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The Role of Content Marketing in Achieving Marketing Success / An Exploratory Study of the Opinions of a Sample of Employees at Asiacell Communications Company in the city of Mosul

Abdulbari Abdulmajeed Ahmed ¹

¹ College of Administration and Economics / Mosul University, Mosul, Iraq

abdulbary_ahmed@uomosul.edu.iq ¹

Abstract: The researcher investigates the role of content marketing in achieving marketing success by applying a systematic descriptive analysis method in the Asiacell Communications Company. The researcher focused on content marketing as an independent variable and marketing success as a dependent variable. The research problem was to analyze and answer the question of: "What is the role played by content marketing in achieving marketing success in the Asiacell Communications Company?" The researcher adopted a set of statistical methods and used the Statistical Package for the Social Sciences (SPSS) program to obtain an answer to this question.

The goal of this research was to test the correlations and the impact relationships between content marketing and marketing success in a complete and partial manner using a questionnaire form as a tool for obtaining the required data. A total of (60) questionnaire forms were distributed to a random sample of employees at Asiacell Communications Company From a community of) 88 (employees. it is done from which (58) were retrieved. All except one form were suitable for analysis leaving the total valid questionnaires at (57). The research reached several conclusions, the most important of which is that there is a positive significant correlation as well as a statistically significant impact relationship between content marketing and marketing success. The most important recommendations that the researcher recommends to the researched company are the necessity of continuous communication with the customer through the company's various websites, and for services to be available 24 hours a day.

Keywords: Content Marketing, Marketing Success, Asiacell Communications Company.

دور تسويق المحتوى في تحقيق النجاح التسويقي / دراسة استطلاعية لآراء عينة من العاملين
في شركة اسياسيل للاتصالات في مدينة الموصل

م.م. عبدالباري عبد المجيد احمد¹

المستخلص: يروم الباحث الى الإحاطة بموضوع دور تسويق المحتوى في تحقيق النجاح التسويقي، بالاعتماد على أسلوب التحليل المنهجي الوصفي في شركة اسياسيل، إذ سلط الباحث الضوء على تسويق المحتوى بوصفه متغير مستقل والنجاح التسويقي بوصفها متغير معتمد، وتمثلت مشكلة البحث في تحليل وبيان ما هو دور تسويق المحتوى في تحقيق النجاح التسويقي لشركة اسياسيل للاتصالات؟

إذ اعتمد الباحث مجموعة من الأساليب الإحصائية وباستخدام برنامج الحزم الإحصائية للعلوم الاجتماعية (SPSS) للحصول على إجابة لتلك التساؤلات، وتكرس هدف هذا البحث إلى اختبار علاقات الارتباط فضلاً عن اختبار علاقات التأثير بين تسويق المحتوى والنجاح التسويقي بشكل كلي وجزئي، فضلاً عن اعداد استمارة استبانة، تم توزيعها على الافراد عينة البحث وبواقع ٦٠ استمارة استبيان، استرجعت ٥٨ استمارة منها ٥٧ تصلح للتحليل، واستمارة واحدة غير صالحة للتحليل، وزعت هذه الاستثمارات على عينة عشوائية من الموظفين في شركة اسياسيل للاتصالات. توصل البحث الى عدة استنتاجات اهمها توجد علاقة ارتباط معنوية موجبة وكذلك علاقة تأثير ذات دلالة إحصائية بين تسويق المحتوى والنجاح التسويقي اما اهم التوصيات التي يوصي بها الباحث هي ضرورة التواصل المستمر مع الزبون من خلال مواقع الشركة المختلفة، وان تكون الخدمات متاحة على مدار ٢٤ ساعة.

الكلمات المفتاحية: تسويق المحتوى، النجاح التسويقي، شركة اسياسيل للاتصالات.

Corresponding Author: E-mail: abdulbary_ahmed@uomosul.edu.iq

1. Introduction

The rapid development of information and communications technology, the intensification of competition, and the variety of customer requests led various companies to search for novel means of communication to persuade customers to demand their services in order to boost their marketing activities. The Internet currently has become the most important means of information, inseparable from our daily lives, and it is used in particular for business and marketing purposes. Therefore, content marketing can be a strategy that allows any company to build long-term relationships and maintain ongoing dialogue with potential customers by capturing his attention and convincing him to interact with the company. This is as important nowadays as the current generations has grown up surrounded by the latest communication technologies and are always on the lookout for novelty the services they receive.

The idea of content marketing is presenting information in attractive forms including; videos, articles, images, e-books, webinars, opinion polls, and social media posts. These various channels provide customers with information about the company's services and their benefits. The information provided in the content of such channels can make a positive impact on customers' behavior, and increases marketing success for the company.

