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Research
Article

Testing the Effectiveness of Content Marketing Matrix in Instagram Advertising: A Case Study of Studio Dakssa

ABSTRACT

The creative agency industry in Yogyakarta has shown remarkable growth, driven by the increasing awareness of businesses about the importance of building a strong social media presence. Among the services offered, brand identity holds significant potential, as it enhances brand image, credibility, and long-term consumer value. This study focuses on Studio Dakssa, which aims to analyze its business performance and evaluate the effectiveness of a content marketing matrix-based strategy in supporting brand identity services and driving sustainable sales growth.

The initial business plan was comprehensive, covering production, marketing, finance, and human resources. However, several challenges arose during implementation, primarily related to content consistency and limited advertising budget allocation. By implementing a content marketing matrix strategy using Instagram Ads, Studio Dakssa successfully obtained empirical data on the performance of various content types, such as educational, inspirational, entertainment, and convenience content, in influencing audience engagement and conversions. The results showed that educational and inspirational content achieved the highest engagement, with a click-through rate (CTR) of 4.67% and a cost-per-click (CPC) of as little as Rp 307, which directly contributed to new clients for its Brand Identity services.

These findings highlight that a data-driven content marketing approach can significantly increase brand awareness and conversion rates, even under budget constraints. Moreover, the use of the content marketing matrix provides a measurable framework for evaluating content effectiveness. The insights from this implementation will enable Studio Dakssa to refine its future marketing strategies, ensuring sustainable growth and competitive advantage in Yogyakarta's expanding creative industry.

Keywords: Branding Identity, Social Media Management, Content Marketing, Content Marketing Matrix, Instagram Ads, Business Development, Service Innovation, Social Media Branding

1. INTRODUCTION

In the ever-evolving digital era, social media branding has become a crucial component for business sustainability. Social media branding combines brand attributes with the communicative power of digital platforms (Forbes, 2023). As Chaffey (2015) explains, social media emphasizes participation and user-generated content that encourages interaction and engagement. Building strong brand awareness through consistent exposure and emotional connection is a fundamental step towards brand equity (Kotler & Armstrong, 2018). Therefore, branding not only functions as a visual and verbal strategy, but also as an emotional approach that creates a distinctive brand perception in the minds of consumers.

In Indonesia, the importance of social media branding continues to grow, supported by 143 million active users, representing 50.2% of the total population (Datareportal, 2025). These users actively seek product inspiration (51%), consume article and video content (47.1%), and conduct product research before purchasing (38.1%). As a result, social media has become a major determinant of brand reputation and credibility in a competitive marketplace. However, many business owners still neglect digital branding, resulting in low consumer awareness and limited brand engagement. This has led to the emergence of creative agencies that provide strategic branding and social media management services tailored to business needs.

Studio Dakssa, a Yogyakarta-based creative agency, was founded in 2023 to provide social media management services, primarily focusing on Instagram. Seeing the growing demand for brand development, the agency expanded its offerings in August 2024 with the introduction of Brand Identity services, which aim to help clients strengthen their visual and strategic presence. Despite this expansion, Studio Dakssa faced marketing challenges, including an inconsistent content strategy and a limited advertising budget. To address these challenges, Studio Dakssa implemented a content marketing matrix strategy through Instagram Ads, consisting of four types of content: educational, inspirational, entertainment, and convince to evaluate its impact on engagement and conversions. This study aims to assess the effectiveness of this strategy in increasing brand awareness, driving client acquisition, and strengthening Studio Dakssa's competitive position in Yogyakarta's creative industry.

According to Kotler (2018), marketing strategy is a mindset used to achieve a company's marketing objectives. This can encompass specific strategies for target markets, positioning, the marketing mix, and the amount of marketing expenditure. Previously, Boone & Kurtz (2012) stated that the combination of elements of the marketing mix is designed to define target markets and satisfy consumers, ultimately influencing sales fluctuations. In marketing management, the Segmenting - Targeting - Positioning strategy is the second process that requires attention.

Branding is considered a phenomenon influenced by sales and advertising expertise and is also referred to as an aggressive selling method (Cherington, 1920). This indicates the importance of advertising and the use of trademark and label identity, while viewing quality as an essential companion to branding. Chaffey, D. (2015) explains that brand identity is the totality of brand associations, including the name and symbols that must be communicated. Keller, K.L. (2020) explains how marketing communications must strengthen brand identity to build consumer loyalty by introducing a brand equity pyramid model consisting of four stages: brand identity, brand meaning, brand response, and brand resonance. Consumers who already have knowledge of a brand tend to trust it more. However, loyalty can decline because the internet encourages consumers to try other brands. This is another reason why it is important to build brand awareness with a strong identity, while ensuring good service quality.

