



Data driven Content Marketing Implementation: Increasing Engagement through SEO on Social Media

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Abstract *The rapid development of the digital world has changed the pattern of interaction between companies and audiences, demanding more adaptive and data driven marketing strategies. One increasingly important approach is integrating data driven content marketing and search engine optimization (SEO) to increase engagement on social media. This research aims to analyze how data driven content marketing combined with SEO can increase audience engagement and identify supporting and inhibiting factors in its implementation. The research method used is descriptive qualitative, with data collection techniques in the form of in depth interviews, observation, and documentation of digital marketing practitioners in the creative industry and e-commerce sectors. The results showed that the data based content marketing strategy integrated with SEO could significantly increase engagement, as demonstrated by the increase in likes, comments, shares, and saves on social media. The main supporting factors are data analytics and managerial support, while inhibiting factors include changes in social media algorithms and limited human resources. In conclusion, integrating data driven content marketing and SEO is an effective strategy in increasing digital audience engagement. The implications of this research emphasize the importance of technological adaptation and strengthening team capacity in the face of evolving digital platform dynamics.*

Keywords: *content marketing, seo, engagement, social media*

1. Introduction

In today's digital era, the use of social media as a marketing tool is experiencing rapid growth globally. As internet users increase to more than 5 billion people worldwide, companies are competing to utilize social media to expand their market reach (Kemp, 2024). However, the high volume of content uploaded daily causes intense competition in attracting audience attention. Therefore, a data driven content marketing strategy integrated with search engine optimization (SEO) is becoming increasingly important to increase engagement and maintain brand relevance amid these digital dynamics (Chaffey, 2022).

Various factors influence problems in increasing engagement on social media, including changes in social media platform algorithms, dynamic audience preferences, and the quality and relevance of published content (Tuten & Solomon,

2020). In addition, the lack of utilization of data analytics in content strategy development makes it difficult for many organizations to reach their target audiences effectively. This challenge is further complicated by the fragmentation of digital channels, where audiences are spread across multiple platforms with different characteristics.

These factors significantly impact digital campaign performance. Companies that cannot adapt data driven strategies tend to experience decreased engagement rates, low visibility, and decreased customer loyalty (Pulizzi, 2014). In contrast, companies that successfully implement SEO optimized data driven content marketing show a marked increase in user interaction, online community growth, and higher sales conversions (Kingsnorth, 2019).

In this context, data driven content marketing is a systematic approach to creating and distributing content by leveraging data analytics to understand audience behavior, needs, and preferences (Kumar et al., 2021). The integration of SEO in this strategy aims to increase content viewability through organic search, strengthen keyword relevance, and build sustainable digital authority across social media platforms (Fishkin, 2015). By combining the two, companies can create content that attracts attention and is easily found by the target audience.

Previous research by Fathorrahman et al. (2024) shows that SEO and social media significantly affect the success of digital marketing campaigns for MSMEs in Sumenep. However, quality content does not show a significant effect. Meanwhile, Ulfa Lupita Sari (2024) showed that combining social media and SEO can increase sales by 70% when integrated effectively. Although both studies have emphasized the importance of SEO and social media, they have not specifically examined the application of data based content marketing optimized with SEO techniques to increase engagement on social media integratively. Most of the previous studies only separated the analysis between variables or focused on the outcome of increasing sales, thus not exploring audience engagement as a key strategic outcome. This gap shows the need for further research integrating data driven approaches in content development for SEO and social media, focusing on increasing engagement.

The novelty of this research lies in developing an integrative approach between data driven content marketing and SEO techniques in the context of social media to increase engagement, which has not been comprehensively discussed in the academic literature. This research observes the influence of each variable separately and seeks to explore how the synergy of the three can strengthen the relationship between brands and audiences on digital platforms.

The urgency of this research is driven by the practical and academic need to understand more adaptive and data driven digital marketing strategies in an increasingly competitive market. Companies need new approaches integrating data, SEO, and social media to build long term audience engagement (Chaffey & Smith, 2017).