Based on the above, the current research consisted of four parts, the first part includes the research methodology, the second part is devoted to the theoretical aspect of the research variables represented by content marketing and marketing success, while the third part is devoted to the practical aspect and testing of research hypotheses, and the research concludes with the fourth part with conclusions and recommendations.

2. Research Methodology

The methodological framework of the research is presented as follows:

A. The research problem

The growth of the telecommunications sector in Iraq and the countless activities of telecommunications companies, has led to the emergence of numerous marketing methods, which aim to introduce customers to the potential services of these companies and provide information to the customer in a clear and simplified persuasive way. The researcher conducted an exploratory study in the Asiacell Telecommunications Company to find out the impact of content marketing on achieving marketing success by surveying its employees and soliciting their answers to carefully crafted questionnaire paragraphs and measuring the variation in these answers in order to determine

existing problems relevant to the research questions to find appropriate solutions. The main questions for the research can be formulated as follows:

- Do the respondents have a clear perception towards the concept of marketing success and content marketing?
- Is there a correlation between the dimensions of content marketing and marketing success in the researched company?
- To what extent can the dimensions of content marketing impact marketing success of Asiatic Telecommunications Company?

B. The importance of the research

The following highlight the importance of this research:

- (1) The importance of this research stems from introducing the concept of content marketing to the researched company to in order for the company to consider study, interpret it, and benefit from it in developing marketing methods that help to engage its customers, and convince them to benefit from its services, and achieving marketing success for the company.
- (2) The research provides scientific foundations through which the company can achieve marketing success.
- (3) The research uncovers the relationship between content marketing variables and marketing success, which may provide many options for the company to promote its services and build trust with customers based on scientific evidence.

C. Research objectives

Based on the research problem questions, the current research seeks to achieve the following objectives"

- (1) Adding to the knowledge that helps the company in its work and explaining to the company the importance of using content marketing in its work.
- (2) Identify the content marketing variables in the researched company and determine the contribution of each variable to achieving marketing success.
- (3) Identify the nature of the correlations and impact between content marketing and marketing success.
- (4) Concluding a set of conclusions and recommendations that help the company develop and improve its service operations in the future.

D. The hypothetical model

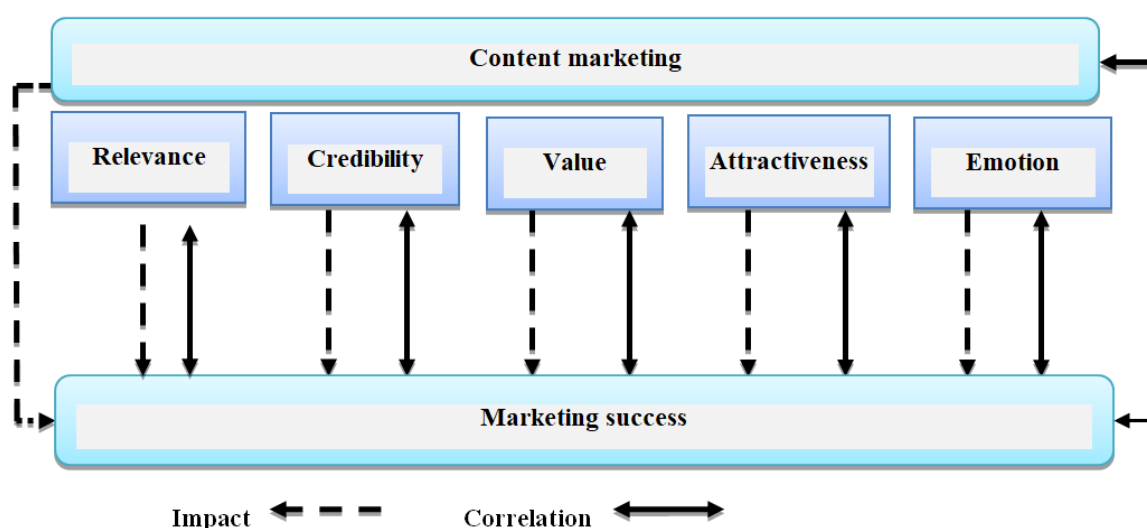


Figure (1): The Hypothetical Model of the Study

Source: prepared by the researcher

E. Research hypotheses

Aligned with the research goals, and to test its model, the research relies on four hypotheses as follows:

- **The first main hypothesis:** There is a statistically significant correlation between content marketing and marketing success.
- **The following sub-hypothesis branches from it:** There is a statistically significant correlation between content marketing in term of its variables (relevance, credibility, value, attractiveness, and emotion) and **marketing success at Asiacell Communications Company.**
- **The second main hypothesis:** There is a statistically significant impact of content marketing in achieving marketing success.
- **The following sub-hypothesis branches from it:** There is a statistically significant impact of content marketing in terms of its variables (relevance, credibility, value, attractiveness, and emotion) in achieving marketing success at the level of Asiacell Communications Company.

