



اُنْهَرُوا فِي تِلْكَ الْمَدِينَةِ
UNIVERSITI
TEKNOLOGI
MARA

**A STUDY OF FACTOR CONTENT MARKETING ELEMENTS
AND THE EFFECTIVENESS ON SEARCH ADVERTISEMENT**

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**Submitted in Partial Fulfillment
of the Requirement for the
BACHELOR IN BUSINESS ADMINISTRATION (HONS)
MARKETING**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

June 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

"DECLARATION OF ORIGINAL WORK"

I, Nor Mazlin binti Abdul Munib, (I/C Number: 960504 - 01 - 5782)

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- ✓ This project-paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 28th June 2018

LETTER OF TRANSMITTAL

28th June 2018

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "A Study of Factor Content Marketing Elements and the Effectiveness on Search Advertisement" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Nor Mazlin bt Abdul Munib

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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The aim of the study was to obtain a deeper understanding and gain more knowledge of content marketing that play a critical role for online businesses. Content marketing can be seen as an approach to influence online consumer behaviour, increase brand visibility and its market share in the digital era. The research is done to determine the relationship of the elements of content marketing: relevance, uniqueness and intelligence influences the effectiveness on search advertisement among the internet user. Not only that, this research will solve the problem statement in which the company Riches Master Resources would be able to make use of when they finally succeed paved their marketing strategies towards the search advertisement. The data was collected from secondary data resources including literature and articles from the Internet. Marketing team can finally work out on what types of content that were preferred by their customers. Besides that, the company also would be able to do market trends analysis and increase the recognition of the company brand name. In order to do that, the result of this research can be used to improve their content presented to customer to generate more leads and sales and create a unique competitive advantage to appear more superior to customer than competitors does. The findings showed that the elements of content marketing, relevance, uniqueness and intelligence are important towards the effectiveness on search advertisement.