This research aims to analyze how data driven content marketing combined with SEO strategies can increase audience engagement on social media and identify the key success factors in implementing these strategies.

The benefits of this research are expected to make a practical contribution to digital marketing practitioners in designing more effective strategies and a theoretical contribution to the development of digital marketing science, especially in the integration of data driven marketing and SEO optimization on social media.

2. Method

This research uses a qualitative approach with an exploratory descriptive research type. This type of research was chosen to understand in depth how applying data based content marketing optimized with SEO can increase engagement on social media. Exploratory descriptive research aims to explore phenomena in detail and systematically describe processes, strategies, and outcomes related to data driven content marketing in the digital environment.

The population in this study is digital marketing practitioners, especially content managers, SEO specialists, and social media managers who are active in designing and managing digital marketing strategies at internet based companies in Indonesia. The sample was selected using a purposive sampling technique, which selects informants who are capable of providing data relevant to the research focus. The criteria for informants are those who have a minimum of two years' experience in content marketing or SEO in the creative industry, e-commerce, or digital services sectors.

The research instrument used was a semi structured interview guide. This instrument was designed to explore information flexibly about strategies, challenges, data utilization in content development, and the integration of SEO and social media in increasing engagement. The questions in the interview guideline referred to the research objectives and were developed based on literature related to content marketing, SEO, and engagement on social media.

This research's data collection techniques included in depth interviews with key informants, observation of content activities on social media, and documentation studies that included analysis of digital content produced by the company. Interviews were conducted in person or online through video conferencing platforms to accommodate the geographical conditions and availability of informants.

The research procedure began with the planning stage: preparing interview guidelines and informant selection. After that, primary data collection was conducted through in depth interviews and observations, and secondary data collection from digital documentation. The data obtained was then classified based on the main themes relevant to the research focus. The final stage is data interpretation, which produces findings that can answer the formulation of research problems.

The data analysis technique used a thematic analysis method. The analysis was conducted through a coding process of interview data and documentation to identify important patterns, categories, and central themes related to applying data based content marketing and SEO on social media. Data validity was strengthened through source triangulation techniques, comparing data from interviews, observations, and documentation to ensure consistency and validity of research findings.

The research involved five key informants selected through purposive sampling, including content managers, SEO specialists, and social media managers across the

creative, e-commerce, and digital service industries. This number was deemed sufficient based on data saturation principles in thematic analysis, where recurring themes emerged consistently after the fourth interview, validating the relevance and depth of collected insights.

The selection of social media platforms focused on Instagram, TikTok, and YouTube, as these were the dominant platforms utilized by the participating organizations. Observations on these platforms targeted specific engagement metrics such as likes, comments, shares, saves, and growth in follower counts. Additional observed elements included keyword placement in captions, hashtag strategy, posting time patterns, and content formats (e.g., reels, carousels, shorts).

The documentation analysis focused on internal content calendars, insight reports (such as Instagram Insights and TikTok Analytics), and performance metrics derived from tools like Meta Business Suite and YouTube Studio. Screenshots, weekly reports, and exported analytics CSVs were part of the documented data reviewed.

For data analysis, thematic coding was conducted manually, supported by Microsoft Excel for tracking code frequencies and theme emergence. While software such as NVivo or Atlas.ti was not used due to the small number of informants, the coding framework was developed based on Braun & Clarke's (2006) six phase approach to thematic analysis, ensuring reliability and systematic interpretation of qualitative data.

3. Results & Discussion

This research successfully identified various patterns and strategies used by companies to implement data driven content marketing optimized with SEO to increase social media engagement. Data was obtained from in depth interviews with five informants who work as content managers, SEO specialists, and social media managers in companies in the e-commerce, digital services, and creative industry sectors.