F. Research method

The research, adopts the descriptive and analytical approaches in preparing the theoretical and field aspects of the research, as they aid in collecting data while using statistical programs to interpret them and to extract results based on evidence. A questionnaire form was used as a tool for obtaining data with the aim of studying them to reach the results.

G. Limitations of the research

The study has the following limitations:

- Time: The period for the research, which begins on 9/13/2023 with the end date of the research on 1/26/2024⁹
- Spatial boundaries: Asiacell Communications Company
- Human limits: The number of individuals working at Asiacell is consisting of 57 employees.

H. The statistical methods

In its analysis of the data, the research relied on a number of statistical tools and methods, depending on the nature of the data and its requirements, using the statistical program (SPSS), which are as follows:

- (1) **Percentages and frequencies** to indicate and describe the answers of the research sample.
- (2) **The arithmetic mean** to display the averages of answers for a particular variable
- (3) **The standard deviation** to show the degree of deviation of the answers from their arithmetic mean.
- (4) **Pearson correlation coefficient** to measure the degree of correlation between the research variables.
- (5) **Linear stepwise regression** analysis to measure the degree of impact between the independent variable and the dependent variable.
- (6) **The response rate** to determine the response position of the individuals surveyed regarding the research variables
- (7) **Coefficient of variance** to determine the level of consistency of the respondents' answers regarding the research variables.

3. Content Marketing and Marketing Success

(Theoretical Framework)

A. Content marketing

(1) The concept of content marketing

The tem "content marketing" was first used in 1996 during a meeting at the American Society of News Editors. In 1999, a researcher wrote that in content marketing, content is created to provide customers with the information they seek. The 1990s brought unprecedented changes in marketing

with the advent of mainstream computers and the internet, websites and blogs developed rapidly, and the possibilities of email marketing became more pronounced. At the end of the first decade of the twenty-first century, when social media emerged, it became clear that content marketing could be used by companies as a marketing strategy to engage the audience, create and distribute valuable content, and target the audience. (Szczepaniak, Minga, 2022: 4320)

Content marketing is a marketing method which use is increasing steadily with technological advancement. Content marketing is a marketing and promotional strategy to attract customers by providing them with comprehensive information about the services advertised through social media networks to build a regular relationship between the company and the customer. (Poradova, 2019: 2) Table (1) explains the concept of content marketing according to the different viewpoints of authors:

Table (1): Content marketing concepts

	Author	Concept
1	Rowley, 2008: 522	A management process that includes identifying, analyzing, satisfying and fulfilling customer demands, to achieve profit through using digital content, through electronic channels.
2	Vinerean, 2017:93	A strategy that relies on creating and distributing high-value content, to attract specific customers, and convert them into loyal customers.
3	Ansari, et.al, 2019: 6	A relevant and consistent marketing method in the form of blogs, videos, case studies, infographics, e-books, and images, to attract and capture specific audience and share company insights with customers.
4	Erwita, Handayani, 2022: 23	Marketing that marketers use to build a brand, get closer to their audience, and to build a brand story.
5	Hasan, 2023: 705	A technology that aims to promote appropriate content and direct it to the target audience, which helps the company reach its goals.

Source: Prepared by the researcher based on the listed authors.

After reviewing a number of concepts, the researcher believes that content marketing owns the media instead of renting it, as it is a marketing process to attract and retain customers, through constantly creating and organizing content and achieving marketing success.

(2) Content marketing objectives

A variety of marketing goals can be achieved through content marketing, including (Geraint, Jennifer, 2014: 273) (Ansari, et.al, 2019: 6):

1. Informing potential customers about the company's available services.
2. Attracting and building a strong relationship with current and potential customers, and winning their loyalty.
3. Increase sales.
4. Communicating with customers and keeping open dialogues with them regarding their requirements and desires.
5. Spreading brand awareness and drawing the attention of new customers to that brand,
6. Reducing costs by reducing marketing costs in the long term.

(3) Benefits of content marketing

(Szczepaniak, Minga, 2022: 4321) believes that using content marketing brings a number of benefits to the company including:

- (A) Developing an education based culture through organizing and coordinating the company's website through search engines optimization and in the same time and publishing useful information. Good content will ensure recurrent visits to the website by large numbers of customers.
- (B) Content marketing allows the company to provide value to its customers. One subscriber to the company's blog is more valuable than one hundred email recipients.

