Proven Strategies for Content Marketing Success : A Literature Review

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ABSTRACT

This chapter explores the essential practices for brands and companies to effectively master content marketing in order to attract, engage, and retain their target audiences. It emphasizes the integration of content strategy into the broader communication strategy, focusing on the delivery of relevant and tailored messages. The study first consolidates theoretical knowledge by examining key concepts such as content marketing on social media and the steps involved in developing a digital content strategy. It further identifies various content formats that brands can produce and the mechanisms for sustaining content over time. Additionally, the chapter highlights the role of storytelling, its different forms, and its integration into content strategy, particularly its importance for luxury and premium brands in enhancing brand identity.

INTRODUCTION

The evolution of digital technologies has led to significant changes in individual behavior worldwide (Moreno-Llamas et al., 2020). The web revolution has impacted all functions within companies, particularly the marketing sector, which must be fully integrated with a digital offering to reach a target audience focused on new technologies (Aghaei et al., 2025; Gonzalez-Varona et al., 2024; Nugraha, 2024). As a result, new marketing practices have emerged, giving rise to new roles and jobs, including web marketing managers, web planners, community managers, and digital storytellers.

In recent years, the question of digital deployment in companies has become crucial. Businesses are now aware of the importance of digital technology, on par with traditional print media or conventional media channels (Doğan et al., 2025; Elia, 2024).

As consumers gain greater control over information flows, traditional advertising loses impact and credibility. In this environment of digital saturation, content marketing has emerged as a strategic response privileging value, relevance, and dialogue over intrusion (Zaman et al., 2025). It allows brands to cut through the noise by providing meaningful narratives that engage rather than interrupt, thereby aligning communication with the expectations of a participatory and experience-driven audience.

Digital technology impacts all customer-facing functions within companies (Sampson & Chase, 2020). It is no longer a matter of acknowledging the role of digital in marketing, but rather questioning the best practices of an increasingly technological marketing approach that must not lose touch with the market and the customer. Digital marketing now allows for sending personalized and targeted messages to consumers (Srinivas et al., 2025). Companies are compelled to develop new business practices to face competition and enhance their competitiveness and profitability. New forms of digital marketing are emerging, such as "content marketing" (Mukherjee, 2024).

Despite the rapid diffusion of digital platforms and the rise of interactive formats (snack content, UGC, gamification), many brands still struggle to convert high content volume into enduring audience engagement

and brand equity (Stepanovic, 2024). The core problem is a strategy execution gap: content plans often prioritize publication cadence and channel presence over narrative coherence, audience fit, and measurable outcomes, producing "content shock" and message fatigue rather than relevance and loyalty. This gap is especially visible in symbol-intensive categories (e.g., luxury), where brand identity and desirability depend on consistent, high-value narratives rather than product-centric messaging.

The main objective of this chapter is to present a literature review on content marketing and brand storytelling.

Content marketing is at the heart of digital transformation (Korsunova, 2024). It aims to encourage consumers to engage with the company in its digital marketing strategy. While traditional marketing involves delivering the company's message to the relevant media, content marketing takes a two-way approach: it involves disseminating and sharing a message, as well as encouraging internet users to comment, provide feedback, and even participate in the creation process.

Luxury brands are more inclined and better prepared to embrace this new communication tool than others (Abeyatunge, 2024 ; Cabigiosu, 2020). Since creativity is part of the DNA of luxury, renowned brands are primarily places of creation. Each premium brand has a strong editorial potential, usually stemming from its history and expertise (Nicoletti, 2025 ; Olšanová et al., 2025). It can easily convey its philosophy or tradition, sharing its sensibility in matters of taste through its editorial content. This is particularly evident in the premium automotive sector, where nothing is left to chance. For them, content marketing is an excellent and effective way to stand out from the competition.

Our work is divided into three main parts. The first part lays the theoretical and conceptual foundations of content marketing. The second part focuses on the forms and techniques of content creation. The third part explores storytelling as both a creative and strategic tool by presenting advanced narrative forms and exposing luxury branding through real case studies (Rolex, Hermès, Breitling).

