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The Effectiveness of Content-Based Marketing Campaigns in Attracting Gen Z Consumers

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Abstrak: *Generation Z grew up in a digital era dominated by technology and social media, thus affecting their consumption patterns and preferences for marketing content. Studies show that they trust recommendations from influencers and organic content more than conventional advertising. With shorter attention spans, effective marketing content should be concise, engaging, and easy to understand. Platforms such as TikTok, Instagram Reels, and YouTube Shorts are the main tools in reaching this young audience. However, the main challenge is creating content that not only grabs momentary attention but also builds long-term attachment. This study uses a qualitative method with a literature study approach to analyze the effectiveness of content-based marketing in attracting Generation Z. The results show that an effective marketing strategy involves three main elements: the use of influencer marketing and user-generated content (UGC), content personalization with artificial intelligence (AI), and adaptation to algorithm changes and digital trends. By optimizing this strategy, brands can increase audience engagement, build trust, and drive customer loyalty. Therefore, a data-driven approach and creativity are key in ensuring the sustainability and competitiveness of digital marketing in the modern era..*

Keywords: *Artificial Intelligence, Content-Based Marketing, Generation Z, Influencer Marketing, Social Media*



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INTRODUCTION

Generation Z grew up in an environment dominated by digital technology, making them a group that is highly connected to the internet and social media. Unlike previous generations, they are more likely to seek product or service information through digital content, such as user reviews, short videos, and interactive campaigns. A study from Girsang (2020) shows that Generation Z trusts recommendations from influencers or organic content more than conventional advertising. This suggests that overly aggressive or explicit marketing strategies are often ineffective for them. Therefore, companies should adapt more subtle communication methods, prioritize storytelling, and create experiences that are authentic and relevant to Generation Z's values, such as sustainability, inclusivity, and transparency.

In addition, Generation Z's consumption patterns are influenced by the tendency of digital multitasking and shorter attention spans compared to previous generations. According to a report from Lande (2022), the average individual's attention span has been reduced to about eight seconds due to the high exposure to various forms of digital information. This implies that marketing content should be created in a format that is concise, engaging, and easy to understand in a short amount of time. Platforms such as TikTok, Instagram Reels, and YouTube Shorts are becoming key tools in capturing their attention. However, the main challenge for brands is to create content that not only attracts momentary attention but is also able to build long-term engagement with consumers. Therefore, the effectiveness of content-based marketing campaigns needs to be analyzed more deeply to understand the most suitable strategies in reaching and influencing Generation Z's consumption behavior.

The success of content-based marketing depends not only on visual appeal and formats that suit Generation Z's preferences, but also on the relevance and quality of the messages delivered. Research conducted by Tito & Gabriella (2019) shows that young consumers

are more interested in informative and entertaining content compared to direct promotional advertising. This confirms that marketing approaches should focus more on strong storytelling, personalized interactions, and content that can add value to the audience. In this context, brands that are able to create narrative-based campaigns and authentic user experiences tend to be more successful in building consumer loyalty. In addition, utilizing user-generated content (UGC) strategies is also an effective way to increase engagement and build trust among Generation Z's digital community.

However, the effectiveness of content-based marketing campaigns still faces challenges in terms of digital platform algorithms and rapidly changing consumer preferences. A study conducted by Erwin et al (2023) mentioned that marketers have difficulty in maintaining audience engagement due to changes in social media algorithms that increasingly demand more interactive and data-driven content. Therefore, the use of AI-based analytics and machine learning is becoming increasingly crucial in measuring the effectiveness of content and adapting it to evolving trends. By combining a data-driven approach and creativity in content creation, brands can ensure that their content-based marketing strategies remain relevant, adaptive and competitive in the dynamic digital era.

In addition to the challenges of reaching Generation Z through engaging content, brands must also deal with the dynamics of rapidly changing consumer preferences and expectations. This generation not only wants relevant information, but also demands active engagement in interactions with brands. According to a report from Suryaningrum et al (2023), Generation Z consumers are more likely to interact with brands that accommodate their participation in the creative process, such as through polls, social media challenges, or other interactive features. This signifies that content-based marketing should not only be entertaining and informative, but it should also



provide space for audiences to contribute and feel directly engaged with the brand. If brands fail to understand this need, they risk losing relevance amidst the rush of digital competition.