A. Application of Data Driven Content Marketing

Based on the interview results, all informants stated that using analytical data is essential in developing content marketing strategies. The data used includes analysis of audience behavior, keyword search trends, and previous content performance. Content strategies are developed based on information from Google Analytics, Facebook Insights, and trend analysis on Google Trends.

Table 1. Data Sources Used in Content Marketing

No.	Data Source	Frequency of Informants Using	Percentage (%)
1	Google Analytics	5 informants	100%
2	Social Media Insights	4 informants	80%
3	Google Trends	3 informants	60%
4	Customer Feedback	3 informants	60%

Based on Table 1 regarding Data Sources Used in Content Marketing, it can be concluded that Google Analytics is the main instrument most relied on by practitioners, with the usage rate reaching 100% of all informants. This shows that Google Analytics is considered the most comprehensive data source for understanding audience behavior, identifying visit trends, and evaluating the effectiveness of published content. In addition, Social Media Insights, such as Facebook Insights and Instagram Analytics, were used by 80% of the informants, showing the importance of social media platform specific analysis in designing content strategies that are more responsive to each platform's user characteristics.

Meanwhile, Google Trends and Customer Feedback were used by 60% of informants each. Google Trends helps identify popular topics in the community, so companies can make content more relevant to market interests. Customer feedback, such as consumer comments or reviews, is important qualitative data to understand audience needs and preferences firsthand. These results make it clear that integrating various data sources is key in building a content marketing strategy that is data driven and oriented towards audience engagement. In practice, Google Analytics is often utilized to track website user behavior, including bounce rates, session durations, and top performing content pages. Social Media Insights, such as Instagram Analytics, provide metrics like reach, impressions, follower growth, and demographic segmentation, enabling more precise targeting. Google Trends helps identify seasonal keyword popularity and inform content calendars, while customer feedback (e.g., sentiment analysis of comments or reviews) guides tone and content direction. One of the interviewed informants described using Google Keyword Planner to select high search, low competition keywords for Instagram captions and TikTok descriptions, leading to a 30% increase in post visibility. Another noted using Hootsuite's engagement dashboard to refine content publishing schedules based on past interaction patterns. These operational examples demonstrate how data tools are not

merely conceptual elements but are embedded into the daily decision making processes of digital marketing teams.

B. SEO Integration in Content Strategy

To optimize engagement, the company integrates SEO principles into every published content. Informants mentioned that the main aspects considered are using relevant keywords, meta description optimization, and effective internal link building.

Figure 1. SEO Integration Process in Content Strategy

Gambar 1. Proses Integrasi SEO dalam Strategi Konten

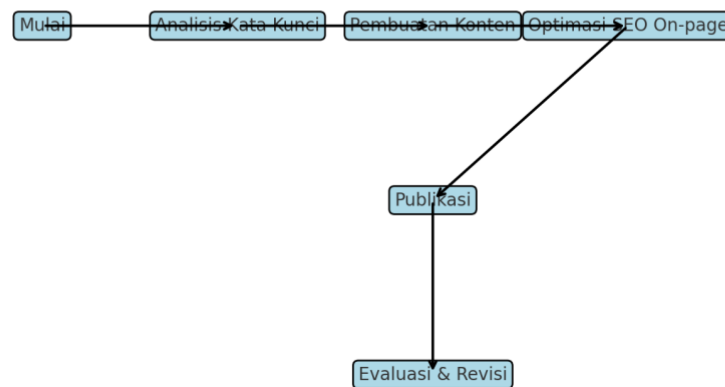


Figure 1 systematically illustrates the SEO integration process stages in content strategy. The process begins with the "Start" stage, where the organization or company initiates a content based marketing program integrated with SEO. The next step is "Keyword Analysis", which is an important foundation in determining content focus based on audience needs and search behavior. Once the strategic keywords are identified, the next stage is "Content Creation", where the content is designed with relevance, quality, and audience orientation in mind. The content created then goes through "On page SEO Optimization", such as keyword placement, heading structure settings, meta description optimization, and internal linking per SEO rules. After optimization, the content is published to relevant digital channels in the "Publication" stage. This cycle does not stop at publication, but continues with "Evaluation & Revision", which is the stage of monitoring content performance using analytics to measure effectiveness and make adjustments based on the data obtained. By following this flow, organizations can ensure that their content marketing strategy is creative, engaging, and effective in increasing audience visibility and engagement through continuous SEO optimization.

