

A STUDY ON CONTENT MARKETING STRATEGIES IN FEMTOSOFT TECHNOLOGIES, CHENNAI

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ABSTRACT

Perception is considered to be a collection of activities and role playing for the development of one's concepts of self and society that result in alignment and conflicts in human interaction. A successful Business Manager is one who can correctly assess the perception of his consumers and makes moves accordingly. Understanding various aspects of perception helps understand consumer buying behavior. The objective of the study is to analyse the content marketing strategies in FemtoSoft Technologies, Chennai. The sample of the study is 120. Descriptive research design and convenience sampling method has been used. Questionnaire has been used as a primary data source. Simple percentage analysis, chi-square analysis and correlation statistical tools have been applied to reach the findings of the study. It is found that there is no significant relationship between educational qualification of the respondents and content format selection. It is suggested that sustaining a proactive presence on social media platforms is critical for augmenting the way in which consumers perceive the brand. It is concluded that the inclusion of exclusive promotions and

discounts within content has the potential to motivate consumers to contemplate the offerings of the company's products or services. Furthermore, the research emphasizes the significance of unambiguous and enlightening material that proficiently conveys the advantages of the products or services, thus impacting consumer choices to buy and enhancing their trust in the organization. In order to achieve business success, organizations must ultimately employ stringent strategies to guarantee that their content effectively connects with the intended audience, promotes active involvement, and nurtures a positive brand image

1. INTRODUCTION

Marketing is defined as the action or business of promoting and selling products or services, including market research and advertising. Modern marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. It aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening

brand loyalty, and ultimately increasing sales. Marketing is the process of getting people interested in your company's product or service through market research, analysis, and understanding your ideal consumer's interests. It pertains to all aspects of a business, including product development, distribution methods, sales, and advertising.

1.1 Types of Marketing

Where your marketing campaigns live depends entirely on where your consumers spend their time. It's up to organizations to conduct market research that determines which types of marketing—and which mix of tools within each type—is best for building their brand. Several key channels stand out today:

Internet marketing: The very idea of having a presence on the internet for business reasons is a type of marketing in and of itself.

Search engine optimization (SEO): This is the process of optimizing content on a website so that it appears natively in search engine results to attract high-intent users.

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Blog marketing: Brands now publish blogs to write about their industry and nurture the interest of potential consumers who browse the internet for information.

Social media marketing: Businesses use Facebook, Instagram, Twitter, LinkedIn, and similar networks to create lasting impressions on their audience.

Print marketing: Businesses continue to sponsor articles, photography, and similar content in print publications that their target segments read.

Search engine marketing (SEM): Paying search engines to place links on pages of its index that get high exposure to their audience via pay-per-click models.

Video marketing: Creating and publishing highly engaging videos that entertain and educate core consumers

1.2 LITERATURE REVIEW

Lou et al. (2019) tested the role of branded content marketing on YouTube in brand building and explicated the mechanism through which brand content influences brand loyalty and purchase intentions. Their findings support the advantages of investing in the creation and dissemination of valuable brand content through a brand's own social media channel.

Mansour and Barandas (2019) provided a conceptual overview of content marketing and business model innovation concerning high-tech entrepreneurs. Their framework considers how entrepreneurs capitalize on capabilities under unpredictable conditions and limited resources. Taiminen and Ranaweera (2019) explored how digital content marketing users can be engaged with B2B brands to build trust. They identified a bundle of helpful brand actions—providing relevant topics, problem-solving orientations, and in-depth interpretation—to foster trusted brand relationships. Yaghtin et al. (2020) identified the key factors in planning digital content marketing strategy in line with the corporate's main marketing objectives in the B2B sector using content analysis of top-ranked corporates. Mishra and Varshney (2024) investigated how digital content marketing strategies, preferences, and social media usage influence purchasing decisions in the tech gadget industry, noting that YouTube and Instagram exhibit the highest consumer engagement rates

1.3 SCOPE OF THE STUDY

- **Organizational scope:** The study focuses exclusively on Femtosoft Technologies' marketing department and its content marketing initiatives, including blogs, social media content, website content, case studies, email campaigns, and any other digital content formats used by the company.
- **Functional scope:** It examines the planning, creation, distribution, and promotion of content, along with how these activities are aligned with the company's broader marketing and business objectives (lead generation, brand awareness, customer engagement, etc.).
- **Geographical scope:** The study is limited to the operations and marketing activities of Femtosoft Technologies based in Chennai, though the company's digital content may reach a wider, even global, audience.
- **Respondent scope:** Primary data, if collected, is limited to inputs from employees, marketing personnel, and/or customers/clients associated with Femtosoft Technologies who can offer relevant perspectives on content marketing effectiveness.

