



The Effect Of Content Marketing In Enhancing Broad Awareness-An Analytical Study Of The Opinions Of A Sample Of Managers Two Employees Xerox Media Advertising And Marketing Company In Governorate Holy Karbala

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The theoretical aspect

Abstract

The purpose of this research is to clarify the impact of content marketing with its dimensions including (relevance, credibility, value, emotion, attractiveness) on enhancing broad advocacy with customers (Xerox Media Advertising and Marketing Company in Holy Karbala). To achieve this goal or purpose, this research sought to follow the descriptive and analytical approach, as the questionnaire form was relied upon to obtain data and referendums, and the sampling method was used with all employees of the company. Xerox Media for advertising and marketing, the researcher also distributed (111) questionnaire forms, and the valid forms for treatment were (104) forms and were analyzed statistically. The research found that the level of understanding and awareness of the company's employees was very high for marketing content to appear better than broad recommendation. The results also show that there is a positive and statistically significant relationship between content marketing and broad recommendation from the employees' point of view. This research recommended the need for Xerox Media Advertising and Marketing to pay attention to content marketing because of its role. Relevance and influence on the wide recommendation of employees and customers. The research also recommended providing clear and accurate information content regarding the products and services it provides. Company Xerox Media For advertising And marketing In order to increase customers' confidence in the content provided to them.

Keywords: content marketing, broad advertising, Xerox Media Advertising and Marketing Company .

Introduction:

In the past, content marketing was and still is a topic of importance for academics, researchers, and students in the field of marketing, because of its importance and potential for the organization to achieve success and distinction and avoid the threats of competitors. In addition to that, the ability and ability of the organization to adapt to new developments and defend its places and strategic position constructively. Based on the above, the purpose of the current research is to create a conceptual and field framework to measure and examine the relationship between content marketing and broad promotion for Xerox Media Advertising and Marketing Company. The



research dealt with the presentation and analysis of the concepts of content marketing and broad promotion for the companies investigated. It is certain that the content marketing philosophy represents an integrated manner that significantly contributes to Strengthening the company's ability between challengers and its competitors, as this research was divided into four sections, the first section represented by the research methodology, and the second section included the theoretical aspect, which is divided into two parts. The first dealt with the concepts, importance, goals, strategies, and dimensions of content marketing. The second section dealt with the concepts, importance, characteristics, benefits, strategies, and elements. And classifications of broad promotion, and the third section dealt with the field aspect and what it included in the analysis and classification of the sample's answers and the description and diagnosis of the research variables. The fourth section included the most important conclusions that the research was able to reach, as well as the most important recommendations that were reached in the current research through the conclusions of this research.

The First Topic

The Methodology of Research

The Problem of Research

The editorial studies conducted by the researcher for the company under study indicate that there is a lack of actual interest and lack of awareness on the part of the company under research in the concept of content marketing and its importance in light of the conditions of competitive challenges faced by contemporary organizations, which forced them to strive and strive to direct all activities and products (goods and services) towards making... The appropriate and ideal mental image and creating several opportunities for growth, continuity and communication in the market through the creation of outdated ideas that contribute effectively to reprogramming companies and forming a vision that participates in undertaking broad marketing as a strategy for creating competitive advantage.

Through the following, the knowledge gap is considered to be based on content marketing and its use towards undertaking broad promotion to highlight the beneficiaries by presenting their needs and requirements through which excellence can be achieved in business sites. In addition to the above, the researcher diagnosed the research problem through the following questions: -

- 1- Is there a clear concept among employees or members of the company under research about the concept of content marketing?
- 2- Does the company under investigation have the capabilities and qualifications to employ content marketing towards broad promotion?
- 3- To what extent does content marketing impact the broad promotion of the company under study?
- 4- To what extent is content marketing related to the broad promotion of the company under study?

The Importance of Research

The reason for the importance of the research is the lack of Arab studies that are concerned with analyzing the techniques and developments of content marketing, its types, types and images, as the researcher obtained a huge number of foreign studies that touched on the concept of content marketing, compared to a small number of Arab studies, in addition to the necessity of knowing the different forms and methods Content marketing And its mechanisms, strategies and evaluation,



in order to determine the most important and acceptable developments for the target customer, and to direct specialists and marketers, through modern scientific studies, towards the use of modern means in content marketing.

The importance of the research also indicates the need for working organizations to respond to the development and continuity of the rapid changes and events in the business environment, and more specifically the industrial, production and service organizations that work to meet the renewed, recurring and ongoing needs of customers, especially personal needs on a broad level. Broad marketing systems have been able to achieve great successes in many Japanese and Asian organizations, which scholars and researchers see as the need for them to be taken over by Iraqi organizations that are in dire need of such effective and successful systems at the present time in order to open the way to Iraqi markets for foreign goods and Without conditions and restrictions, it can only be stopped by quickly and accurately responding to renewed requests and needs. Broad advertising is considered one of the means to achieve this strategic goal.

Research Objectives

- 1- Forming a theoretical, cognitive, and conceptual aspect of the research variables, represented by marketing content and broad promotion, by relying on books, research, and scientific journals related to the variables.
- 2- Testing and analyzing the correlation and influence between content marketing and broad promotion.
- 3- Examining the efficiency of the company under study (Xerox Media Advertising and Marketing Company) through its reliance on content in marketing goods and services, as well as its ability to gain a competitive advantage that enables it to stand out, be unique, and differentiate its products from other companies in the market.