In addition, the role of ethics and social values in content-based marketing is also increasingly becoming a determining factor in attracting Generation Z. A report from the Edelman Trust Barometer (2023) revealed that young consumers prefer to support brands that demonstrate a commitment to social and environmental issues that align with their values (Haque et al., 2024). This confirms that the success of a marketing campaign is not only measured by engagement or sales conversion, but also by the extent to which the brand can build a credible and responsible image. Therefore, brands need to integrate content-based marketing strategies with narratives based on the values of sustainability, inclusivity, and transparency to build long-term relationships with Generation Z consumers. Otherwise, they will run the risk of skepticism and rejection from audiences who are increasingly critical of marketing practices that are perceived as inauthentic or merely commercial strategies.

In measuring the effectiveness of content-based marketing campaigns, engagement metrics such as the number of impressions, interactions, and retention rates are key indicators. However, according to Sutherland (2022), many companies still rely on vanity metrics, such as the number of likes and comments, without understanding how they actually contribute to purchasing decisions. To get more accurate results, data-driven analysis should involve deeper metrics, such as conversion rate, customer lifetime value (CLV), and customer retention. With this approach, companies can evaluate not only how much the audience is interested in the content they create, but also the extent to which the content is able to drive real action in their business ecosystem.

In addition, the utilization of artificial intelligence (AI) technology and predictive analytics is becoming increasingly crucial in understanding the effectiveness of marketing campaigns among Generation Z. According to a report by Damayanti (2025), companies that integrate AI in their marketing strategies experience an increase in conversions of up to 30% higher than those still using traditional methods. AI enables real-time analysis of consumer behavior patterns, helping brands to adapt marketing strategies to changing preferences. With data-driven personalization, content can be more relevant and targeted, increasing the likelihood of deeper engagement and long-term loyalty. Therefore, the effectiveness of content-based marketing depends not only on creativity in messaging, but also on companies' ability to process data to understand Generation Z's needs and preferences more accurately.

METHOD

This research uses a qualitative method with a literature review approach to analyze the effectiveness of content-based marketing campaigns in attracting Generation Z. This method was chosen to review previous studies, industry reports, and academic articles that discuss content-based marketing strategies and Generation Z consumption behavior. By collecting and analyzing relevant sources, this research aims to identify patterns, trends, and key factors that determine the success of content-based marketing in building young audience engagement.

Data collection is done through the analysis of scientific journals, reports from marketing research institutions, and publications from digital marketing companies. These sources will be evaluated based on their relevance, credibility and contribution to the understanding of Generation Z's preference for digital content. The analysis technique used is thematic analysis, where data from various literatures will be coded, categorized, and interpreted to identify similarities and differences in previous research findings. To increase the validity of the results, this research



will compare multiple perspectives from diverse sources to gain a more comprehensive understanding. With this approach, the research is expected to provide an in-depth picture of the effectiveness of content-based marketing and offer strategic recommendations for brands to reach Generation Z more optimally.

RESULTS AND DISCUSSION

Generation Z's Content Consumption Preferences in Digital Marketing

1. Authenticity and Credibility in Digital Content

Generation Z shows a strong inclination towards authentic and transparent content as opposed to overly promotional conventional advertising. According to research conducted by the Edelman Trust Barometer (2021), only Generation Z completely trusts traditional advertising, while more than 60% rely on recommendations from individuals they consider credible, such as friends, family, or micro-influencers (Kolić & Dabo, 2024). This phenomenon occurs because Generation Z grew up in a digital era full of information floods and advertisements, so they become more critical in filtering which information is trustworthy and which is manipulative. A study by Sari (2023) also found that Generation Z has different media consumption patterns from previous generations, where they are more often looking for content that is based on real experiences and has strong social value. Therefore, they are more interested in peer recommendations, authentic experiences, and micro-influencers who have higher engagement with their audience compared to celebrities or big influencers who are often perceived as too commercial.