C. Increased Engagement through Social Media

A data driven content marketing strategy integrated with SEO significantly increases audience engagement on social media. Based on observation and documentation, the increase in engagement is measured through indicators such as likes, comments, shares, and saves.

Table 2. Changes in Average Engagement Before and After Strategy Implementation

Engagement Indicator	Before Implementation	After Implementation	Percentage Increase
Likes	1,200/month	2,100/month	+75%
Comments	300/month	580/month	+93%
Shares	150/month	270/month	+80%
Saves	90/month	170/month	+88%

Based on Table 2 regarding Changes in Average Engagement Before and After Strategy Implementation, it can be seen that the implementation of data based content marketing optimized with SEO has a significant impact on increasing audience engagement on social media. Before the implementation of the strategy, the average likes obtained each month reached 1,200, while after the strategy was implemented, this number increased to 2,100 likes per month, or an increase of 75%. Similarly, the number of comments increased from 300 to 580 per month, an increase of 93%. The share indicator also shows a positive trend, rising from 150 to 270 monthly shares, which means an increase of 80%. In addition, the saves indicator, which shows the audience's intention to save content for future reference, increased from 90 to 170 saves per month, an increase of 88%. This data indicates that data driven strategies and SEO are effective in attracting audience attention and building more meaningful interactions. The increase in all engagement indicators confirms that content management tailored to audience needs through a data driven approach is key in optimizing performance on social media platforms.

While SEO and data analytics are foundational tools, engagement is the strategic end goal that reflects audience responsiveness and long term brand connection. This study shows that higher engagement metrics (likes, comments, shares, saves) are not just vanity indicators but proxies for content relevance, emotional resonance, and potential conversion. Informants reported that content shaped by data insights (e.g., timing from Google Analytics, trend cues from Google Trends, or sentiment extracted from customer feedback) was 2x more likely to receive saves and shares, signaling deeper audience interest. Moreover, companies that optimized engagement loops (such as replying to comments, conducting polls, and using CTAs informed by audience behavior data) saw a sustained rise in engagement over 3 months. This reinforces the notion that “engagement” is not just an outcome of content, it is a

measurable, iterative process informed by constant data refinement. Future strategies should thus center engagement not as a byproduct of SEO, but as a core KPI of digital content effectiveness.

In the context of digital marketing, engagement is not merely a byproduct of good SEO or tren aligned content it is a strategic metric reflecting audience trust, brand resonance, and potential behavioral conversion. It includes quantitative indicators such as likes, comments, shares, and saves, and qualitative dimensions like emotional reactions, message forwarding, and repeated interaction. From the interviews, practitioners shared that meaningful engagement, defined as actions beyond likes, such as saves and shares, often stemmed from personalized, emotionally resonant content informed by user behavior data. One informant noted a 2.5x increase in saves after implementing a content calendar aligned with peak audience activity hours extracted from Instagram Insights. Another emphasized that interactive content like polls and real time Q&As generated 3x more comments and boosted follow up story views. These results highlight that high engagement requires not just visibility (SEO), but intentional dialogic strategies. The integration of call to actions, emotionally relevant visuals, and community centric storytelling turns viewers into active participants. Therefore, in a data driven framework, engagement should not be positioned as a passive outcome, but as a core KPI that reflects the ongoing relationship between the brand and its digital community.