(C) Content marketing achieves the best and most optimal use of the company's resources including cost, time, knowledge, and competencies.

(4) Content marketing components

Content marketing is characterized by six components, which are as follows (Lopes, Casais, 2022:2-3)

(A) Medium : The platform of the content

(B) Strategy (the strategic approach used in developing content): It refers to the purpose, consistency and integrity of the content, which should be developed in an integrated manner, and be part of the brand strategy of the entire company. The success of the strategic content is measured by the interaction it creates with the target audience.

(C) Shaping (building a brand image through content): It relates to the brand's characteristics, purpose, and values, and this must be communicated to the target audience, through attractive stories. Shaping makes the brand more human and increases its value. The content must not be annoying, but part of the customers' informal online conversations. Casual messages shared on social media add interest and closeness to the customer, so customers take the initiative to join conversations based on their relevance to their lives and interests.

(D) Essence: It is the natural occurrence or appearance of content that occurs through conversations between customers and the company about services and brands.

(E) Communication (techniques used to disseminate content): The communication component refers to the method used to deliver educational, entertainment, and informational content to the target audience. Brand stories must focus on meeting the information needs of their customers in an attractive, valuable way for their daily lives.

(F) Results (what are the desired results from the content): What users are expected to do with the content, such as (sharing, co- creating new content or changing customers' perspective and behavior towards the brand). All of these actions make customers become brand ambassadors and promoters of the company's services and brand.

(5) Dimensions of content marketing

A Number of authors (Sabaa, 2023) (Mohamed, 2018) (Gaber, 2019) (Mohamed, 2023) (Al-Sayed Taha and Abdu, 2023) agree that the dimensions of content marketing are:

(A) Relevance: Which means the suitability of the company's content and the usefulness of the information provided to customers? To ensure the success of brand management in a virtual space and in order to retain customers, there must be relevant communication between the organization and the customer that urges him to share the content with his family and friends. Thus, the information must be relevant, interesting, and clear to the recipient (Sabaa, 2023: 1285)

(B) Credibility: Credibility is an important factor in the relationship between the organization and the customer, because it enhances the customer's confidence in the company and its brand. The more credible and transparent the information is, the more chances the content will be accepted by customers. This leads to customers' confidence in the company's services and its brand, and ensures continuous interaction. Credibility means keeping the promises made to the customer, and respecting service delivery times (Al-Sayyid Taha and Abdu, 2023:841).

(C) Value: Content must focus on functional, entertainment, and emotional value. This value is derived from the functions of the product and the extent to which it achieves the purposes required of it if used. The value of the content expresses the needs of customers and the solutions to their problems (Gagnon, 2014: 42).

(D) Attractiveness: Attractive content is content that is capable of influencing customer behavior, and differentiates the organization and its products from its competitors on the internet. Exciting content also attracts the customer's attention, especially in the era of the flow of information, images, and content in all its forms (Sabaa, 2023: 1286).

(E) Emotion: Emotional content helps build emotional bonds with the customer, positively affects his satisfaction, and makes him continue using the company's services. Emotional content includes

entertaining elements. Emotional content is stronger than ordinary, neutral content because it focuses on feelings and sensations (Botha & Reyneke, 2013:162).

B. Marketing success

(1) The concept

The marketing success of any organization is evident in its ability to effectively market its services, and continuously satisfy customers' needs and preferences. Today the role of the customer has changed. The customer may suggest new ideas to the organization, which can help it overcome the difficulties and challenges that arise in the market and increase its ability to exploit available opportunities. Marketing success has become a major goal for every organization that seeks to remain in the market, obtain a position in the society, and maintain its customers (Grewal & Levy, 2017: 8). Table (2) shows the concept of marketing success according to the different viewpoints of researchers in this field.

Table (2): Concepts of marketing success

	Author	Concept
1	Al-Kalabi et al., 2019: 254	The organization has distinct organizational marketing resources, which contribute to producing highly efficient and effective market offers that have value in the market. This can only be achieved through the ability to evaluate performance and discover available opportunities while choosing attractive target markets.
2	Schreane,2020:1	The organization's ability to achieve its goals by using its marketing strategies with high efficiency, measured by the number of downloads of content, the effectiveness of the email system, and the interest of customers in the company's websites due to the focus on emotion and entertainment.
3	Al-Kootji, 2021:65	The ability of the organization's management to continuously satisfy customers' needs and its superiority in its marketing performance over its competitors, its speed in dealing with problems, and its ability to achieve its goals in an effective manner that distinguishes it from other organizations.

Source: Prepared by the researcher based on the listed authors.