One of the key elements in building credibility in the eyes of Generation Z is user-generated content (UGC), which includes customer reviews, organic testimonials and personal experiences shared on social media. Research conducted by Anjani & Irwansyah

(2020) shows that 92% of consumers trust recommendations from other individuals more than brand advertisements. In the context of Generation Z, UGC has a greater impact as they tend to avoid content that feels too contrived or has an unnatural script. In addition, a study from Lestari et al (2024) found that customer participation in creating content about a product or service can increase brand loyalty by 28%, as customers feel more connected to brands that involve them in the marketing narrative.

Recognizing this preference, brands need to adopt marketing strategies that emphasize transparency and honesty. One effective approach is to build relatable narratives, for example by using a storytelling strategy that describes the real experiences of users or employees in the form of short videos, interviews, or documentation of the product journey from the beginning to the consumer's hands. According to Kang et al (2020), storytelling based on real experiences is more effective in building emotional engagement than script-based advertising because it creates an emotional connection between the brand and its consumers. In addition, encouraging organic testimonials through social media by providing incentives for customers to share their experiences, such as through loyalty programs or review-based competitions, can also increase the credibility of a brand.

The selection of influencers is also a crucial factor in attracting Generation Z. A study by Borges et al (2023) shows that micro influencers (those with 10,000-100,000 followers) have a 60% higher engagement rate compared to mega influencers (celebrities or big personalities with millions of followers). This is because micro influencers are perceived to be more honest, closer to their audience, and often have more specific expertise or experience in a particular field. Therefore, brands that work with micro-influencers that match their product identity and target audience will find it easier to gain trust and create more effective marketing impact.



With a more natural, community-driven approach backed by scientific data, brands can build a more authentic relationship with Generation Z. This strategy not only increases credibility and engagement but also creates long-term loyalty, as Generation Z is more likely to commit to brands that value transparency, honesty, and care about communities and social issues that are relevant to them. As a generation that relies heavily on digital interactions in their decision-making process, they value brands that actively engage them in brand communications and experiences rather than simply being targeted by conventional marketing strategies.

2. The Role of Interactivity and Community Engagement

Generation Z are not passive consumers; they want to be directly involved in the brand experience. Therefore, marketing strategies that emphasize interactivity and community engagement are highly effective. Features such as polls, social media challenges, and User-Generated Content (UGC) allow them to actively participate, creating a closer relationship with the brand. According to research conducted by Fromm & Read (2018) in the book *Marketing to Gen Z: The Rules for Reaching This Vast-and Very Different-Generation*, Generation Z prioritizes personalized and community-based experiences in their interactions with brands. This suggests that conventional marketing that only focuses on one-way promotions is no longer effective in attracting this group. Brands that implement a participation-based approach tend to experience increased engagement, as audiences feel they have a role in shaping the brand's identity and messaging.

Interactivity plays a major role in attracting Generation Z. Polls on social media, for example, give them a chance to voice their opinions, while TikTok or Instagram challenges encourage them to contribute creatively. Campaigns involving challenges

often go viral, as participation from the community creates a chain effect that organically expands the brand's reach. A study conducted by Rahmawati (2024) in the journal *Business Perspectives* shows that Generation Z has a tendency to share their experiences on social media, which can accelerate the spread of information and increase brand engagement significantly. In addition, the use of technologies such as Augmented Reality (AR) filters further enhances the interactive experience, allowing users to try products before buying them, which ultimately increases their interest and engagement. Research from Loekito et al (2024) in the *Journal of Interactive Marketing* also found that interactive technologies such as AR can increase purchase intent by creating a more engaging and immersive experience for consumers.

