posts or news articles posted on their website. Numerous studies by researchers have explored digital media and marketing in the fashion realm. However, the transition of the current marketing strategy showed that found that, by exploring the 'Podcast', visual representation of data information that are easily to understand and widely share among the viewers (Rime et al., 2023). Content marketing is a multifaceted approach that not only builds and enhances brand identity but also enriches customer experiences, attracts new clients, and supports a variety of business objectives. With designing and expending the valuable content tailored to their audience, businesses can achieve significant growth and maintain a competitive edge in the digital marketplace.

Furthermore, fashion brands and companies are increasingly adopting digital platforms, including meta platforms, employing digital models, and collaborating with video gaming platforms to offer virtual collections accessible to millions of global players (Madhura et al., 2022). Through the introduction of the metaverse, these companies empower influencers and users to curate their

wardrobes via virtual gatherings. In the digital era, the shift from transactional to relationship marketing necessitates marketers to cultivate and strengthen specific skills, mindsets, and behaviours. This entails leveraging the informational and social aspects of the digital landscape to bolster customer loyalty and gain a competitive edge. Furthermore, simply meeting client needs and desires with a variety of offerings is no longer sufficient (Rathnayaka, 2018).

Significant Research

The significance of fashion marketing and digital marketing within the fashion industry. These marketing approaches play vital roles in enhancing brand image, launching new products, offering promotions, boosting brand visibility, and refining product quality. Moreover, leading brands such as ZARA, H&M, and Amazon have leveraged social media platforms to interact with their customer base, integrating multimedia content like videos and images in engaging formats to heighten brand awareness (Purwar, 2019). In addition, this study aims to investigate digital and content marketing from Malaysian Fashion Designer perspectives in the fashion industry. Based on this significant, this study aims to investigate digital and content marketing from Malaysian Fashion Designer perspectives in the fashion industry

METHODOLOGY

This study employs a qualitative approach, conducting in-depth interviews with eight Malaysian fashion designers selected through purposive sampling. The criteria for selection include: 1) being a fashion designer based in Malaysia, and 2) operating a Small and Medium Enterprise (SME) in the country. Additionally, the research involves asking nine semi-structured questions aligned with the research objectives, with some additional questions introduced during the interview process. Each interview session, conducted via online Google Meet, lasts approximately 45 minutes to 1 hour.

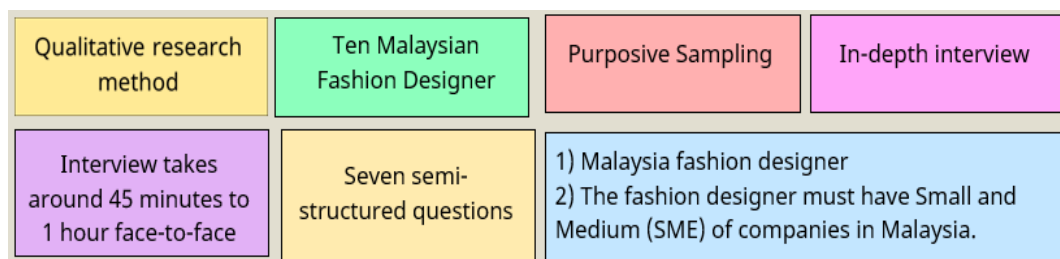


Figure 2.0 The Research Methodology Framework

Data Analysis



Figure 2: Digital Marketing

The findings of the study reveal the analysis for the research questions. By using the thematic analysis of this study found that there are four main themes namely: 1) Boosting Brand Recognition, 2) Engaging with Audience, 3) Fostering Brand Awareness, and 4) Extending Reach and Maximising Viral Potential.

The initial theme, Boosting Brand Recognition, highlights how designers prioritize the distinct elements of a brand, such as its logo, colour scheme, and symbols. They also focus on creating narratives that embody the essence of the brand. Together, these elements establish a brand signature that shapes how the audience perceives the brand, transforming its visual identity into symbolic representations. Furthermore, designers universally acknowledge the importance of these key elements, including the logo, brand colours, symbols, and narratives. Malaysian designers emphasize the creation of a unique brand signature that effectively conveys their brand's values, mission, and distinctive selling points (Rafiyya et al., 2024).