From the above, the researcher believes that marketing success is an indicator of the success of the company's efforts in providing service, its competitiveness, strength, sales, and market share in the product market.

(2) Steps to achieve marketing success

Marketing success is based on a number of steps taken by the company to satisfy the customer needs. These steps include: (Jacobson, et al, 2019:76) (Al-Baba, 2011: 27), (Thompson et al, 2018: 4):

(A) Service delivery method: The Company should have the tools through which customers' requirements can be identified and services can be delivered. The tools that can be used to achieve marketing success are diverse, and among these methods are; employees , websites, e-mails , trade fairs, social media, advertising ,opinion polls and other methods that may contribute company's marketing success.

(B) Knowing customers' requirements and preferences: The Company must develop its services provided to customers to reflect its competence and to boost its survival, growth, and prosperity in the marketplace. Developing services provided to customers also increases customer satisfaction and loyalty. A successful company considers customers' expectations and benefits from them in developing its services and in innovating other new services that suit the needs and expectations of the customer.

(C) Continuous communication with customers: Companies should be vigilant in choosing the best methods of communication with customers, to know the extent of their satisfaction with the services provided, and their expectations are and their preferences. There are methods of communication supported by advanced technology that allow the company to monitor changes behavior and tendencies of the customers targeted thorough the marketing process.

(D) Segmentation of customers into active customers who deal with the company permanently and continuously, and inactive customers. Then the company must communicate with each segment accordingly. The company should use modern methods to attract inactive customers and influence their behavior so that they do not resort to other companies (Al-Ja'afara et al., 241: 2020)

(3) Characteristics of successful marketing companies

There are a number of characteristics that organizations must possess to achieve marketing success, the most prominent are: (Jacobson, et al, 2019: 76) (Palma tier & Steinhoff, 2018: 5), (Amish, 2020: 74)

(A) Creative marketing management.

A creative management is one of the most important means through which success can be achieved for the company. The creative company manager possesses qualities and skills that make him able to follow developments and changes that occur in the organization and in the market. The creative company manager assess the gap between achievements and the marketing success goals set by the company and work to close it using the latest methods that can contribute to developing and enhancing the services.

(B) Know customers' expectations and preferences.

The customer is the livelihood and means of company's survival and success. Therefore, the company and its employees must be fully aware of the customers who intend to benefit from the services provided by the company. The company must know customers preferences and acts on them. The company should also pay attention to positive and negative customer experiences, so that its services can be improved and developed, to achieve marketing success.

(C) Effective communication with customers.

The strategy of bonding and communicating with the customer is important and necessary, especially in telecommunications companies because they provide services of high value to the customer. This Strategy depends on engagement and integration with customers, who have long-term relationships with the company, leading to providing the service required by customers. Continuous communication with customers requires employees capable of answering the inquiries and suggestions that they receive from customers and that helps the company gauge their satisfaction with the company and its services.

(D) Knowing customers' negative experience with other companies.

A negative customer experience makes the customer feel dissatisfied, frustrated and disappointed, especially when the company fails to meet his expectations. Many companies lose customers who not want to use their services again, due to the inability of these companies to satisfy their need. Thus, companies looking for success in the market should study these negative experiences and capitalize on them by developing and improving their services and innovate new services that attract those dissatisfied customers and gaining their satisfaction and loyalty.

(E) Develop and improve services

Marion & Fixson (2018: 11) believe that the company must develop the services it provides to customers, in order to meet all customers' requests and expectations, which achieves a high competitive ability for the organization, contributes to its growth and prosperity, and ensures its continuity in the market. Developing services provided to customers through continuous and permanent, which contributes to achieving customer satisfaction and ensuring their loyalty to the company.

4. The field aspect of the research

A. Describing and identifying the research variables

Following is a description and diagnosis of the research variables, represented by the independent variable (content marketing), as well as the dependent variable (marketing success).

(1) Describing and identifying the independent variable

(Content marketing)

Table (3): Percentages, arithmetic means, standard deviations, response rates, and coefficients of variation for content marketing

Relevance	questions	Response alternative										Arithmetic mean	Standard deviation	Response rate %	Variance %
		agree		Strongly agree		neutral		Disagree		Strongly disagree					
		T	%	T	%	T	%	T	%	T	%				
	X1	9	15.8	42	73.7	4	7.0	2	3.5	0	0	4.017	0.612	80.34	15.235
	X2	27	47.4	23	40.4	7	12.3	0	0	0	0	4.350	0.694	87	15.954
	X3	18	31.6	59.6	34	5	8.8	0	0	0	0	4.228	0.598	84.56	14.143
	X4	8	14	59.6	34	14	24.6	1	1.8	0	0	3.859	0.666	77.18	17.258
	X5	17	29.8	64.9	37	3	5.3	0	0	0	0	4.245	0.543	84.9	12.791
	X6	11	19.3	64.9	37	6	10.5	1	1.8	2	3.5	3.947	0.832	78.94	21.079
	AVR	26.31		60.51		11.41		1.19		0.58		4.108	0.425	82.16	10.345
SUM	86.82				1.77										