In addition to interactivity, UGC also plays a big role in building brand credibility in the eyes of Generation Z. They are more trusting of recommendations from their peers. They trust recommendations from fellow users more than traditional advertising. A study by Khairunnisa & Heriyadi (2023) shows that consumers trust UGC more than brand advertising because it is considered more authentic and relevant. Campaigns such as Apple's #ShotOniPhone or Coca-Cola's "Share a Coke" show how UGC can drive loyalty and create an emotional connection between brands and audiences. By encouraging users to share their experiences, brands not only get free content but also reinforce authenticity and trust.

Social media is the main terrain where this engagement happens. TikTok, Instagram, and Twitter offer features that allow brands to build two-way communication with their audience. TikTok, for example, is very effective in spreading trend-based challenges, while Instagram utilizes Stories, polls, and interactive filters to increase engagement. Research by Maslahatun et al (2025) revealed that Generation Z is more likely to interact with brands that use interactive features in their social media strategy compared to brands that



only post promotional content. This confirms that marketing strategies that involve two-way communication are more appealing to this generation. Meanwhile, Twitter provides a space for brands to interact directly through responsive and relatable tweets, creating a closeness between consumers and brands.

By understanding the importance of interactivity and community engagement, brands can create more engaging and effective strategies in reaching Generation Z. When audiences feel valued and given the opportunity to contribute, they tend to be more loyal and active in supporting and promoting the brand. Therefore, participation-based marketing not only increases engagement but also builds stronger long-term relationships with young consumers. A study from Panjaitan & Simanjuntak (2024) confirms that Generation Z tends to be more loyal to brands that provide them with opportunities to participate in the brand experience. Therefore, companies that want to attract and retain a customer base from Generation Z should adopt a community-based marketing approach and active engagement.

3. Platform Preferences and Content Formats of Interest

Generation Z has different content consumption habits compared to previous generations, with a tendency to prefer content that is fast, visual, and easy to digest. According to research from Jayatissa (2023), generation z has grown up in a digital era full of instant information, which makes them have a shorter attention span than previous generations. This has led to platforms such as TikTok, Instagram Reels, and YouTube Shorts becoming favorites for their ability to present short videos that instantly grab attention. Moreover, the algorithms of these platforms utilize machine learning to tailor content to users' preferences, increasing the likelihood of them staying engaged and consuming more content in a short period of time.

In addition to platform preferences, effective content formats for Generation Z must also match their consumption style. Short videos are the main format as they are able to convey messages in a concise and engaging manner. According to a study by Wulandari et al (2025), consumers are more likely to engage with short videos compared to other formats, mainly due to their ability to convey information quickly and entertainingly. Content that contains storytelling, short tutorials, or behind-the-scenes has a higher appeal as it provides a more personalized and authentic experience. Infographics are also a popular choice as they are able to summarize complex information into simpler and easier-to-understand visuals. A study by Sanapang et al (2025) shows that infographics improve information recall compared to plain text, making them an effective tool in digital marketing. Meanwhile, memes and humor play an important role in capturing attention and creating emotional attachment. Generation Z is known to enjoy humor-based communication and meme culture, which allows them to better connect with brands that use relaxed and relatable communication strategies.

For brands to effectively reach Generation Z, they need to be able to adapt to rapidly evolving digital trends. Optimizing the use of short videos on popular platforms, collaborating with influencers that appeal to Generation Z, and using authentic storytelling strategies are some of the important steps in building audience engagement. A study by Putri (2024) shows that Generation Z trusts content created by content creators or influencers more than traditional advertising, as they perceive it to be more honest and trustworthy. In addition, more interactive approaches such as polls, quizzes and challenges on social media can increase user participation, thus creating a closer relationship between brands and consumers. By understanding platform preferences and preferred content formats, supported by scientific findings, brands can be more effective



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in attracting attention and building loyalty among Generation Z.