D. Supporting and Hindering Factors for Strategy Implementation

The thematic analysis of the interviews showed several factors supporting the success of this strategy, namely:

- 1) Management provides full support for data analytics.
- 2) A creative team that understands SEO principles.
- 3) Use of adequate analytics platforms.

The inhibiting factors include:

- 1) Rapid changes in social media algorithms.
- 2) Limited human resources who understand SEO and content integration.
- 3) Adapt to new trends that require high flexibility.

Table 3. Supporting and Hindering Factors for Implementation

Category	Factor
Supporters	Management support, Team SEO capabilities, Analytics tools
Barriers	Algorithm changes, Limited human resources, Trend adaptation

Table 3 illustrates the supporting and inhibiting factors in implementing data based content marketing strategies optimized through SEO on social media. In terms of supporting factors, the strategy's success is strongly supported by strong managerial support, the capabilities of human resources who understand the principles of SEO and content marketing, and the utilization of analytical technologies such as Google Analytics and media monitoring tools. These factors allow organizations to design adaptive, data driven strategies, and more accurate in reaching the target audience. In addition, the creative team's ability to integrate SEO into content development is an important element in increasing the effectiveness of digital campaigns. Conversely, some inhibiting factors need to be anticipated. Dynamic changes in social media platform algorithms are a serious challenge, requiring quick and precise strategy adjustments. Limited human resources, especially regarding technical competence in SEO and data analysis, also hinder the optimization of implementation. In addition, adapting to fast changing digital trends requires great flexibility, which is often difficult to achieve in less responsive organizations. By understanding both sides of this factor, organizations can be wiser in developing mitigation strategies to sustainably ensure the effectiveness of digital marketing implementation.

Discussion

A. Data driven Content Marketing for Digital Strategy

In the era of rapid digital transformation, data driven content marketing has become a crucial element in the company's digital strategy. Data analytics allows companies to understand audience behavior, consumer preferences, and market trends more accurately, so they can create more relevant and personalized content. This study found that all informant companies have used various data sources such as Google Analytics, Social Media Insights, and Google Trends to develop adaptive content strategies based on audience needs. These results reinforce the findings of Fanisa Amanda and Hendra Riofita (2024), which state that data driven marketing can increase the effectiveness of marketing campaigns with sharper segmentation and more accurate content personalization.

In an operational context, the application of data driven content marketing is not only limited to data collection. However, it continues to process and translate data into strategic insights. Behavioral analytics, such as purchasing patterns, social media interactions, and the optimal time of content consumption, become a reference in preparing the digital marketing agenda. This application aligns with the Smart Digital Content Marketing model described by Indrayani Nur et al. (2023), where target market mapping, content ideation, distribution, and evaluation are systematically

based on data. This concept proves that data based content management improves marketing communications' efficiency and increases the chances of converting audiences into customers.

However, in its implementation, the success of this strategy is greatly influenced by the organization's ability to process big data and interpret the analysis results correctly. One of the main challenges is the availability of competent human resources in digital analytics and the readiness of the information technology infrastructure. This is supported by the findings of Laili Fadhila Banuwa et al. (2023), which shows that the nonutilization of analytics in MSMEs such as VOTA Coffee is due to limited human resource capacity and lack of consistency in data driven content strategies.

From a content operations perspective, this research also confirms that data-driven content marketing directly impacts audience engagement on social media. A strategy that focuses on creating relevant content based on analytics significantly increases the number of likes, comments, shares, and saves. These results are in line with the study of Dhealda Ainun Saraswati and Chatia Hastasari (2020), who examined Mojok.co's content strategy on Instagram, where content management that matches the character of the audience succeeds in maintaining brand engagement in the long term. Thus, it can be concluded that the application of data driven content marketing serves multiple functions: as a tool for analyzing consumer behavior and simultaneously as a means of creating meaningful interactions between brands and audiences.