Credibility	questions	Response alternative										Arithmetic mean	Standard deviation	Response rate %	Variance %
		agree		Strongly agree		neutral		Disagree		Strongly disagree					
		T	%	T	%	T	%	T	%	T	%				
	X7	12	21.1	33	57.9	10	17.5	1	1.8	1	1.8	3.947	0.788	78.94	19.964
	X8	16	28.1	35	61.4	6	10.5	0	0	0	0	4.175	0.601	83.5	14.395
	X9	24	42.1	26	45.6	6	10.5	1	1.8	0	0	4.280	0.725	85.6	16.939
	AVR	30.43		54.94		12.83		1.2		0.6		4.134	0.541	82.68	13.086
SUM	1.8				85.37										

value	questions	Response alternative										Arithmetic mean	Standard deviation	Response rate %	Variance %
		agree		Strongly agree		neutral		Disagree		Strongly disagree					
		T	%	T	%	T	%	T	%	T	%				
	X10	17	29.8	34	59.6	4	7	2	3.5	0	0	4.157	0.701	83.14	16.863
X11	17	29.8	29	50.9	6	10.5	5	8.8	0	0	4.017	0.876	80.34	21.807	
X12	14	24.6	28	49.1	11	19.3	4	7	0	0	3.912	0.851	78.24	21.753	

	X13	14	24.6	36	63.2	5	8.8	1	1.8	1	1.8	4.070	0.752	81.4	18.476
	X14	12	21.1	37	64.9	6	10.5	2	3.5	0	0	4.035	0.680	80.7	16.852
	AVR	25.96		57.54		11.22		4.92		0.36		4.038	0.552	80.76	13.670
SUM	83.5				5.28										

Attractiveness	questions	Response alternative										Arithmetic mean	Standard deviation	Response rate %	Variance %
		agree		Strongly agree		neutral		Disagree		Strongly disagree					
		T	%	T	%	T	%	T	%	T	%				
	X15	7	12.3	32	56.1	17	29.8	1	1.8	0	0	3.789	0.674	75.78	17.788
	X16	4	7	36	63.2	16	28.1	1	1.8	0	0	3.754	0.605	75.08	16.116
	X17	8	14	29	50.9	18	31.6	1	1.8	1	1.8	3.736	0.791	74.72	21.172
AVR	11.1		56.7		29.8		1.8		0.6		3.760	0.559	75.2	14.867	
SUM	67.8						2.4								

Emotion	questions	Response alternative										Arithmetic mean	Standard deviation	Response rate %	Variance %
		agree		Strongly agree		neutral		Disagree		Strongly disagree					
		T	%	T	%	T	%	T	%	T	%				
	X18	12	21.1	29	50.9	12	21.1	4	7.0	0	0	3.859	0.833	77.18	21.585
	X19	14	24.6	35	61.4	5	8.8	3	5.3	0	0	4.052	0.742	81.04	18.311
	X20	15	26.3	29	50.9	10	17.5	3	5.3	0	0	3.982	0.812	79.64	20.391
	X21	13	22.8	28	49.1	14	24.6	2	3.5	0	0	3.912	0.785	78.24	20.066
	X22	11	19.3	29	50.9	15	26.3	2	3.5	0	0	3.859	0.766	77.18	19.849
	AVR	22.82		52.6		19.66		4.92		0		3.933	0.555	78.66	14.111
	SUM	75.42						4.92							
Total indicator		79.78				19.66		3.23				3.995	0.423	79.9	10.588

Source: Prepared by the researcher based on SPSS.

It is evident from the results presented in table (3) which includes (22) questions that the overall average for the degree of agreement among the researched individuals reached (79.78%), and this percentage is considered good agreement. Question (X5), which falls within the first dimension representing (Relevance), ranked first with an agreement percentage of (94.7%). This indicates that the content of the researched company on social media platforms contains all important information and details about the company and its services. In the second place, question (X3) also falls within the first dimension of (Relevance) with an agreement percentage of (91.2%), indicating that the researched company provides useful information to its users. The questions with the lowest agreement percentages were (X17) and (X15), with agreement percentages of (64.9%) and (68.4%) respectively, indicating that the researched company needs to consider the duration of videos, as well as the quality of images and sound. The arithmetic mean average (3.995) is greater than the theoretical mean of (3). Thus, it is evident that the responses of the respondents to the questionnaire questions related to content marketing were positive.