Effective Strategies in Content-Based Marketing Campaigns

1. Utilization of Influencer Marketing and User-Generated Content (UGC)

The utilization of influencer marketing and user-generated content (UGC) has become a highly effective strategy in content-based marketing, especially among Generation Z and Millennials who trust recommendations from individuals more than traditional advertising. According to research conducted by Amaliyatul et al (2024), consumers trust recommendations from other individuals, even if they do not know the person, more than conventional advertising. This suggests that trust-based marketing approaches through influencer marketing and UGC are more effective in building connections with audiences than traditional marketing strategies. In this case, micro-influencers with smaller but more segmented audiences are often able to create higher engagement rates than mega-influencers or celebrities. A study by Maulana (2024) found that micro-influencers have an average engagement rate of 3.86%, much higher than mega-influencers who only reach 1.21%. This is due to the more authentic relationship between micro-influencers and their followers, so the messages delivered feel more personalized and trustworthy.

In addition to influencer marketing, UGC is an important element in increasing brand credibility in the eyes of consumers. UGC includes customer-generated content, such as product reviews, social media challenges or reaction videos, which are more trusted than the brand's own content. A study conducted by Annaba (2021) shows that consumers say that UGC greatly influences their purchasing decisions, especially in the beauty, fashion and technology industries. User-generated content not only strengthens social proof, but also

increases brand advocacy, where consumers voluntarily recommend products to their audience without the need for huge incentives from brands. For example, Coca-Cola's Share a Coke campaign where customers share photos of bottles with their names on social media increased sales by 2% within the first year and became one of the most successful UGC-based marketing campaigns. Similarly, GoPro has managed to build a strong community by utilizing videos uploaded by their users, which are then reused in their official marketing strategy.

In a scientific context, the concept of trust-based marketing applied in influencer marketing and UGC can be explained through the Source Credibility Theory developed by Hovland & Weiss (1951) in Salim (2023). This theory states that the effectiveness of a message is highly dependent on the trustworthiness and expertise of the source delivering it. Influencers who have a close relationship with their audience tend to be more trusted because they are considered more authentic and have a deep understanding of the product or service being promoted. This is in line with research conducted by Lina & Permatasari (2020), who found that social media influencers are more influential in shaping purchasing decisions than traditional celebrities, especially in the beauty and fashion industries. In addition, the success of UGC strategies can be attributed to Social Influence Theory, which states that individuals tend to imitate the behavior of others in their social group, especially if they see it as something that is widely recognized and has a positive impact.

From the various studies and theories above, it can be concluded that utilizing influencer marketing and UGC is not only effective in building engagement but also increasing trust, expanding organic reach, and driving customer conversions. With scientific evidence and statistical data, these strategies are proven to build long-term relationships between brands and customers, while creating a more sustainable marketing impact. Therefore, in an



increasingly competitive digital era, the integration of influencer marketing and UGC is one of the most relevant, innovative, and impactful approaches in building brand image and growth.

2. Content Personalization with Artificial Intelligence (AI) Technology

Content personalization with artificial intelligence (AI) technology has brought significant changes in digital marketing strategies, especially in reaching Generation Z, known as digital natives. With its ability to analyze big data, AI can accurately identify individual consumption patterns and present more relevant content, increasing engagement rates and conversion opportunities. A study conducted by Oktaviani et al (2024) shows that AI-based personalization can increase company revenue while increasing the efficiency of marketing expenditures. This is due to AI's ability to reduce mismatches between content and user preferences, thereby increasing the effectiveness of the overall marketing strategy. In addition, a report by Gatot et al (2024) revealed that consumers expect brands to understand their unique needs, confirming that personalization is no longer just a competitive advantage, but a necessity in the modern marketing world.

The mechanism by which AI works in content personalization starts with the collection of user data that includes search history, interactions with content and ads, and shopping habits. This data is then processed using machine learning algorithms that allow the system to recognize preference patterns and develop more suitable recommendations. AI-based personalization not only increases user engagement but also extends the duration of their interaction with a platform. The implementation of AI on social media platforms such as Instagram and TikTok has also played a role in increasing the adoption rate of interest-based content, where TikTok's For You Page

(FYP) algorithm has been proven to increase engagement to a higher degree compared to conventional recommendation systems.