According to Aaker and Joachimsthaler (2000), brand identity consists of core elements and an extended identity that must be communicated consistently. One frequently used online branding tool is social media. Social media can be used to deliver marketing content by displaying visual symbols, value propositions, and narratives that reinforce brand uniqueness. Marketing content also has a direct link to increased sales through its function in influencing consumer behavior. Content is considered to play a crucial role in providing consumers with substance, ensuring ongoing contact and engagement, and providing a reason for consumers to revisit a website (Kierzkowski et al., 1996). Paine (2011) explains that the outcomes of social media engagement include changes in consumer behavior, including purchasing decisions and brand advocacy. In practice, content that convinces an audience or encourages active interaction can lead to sales conversions. The content marketing matrix by Smart Insights (2012) helps marketers choose content types based on marketing communication objectives.

This matrix maps content into two main dimensions: the horizontal axis shows the stages of the customer journey from awareness to purchase, and the vertical axis shows whether the content's approach is more emotional or rational. These two dimensions form four quadrants, each with a strategic function: entertain, inspire, educate, and convince. Chaffey and Ellis-Chadwick (2019) state that conversion is a key indicator in assessing the success of a digital marketing strategy, as it directly links content activity to the achievement of business goals. In practice, this conversion metric is often measured through digital advertising tools, such as Facebook Ads Manager or Google Ads, which can track user behavior from viewing content to making a transaction. Therefore, measuring the effectiveness of marketing content must be carried out comprehensively, including engagement indicators as a form of emotional and rational audience involvement, as well as conversion as a tangible form of business impact.

2. METHODOLOGY

This research is a case study at Studio Dakssa Creative Agency, analyzed using a qualitative descriptive approach. Studio Dakssa's target consumers are MSME business owners aged 20-35 years in the city of Yogyakarta who are just starting a business or have been running for <10 years and want to strengthen their online presence, improve branding, and reach a wider audience through effective social media strategies. The author targets consumers Primary data was obtained through observations of marketing, production, human resources, and financial activities, as well as internal company documentation. Secondary data sources include supporting literature such as journals related to marketing strategies and statistical data from social media.

This research also used three variables to measure engagement. First, the content marketing matrix, which measures the extent to which the content generates online engagement (impressions, clicks, comments, likes, and shares) and conversions through digital advertising tools such as Facebook Ads Manager or Google Ads, which can track user behavior from content viewing to transaction. Second, branding identity, which enhances brand awareness, so that audiences not only recognize but also trust the brand. Third, sales. Therefore, measuring the effectiveness of marketing content must be comprehensive, encompassing engagement indicators, which reflect both emotional and rational audience involvement, and conversion, which demonstrates tangible business impact.

3. RESULT AND DISCUSSION

Based on research findings, Studio Dakssa's performance has generally improved across production, human resources, finance, and marketing. In terms of production, the company demonstrates consistency in quality and sustainability through a production flow that is easily adaptable and provides efficiency with a clear process between Studio Dakssa and its customers. In terms of human resources, a well-structured organizational hierarchy and clear division of labor help the team function effectively. Meanwhile, on the financial side, the company reported month-over-month revenue increases, demonstrating operational efficiency and strong commercial growth. The Content Marketing Matrix strategy as a promotional effort has proven quite effective in expanding awareness and driving sales growth. This strategy is used as a way to obtain the company's long-term marketing strategy. Studio Dakssa uses a content marketing matrix strategy (educate, entertain, inspire, convince) implemented in advertising to increase awareness and conversion in a shorter time compared to organic content. Ad trials are divided based on two different target audiences, namely Custom Audience (4 content) and Interest + Demo (4 content) which are divided into 4 content marketing matrices (educate, entertain, inspire, and convince). Through this trial, Studio Dakssa was able to develop a sustainable strategy for planning the types of posts needed by its audience to achieve its goals. The following is a breakdown of the results of Studio Dakssa's content marketing advertising test implementation:

3.1. The effectiveness of social media content marketing in improving branding identity services

Based on advertising data from three simultaneous days, the effectiveness of content marketing on Instagram Ads proved quite significant in supporting the Branding Identity service. Of the eight content items run, the Inspire and Educate matrix, targeting the Interest + Demo audience, performed better than the other matrixes, particularly in terms of profile visits and cost efficiency. For example, the Inspire content generated 126 profile visits with a cost-per-click (CPC) of only Rp 345. Meanwhile, the Educate content was also effective, generating 9 visits and the most efficient CPC of Rp 307. Both content pieces focused on increasing brand awareness and audience understanding of the service's value.