I.   Content Marketing

In recent years, implementing a content marketing approach has become crucial for businesses; an effective communication campaign is, first and foremost, a content strategy. Content marketing is undoubtedly one of the best tools for attracting and gaining valuable communities and customers. Today, the practice of content marketing is effective in both B2B and B2C contexts. Poor-quality content wastes time and leads to negative feedback for the company (Sakhinana et al., 2025; Yang et al., 2025).

We are focusing on content marketing through social media, its importance in digital communication, and the evaluation of its performance. We will then study the concept of storytelling and its role in a content strategy, specifically for the luxury sector.

1.   Definition of the Concept

According to Pulizzi (2013) content marketing "is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and ultimately to drive profitable customer action." The concept refers to a strategic approach that involves the creation and dissemination of high-quality, relevant, and original content to provide real added value to the target audience, convert internet users into customers, and foster loyalty. Companies must choose content that can naturally and quickly reach their target audience, thereby increasing effectiveness. It is a high- value content creation strategy designed to share expertise across all communication channels. This strategy is now highly effective, perfectly adapting to shifts in customer behavior, and helping to build a strong and distinctive brand image (Koucheri, 2024; Banouh & Bouaziz, 2024). The idea is to regularly publish various types of information. In fact, many forms of communication can be employed.

Content marketing goes beyond just promoting a product; it focuses on providing valuable information that resonates with the audience's needs and interests (Alsheyab & Omar, 2025 ; Raut et al., 2025). By consistently delivering high-quality content that is both informative and engaging, brands can create lasting

relationships with their customers. This approach not only drives conversions but also enhances brand loyalty by positioning the brand as a trusted resource. As digital platforms evolve, companies must stay agile and embrace diverse content formats such as blogs, videos, podcasts, and infographics to maintain relevance and engagement across various channels (Krishnamoorthy et al., 2025). A well-executed content marketing strategy allows companies to build a narrative that connects with their audience on a deeper level, ultimately leading to greater customer retention and advocacy.

Baltes (2015) states that "It is the art of communicating without selling." This marketing approach involves naturally attracting consumers by publishing valuable content, which is relevant to their searches in order to meet their needs. According to Kotler (2017), "Content marketing, also known as editorial strategies, develops a marketing strategy that involves the creation and dissemination of media content by a brand to acquire new customers."

2. Content Marketing Objectives

The main objectives of content marketing are brand positioning, customer acquisition, lead generation, and customer retention. Depending on the type and scale of the company, as well as the type and scope of the campaign, there are many other objectives with different priorities defined in the planning process (El Hilali, 2025; Moumni, 2023).

To optimize the planning of a content marketing strategy, it is also wise to distinguish between short-term and long-term objectives, as shown in the following table.

Table 1. Short-Term and Long-Term Objectives of Content Marketing

Short-Term Objectives	Long-Term Objectives
Attract attention to the company.	Build a brand image and/or position as an expert in a specific field.
Increase reach through content distribution on social media.	Build an active community.
Increase website traffic (especially with new users).	Build trust and optimize reputation.
Achieve greater user engagement through shareable viral content (creating buzz).	Improve search engine rankings.
Generate valuable backlinks.	Bring visitors back to the site.
Create links with influencers.	More conversions.

Source: Aklil & Gourari (2019)

In content marketing, it is essential to balance short-term and long-term objectives to ensure both immediate results and sustainable growth. While short-term goals such as attracting attention, increasing reach, and boosting website traffic focus on gaining visibility and engagement, long-term goals like building a strong brand image, fostering an active community, and optimizing reputation lay the foundation for lasting relationships with customers (Abashidze, 2023). Achieving both sets of objectives through strategic content distribution, user engagement, and influencer collaborations can result in not only enhanced brand presence but also improved conversions, trust, and loyalty over time. By aligning both short-term actions and long-term vision, brands can build a robust content marketing strategy that drives both immediate impact and long-term success.

3. Digital Content Strategy

A digital strategy is an action plan for various digital channels. It is not only a digital strategy that utilizes a website but also includes social media, mobile applications, etc., with the aim of achieving specific objectives within a company's communication plan. To improve this strategy, the company must rely on high-value and quality content, build a genuine fan base, work hard for the community, make efforts for them, and conduct analyses to assess the effectiveness of the actions taken (Oubedli & Nait Ali, 2021).