Hypothetical outline of the research

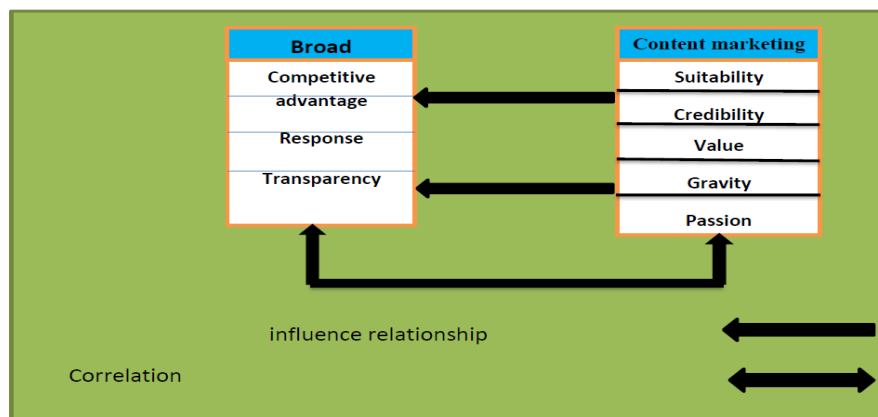


Figure No. (1) Hypothetical diagram prepared by the researcher



Research Hypotheses

The research was based on the following hypotheses, as shown below:

The first main hypothesis: -There is a statistically significant correlation between the content marketing variable and the broad promotion variable at the general level and branching out from it.

Partial (sub) hypothesis: - There is a statistically significant correlation between each dimension of the content marketing variable and the broad advocacy variable.

The second main hypothesis: There is a statistically significant effect between the content marketing variable and the broad promotion variable, at the general level and branching out from them.

Partial (sub) hypothesis: There is a statistically significant effect between each dimension of the content marketing variable individually on broad advertising as a whole.

Research Sample

The research sample consisted of managers and employees of (Xerox Media Advertising and Marketing Company) in the city of Karbala. The largest sample size for the research was (104) employees. The questionnaire was distributed among the research sample members. The response rate was 100%.

Data and information collection tools:

To complete the requirements of the theoretical side, the researcher was entrusted with obtaining data and information through scientific journals, dissertations, dissertations, research, books, and periodic reports related to the subject of the research, which is content marketing and broad promotion. As for the tools that were used in collecting data and information related to the practical side, they were through the questionnaire form that was distributed. On the intended sample and a personal interview with some of the sample members.

Tools adopted in statistical analysis:

The researcher relied on a number of statistical analysis tools that are appropriate for describing and diagnosing the sample members under research and determining the correlation and influence relationships between the research variables for the purpose of arriving at the results. These tools are (arithmetic mean, standard deviation, coefficient of variation, variance, and coefficient of determination). R^2 , simple correlation coefficient, simple linear regression coefficient, and (F) test.

Research limitations

The research was carried out in Company Xerox Media for advertising and marketing The research sample in the holy city of Karbala included managers and employees of Xerox Media Advertising and Marketing Company.



The Second Topic

First: Content Marketing

Content Marketing Concept

The Marketing Institute defined Content Marketing as the process of creating and distributing content of relevance, value, and status to attract, acquire, and contribute to a dedicated, specific, and easily understood audience - for the purpose of directing beneficial action from customers. (Content Marketing Institute, 2020).

As seen by Hutchens et al (Hutchins et al, 2018:117- 125) the use of feelings in Content Marketing can lead to the creation of a competitive advantage and raising the value and position of the brand. **See (Simona Vinerean,2017:93) Content Marketing:** Because it is presented in a short time, it is the process of creating content with a niche dedicated to interactive, contributing and targeted customers. Therefore, content marketing focuses on creating value for the customer and also demonstrates the concepts of relationship marketing to gain and maintain customers.

As indicated out Nelli refers to content marketing as an activity based on creating, distributing and contributing content related to specific sectors of targeted people for the purpose of attracting attention, raising interest, improving lasting relationships and finally encouraging consumer (customer) behavior to be consistent with the goals set by brands. (Nelli, 2016: 3)

Indicates (Smith, et al, 2016: 127-129) and that content marketing is not only used to attract customers towards commercial products and services, but it is also the best way to convey the identity of the organization to customers, which leads to providing a permanent and continuous place in the daily lives of customers, and that by using social networking programs.

Sam Decker, Executive Director of the Relevance Organization, pointed out that content marketing is creating, organizing, or arranging content that is not for the product or service, whether this is on the media, educational, social, entertainment, or similar level - and distributing it to all communication points with customers in order to attract their attention. And their attention, to highlight a topic and develop your treatments, and to keep them in touch with your achievement in order to understand more about you (Patruti Balte ,2015:111).

See (Anne Murphy, 2015) Content marketing is the process of improving, publishing, and communicating useful information and data that motivate potential customers toward purchasing. Knows (Farnworth, 2015) defines content marketing as “a plan to create and cultivate customers by publishing consistent, valuable content that educates and informs customers, and converts potential customers into interested customers and those who are amazed into real, actual customers.”

It shows (Josh Steimle, 2014) that content marketing is a marketing technology for creating, composing, and distributing valuable content to attract and gain the affection of a specific audience in a distinctive way - for the purpose of encouraging them in order to convince them of the importance of that content, which is profitable for customers.