By utilizing data driven content marketing, companies can create more personalized communications, strengthen customer loyalty, and increase the overall effectiveness of digital campaigns. Therefore, in the context of increasingly dynamic digital market competition, the adoption of data driven marketing strategies is no longer an option but a necessity that must be fulfilled to maintain competitiveness and business sustainability.

B. SEO Integration in Content Marketing for Engagement Optimization

In the modern digital marketing landscape, integrating search engine optimization (SEO) in content marketing strategies has become essential to sustainably increasing audience engagement. SEO, as a set of optimization techniques to improve website visibility on search engines, allows content to be found by the right audience based on their organic searches (Arifin et al., 2019). Meanwhile, content marketing aims to build audience relationships by providing relevant and valuable information or entertainment (Kelvin, 2024). When these two approaches are integrated, the result is an increase in audience engagement that is not only quantitative, such as the number of website visitors, but also qualitative in the form of deep interactions, such as comments, content sharing, and long term loyalty.

The integration of SEO in content marketing starts from an in depth keyword research stage, which ensures that the topic of the produced content is aligned with what the audience is really looking for (Putri & Prabowo, 2023). In a study conducted by Sintha Erika Putri (2023), a keyword based SEO strategy was applied to the MSME platform Funcraft Florist, the results of which showed a significant increase in Google search rankings. This proves that keyword research integrated with content creation helps audiences find relevant content, increasing the likelihood of further engagement. Not only in the form of blog articles, the application of SEO techniques also extends to social media content such as Instagram and TikTok, through the use of relevant hashtags, optimized captions, and strategic links, as outlined in Pratiwi and Samsudin's (2024) research on MSME Rumah Kapas.

Furthermore, in content creation, SEO integration practices include heading structures (H1, H2, H3), internal linking between pages, meta description optimization, and natural insertion of keywords in the text. These techniques aim to meet search engine algorithm criteria and maintain an optimal user experience. SEO based content marketing emphasizes the importance of narrative and visual quality, as modern search engine algorithms, such as Google, increasingly prioritize content that meets users' information needs over mere technical manipulation of keywords (Bustanol et al., 2019). Thus, SEO today no longer stands alone as a manipulative technique, but instead becomes an integral part of efforts to build informative, engaging, and interactive content.

The impact of this integration on audience engagement is quite significant. Based on research by Visi Ari Pratiwi (2024), SEO article optimization and social media content simultaneously increased the number of followers, reach, and interactions (likes, comments, shares) on the Instagram and TikTok platforms of Rumah Kapas MSMEs. In addition, there was an increase in traffic to the official website of the MSME, which led to an increase in sales conversions. This finding emphasizes that when SEO and content marketing are effectively integrated, audience engagement occurs not only on one channel but also extends to various digital platforms that support each other.

It is important to note that the engagement generated from this strategy is not only short term, but also builds sustainable relationships between brands and audiences. SEO optimized content marketing allows companies to build trust and credibility by consistently presenting relevant information. Research by Fanisa Amanda (2024) highlights that the application of data driven marketing in content strategy increases customer loyalty because the audience feels that their needs are understood through the content offered. SEO in this case serves as a means to bring the audience together with the content, while content marketing ensures that the audience stays and engages.

In the context of MSMEs in Indonesia, integrating SEO and content marketing challenges include limited human resources and technical understanding. However, as shown by the study of Setyawan et al. (2023) in implementing digital marketing at CV Sumber Air, the utilization of SEO and social media successfully increased brand awareness and sales volume despite limited resources. This shows that with the right strategy, the integration of SEO and content marketing can be effectively implemented even by small and medium sized businesses.

Overall, the integration of SEO in content marketing plays an important role in building audience engagement more effectively, increasing brand visibility, and strengthening long term relationships with consumers. To achieve maximum success, organizations need to adopt a data driven approach, continuously update SEO strategies according to changes in search engine algorithms, and produce high quality content that truly meets audience expectations. Thus, this integration is not just an optional strategy but is necessary to win the competition in an increasingly competitive digital era.