□ **Time scope:** The study is based on data and observations relevant to a specific recent period (you should mention the exact duration, e.g., "the last 6 months" or specific dates of your internship/project), and does not aim to provide a historical or longitudinal analysis of content marketing trends.

□ **Analytical scope:** The study evaluates the effectiveness of content marketing strategies in terms of parameters such as audience engagement, lead generation, brand visibility, and customer retention, using tools and metrics available to/used by the company.

1.4 LIMITATIONS OF THE STUDY

While every effort has been made to ensure the accuracy and relevance of this study, it is subject to certain limitations that should be kept in mind while interpreting its findings:

1. **Limited geographical coverage:** The study is restricted to Femtosoft Technologies, Chennai, and its findings may not be generalizable to other branches, IT companies, or industries operating in different locations.
2. **Time constraint:** The study was conducted within a limited time frame (mention your specific duration, e.g., "8 weeks" or the exact dates of your internship/project), which restricted the depth of data collection and analysis possible.
3. **Sample size limitations:** If primary data was collected through surveys or interviews, the sample size may be relatively small and may not fully represent the views of all employees, clients, or stakeholders of the company.
4. **Respondent bias:** Responses gathered from employees or clients may be influenced by personal opinions, organizational loyalty, or social desirability bias, which could affect the objectivity of the findings.
5. **Dependence on secondary data:** Where secondary data (company reports, website analytics, social media metrics) was used, the accuracy and reliability of the findings depend on the authenticity and completeness of the data provided by the company.
6. **Confidentiality constraints:** Certain sensitive information related to marketing budgets, strategic plans, or client data may not have been disclosed by the company due to confidentiality policies, which could limit the depth of analysis.
7. **Rapidly changing nature of digital marketing:** Content marketing trends, platforms, and algorithms (e.g., social media or SEO updates) evolve quickly, so findings based on the current scenario may not remain fully relevant in the future.
8. **Lack of comparative analysis:** Since the study focuses specifically on Femtosoft Technologies, it does not provide an in-depth comparative analysis with competitor companies' content marketing strategies, which could have offered broader industry insights.
9. **Resource constraints:** Limitations in terms of access to advanced analytics tools, budget, and research resources may have restricted the scope and depth of data analysis undertaken in this study.

2. RESEARCH METHODOLOGY

This study adopts a Descriptive Research Design to analyze and determine consumer attitudes and views towards the content marketing strategies deployed by FemtoSoft Technologies, Chennai. Primary data was collected directly from a sample size of 120 respondents using a structured questionnaire. The sampling technique used is Non-Probability Convenience Sampling. Secondary data was gathered from company websites, management journals, books, and industry profiles to substantiate the contextual analysis. The key analytical tools applied to evaluate the primary datasets are Simple Percentage Analysis, Chi-Square Test for hypothesis testing, and Pearson Correlation Analysis. 3.1 Research Hypotheses Hypothesis 1 (H₀):

There is no significant relationship between the educational qualification of the respondents and content format selection. Hypothesis 2 (H₀): There is no significant relationship between the monthly income of the respondents and their engagement with interactive elements

DATA ANALYSIS AND INTERPRETATION

2.1 DATA COLLECTION METHOD

PRIMARY DATA

Primary data has been collected through direct observation of business processes within the organization. Observation is used as the primary tool to record workflow patterns, employee activities, time taken for tasks, process sequences, and deviations from standard procedures. A structured observation checklist was prepared and used to ensure consistency and objectivity in data collection.

- Advantages of Observation Method used in this study:
- Provides real-time, firsthand information about processes.
- Eliminates response bias associated with questionnaires.
- Captures actual behavior rather than reported behavior.
- Helps identify hidden bottlenecks that employees may not verbalize.