Type	Release Date	Result	Reach	Frequency	CPC	CTR	Effectiveness
Custom Audience - Entertain	August 20th 2025	6	2.882	1,27	Rp923	1,01	Effective (cost-efficient, consistent results)
Custom Audience - Convince	August 20th 2025	3	1.368	1,3	Rp7.253	0,79	Less effective (high cost, low results)
Custom Audience - Inspire	August 20th 2025	2	41	1,2	Rp17.041	4,08	Ineffective (low reach, high cost)
Custom Audience - Educative	August 20th 2025	2	256	1,09	Rp10.662	0,72	Ineffective (minimal results)
Interest + Demo - Inspire	August 20th 2025	126	3.672	1,4	Rp345	2,34	Highly effective (high results, low CPC)
Interest + Demo - Educative	August 20th 2025	9	123	1,22	Rp307	4,67	Effective (highest CTR, cost-efficient)
Interest + Demo - Convince	August 20th 2025	12	429	1,24	Rp578	2,44	Fairly effective (moderate results)
Interest + Demo - Entertain	August 20th 2025	35	1.588	1,09	Rp240	2,14	Effective (low CPC and good results)

table. 1. Table of Studio Dakssa Content Marketing Matrix Trial Results

It can be concluded that the effectiveness of content marketing on Instagram for the Branding Identity service was most pronounced when directed towards Inspire and Educate content, which not only increased awareness but also generated significant visits and direct conversions to the Branding Identity service, resulting in two new customers. One of Studio Dakssa's best Inspire content pieces featured a story-telling review of a consumer's need for redesigned product packaging.

Prior to content marketing activation, Branding Identity service sales in June-July 2025 fell short of the sales estimate. This was also due to ineffective marketing activities. Studio Dakssa sought customers solely by sending promotional messages via DM or email to several Yogyakarta brands, without receiving any concrete responses. The advertising trial generated engagement from audiences seeking to learn more about Studio Dakssa's services, a level of engagement Studio Dakssa had previously not received through organic posting. The following is a summary of Studio Dakssa's content marketing activities from January to August 2025:

Month	Content Qty	Format Type	Platform	Release Date	Content type	Measurement Indicators	CTR (%)	CPC (Rp)	Conversion	Result	Notes
Jan-Jul 2025	1	Instagram Feed	Organic	January 01, 2025	New year's greeting	Engagement Rate	-	-	Not significant	Low	Minimal activity, no significant impact
Jan-Jul 2025	±10 Story	Instagram Story	Organic	Not recorded	Behind the Scene, Portfolio	View Rate	-	-	Moderat	Moderat	Temporary in nature, not permanently recorded
August 20-23, 2025	8	Feed Ads	Meta Business Suite (Instagram Ads)	August 20-23, 2025	Educate, Entertain, Inspire, Convince	CTR, CPC, Conversion Rate	2,34-4,67	307-345	2 new customers	Inspire & Educate tertinggi	Effective; generated 2 new customers

table. 2. Recapitulation of Studio Dakssa's content marketing activities (January-August 2025)

According to the table above, Studio Dakssa's content activity from January to July 2025 was limited to organic posts without significant conversion results. Changes began to emerge in August 2025 when Studio Dakssa implemented a paid advertising trial through Meta Business Suite. These findings confirm that a data-driven approach, using digital KPI indicators such as CTR, CPC, and conversion rate, can provide strategic direction for future content development.

3.2. The effectiveness of content marketing in increasing sales

Of the four types of content marketing metrics (educate, inspire, entertain, and convince/service), data shows that Educate content targeting Interest + Demographic is the most effective in driving sales. Educate content recorded the lowest CPC of IDR 307 and was able to target a more relevant audience cost-effectively. Through this Inspire content, Studio Dakssa generated two new customers who needed *Bhavana packages* and branded items, namely packaging design and stickers for their business. Meanwhile, Educate content generated one customer who needed a *Vismita Package* in August 2025.

On the other hand, Entertainment content did contribute, but more so in the initial engagement (conversation) aspect. For example, Entertain (Interest + Demo) managed to record 35 profile visits with a CPC of IDR 254, while the Custom Audience version only generated small conversations at a high cost. This shows that while Entertain matrix content can maintain awareness, Educate and Inspire content are far more impactful in sales because they provide real value and direct audiences to take further action. With this strategy, Studio Dakssa successfully acquired new customers for its Branding Identity service, demonstrating that Educate and Inspire content were the most effective in driving sales growth. This was also evident in the increase in sales in August compared to previous months and how actual sales exceeded the service's sales plan.