The importance of content marketing (Smith, et al 2017:1-39)

Although content marketing is considered only a way to make a brand stand out from competitors, it is an important strategy for all marketers. Content marketing is one of the most successful e-marketing strategies.



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To better understand the importance of content marketing, there are a number of advantages that content marketing can provide to the brand:

1- Developing the brand's reputation by establishing trust:

Attractive content can create trust with potential customers. When the customer looks at the content of the brand or brand, he establishes a general idea about it based on the marketing content. If the content is attractive, training, and valuable, then he begins to think about the same things that the organization gains for him, and the greater the value. Given the content, it becomes easier to establish trust with your target customers.

In addition, when the organization publishes and distributes important marketing content on an ongoing basis, customers perceive that the organization as a leader in production. On the other hand, the organization's publication and distribution of third-party testimonials or the contribution of brand-specific content by customers will contribute to increasing trust.

2- Acquire new customers by creating attractive content:

Since content marketing expenses are approximately 62% lower than old marketing methods, they are approximately three times the number of potential customers than old or traditional marketing, and by measuring demand, content marketing is considered an important strategy to increase the capabilities of small organizations.

We must know that content marketing takes a long time to achieve the desired results. However, when it comes to creating high-quality content, the results become convincing in reality, and through the results of social media tests, a higher percentage of 81% of marketers are able to increase and multiply the number of visitors to the brand's website in no more than 6 hours per week. After creating effective marketing content within their social media networks.

Content marketing is not only a less expensive method as perceived, but it also provides investment capital that no small organization can ignore.

It is easy to see the importance of content marketing when an organization is looking for ROI. Because creating content that is minimally expensive and highly effective will provide small organizations with a high-value return on investment over time.

3- Distinguishing the brand from competitors:

In crowded online marketplaces, it is important for a small business to distinguish itself from competitors.

Hence the importance of content marketing. Content marketing is considered an effective way for small organizations to distinguish themselves from others and demonstrate what distinguishes their organizations.

It is possible to increase the topics discussed in the content from the core values of the brand and motivate the customer to prefer and choose it over competing brands.

Content marketing goals and strategies

The content marketing strategy is formulated according to the marketing plan of each organization, but it requires attention to the following factors or elements: the objectives of content marketing, analysis of target customers, the type of content marketing used, means of promotion, and timeliness of content marketing, in addition to standards that examine the result of content marketing.

Among the marketing goals is the most widespread content (Abdel Naeem, 2021: 773) (Ionascu, Catalin, 2020) (Ajina ,2019:71-84)



- 1- High awareness of the brand.
- 2- Establishing a close relationship with target customers.
- 3- Gaining new public capabilities.
- 4- Addressing the problems of target and potential customers.
- 5- Made for the need of a specific product.
- 6- Increase customer cohesion with the organization and its brand.
- 7- Increase customer loyalty and confidence in the organization, product or service.
- 8- Creating a new category of customers.

Content marketing specialists emphasize nine essential categories that must be taken into consideration when creating a content marketing strategy: <https://www.meltwater.com>

- 1- Emphasize quality, not quantity or size.
- 2- Things that potential customers care about.
- 3- Development of search engines.
- 4- Diversity in illustrative means (photographs, video clips, graphs, audit invoices, audio content, conferences, webinars, and even live events).
- 5- Establishing a social organization. Content is the core that protects the (engine) and social media networks through the contribution of individuals and the repeated sharing of the content they have contributed through it.
- 6- Employees' systematic contribution to the organization's content on social media sites.
- 7- Align content marketing and advertising efforts.
- 8- Follow up on reactions via the Internet and through metrics
- 9- Integrate with individuals who contribute and comment.

Dimensions of content marketing

1- Suitability:

It means homogeneity of content and the usefulness of information for the customer to ensure the management of the brand or trade mark on the virtual site (Lin et.al, 2014:1409 - 1420), there is a constant need to provide appropriate information in a permanent format to maintain constant communication between the organization and the customer, so the content should be relevant to the intended market, useful, easy, and satisfactory. Rich content includes relevant and useful information, an opportunity to persuade customers and their contribution to the content. It also directs actual and potential customers to the organization's modern services that it provides and the activities that it carries out (Gagnon, 2014: 68 - 71). The content and speech used affect purchasing decision-making, so it should be made The content is skillfully clear and concise (Ludwig et.al, 2012:77,78-103). Through the following, the customer can acquire all the data and information available about the tourism product, for example through the Internet, and this is represented by geographical maps that show tourist, recreational and archaeological places, through pictures, videos and information taken of the tourist places and components, and videos to explain those tourist services, so that the customer or tourist can Through visiting the monument or looking at the product or place himself, or even the ability of the tourist or customer to create



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the tourist program that he is comfortable with without being bound by a program prepared previously or by the organizer of the programs within his capabilities that he is able to pay for. Consider (Zaichkowsky, 1985) the importance of content: That she is characteristic a task For harmony With the market Intentions, and is related to customer Relatedly closely, She is Related for Meeting needs It is compatible with his value and habits and Bringing benefits to him (Darmody, Zwick, 2020: 6) And these points Miscellaneous Task From marketers At first To provide Content is easy and consistent with what It revolves around His mind direction Address his problem clearly, and I should He attends Content at the same time Feel There is no A customer needs him and The appearance of the customer It solves His problem Or a pilgrim The one he is looking for (Darmody, Zwick, 2020:6).

