Application of digital content marketing strategies to engage engineering students on social networks

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With the popularization of internet access and smartphones, people spend much of their time accessing content through their cell phones. In this context, the way in which the individual interacts with organizations has also been changing significantly: the figure of the active consumer, who shares content and engages with brands, emerges. This work aimed to analyze different types of content as tools for engaging and creating an audience formed by engineering students. The initial stage of the methodology consisted of defining the target audience. After that, the brand was created, a logo was designed and the fonts and colors were chosen. After creating a page in a social network, different content creation strategies were adopted - varying parameters such as type, format and subject - to build an audience, and engagement metrics were evaluated - likes, comments, shares and "saves" – to see which are the most effective strategies for raising the number of followers. The chosen target audience was composed of young engineers and engineering students, under the age of 35, and the main channel chosen for sharing the content was Instagram. The characterization of the followers showed that most of them are between the 1st and 8th period of the engineering course, with the majority belonging to the mechanical engineering course (44%), followed by civil (22%) and production (11%) engineering. The types of content that were most relevant, according to the engagement metrics, were: tips from courses, movies and books; curiosities; generic technical content and technical content for mechanical engineering, which may reflect the higher numbers of this course observed in followers. Furthermore, publications where the visual aspect presented a pattern, the authors showed themselves or that promoted some type of interaction with the public also obtained better results in general. Thus, it can be concluded that the best strategy for the growth of the page involved the creation of mixed content between tips for extracurricular activities, basic technical content and curiosities. The visual aspect and interaction with the public were also important.

Keywords: digital marketing; content marketing; social media.