Second theme is Engaging with Audience shows numerous designers leverage online shopping platforms alongside their own websites and social media channels to promote their products. They offer their merchandise for sale on platforms such as Zalora, Shopee, Lazada, and TikTok. Moreover, this practice encourages them to promptly engage with customer inquiries and feedback (Zayani, M. 2021). Additionally, designers employ AI technologies like chatbots to ensure swift responses, benefiting customers by providing timely product information. This approach aids designers in refining product quality, boosting revenue, and delivering enhanced services to their clients.

The third theme is Fostering Brand Awareness shows every designer and fashion entrepreneur should have a deep understanding of their target audience, as their primary objective is to market their products or create bespoke attire for them. Moreover, this understanding not only contributes to boosting sales but also enhances the overall image of the business in the eyes of both customers and suppliers. Maintaining a robust social media strategy and utilising engaging content

can foster brand awareness among customers, aiming to provide them with a positive experience and leave a lasting impression (Bob, F., & Muhamad, D. J. 2020). In addition, the brand awareness serves as the foundation for promotional efforts within the target market, necessitating the use of optimal channels and straightforward methods to effectively raise brand awareness.

The final theme, Extending Reach and Maximizing Viral Potential, focuses on the role of content in transmitting messages or information from one person to another, with the potential to spread and generate excitement about the offered product or service. Many designers utilize various digital content marketing mediums, such as posters, videos, photos, reels, infographics, and live streaming (Tuten, 2023). Furthermore, they integrate viral content into their marketing strategies to remain relevant and adapt to current trends and circumstances. In today's digital age, businesses employ diverse methods to develop and expand, with viral content playing a pivotal role in marketing strategies (Heryadi et al., 2024). This underscores the importance of leveraging viral content as an opportunity for business success. Viral content has been a fundamental marketing strategy since the inception of promotion and continues to be highly influential in today's society, as people are often intrigued by the latest trending information. Taking advantage of viral content can significantly contribute to achieving success in business endeavours.

SIGNIFICANT RESEARCH

This research enhances our understanding of how digital marketing strategies can boost sales and improve a business's image among customers and suppliers. It underscores the importance of a strong social media presence and engaging content to build brand awareness, aiming to give customers a positive experience and leave a lasting impression. The study suggests that brand awareness is vital for promotional efforts in the target market, requiring the use of optimal channels and straightforward methods to increase brand visibility. It also highlights the significance of word-of-mouth marketing, where customers share information and recommendations about their favourite brands within their social circles. Encouraging customers to share their experiences on digital platforms can further amplify a business's brand visibility (Rangaswamy et al., 2020).

CONCLUSION

In conclusion, digital marketing strategies have experienced remarkable evolution, evolving into increasingly captivating and inventive forms. These strategies have demonstrated their effectiveness in capturing the attention of potential clients in today's fast-paced digital world. A diverse array of digital marketing techniques is employed regularly, each distinguished by unique and compelling attributes that stem from individual creativity and innovative thinking. Regardless of industry, all businesses can harness the power of digital media and marketing to promote their products and adapt to the dynamic landscape of the market. This adaptability ensures that companies remain relevant and competitive in an ever-changing environment, leveraging digital tools to reach and engage their target audiences effectively.

Marketing strategies and tactics are implemented through digital platforms and channels to promote products, services, brands, or businesses. Digital media

platforms include various formats distributed via electronic devices, allowing for creation, viewing, modification, and distribution (Drummond et al., 2020). This approach is crucial for ensuring that Malaysian designers keep pace with technological advancements. By this research hope that, the encouragement for fashion designers to utilize digital and content marketing to reach wider audiences, both locally and globally. It also examines the diverse range of content formats available for online brand promotion. Practicing the numerous platforms provide a variety of options in social media to maintain brand relevance is necessarily and can create impactful online campaigns and profits. Marketing strategies and tactics are implemented through digital platforms and channels to promote products, services, brands, or businesses. Digital media platforms include various formats that can be created, viewed, modified, and distributed via electronic devices (Peter et al., 2021). This is crucial for ensuring that Malaysian designers keep pace with technological advancements.

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