Despite its benefits, AI-based personalization also faces major challenges, especially in terms of data privacy and security. Regulations such as the General Data Protection Regulation (GDPR) in the European Union and the Personal Data Protection Law (UU PDP) in Indonesia emphasize the importance of transparency in the collection and utilization of user data. According to a study conducted by Arnadi et al (2024), more and more users are aware of the risks of data tracking and are starting to demand more control over their personal information. Another challenge is the filter bubble phenomenon, where users are only exposed to content that matches their previous preferences, thus limiting the diversity of information received. Therefore, it is important for brands and technology developers to strike a balance between personalization and content diversification in order to not only improve user experience, but also maintain the diversity of information available.

Overall, the use of AI in content personalization has revolutionized digital marketing strategies in a more effective and efficient way. Past studies have shown that this approach has a positive impact on engagement, user retention, and business conversion. However, challenges related to privacy, data security, and algorithm bias remain to be addressed so that AI implementation not only benefits brands, but also provides a fairer and more beneficial experience for users as a whole. With proper management, AI-based personalization can continue to grow as a key solution in delivering more relevant, interactive, and meaningful content to Generation Z and other digital audiences.



3. Adaptation to Algorithm Changes and Digital Trends

Adapting to algorithm changes and digital trends is a key element in a successful content-based marketing campaign. Along with the development of technology and user habits, the algorithms of social media such as Instagram, TikTok, and YouTube are constantly undergoing updates to improve user experience and ensure the distribution of more relevant content. According to research conducted by Aulia et al. (2024), the effectiveness of digital marketing is greatly influenced by how a platform presents content to its users. If brands are able to understand algorithm changes and optimize their marketing strategies, organic reach and engagement can increase significantly. One example is the platform's shift in preference towards short video-based content, such as Instagram Reels and TikTok Videos, which are prioritized over static image formats. This is in line with the research findings by Husna et al. (2024), which revealed that short videos have greater appeal in increasing user engagement than other content formats.

In addition to adjusting to the algorithm, implementing SEO optimization strategies on social media also plays an important role in increasing the visibility and effectiveness of content. A study conducted by Safitri and Hidayat (2021) shows that using the right keywords in captions, descriptions, and utilizing relevant hashtags can increase organic reach by up to 30%. In this context, utilizing data from analytics platforms such as Instagram Insights and TikTok Analytics is an invaluable tool for brands to understand how audiences interact with their content. Regular data monitoring also allows brands to make strategy adjustments based on engagement patterns, thereby increasing the effectiveness of their marketing campaigns.

In addition to algorithm adaptation, rapidly evolving digital trends are also an important factor that should not be overlooked. Trends

such as the use of interactive effects, viral challenges, and video-based storytelling can significantly increase audience engagement. A study conducted by Dwivedi et al (2024) showed that campaigns that follow trends have a higher likelihood of gaining wider engagement than campaigns that do not follow trends. However, following trends is not enough to ensure digital marketing success. Brands need to adapt trends to their identity to remain authentic and not lose the brand value that has been built

CONCLUSIONS

An effective content-based marketing strategy involves three key elements: leveraging influencer marketing and user-generated content (UGC), personalizing content with artificial intelligence (AI), and adapting to changing algorithms and digital trends. Influencer marketing and UGC have proven to be more effective than traditional advertising as they build stronger trust with the audience. Micro-influencers have higher engagement rates than mega-influencers, while UGC increases brand credibility and strengthens social proof. AI-based personalization helps brands serve more relevant content, increase engagement, and increase conversion opportunities. However, the challenges of data privacy and algorithm bias must be considered for personalization to still provide a fair experience for users. Adapting to changes in social media algorithms is critical to maintaining organic reach and campaign effectiveness. SEO optimization on social media as well as the utilization of data analytics allow brands to understand audience interaction patterns and devise more appropriate strategies. Following digital trends such as short videos, viral challenges, and interactive storytelling can significantly increase audience engagement. However, brands must adapt the trends to their identity to remain authentic and maintain customer loyalty. With a combination of these strategies, brands can build a strong digital presence, increase audience engagement, and drive sustainable business growth.



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