2- Reliability:

It is one of the dimensions of the quality of content marketing, so organizations should evaluate the procedures for operating information, and use appropriate means, as information requires that the information be accurate, correct, reliable, and available as required (Chaser, Wolfe, 2010) Therefore, the credibility of the content is considered a moral element in establishing the value of communications between the organization and the customer, because it affects the customer's orientations and interests, which strengthens his confidence. Tourism services, for example, are characterized as products in which information varies greatly, so it is not possible to measure their quality except through experience, and it is based primarily On the confidence of the tourist or customer in the quality of tourism services provided by tourism organizations. The sincerity of the content creates trust for the customer, which helps him identify better with the brand (Lin et.al 2014:1409-1420).

3- Value:

The content should focus on the amount or functional value, and this amount or value is what depends on the functions of the service and the extent to which it achieves the purposes required of it if used, and the emotional value is the feelings that the customer feels when using the organization's service, and this value provided to the customer consists of the feeling of what is created for the customer when using this service (Tanton, 2013: 29), as the value of the content expresses the ambitions, needs and desires of customers and addresses their problems (Gagnon, 2014:68-71), the value of the content should be a reflection of the customer's desires and interests, which should always change, so it requires that the content be useful and enable the target customer to deal with it simply and use a different set of content, such as posts on social media, trading, etc., to convert potential customers into buyers. (Pazeraite & Repoviene, 2016: 97-109)

4- Attractiveness:

It takes ten seconds for unique content to gain a customer's attention (Gagnon, 2014:68-71) Therefore, it is the most important thing that distinguishes the organization from others, and in order for it to remain competitive, and to be able to distinguish it from others, it must plan the marketing content and focus on what accurately distinguishes it from its competitors (Gregory, 1999), The distinctive, innovative, creative and unique content distinguishes the organization from its competitors on the website. The attractiveness of the content is intended to be effective, unique and of high quality in order to reach the target customer. The attractiveness of the content is achieved through detailed analysis of customers, creativity and innovation. (Abel, 2014).



5- Emotions:

The content should include factors of recreation, amusement, emotion, and feelings, as the sensitive nature of the content, whether beneficial or harmful, is better than restricted content (Botha & Reyneke, 2013: 160 – 171), as beneficial content has a greater viral impact than harmful content. Content is useful when it provides the customer with information and makes it valuable to them (Chitturi et al,2008:48-63)(Lin,et.al,2014:1409 1420).

Second: Broad Awareness

The origins and concept of broad awareness

The term or concept of broad preaching dates back to the year 1970, which was predicted by (Alvin Toffer) and mentioned it in the writing or method of Shock Future (Chen, 2010: 843). In the first place were the two researchers who studied broad advertising extensively, Davis, 1987 and Pine, 1993, who described it as the process that is implemented in industrial organizations. Which has modern technology and administrative methods that enable it to provide different and customized products based on flexibility and the ability to respond quickly and change products specifically tailored to the needs, requests and desires of the customer (Harmsel, 2012:20), as wide promotion as a modern approach led to a transformation of the concept in production processes, as It is based on the principle of attraction after it was based on the principle of payment, that is, production requires payment to the customer except after the issuance of an instruction from the customer. The emergence of broad marketing includes the disintegration of the old approach to large-scale production as a result of the inability of these traditional or ancient systems to the unnatural phenomena that occur, such as various products and coercions. Entering electronic commerce, which led to the need for the emergence of a model capable of confronting the modern situation represented by diversification, merchandising, market mismatch, division of markets and demands, and the small life cycle of the product through rapid response and providing the best services in order to reach the pinnacle or pinnacle of very rapid industrialization (Al-Lami, 2008: 289). And he knew (Hart, 2006:3) Broad preaching comes from two directions:

Theoretical direction: The business strategy that supports customers with anything they ask for, at any time they want, in any place they prefer, and in any way they take.

Field direction: Using soft organizational processes and structures to produce different products according to customers' personal desires and at a cost that is similar to the cost of products manufactured in a large-scale production system.

He touched (Welborn, 2007:3) refers to the concept of mass marketing as a business strategy that includes the ability to offer products manufactured according to the specifications and personal desires of customers while using mass production technology to manufacture low-cost products and push them to broad markets.

Pointed out (Blecker & Friedrich, 2007 :1) mass broad awareness is a business strategy that works to meet customers' personal needs and requests with a quality approaching the quality of mass production.

Mentions that (Evans & Collier, 2007:272-273) many organizations use the mass marketing strategy to offer products manufactured according to the individual desires of customers in order to meet or satisfy the personal preferences of customers and at a cost similar to products that were manufactured in the mass production system.



(Seekrajewski, 2013:30) Broad marketing: is implementing the unique needs and desires of each customer by changing the composition of the good or service.

As indicated out (Piller et.at, 2014:3255) The broad awareness is to ensure the production and implementation of exactly what the customer aspires to without loss in efficiency or operational quality, and it is a successful and distinctive strategy in light of electronic commerce that has appeared in recent years as a result of the current developments that have taken place in In the field of information technology and data, this strategy requires that the organization possess capabilities that enable it to integrate various organizational factors so that it can achieve competitive advantage.

As it indicates (Barman, & Canizares, 2015: 65) It is a program in marketing, training, and management that uses flexibility and a computer-based manufacturing system to produce specific environmentally friendly products and large-scale manufacturing. The goal of all of this is to combine reducing the cost of one unit of large-scale production with personal flexibility.

