

Analysis of Content Marketing and Social Media Advertising on Sales Growth at MK SKIN

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ABSTRACT

Advances in information technology have driven a shift in marketing patterns from conventional methods to digital marketing. This study aims to analyze the implementation of content marketing strategies, social media advertising, as well as supporting and inhibiting factors in increasing sales growth at MK Skin. The study used a qualitative approach with a case study research type. The research informants consisted of the owner of MK Skin Agent in Probolinggo Regency as key informants and social media admins as supporting informants selected using purposive sampling techniques. Data collection was conducted through interviews, observation, and documentation. Data analysis used the Miles and Huberman model which includes data reduction, data presentation, and conclusion drawing. Data validity was tested through source triangulation and technical triangulation. The results showed that the content marketing strategy was implemented through the presentation of valuable, relevant, consistent, and interesting content that was able to increase audience engagement. Meanwhile, social media advertising was implemented by expanding the reach of advertising, determining the right target audience, presenting attractive ads, adjusting the frequency of display, and building interactions with social media users. The implementation of both strategies contributed to sales growth as indicated by the increase in the number of customers, sales turnover, and market reach. Supporting factors included content quality, publication consistency, and social media utilization, while inhibiting factors included changes in social media algorithms and high business competition.

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1. INTRODUCTION

Advances in information technology have driven a shift in marketing patterns from conventional methods to digital marketing. Social media now functions not only as a means of communication but also as a marketing medium capable of reaching a wide range of consumers, building relationships with them, and enhancing company competitiveness (Kotler et al., 2021). This change has also impacted the skincare industry, which has experienced rapid growth in recent years. High business competition encourages every business actor to not only offer quality products but also implement effective digital

marketing strategies to attract and retain consumers. In this environment, utilizing social media is one strategy considered capable of increasing consumer trust and driving sales growth.

One widely implemented digital marketing strategy is content marketing. According to Pulizzi (2013), content marketing is a marketing strategy focused on creating and distributing valuable, relevant, and consistent content to attract and retain an audience, thereby driving profitable customer action. Furthermore, companies also utilize social media advertising, a paid advertising activity through social media that allows companies to reach a more specific target audience based on user characteristics (Tuten & Solomon, 2017). The combination of these two strategies is believed to increase brand awareness, expand promotional reach, build consumer engagement, and ultimately support sales growth.

Several previous studies have shown that content marketing and social media advertising play a crucial role in improving marketing performance. Ramadhan and Masduqi (2025) stated that consistent implementation of content marketing can increase customer engagement, thereby impacting sales growth. Research by Pramudya et al. (2025) also showed that regular use of social media content can enhance customer interaction and support sales growth. Meanwhile, Rohmawati and Luckyardi (2021) explained that social media advertising helps companies reach target consumers more precisely, thus positively impacting customer numbers and sales. However, most of these studies emphasize the results or impact of marketing strategies on sales, while studies that examine in-depth how these two strategies are implemented in business practices, particularly in local skincare businesses using a qualitative approach, are relatively limited.

MK Skin is a skincare business that utilizes social media as its primary marketing medium through educational content, product information, customer testimonials, and paid advertising. Based on initial observations, the implementation of these strategies has been able to increase promotional reach and interaction with consumers. However, the implementation of content marketing and social media advertising, as well as the factors that support and hinder these strategies in increasing sales growth, remains unknown. This research gap underpins the importance of this study, which can provide insight into the implementation of digital marketing strategies in skincare businesses.

Based on this description, this study aims to analyze the implementation of content marketing strategies, social media advertising, and the supporting and inhibiting factors of these two strategies in increasing sales growth at MK Skin. This research is expected to contribute to the development of digital marketing studies, particularly regarding the implementation of content marketing and social media advertising in skincare businesses, and serve as a consideration for business owners in developing more effective digital marketing strategies to increase sales growth.

2. METHODS

This research uses a qualitative approach with a case study approach to gain an in-depth understanding of the application of content marketing and social media advertising to increase sales growth at MK Skin. The research subjects consisted of MK Skin's social media owners and managers, selected purposively because they were considered to understand the implementation of the company's digital marketing strategy. Data was collected through in-depth interviews, observation, and documentation, then analyzed using the Miles, Huberman, and Saldaña data analysis model, which includes data condensation, data presentation, and conclusion drawing. Based on this, this study aims to analyze the application of content marketing and social media advertising, as well as the supporting and inhibiting factors of both strategies in increasing sales growth at MK Skin. The results are expected to contribute to the development of digital marketing studies, particularly regarding the implementation of content marketing and social media advertising in the skincare industry, while also

serving as a practical reference for business owners in designing more effective digital marketing strategies.