(2) Describing and identifying the dependent variable

(Marketing Success)

Table (4): Percentages, arithmetic means, standard deviations, response rates, and coefficients of variation for marketing success

Marketing Success	questions	Response alternative										Arithmetic mean	Standard deviation	Response rate %	Variance %
		agree		Strongly agree		neutral		Disagree		Strongly disagree					
		T	%	T	%	T	%	T	%	T	%				
	X23	17	29.8	27	47.4	12	21.1	1	1.8	0	0	4.765	0.765	95.3	16.054
	X24	23	40.4	24	42.1	9	15.8	1	1.8	0	0	4.210	0.773	84.2	18.361
	X25	17	29.8	28	49.1	10	17.5	2	3.5	0	0	4.052	0.788	81.04	19.447
	X26	24	42.1	23	40.4	8	14	2	3.5	0	0	4.210	0.818	84.2	19.429
	X27	11	19.3	32	56.1	12	21.1	2	3.5	0	0	3.912	0.738	78.24	18.865
	X28	12	21.1	33	57.9	9	15.8	3	5.3	0	0	3.947	0.765	78.94	19.381
	X29	14	24.6	37	64.9	5	8.8	1	1.8	0	0	4.122	0.628	82.44	15.235
X30	12	21.1	39	68.4	5	8.8	1	1.8	0	0	4.087	0.605	95.3	16.054	
	AVR	28.52		53.25		15.36		2.87		0		4.074	0.527	81.74	14.803
	SUM	81.77				15.36		2.87				4.074	0.527	81.74	14.803

Source: Prepared by the researcher based on SPSS.

The results of Table (4) which includes (8) questions, show that the general average degree of agreement of the individuals surveyed reached (81.77%) and this percentage is considered good, as questions (X29) and (X30) came in first place with an agreement percentage of (89.5%). This indicates that the researched company seeks to reduce complaints submitted by customers in addition to achieving leadership in its market. The lowest percentage of agreement was obtained by both questions (X23) and (X27), with percentages of agreement reaching (77.2%) and (75.4%), respectively, which requires the researched company to increase focus and attention to research and development activity, as well as to increase its endeavor to penetrate new and diverse markets. The arithmetic mean average (4.074) is greater than the value of the hypothetical mean of (3), and accordingly, it is clear that the answers of the respondents to the questionnaire related to marketing success were positive.

(3) testing the correlations between the research variables

Correlations between the research variables is tested, as follows:

First: Results of testing the first main research hypothesis

Table (5): Results of the correlation between content marketing and marketing success in the researched company

Independent variable	Dependent variable	Marketing Success
Content Marketing		0.801*
Sample size		57

Source: Prepared by the researcher based on the SPSS program.

* =significant $P \leq 0.05$

It is clear from the results in Table (5) that there is a positive significant correlation between content marketing and marketing success at the overall level in Asiaccell Communications Company evident from the correlation coefficient of (0.801). This result indicates the contribution of content marketing in achieving the marketing success of the researched company. The result leads us to accept the first main hypothesis.

The results of testing the second main hypothesis

Table (6): Results of the correlation between content marketing dimensions and marketing success in the researched company

Independent variable \ Dependent variable		Marketing Success
Content Marketing		0.801*
Content marketing	Relevance	0.602*
	Credibility	0.548*
	Value	0.672*
	Attractiveness	0.635*
	Emotion	0.750*
Sample size		57

Source: Prepared by the researcher based on the SPSS program.

* =significant $P \leq 0.05$

The results of testing the second main hypothesis show that there is a positive significant correlation between the dimensions of content marketing and marketing success, as follows:

- The correlation coefficient between Relevance and Marketing Success of (0.602) indicates a positive significant relationship.
- The correlation coefficient between Credibility and marketing success of (0.548) indicates a positive significant relationship.
- The correlation coefficient between Value and Marketing success of (0.672) indicates a positive significant relationship.
- The correlation coefficient between Attractiveness and marketing success of (0.635) indicates a positive significant relationship.
- The correlation coefficient between Emotion and success of (0.750) indicates a positive significant relationship and is the highest correlation coefficient.

The results above lead us to accept the second main hypothesis.

(4) Testing the impact between the research variables

The impact relationships between the research variables were tested as follows:

First: Results of testing the third main research hypothesis

Table (7): The impact of content marketing on achieving marketing success in the researched company

Independent variable \ Dependent variable	Marketing success			F	
	B ₀	B ₁	R ²	Calculated	Tabulated
Marketing success	0.996	0.801 (9.913)	0.641	98.262	4.017

Source: Prepared by the researcher based on SPSS.