As he knows (parker, Gerbasi, 2016:3) Broad promotion: It is the production of products to meet the personal needs and desires of customers with the availability of efficiency in mass production, and broad promotion is considered that distinctive system through the customer's view of the product.

As see ((Bruno, et.al, 2017: 15) And is that the strategy that has proven its superiority and success over other business strategies in various types of industries, as well as in different types of products. Broad marketing is distinguished from mass production in terms of the composition of products, their distribution in the markets, and the method of dealing with customers.

The importance of broad preaching is mentioned (krajewski, et.al, 2013:30) The importance of wide promotion is achieved through the following: -

- 1- Manufacturing different products with flexibility and speed that are compatible with rapid changes in unstable markets.
- 2- Manufacturing different products at low costs to meet the needs and desires of customers.
- 3- Reliable compatibility with the needs, requirements and desires of the customer.
- 4- Faster design during the required time in the market to meet the needs of new customers.
- 5- Benefit to customers.
- 6- Taking advantage of customers.

Characteristics of broad advertising: (Mahjoub et al., 2005: 257-258) (Al-Lami, 2008: 244-245)

- 1- Adopting the capabilities and capabilities of ancient, traditional craftsmanship in the industry.
- 2- Suitability of new technologies for industrial work.
- 3- Continuously convincing customers by manufacturing products according to their requests.
- 4- Mass production, i.e. in large sizes for the purpose of reducing cost.
- 5- Highlighting the great diversification of products.
- 6-Quick response to customer needs and requests.
- 7-Technological applications in management and communications.



The benefits that can be achieved through broad preaching lie in the following points: (long, kiki,2009: 102) (Campball, 2000: 16)

- 1- Transform and develop product manufacturing quickly and at low costs.
- 2- Convincing customers by meeting their personal preferences, needs and tastes.
- 3- Increased customer loyalty to the organization's products.
- 4- The organization's ability to create an increase in its sales.
- 5- Speeding up the organization's penetration into markets by obtaining market research information and data.
- 6- It enables the organization to achieve a sustainable competitive advantage.
- 7- It makes it easier for the organization to achieve its goals, including achieving a high profit margin.
- 8- It creates an accumulation of knowledge capital and experience among those working in the field of manufacturing products.

Broad promotion Strategies of MC

Mass marketing strategies focus on the production of personalized products with values approaching mass production values through exemplary designs (Modularity, flexibility, and the organization's cooperation with the customer at any stage of the production life cycle. There are many models for broad marketing strategies, which are (Matulik, 2008: 23): - enter (Pine and Gilmore) This division is modeled on product and compliance broad promotional strategies that control their main factors for promotional approaches, which are shown in the figure below: - (Alapieti, 2012:18).

- 1- Adaptive Strategy: which is the correction of standard products to match the needs of each customer after he obtains the product through use and implementation of the final product. This strategy is appropriate when the customer desires the product for various purposes and in various different fields and the available technology makes it possible to recommend the product on its own, and there is trading. Between the customer and the product, as well as the dialogue between the customer and the product provider.
- 2- Cosmetic strategy: This strategy is based when the product is standard and convinces customers, and its external framework or method of providing the service requires that it be descriptive only. It is appropriate if customers use the product in the same way and do not accept this unique method in how it is presented instead of recommending the product, where a standard is presented. For every customer.

The following figure shows the four strategies for: Pine and Gilmore: The cosmetic strategy occurs more often than not near or at the end of the value chain. Often, the cosmetic strategy may be merely cosmetic, but it is valuable to customers. For example, sewing the customer's name or address on the product creates a personality for him, but it cannot lead to the dialogue that relates to it. With cooperative strategy.



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High Change in Product Low	Transparent strategy Recommended products and services By following the behavior of each customer	Collaborative strategy Designers' dialogue with customers To pinpoint their exact needs	
	Adaptive strategy Standard but scalable products Not recommended via corrections The customers themselves	Cosmetic strategy Standardized and packaged products According to each customer's request	
	High	Great change in acting	Low

Broad promotion strategies for (Pine & Gilmore)

Source: Riihimaa, Jaakko, Mikko, Ruohonen & Makipaa, Marko, (2004), Transitions in Mass Customization Strategies Requirements for Information Systems, *Frontiers of e-business research*, 376.

3- Collaborative Strategy: The concept of this strategy is also known as (co-synthesis). Customers contribute to the product formation stage. It includes the essence of broad promotion through its integration with customers. It is based on building a dialogue between the producer and the customer and allows the customer to be assisted in establishing his needs and influencing the factory's results based on The capabilities available to him, and the cooperative strategy is appropriate when customers are unable to express what they want simply and are frustrated because of the large number of options given to them, and it also reduces the customer's sacrifice (also known as the gap between what the customer is satisfied with and what he really demands, even if the customer does not understand what this is Needs (or can express them) and the ability to influence the formation of the product allows the gap to be reduced.

4- Transparent Strategy Transparent Customization: Personal products or services are given to customers in an unnoticeable way and without giving customers the opportunity to know that the recommendation has occurred. This strategy is suitable for organizations that are able to predict the needs and requirements of customers, specifically when customers are not satisfied with communicating directly with the organization, instead of customers contributing. In product



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design, the transparent strategy follows customers' behaviors over time and covers them in detail, then gives them the ability to predict and recommend their offers according to what the standard package is discreet. This strategy is in the middle of the value chain and the cooperative at the same time, but the basic difference is the lack of dialogue between the buyer (customer) and the supplier. Any customer contribution to the creation is not available.