3. RESULTS AND DISCUSSION

3.1. Implementation of Content Marketing at MK Skin

This study aims to analyze the application of content marketing and social media advertising strategies to increase sales growth at MK Skin. Research data was obtained through in-depth interviews with MK Skin's social media owners and managers, observations of digital marketing activities, and documentation of social media content and supporting sales data. All data were analyzed using the Miles, Huberman, and Saldaña model, which includes data condensation, data presentation, and conclusion drawing.

Based on the interviews and observations, it was discovered that MK Skin consistently implements content marketing through social media by presenting educational content regarding product benefits, usage instructions, product ingredients, customer testimonials, and promotional information. Content is published daily and tailored to emerging trends to capture audience attention. Furthermore, social media managers adjust content based on consumer questions and needs expressed through comments and direct messages.

These findings indicate that MK Skin's content marketing implementation meets the indicators of content value, relevance, consistency, appeal, and audience engagement as outlined by Pulizzi (2013). The published content not only aims to promote products but also provides useful information, thereby increasing consumer trust in the products offered.

The results of this study align with those of Ramadhan and Masduqi (2025), who stated that consistent content marketing can increase customer engagement and positively impact sales. These findings also support research by Pramudya et al. (2025), which explains that relevant, regularly published content can increase customer interaction and strengthen purchasing decisions.

3.2. Implementation of Social Media Advertising at MK Skin

The results of this study indicate that MK Skin utilizes social media advertising through the TikTok platform to expand its promotional reach. Advertisements are targeted based on user characteristics, such as age and gender, without being limited to specific regions, thus reaching consumers across Indonesia. Advertising materials are designed using engaging photos and videos, complemented by product information, promotions, and customer testimonials. Advertising is implemented periodically, especially during specific promotional periods, to increase reach and user interaction.

Based on these findings, MK Skin's implementation of social media advertising has met the indicators of advertising reach, audience targeting accuracy, advertising appeal, frequency of ad exposure, and user interaction as outlined by Tuten and Solomon (2017). This strategy helps increase consumer awareness of the product while expanding the company's market reach.

The findings of this study align with those of Rohmawati and Luckyardi (2021), who explained that social media advertising can increase promotional effectiveness through more precise audience targeting. Furthermore, research by Firlianur and Setiawan (2023) also showed that utilizing social media as a promotional tool can increase market reach and drive sales.

3.3. Sales Growth at MK Skin

Based on interviews, the implementation of content marketing and social media advertising contributed to MK Skin's sales growth. This impact is evident in the increasing number of new customers, increased interaction on social media, increased number of orders, and increased sales turnover. Informants also explained that most customers learned about the product through content and advertisements published on social media and then made purchases after finding information they deemed relevant to their needs.

These findings indicate that implementing a digital marketing strategy not only increases product visibility but also builds consumer trust, thus driving purchasing decisions. The results of this study align with the concept of sales growth proposed by Baumgartner et al. (2016), which states that sales growth can be achieved through marketing strategies that increase the number of customers, sales volume, turnover, purchase frequency, and expand market share.

Overall, the research results show that content marketing and social media advertising complement each other in supporting MK Skin's sales growth. Content marketing plays a role in building trust and providing valuable information to consumers, while social media advertising serves to expand promotional reach, thereby increasing product exposure to more potential customers. The combination of these two strategies is one factor supporting MK Skin's increased sales growth.

4. CONCLUSION

This research shows that the implementation of content marketing and social media advertising plays a role in supporting MK Skin's sales growth. Content marketing is implemented through the presentation of valuable, relevant, consistent, and engaging content that increases audience engagement. Content containing product education, customer testimonials, promotional information, and following social media trends has been proven to help build consumer trust in MK Skin products. Furthermore, the implementation of social media advertising through social media can expand promotional reach, reach the appropriate target audience, increase user interaction, and introduce products to consumers in various regions. The combination of these two strategies contributes to sales growth, as evidenced by an increase in the number of customers, sales volume, turnover, purchase frequency, and expansion of online market share.

This research contributes to enriching the study of digital marketing strategy implementation in skincare businesses, particularly through the application of content marketing and social media advertising. Future research is recommended to examine the effectiveness of these two strategies on different types of businesses or social media platforms, involving more informants for more comprehensive results.

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