A digital strategy has several objectives, such as increasing online visibility, generating traffic, promoting a new product, establishing a strong and positive brand image, and ultimately increasing sales (Rahmawan, 2025). Therefore, to enhance digital strategies, we must focus on good content strategies. This strategy represents a series of ideas, analyses, and specific choices made to create a list of content that should be produced and then distributed in order to achieve the company's objectives (Laflamme-Savoie, 2022).

This table consolidates the core criteria of effective content quality into five actionable dimensions: High-Value, Readable, Well-Written, Structured, and SEO-Optimized.

Table 2. Evaluation Points for Web Content as a Guide for Writing Quality Content

Criterion	Description
High-Value Content	It must be useful, original, and current. It should have a reliable source that allows the company to convey an honest image of intellectual integrity.
Readable Content	There should be short, well-organized paragraphs, and it must include images and videos that are relevant to the text.
Well-Written Content	You must rely on the quality of the style and on tangible, meaningful content. It should be either brief or detailed depending on the message it intends to convey, and maintain a style aligned with its objective and culture.
Structured Content	There should be a consistent hierarchy of information.
SEO-Optimized Content	It must have a rich word count, relevant keywords, pertinent links, and optimized images (high quality and meaningful).

Source: Zellouf et al. (2000)

Applied as a gateway, these criteria turn content production into a repeatable, measurable process. Start by validating value, then refine readability, writing quality, and structure, and finally confirm SEO signals.

II.   Web 2.0 and Social Media

1.   Web 2.0

The content strategy primarily applies to content displayed on social media platforms based on Web 2.0 technology, which is commonly referred to as the social web (Redha, 2011). Content that appears on social media platforms based on Web 2.0 technology is inherently linked to the concept of the social web. It is essential to discuss social media without invoking the concept of Web 2.0, as these two elements complement each other.

We define the concept of Web 2.0 according to Depauw (2009) as "a set of practices and principles, focusing on concrete uses and interactions based on an intention to collaborate or build a community. This dimension places the user at the center of attention." It is also referred to as the participatory web because it relies on exchange, sharing, and interaction among internet users, thus creating a form of social interaction between them.

The social web has impacted the lifestyle of many individuals, altering how people communicate, meet, and make new friends (Bose, 2021). Social networks have also changed lifestyles. Additionally, it facilitates the development of social networks, generating both a larger and more specific audience. The purpose of social media is to establish emotional connections between internet users who share both personal and professional content.

Each individual has a customizable page to present themselves, which is the personal profile (Moravec et al., 2025). These social networks represent new ways to connect and communicate on platforms dedicated to this purpose. Social networks can be used in two different categories. First, there are individuals who use them to share information, interests, search for people, post photos, videos, etc. Secondly, there are professionals who use them to generate business, promote their companies, offers, and services, stay updated on current events, etc. However, there are different social networks, each with its own characteristics and objectives.

2. Social media

2.1. Instagram

Instagram was founded in October 2010 by Kevin Systrom and Michel Mike Krieger and acquired by Facebook in April 2012. By 2016, there were 600 million registered users worldwide. It is a mobile application, a social network, and a service whose primary goal is to share photos and videos. It also allows users to communicate via an internal messaging system called "Instagram Direct" (Gilliard et al., 2023). Instagram enables users to post stories, which are short 10-second videos that last only 24 hours. There is also the rise of IGTV, which features longer videos that can be saved. Recently, the platform introduced Reels.

2.2. Facebook

Founded at Harvard University in 2004 by developer Mark Zuckerberg, Facebook has maintained its status as one of the most popular social networking sites, aiming to attract 4.4 billion people of all ages from around the world. It is defined as an online social networking site because it facilitates connection and interaction with internet users. It allows users to post photos and videos, files and documents, etc., as well as exchange messages and create groups (Bastard et al., 2017).