(9.913) refers to calculated (t) $df(1,55)$ $P \leq 0.05$ $N = 57$

Through the results of Table (7) analyzing the relationships between content marketing and marketing success, it is evident that there is a statistically significant impact, as indicated by the calculated F-value of (98.262), which is greater than the critical F-value (4.017) at degrees of freedom (1,55) and a significance level of (5%). This underscores the importance of content marketing in achieving marketing success in the researched company, as highlighted by the R² value (0.641). These findings lead us to accept the third main hypothesis.

Second: The results of testing the fourth main hypothesis.

Table (8): the impact of content marketing dimensions on achieving marketing success in the researched company.

Direct impact path			Value of B_0	Value of B_1	Value of R^2	Value of T	Value of F	
							Calculated	Tabled
Relevance	→	Marketing success	0.746	0.602	0.362	5.592	31.266	4.017
Credibility	→	Marketing success	0.534	0.548	0.301	4.862	23.642	4.017
Value	→	Marketing success	0.642	0.672	0.452	6.739	45.411	4.017
Attractiveness	→	Marketing success	0.599	0.635	0.403	4.884	37.153	4.017
Emotion	→	Marketing success	0.711	0.750	0.563	8.412	70.754	4.017

Source: Prepared by the researcher based on SPSS.
df(1,55) $P \leq 0.05$ N = 57

There are statistically significant impacts of all dimensions on achieving marketing success, as explained:

- (A) The calculated F value of (31.266) is greater than the tabulated F value of (4.017) indicating a statistically significant impact of *relevance* on marketing success at two degrees of freedom (1.55) and at a significant level (5%). The R^2 values also reached (0.362) reflecting the percentage of the impact of *Relevance* on marketing success.
- (B) The calculated F value of (23.642) is greater than the tabulated F value of (4.017) indicating a statistically significant impact of *credibility* in achieving marketing success at two degrees of freedom (1.55) and at a significant level (5%). The R^2 values also reached (0.301) that reflects the impact of credibility on marketing success.
- (C) The calculated F value of (45.411) is greater than the tabulated F value of (4.017) indicating a statistically significant impact of *value* on achieving marketing success at two degrees of freedom (1.55) and at a significant level (5%). The R^2 values also reached (0.452) reflecting the percentage of value's impact on marketing success.
- (D) The calculated F value of (37.153) is greater than the tabulated F value of (4.017) indicating a statistically significant impact of *attractiveness* in achieving marketing success at two degrees of freedom (1.55) and at a significant level (5%). The R^2 values also reached (0.403) reflecting the percentage of the impact of attractiveness on marketing success.
- (E) The calculated F value of (70.754) is greater than the tabulated F value of (4.017) indicating the presence of a statistically significant impact of *emotion* in achieving marketing success at two degrees of freedom (1.55) and at a significant level (5%). The R^2 values also reached (0.563) reflecting the percentage of credibility's influence on marketing success.

The above results of the impact analysis lead us to accept the fourth main hypothesis.

5. Conclusions and recommendations

A. Conclusions

- (1) The company shows interest in content marketing, as it carries out marketing campaigns to inform the customer of the types of services provided and how to benefit from them. The information provided by the company is constantly changing and updated according to customers' requirements.
- (2) Content marketing is a marketing technique which importance is increasing with technological progress, the development of the Internet, and openness to the world.
- (3) Through its websites, the company is keen to continuously educate its customers about its latest services and innovations, and how they can make the most of them.
- (4) Marketing success and increasing market share are one of the most important indicators for business organizations, which enhances the competitive position of these organizations in the markets.

- (5) There is a significant and positive correlation at the macro level between content marketing and marketing success, as well as a positive significant correlation between each dimension of content marketing and marketing success.
- (6) There is a statistically significant impact on the overall level of content marketing in achieving marketing success, in addition to the presence of a statistically significant impact of each dimension of content marketing in marketing success.

B. Suggestions

- (1) The researched company should pay great attention to content marketing, and work to continuously improve all its dimensions (relevance, credibility, value, attractiveness, emotion).
- (2) The researched company should study the audience intensively and give them the information they want in a simple way, pay more attention to the dimension of relevance and credibility.
- (3) The necessity of continuous communication with the customer through the company's various websites, and for services to be available 24 hours a day.
- (4) Highlighting the benefits of content marketing in the researched company and its importance in enhancing market share and success.
- (5) The necessity for the researched company to increase the volume of subscribers' transactions with it, in addition to penetrating various and multiple markets, and listening to customers' complaints.

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