And he sees Heizer & Render, 2004:263 The advantages of broad advertising include the following:

- 1- Manufacture of large quantities and large product variations.
- 2- Fast transfer of Mona's products.
- 3- Flexible workers who are prepared to provide the necessary advice.
- 4- Reducing the stock of materials and controlling the in-process inventory using a real-time production method.
- 5- It is based on the assembly strategy in order to fulfill the request.
- 6- Low variable expenses.

Elements of a broad recommendation: They are as follows (Bennette et al, 2003: 10)

- 1- Flexibility of operations and the working organization Recommendation processes highlight flexibility in responding to requests And the desires of customers, on the one hand, and the flexibility in the harmony of manufacturing and production systems within the organization, ensuring the availability of the customer's needs and working to exert its utmost efforts to interpret them into tangible products, and thus the organization's work in light of its measures in order to deliver the greatest possible value to the customer.
- 2- Joint formation system The habits of the work units and workshops of the organization are in a spiral towards implementing the principles of broad marketing, as they open the door to consultation between the specialists in the department on the one hand and with the customer on the other hand. The department relies on the customer's comments and requests so that the skilled people in the relevant department can manufacture these requests in a way that is consistent with the customer's needs. Thus, dialogue is opened and continuous dialogue sessions and sessions are held with the customer from the first moment of the design and the modifications it makes until its final stages before the product is finished. Its final implementation, and thus the department is able to become familiar with all the customer's ideas and try to interpret them into a tangible reality in the form of a good or service granted to the customer.
- 3- Discovering the relationship: with the organization, through its marketing department, form a long-term relationship with its customers in order to attract new customers to the organization and buy its goods and thus achieve the necessary financial returns for it, which is reflected in the profits felt by the employees through their conversations with customers and the bases for their ideas on the one hand and the good reputation that the organization achieves. By marketing the relationship by adopting broad advertising on the other hand. The organization is based on displaying the parts of the deal concluded with the customer in order to improve its marketing programs and localize its promotional and marketing mix in creating future value for a customer or buyer today who will become a partner tomorrow. Forming a relationship with the customer is considered a link with the elements of broad promotion.



Broad recommendation classifications (Coletti, 2011:16) (Forza, 2006:12)

1- Personal recommendation: Customers talk about their personal needs from the initial design process onwards, and from here it helps manufacturers and customers to obtain the best results between them, and from here (design - production - assembly - dispersal) becomes more recommended. Examples of this are construction and construction companies, clothing factories, and some Handicrafts.

2- Product recommendation: - The customer's influence becomes on the transformative production activities and there is no influence on the design process, that is, the economic unit grants products to the expected customers and the modification becomes according to their desires and preferences with a degree of flexibility and the modification is not implemented on the main design of a product as is the case in companies. Kitchens.

3- Awareness of assemblage: The customer has direct influence on the assembly processes without there being any modification to the implementation or manufacturing, and here it is done according to standard components according to the needs and desires of the customer, as is the case in computer and furniture companies.

4- Recommending distribution: - The influence of the customer becomes in terms of the differentiation of products, as the economic unit produces a large group of products to meet the needs and desires of large segments, but the differentiation of products is according to demand, as is the case with Amazon.

5- Diversified without recommendation: - That is, the customer has no influence on any of the operations, and the economic unit provides one good or service, and there is no choice between alternatives and the reduction is only on what is proposed.

Dimensions of broad preaching: -

1- Competitive advantage: According to this dimension, it is seen that the organization's work is within the competition, and that making room for a broad promotion strategy in shopping places means the necessity of adopting technological improvements and their penetration into the organization, which calls for the urgent need for those improvements and is an implementer of that promotion, as competitors who move Impulsively, when they rely on broad advertising, the organization is required to adopt active advertising to form or establish strong relationships with customers and meet their needs through broad advertising. The organization must comply with new technologies in its operations and implement those technologies or technology in management and its activities, in addition to encouraging employees to innovate and continue doing so. (Saleh et al.,2010:50).

2- Responsiveness: In order to achieve an effective response or response to the needs and desires of the customer, this is done by achieving high efficiency, distinguished quality, and continuous innovation of products, in addition to that, meeting the customer's desire at the appropriate time, and that the general behavior in the organization is a wave of focus on the customer, as it consists Taking precedence over the needs and desires of the customer by providing different and varied products according to the customer's desire, meaning developing the organization's capabilities to change the type of product according to the needs and desires of the customer and in accordance with the change in market needs, which according to the widespread recommendation is called "customerism," which means (its ability to conform and respond to the unique and specific needs and desires of each Customer and changing factory designs, where products and services are



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provided according to the customer's preferences, that is, the great response to customer requests also enables the organization with high price opportunities, while creativity or invention can lead to a high price or a low cost per unit (Evans,1993:44).

3- Transparency: This focus means providing personal products and services in an unobtrusive manner and without customers understanding that the promotion has developed those products. This dimension is compatible with organizations that have the ability to know the needs of customers, especially if the customer feels uncomfortable and directly with those. The organization, according to this dimension, follows customer behaviors instead of customers' contribution to the design of that product, in addition to searching for improvements and details that enable it to predict and recommend what is offered according to silence about a standard package for those products. The main thing for this dimension is without discussions between the customer and the supplier (Altonen,2011:29).