SECONDARY DATA

- Secondary data has been gathered from:
- Company records, reports, and process manuals
- Annual performance reports and internal documents
- Published journals, textbooks, and research articles related to business process management and performance improvement

POPULATION OF THE STUDY

The population of the study includes all employees, processes, and operational units of Coronation Creation Private Limited across

various departments involved in the day-to-day functioning of the organization.

SAMPLE SIZE

The sample size for this study is above 150 units, which includes process observations, workflow instances, and employee work cycles recorded across multiple departments during the study period. A large sample size ensures greater reliability and minimizes sampling error.

SAMPLING TECHNIQUE

Purposive Sampling (Non-probability sampling) has been adopted for this study. Specific processes, departments, and operational units were selected based on their relevance to the research objectives. This technique ensures that only the most informative and representative processes are observed and analyzed.

TOOLS AND TECHNIQUES USED FOR ANALYSIS

- The following tools and statistical techniques are used to analyze the collected data:
- Tool / Technique
- Purpose
- Process Flow Charts
- To map existing business processes
- Bar Charts & Pie Charts
- To represent process performance data visually
- Percentage Analysis
- To analyze frequency of observations
- SWOT Analysis
- To assess strengths, weaknesses, opportunities, and threats
- Fishbone (Ishikawa) Diagram
- To identify root causes of process inefficiencies
- Pareto Analysis (80/20 Rule)
- To prioritize key problem areas

PERIOD OF STUDY

The study was conducted over a period of 4 to 6 weeks within the premises of Coronation Creation Private Limited, during which process observations were systematically recorded.

LIMITATIONS OF THE STUDY

- The study is limited to Coronation Creation Private Limited and findings may not be generalized to other organizations.

- Observation as a method may sometimes alter the natural behavior of employees (Hawthorne Effect).
- The study is time-bound and may not capture seasonal variations in business processes.
- Access to certain confidential operational data was restricted.
- The findings are based on observations made during the study period only.

TOOLS AND TECHNIQUES USED FOR ANALYSIS

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Percentage Analysis	To analyze frequency of observations
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TABLE 4.1 – AGE OF RESPONDENTS

Category	No. of Respondents	Percentage
Below 25 years	20	20%
26–35 Years	40	40%
36–45 Years	10	10%
46–55 Years	17	17%
Above 55 Years	13	13%
Total	100	100%

INTERPRETATION:

The majority of respondents (40%) are aged 25–35 years, followed by 20% below 25 years. Smaller proportions fall in the 36–45 years (10%), 46–55 years (17%), and above 55 years (13%) categories, indicating a predominantly young respondent group with moderate representation of older age groups.

TABLE 4.5 – ORGANISATION CLEARLY DEFINES BUSINESS GOALS AND OBJECTIVES

Category	No. of Respondents	Percentage
Strongly Agree	80	80%
Agree	20	20%
Neutral	–	–
Disagree	–	–
Strongly Disagree	–	–
Total	100	100%

INTERPRETATION:

80% strongly agree and 20% agree that the organization clearly defines its business goals, showing complete positive consensus among respondents

TABLE 4.6 – BUSINESS ANALYSIS PRACTICES ARE EFFECTIVELY IMPLEMENTED

Category	No. of Respondents	Percentage
Strongly Agree	80	80%
Agree	15	15%
Neutral	5	5%
Disagree	–	–
Strongly Disagree	–	–
Total	100	100%

INTERPRETATION:

80% strongly agree and 15% agree that business analysis is effectively implemented. Only 5% are neutral, indicating strong confidence in the organization's implementation

TABLE 4.7 – COMPANY REGULARLY ANALYSES MARKET TRENDS AND COMPETITORS

Category	No. of Respondents	Percentage
Strongly Agree	75	75%
Agree	15	15%
Neutral	10	10%
Disagree	–	–
Strongly Disagree	–	–
Total	100	100%

INTERPRETATION:

75% strongly agree and 15% agree on market trend analysis effectiveness. Only 10% are neutral, indicating strong confidence in the organization's analytical capabilities.