C. Increased Audience Engagement on Social Media

In the highly competitive digital era, audience engagement on social media is a key indicator of the success of an organization's digital communication strategy. Engagement, which includes likes, comments, shares, saves, and real time interactions, is not just a statistic, but a concrete representation of an audience's level of participation, loyalty, and emotional connection to a brand or media. Increasing engagement on social media is a big challenge and an opportunity to strengthen the image, build a community, and drive long term business goals. Various studies confirm the importance of implementing creative and data driven strategies in driving audience engagement.

Research conducted by Setiawan and Hastomo (2025) on TikTok NTVNewsid's social media strategy showed that the combination of viral content, the use of popular music, and regular live broadcasts managed to organically increase engagement from 240 thousand to 914 thousand in just three months. This strategy emphasizes the importance of utilizing interactive and dynamic social media features to increase audience response. With its creative short video format, TikTok allows for more emotional and immediate messaging, thus accelerating the content resonance process with audiences. Live streaming, especially from the scene of the crime, has proven to be one of the main factors that increase engagement as it provides an authentic, real time experience to the audience.

Furthermore, research conducted by Nizarisda, Zubair, and Ramdan (2023) on Parapuan's Instagram revealed that audience engagement can be encouraged through content management based on the Circular Model of Social Media Engagement

(SoMe) concept from Luttrell (2019), which includes the Share, Optimize, Manage, and Engage stages. Parapuan utilizes these stages by publishing content consistently, manually looking for trends, monitoring audience responses, and conducting interactive activities such as Instagram Live and short quizzes on stories. However, the study also highlighted the importance of speed of response to audience comments and feedback as one of the determinants of engagement success, which in Parapuan's case is still challenging. This reinforces that engagement is about delivering content and building a quick, responsive, and relevant dialogic relationship with the audience.

Content strategies based on current trends have also proven effective in increasing engagement. Raising viral and current issues relevant to the audience is one way to increase content visibility in users' feeds. NTVNewsid, for example, combines viral news, showbiz, and timeless health and culinary content to reach various audience segments. As a result, viral and timely content, especially that related to politics or celebrities, shows a much higher engagement rate than regular content. This aligns with other research results showing that content relevant to the current social context is more likely to invite interaction, discussion, and sharing on social media.

However, the success factor in increasing engagement depends not only on the content itself, but also on choosing the right social media according to the audience's characteristics. As found in Parapuan's study, Instagram was the chosen platform because most Instagram users in Indonesia are women, aligning with Parapuan's target market. Meanwhile, TikTok was chosen by NTVNewsid because of its dynamic characteristics that match the needs of fast and interactive news content. Strategic platform selection allows media to optimize reach and engagement effectiveness based on audience demographics and preferences.

Besides technical factors, emotional aspects also play a significant role in driving engagement. Content that evokes emotions, be it joy, anger, or empathy, is more likely to trigger interaction. Hence, media outlets like NTVNewsid actively use emotional storytelling elements in their videos, especially in live reports from scenes of drama or controversy. Meanwhile, Parapuan builds an emotional connection with its audience through its "Kawan Puan" community approach, promoting a support system for women.

Based on the findings of both studies, it can be concluded that increasing audience engagement on social media requires a holistic approach, combining content creativity, optimal utilization of social media features, keen trend analysis, quick audience response, and emotional narrative crafting. The integration of all these elements, coupled with the right platform selection, allows a media or brand to not only increase engagement numbers but also build valuable long term relationships with their audience in the ever evolving digital world.