3.3. Analysis of the most effective content marketing strategies for increasing Studio Dakssa sales

Based on the ad trial data, Educate content emerged as the most effective content marketing strategy, achieving the lowest cost-per-click of Rp 307 and 9 profile visits. This efficiency demonstrates that Educate content is able to attract a highly relevant audience with the potential to become consumers, as they come with a need for the information and solutions offered by Studio Dakssa. Meanwhile, Inspire content held the strongest position in terms of quantity, achieving 126 profile visits at a cost-per-click of Rp 345. This high number of visits makes content marketing using the Inspire matrix a valuable entry point, increasing conversion opportunities. The effectiveness of these two matrices is further demonstrated by the presence of new consumers who chose Branding Identity services after the three-day advertising campaign ran from August 20-23, 2025.









Materi Iklan	Impresi	Hasil	CTR (Semua)	CPC (semua)
 instagram.com In this economy, sosmed bisnis ... Digunakan di 1 Iklan	1,732	35 Kunjungan p...	2,14%	Rp 240
 Studio Dakssa Studio Dakssa siap bantu UMK... Digunakan di 1 Iklan	150	9 Kunjungan p...	4,67%	Rp 307
 instagram.com "Jujur puas banget sama hasil ... Digunakan di 1 Iklan	5,137	126 Kunjungan p...	2,34%	Rp 345
 instagram.com Pusing mikirin branding & handl... Digunakan di 1 Iklan	533	12 Kunjungan p...	2,44%	Rp 578
 instagram.com Pusing mikirin branding & handl... Digunakan di 1 Iklan	533	12 Kunjungan p...	2,44%	Rp 578
 instagram.com Bisnis jalan, tapi sosmed bikin p... Digunakan di 1 Iklan	3,655	6 ⁽²⁾ Percakapan ...	1,01%	Rp 923
 instagram.com Brand itu bukan cuma soal prod... Digunakan di 1 Iklan	1,774	3 ⁽²⁾ Percakapan ...	0,79%	Rp 1.554
 Studio Dakssa Digunakan di 1 Iklan	49	—	4,08%	Rp 418

Fig. 1. List of visual content used in Studio Dakssa's ad trial

Seeing this comparison, it can be concluded that Studio Dakssa's most effective content marketing strategy is combining Educate content to build trust and value with Inspire content to expand reach and attract initial audience interest. Theoretically, the effectiveness of educational and inspirational content in a content marketing strategy can be explained through a marketing

communications approach oriented toward value creation and consumer engagement. According to Kotler & Keller (2016), educational content can build consumer trust (trust-building content) because it provides informative value that helps audiences understand the benefits and solutions offered by a brand. This type of content serves as a bridge between consumers' rational needs and the brand's value proposition, thus more easily driving purchasing decisions.

Meanwhile, inspiring content plays a crucial role in building emotional engagement with audiences. In line with Pulizzi's (2014) opinion in *Epic Content Marketing*, inspiring content can foster emotional closeness through storytelling that depicts the value, experience, and real-world impact of a product or service. When audiences connect emotionally, trust and interest in making a purchase tend to increase. Therefore, the combination of educational and inspiring content has proven effective, both in theory and in practice, in increasing conversions and consumer loyalty. Going forward, Studio Dakssa will focus its resource and budget allocation on these two types of content as a primary strategy for increasing sales. By consistently adhering to the Educate and Inspire matrix, Studio Dakssa can not only maintain advertising cost efficiency but also strengthen conversion opportunities, directly impacting the growth of both of its services.

4. Conclusion

The implementation of the content marketing matrix significantly impacted the development and promotion of Studio Dakssa's Brand Identity services. By strategically utilizing four types of content (educational, inspiring, entertaining, and convincing), the agency was able to more effectively communicate its brand expertise and strengthen audience perceptions of its credibility and professionalism. Among the four types of content, educational and inspirational content demonstrated the highest engagement and conversion potential, as it provided valuable information while connecting emotionally with the audience. This approach not only increased brand awareness but also positioned Studio Dakssa as a trusted creative partner capable of providing comprehensive branding solutions. Therefore, a content marketing strategy played a crucial role in strengthening brand identity and increasing client trust in its Brand Identity services.

Furthermore, the findings revealed that the effectiveness of content marketing went beyond simply building awareness, as it directly impacted sales performance. Campaign data showed that educational and inspirational content achieved the most efficient cost-per-click (CPC) and the highest click-through rate (CTR), resulting in significant profile visits and the acquisition of two new clients for its Brand Identity services. These results demonstrate a clear alignment between improved brand perception and sales growth. In essence, the positive impact of content marketing on brand identity correlates with a measurable increase in sales conversions, demonstrating that a well-structured content matrix not only strengthens brand positioning but also generates tangible financial results. Therefore, ongoing content marketing optimization is crucial to maintaining Studio Dakssa's long-term competitiveness and profitability.

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