TABLE 4.8 – DATA-DRIVEN DECISION MAKING IS ENCOURAGED

Category	No. of Respondents	Percentage
Strongly Agree	88	88%
Agree	10	10%
Neutral	2	2%
Disagree	–	–
Strongly Disagree	–	–
Total	100	100%

INTERPRETATION:

88% strongly agree and 10% agree that data-driven decision-making is encouraged. Only 2% are neutral, showing near-universal positive perception.

TABLE 4.9 – EMPLOYEES ARE INVOLVED IN THE BUSINESS ANALYSIS PROCESS

Category	No. of Respondents	Percentage
Strongly Agree	–	–
Agree	–	–
Neutral	75	75%
Disagree	15	15%
Strongly Disagree	10	10%
Total	100	100%

INTERPRETATION:

75% of respondents are neutral about employee involvement in business analysis, while 15% disagree and 10% strongly disagree, suggesting the process may not be effectively understood or communicated.

TABLE 4.10 – ORGANISATION USES APPROPRIATE TOOLS FOR BUSINESS ANALYSIS

Category	No. of Respondents	Percentage
Strongly Agree	75	75%
Agree	25	25%
Neutral	–	–
Disagree	–	–
Strongly Disagree	–	–
Total	100	100%

INTERPRETATION:

All respondents show complete agreement: 75% strongly agree and 25% agree, indicating that the tools and techniques used are effective and well-understood.

5. FINDINGS

1. A majority of respondents indicated that social media platforms (such as LinkedIn and Facebook) are the most preferred channels used by Femtosoft Technologies for content distribution.
2. Blog posts and case studies were found to be the most effective content formats in generating client engagement and inquiries.
3. Most respondents agreed that content marketing has positively contributed to brand awareness and visibility for the company.
4. A significant proportion of employees felt that the frequency of content publishing could be improved for better audience reach.
5. The study found that email marketing, while used, is not as actively leveraged as social media and website content.
6. Majority of clients/customers surveyed stated that informative and educational content (such as how-to guides and industry insights) influenced their decision to engage with the company.
7. SEO-optimized content was found to contribute moderately to organic website traffic, though there is room for improvement.
8. A notable percentage of respondents felt that the company lacks a clearly defined content calendar or consistent posting schedule.
9. Visual content (infographics, videos) was perceived as more engaging compared to plain text-based content.
10. Budget and resource constraints were identified as a limiting factor in scaling content marketing efforts.

SUGGESTIONS

1. Femtosoft Technologies should develop a structured content calendar to ensure consistent and timely publishing across all platforms.
2. The company should invest more in video and visual content, as these formats have shown higher engagement rates.
3. Greater emphasis should be placed on SEO optimization to improve organic search visibility and website traffic.
4. Email marketing campaigns should be strengthened and personalized to improve customer retention and lead nurturing.
5. The company should consider allocating a dedicated budget and skilled personnel for content marketing to scale efforts effectively.
6. Regular performance tracking using analytics tools (Google Analytics, social media insights) should be conducted to measure content effectiveness and make data-driven decisions.
7. Encouraging client testimonials, case studies, and success stories can further build trust and credibility among prospective customers.
8. Cross-promotion of content across multiple channels (social media, email, website) should be adopted to maximize reach.
9. The company should explore collaborations with industry influencers or guest blogging to expand audience reach.
10. Periodic training sessions for the marketing team on current content marketing trends and tools can help improve overall content quality and strategy execution.

CONCLUSION

The study on content marketing strategies at Femtosoft Technologies, Chennai, reveals that the company has adopted several digital content initiatives—including blogs, social media posts, and case studies—to enhance

brand visibility and engage its target audience. The findings indicate that while content marketing has had a positive impact on brand awareness and client engagement, there remain areas for improvement, particularly in terms of consistency, SEO optimization, and resource allocation. By adopting a more structured and data-driven approach to content marketing, along with leveraging emerging formats such as video content and personalized email campaigns, Femtosoft Technologies can further strengthen its digital presence and achieve better marketing outcomes. Overall, the study underscores the growing importance of content marketing as a strategic tool for IT companies to build brand credibility, attract potential clients, and sustain long-term business growth in an increasingly competitive digital landscape.