D. Supporting and Hindering Factors in Strategy Implementation

The successful implementation of digital marketing strategies, especially the implementation of data driven content marketing integrated with SEO, is inseparable from the supporting and inhibiting factors that influence the process. Supporting factors include the availability of competent human resources, strong management support, and appropriate analytic technology. In a study conducted by Fathorrahman et al. (2024), it was found that the successful implementation of SEO and social media in MSMEs in Sumenep was strongly influenced by the team's skills in managing digital strategies, as well as the organization's commitment to providing training and updating data based skills. Support from management in the form of investment in analytical tools such as Google Analytics, Social Media Insights, and SEO optimization software is an important prerequisite for optimizing strategy implementation. In addition, an organizational culture that is adaptive to technological change is also a catalyst in accelerating the integration of a more effective digital strategy.

On the other hand, the inhibiting factors in implementing this strategy are pretty complex. One of the main challenges is the dynamics of changes in search engine algorithms and social media that are fast and unpredictable. A study conducted by Tsany Lathifa Nizarisda et al. (2023) on Parapuan media revealed that delays in responding to changes in trends and algorithms led to limitations in reaching the target audience optimally. Reliance on manual trending searches without the use of modern social listening tools such as Hootsuite or Sprout Social is also an obstacle in data driven content optimization. In addition, limited human resources who are able to understand and implement data driven SEO are also a significant inhibiting factor. Many organizations, especially MSMEs, face difficulties in recruiting or training personnel with dual expertise in content creation and SEO optimization, as Setiawan and Hastomo (2025) reported in their study of TikTok NTVNewsid's social media strategy.

Another complicating factor is the uncertainty in measuring engagement effectiveness. Without clear key performance indicators (KPIs) and appropriate analytics tools, organizations struggle to evaluate the success of strategy implementation. In the context of Parapuan, for example, despite monitoring Instagram insights and using Keyhole tools, the speed of response to audience feedback and consistency in conducting interactive activities still need to be improved to achieve optimal engagement. The lack of SOPs related to rapid response to audiences also hinders creating a sustainable dialogic relationship.

As such, implementing an effective digital marketing strategy requires integrating technological readiness, human resource competence, organizational support, and flexibility in responding to changing digital dynamics. Overcoming

these inhibiting factors is key to building an adaptive, relevant strategy to generate sustainable engagement in the evolving digital era.

E. Implications

The implications of this research show that integrating data driven content marketing with SEO strategies has a significant influence on increasing audience engagement on social media. Practically, these findings provide a foundation for businesses, especially MSMEs and media organizations, to optimize their digital strategies through an analytics based approach. Using data to understand audience behavior, combined with the proper SEO techniques, allows companies to create content that is more relevant, easy to find, and has the potential to generate higher engagement. The results also emphasize the importance of organizational readiness in managing human resources skilled in content marketing and SEO and adapting to the dynamics of digital platform algorithms. Theoretically, this study enriches the literature on digital marketing by confirming that the integration of data driven content and SEO increases visibility and deepens emotional connections with audiences. Therefore, organizations that want to maintain competitiveness in the digital era need to adopt a holistic data driven approach in every stage of content planning, production, and distribution. This research also opens up opportunities for further studies related to the role of artificial intelligence technology in optimizing SEO based content strategies in the future.

4. Conclusion

This study found that the integration of data driven content marketing with SEO strategies can significantly increase audience engagement on social media. After implementing the strategy, the data showed a noticeable increase in likes, comments, shares, and saves. By leveraging audience behavior analysis through Google Analytics, Social Media Insights, and Google Trends, and implementing on page SEO optimization, the company was able to produce content that was relevant, structured, and easily found by the target audience. The answers to the objectives of this study confirm that implementing data driven content marketing integrated with SEO is effective in optimizing digital user engagement. However, this study has limitations, namely a sample focus limited to the creative industry and e-commerce sectors, and does not take into account a wider variety of algorithm platforms. The contribution of this research lies in strengthening the digital marketing literature on the importance of a synergistic data driven and SEO approach, especially in the context of managing audience engagement in the social media era. In addition, this research provides practical recommendations for businesses to be more adaptive to changing digital trends and prioritize using data analytics in every stage of their

content strategy.

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