4- Aesthetics: According to this dimension of broad promotion, the products are standard and convince customers, as the method of providing the service and the external framework of the products is only descriptive and is compatible with the way the customer uses the product in the same way, and customers become preoccupied with the unique way of presenting it instead of recommending the product, where standard is excluded. According to each customer, the aesthetic is adopted in the promotion at many or near the end of the value chain. In addition, it may become merely cosmetic, but it adds something to the customers, that is, the production of standard and specially packaged products for each customer according to what that customer requests and desires (Atrushi, 2000: 33).

The Third Topic

Description and Statistical Analysis of Research Variables

Describing and analyzing the research variables is considered as a basic step and a prelude to test hypotheses. Therefore, the research requires knowing, describing, and diagnosing the results of the statistical analysis by relying on appropriate descriptive statistics, as shown in the tables below, such as the arithmetic mean, standard deviation, coefficient of variation, relative importance, and correlation between variables, Simple linear regression model for measuring the impact of the research variables and the reliability value using Cronbach alpha, Coefficient of determination and modulus Adjusted determination and standard error of the estimate, a test ANOVA on broad marketing with content marketing dimensions at the company level in the research sample and based on the (SPSS) program.

Table No. (1) represents The arithmetic mean, standard deviation, and coefficient of variation of a variable Content marketing and broad advertising

Descriptive statistics							Cronbach's Alpha
	N	Range	Mean	Std. Deviation	Variance		
	Statistical	Statistical	Statistical	Std. Error	Statistical	Statistical	
Suitability	104	2.67	3.9359	.06345	.64709	.419	



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Credibility	104	2.67	3.9808	.06259	.63827	.407	
Value	104	2.67	3.7532	.05833	.59483	.354	
Gravity	104	3.33	4.0481	.06448	.65757	.432	
Passion	104	2.67	3.7372	.05809	.59242	.351	
Advantage Competitive ness	104	3.00	3.9423	.06607	.67382	.454	
Response	104	2.67	3.9679	.06051	.61712	.381	
Transparency	104	3.00	3.9038	.07297	.74416	.554	
Aesthetic	104	3.33	3.9744	.06797	.69315	.480	
Marketing Content	104	2.60	3.8910	.04672	.47642	.227	.855
Preaching The wide one	104	2.55	3.9414	.05851	.59673	.356	.874
Valid N (list wise)	104						

Table No. (1) The arithmetic mean, standard deviation, and coefficient of variation for the content marketing and broad promotion variable. From the table we notice that the arithmetic mean of the content marketing variable was greater than the hypothesized arithmetic mean of (3). The general arithmetic mean for the content marketing variable was (3.8910) with a standard deviation of (.47642) and coefficient of variation (.227). In addition, the value of the reliability coefficient for the content marketing criterion was (855.) and it is greater than (70.). In addition, we also note that the arithmetic mean of the broad loyalty variable was greater than the hypothesized arithmetic mean of (3). The general arithmetic mean of the broad recommendation variable reached (3.9414(with a standard deviation).59673) and coefficient of variation (.356). In addition, the value of the reliability coefficient for the broad promotion criterion was (874.) and it is greater than (70.).

Table No. (2) The correlation between the variables research Main and sub

Correlations		Suitability	Credibility	Value	Gravity	Passion	Preaching The wide one
Suitability	Pearson Correlation	1	.574**	.684**	.540**	.524**	.743**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	104	104	104	104	104	104
Credibility	Pearson Correlation	.574**	1	.414**	.568**	.272**	.688**
	Sig. (2-tailed)	.000		.000	.000	.005	.000
	N	104	104	104	104	104	104
Value	Pearson Correlation	.684**	.414**	1	.458**	.494**	.614**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	104	104	104	104	104	104
Gravity	Pearson Correlation	.540**	.568**	.458**	1	.188	.507**
	Sig. (2-tailed)	.000	.000	.000		.056	.000
	N	104	104	104	104	104	104



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Passion	Pearson Correlation	.524**	.272**	.494**	.188	1	.510**
	Sig. (2-tailed)	.000	.005	.000	.056		.000
	N	104	104	104	104	104	104
Broad preaching	Pearson Correlation	.743**	.688**	.614**	.507**	.510**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	104	104	104	104	104	104

** . Correlation is significant at the 0.01 level (2-tailed).

Results Table No. (2) It indicated that there is a significant correlation between suitability, credibility, value, attractiveness, emotion, and broad reach (0.574, 0.684, 0.540, 0.524, 0.743). There is also a significant correlation between credibility, value, attractiveness, emotion, and broad delivery (0.414, 0.568, 0.272, 0.688). There is a significant correlation between value, attractiveness, emotion, and broad delivery (0.458, 0.494, 0.614). The results of the study indicated that there is no significant correlation between attractiveness and emotion (0.188). The results of the study also indicated that there is a significant correlation between attractiveness and broad promotion (0.507). The results of the study indicated that there is a significant correlation between emotion and broad recommendation (0.510).

Table No. (3) Coefficient of determination, adjusted coefficient of determination, and standard error of the estimate.

Model summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830a	.688	.672	.34160

a. Predictors: (Constant), emotion, attractiveness, credibility, value, suitability

Table No. (4) a test ANOVA Broad promotion with content marketing dimensions.

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.241	5	5.048	43.261	.000b
	Residual	11.436	98	.117		
	Total	36.676	103			

a. Dependent Variable: Broad preaching

b. Predictors: (Constant), emotion, attractiveness, credibility, value, suitability



Table (5) A simple linear regression model to measure the effect of relevance, credibility, value, attractiveness, and emotion on broad advertising.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.117	.290		.402	.689
	Suitability	.309	.085	.335	3.640	.000
	Credibility	.362	.069	.387	5.213	.000
	Value	.141	.081	.141	1.749	.083
	Gravity	.011	.067	.012	.157	.876
	Passion	.159	.069	.158	2.288	.024

a. Dependent Variable: Broad preaching

It is observed in Table No (3,4,5) There is a significant relationship of influence for suitability in broad advertising. The value of the standard transactions reached(Beta) (0.335) is a significant value because the value of ((T) reached 3.640 at a level of significance of 0.000) and the value of ((F) reached 43.261 at a level of significance of (0.000). These values prove the significance of the regression model. The value of the coefficient of determination was (R² (0.688), meaning that the percentage of the changes that occur in the dependent variable (broad recommendation) explained by the independent variable (relevance) is (68.8%), while the remaining percentage (31.2%) is due to the contribution of other variables that are not clear in the research model In addition, the above results support the impact hypothesis.

Table (3,4,5) It also shows the existence of a significant influence relationship for credibility in broad advertising. The value of the standard transactions reached(Beta) (0.387) is a significant value because the value of (T) reached 5.213 at a level of significance of 0.000) and the value of (F) reached 43.261 at a level of significance of (0.000). These values prove the significance of the regression model. The value of the coefficient of determination was (R² (0.688), meaning that the percentage of the changes that occur in the dependent variable (broad advocacy) is explained by the independent variable (credibility) is (68.8%), while the remaining percentage (31.2%) is due to the contribution of other variables that are not clear in the research model and based on in addition, the above results support the impact hypothesis.

It is also noted in the table that there is no significant influence relationship for value in broad recommending. The value of the standard transactions reached(Beta) (0.141). This value indicates that the hypothesis of impact is incorrect.

It is also noted in the table that there is no significant influence relationship for attractiveness in broad advertising. The value of the standard transactions reached(Beta) (0.012). This value indicates that the impact hypothesis is incorrect.



Table (3,4,5) It also shows the existence of a significant influence relationship for emotion in broad promotion. The value of the standard transactions reached (Beta) (0.158) is a significant value because the value of (T) reached 2.288 at a level of significance of 0.024 and the value of (F) reached 43.261 at a level of significance of (0.000). These values prove the significance of the regression model. The value of the coefficient of determination (R²) reached (0.688). That is, the percentage of the changes that occur in the dependent variable (broad advocacy) is explained by the independent variable (emotion) is (68.8%), while the remaining percentage (31.2%) is due to the contribution of other variables that are not clear in the research model and based on the above results The above supports the effect hypothesis.

The Fourth Section

Conclusions and Recommendations

First: Conclusions

- 1- The lack of studies and research included in Arab content marketing studies compared to other studies and research.
- 2- Lack of interest in marketing content related to broad promotion is required in the company in order to keep pace with the perceptions that arise in the labor market and at the global level and to confront the challenges and competition that it may face.
- 3- There is the ability, and skill among employees to learn anything that benefits and serves their company and its customers, which they consider to be a source of their learning for the company through what it provides.
- 4- To shed light on beneficiaries or customers from during presentation Their Needs and their requirements that maybe on Her way investigation Excellence in Sites Business.
- 5- Prove it Search Via the Results of statistical analysis to proof A relationship Oh Interconnectedness between Content marketing and broad advertising in Search.
- 6- There is no significant effect relationship for attractiveness One of the dimensions of content marketing in broad preaching.
- 7- Results Statistics Reliability and consistency for variables Search It was proven credible through the percentage that was extracted (85.5%) for content marketing and (87.4%), which is an acceptable percentage and shows the credibility of the company's employees' answers.
- 8- Achieving great successes in many Japanese and Asian companies, which scholars and researchers see as necessary for Iraqi companies to undertake them, which are in dire need of such effective and successful systems at the present time in order to open the way to the Iraqi markets for foreign goods and without any conditions, restrictions or restrictions. It can only be stopped through the speed and accuracy of responding to requests and renewed needs, and widespread advertising is considered one of the means to achieve this strategic goal.

Second: - Recommendations

- 1- The researcher recommends increasing studies and research at the Arab level compared to foreign studies and research on content marketing.
- 2- Improvement interest with marketing Content Self Relevance by praying The wide one at the level Company from in order to reach a high degree of perception that befits the company's reputation and enables it to enter market the job Strong and confrontational Challenges and competition that may You face it.



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3-Enhance Possibility The abilities and skills of Yes, more responsive by employees for learning any something It helps and serve Their company and its customers in order to achieve the company's goals and thus achieve their goals and the goals of customers, which achieves a great financial return for the company and a good reputation.

4-the focus on Real clients and customers from during presentation Their Needs and their requirements that maybe on Her way investigation Excellence in Sites Business and achieving what is known as customer loyalty.

5- Enhancement Relationship Stability and interconnectedness between Marketing Content and the recommendation The wide one in The researched company is through making more efforts by the company's employees, and this can be achieved by giving them moral and material incentives.

6-Continuous work to improve the relationship impact for gravity One Dimensions Marketing Content in Preaching The wide one.

7- Work on investigation Successes for Iraqi companies, making them have a high level of brilliance, progress and success in their work, making them pioneers in local and international markets, and enabling them to place market barriers to the entry of foreign goods and services in order to achieve their strategic goals.

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