2.3. LinkedIn

LinkedIn is an American social network, founded in 2003 and acquired by Microsoft in 2016, specifically designed for professionals. It focuses on the job market, skills, and professional relationships to help individuals progress in their careers and businesses. It provides various opportunities such as new jobs, employers, suppliers, etc. (LinkedIn, 2022).

2.4. Twitter

Created by Jack Dorsey in 2016, Twitter quickly became a tool for following people, businesses, and related news in real-time. It is a microblogging social network that includes communication through short messages, called **tweets**, which are limited to 280 characters. Users can include URLs in the form of shortened links, images, emojis, GIFs, and even videos. Hashtags on Twitter allow tweets and conversations to be indexed and connected between internet users (Murthy, 2018). Each hashtag on Twitter is a clickable URL link that allows users to view and link all tweets that mention that hashtag.

2.5. YouTube

YouTube was founded in February 2005 by three PayPal employees: Steve Chen, Chad Hurley, and Jawed Karim, and was acquired by Google in 2006. This platform allows users to upload, watch, comment on, and share videos, with content being monetized based on the number of views (Shoufan & Mohamed, 2022).

3. Types of Content

Individuals are daily overexposed to commercial information, developing an ability to avoid advertising messages and filter the content they encounter (Kune, 2019).

To regain individuals' attention, brands offer not only traditional content such as case studies, guides, blog articles, images, or simple videos (Mukhopadhyay & Jha, 2025) ; but also innovative, high-quality, engaging, and attractive content that can quickly become viral, reaching thousands, even millions, of internet users and brand consumers. Through content sharing on various social networks, brands can instantly expand their reach (initially limited to the brand's fans and followers) to the friends and acquaintances of those who have shared the content.

3.1. Snack Content

Snack content, or micro-content, is a content marketing technology that meets the growing demand of internet users for consuming information (videos, images, texts, etc.) in small doses throughout the day, particularly on social media (Meng et al., 2024 ; Tumasang, 2022). It is an effective content format that allows you to convey relevant information and generate new customers through short content designed for quick consumption (Luo et al., 2025).

This table shows some examples of snack content include.

Table 3. Snack Content in Social Media Marketing

Content Type	Description	Key Features
Instagram Reels	Short-form video content on Instagram with the ability to add filters, music, and effects.	Duration: 30 seconds; Focuses on humor, creativity, and virality; Similar to Stories but allows quick edits.
Motion Design	Video format that uses dynamic graphic elements to convey complex information in an engaging way.	Captivating visuals; Highly explanatory; Good for viral content; Short duration; Increases audience attention on complex topics.
Memes	Humorous images or text shared widely on social media for entertainment and virality.	Short, dynamic, and engaging content; Great for virality; Easy to share and engage with friends.
Animated GIFs	Short, looping images that convey information in a fun, simple way with minimal animation.	Light animation; Easy to consume; Perfect for looping simple images; Great for infographics in motion (gifographics).
Carousel Ads	Social media posts on platforms like Facebook featuring a series of images, videos, or GIFs.	Allows up to 10 files; Each file has its own link; Ideal for storytelling and displaying items in a collection.
Quotes	Short, inspirational content shared for its emotional appeal and to create a mood.	Simple and highly shareable;Provokes interaction and comments; Often used in images; Popular in newsfeeds.

Source : Elaborated by the author

The table underscores the importance of snack content in social media marketing, showcasing various formats that excel in capturing attention, entertaining audiences, and driving engagement in a short amount of time (Smith, 2023). From Instagram Reels to Memes and Motion Design, these content types align with the growing consumer preference for quick, dynamic, and shareable media. Formats like Animated GIFs, Carousel Ads, and Quotes further enhance the potential for virality, fostering deeper audience interaction and brand awarenes (Brown & Davis, 2022). This style of content not only caters to the fast consumption habits of today's digital audience but also serves as an essential strategy for boosting brand loyalty and engagement. By adopting these snack content formats, brands can effectively connect with and resonate deeply within an ever-evolving, fast-paced digital landscape, ensuring relevance and ongoing engagement (Johnson & Lee, 2024).

3.2. Gamification

Gamification involves allowing your users to play on your website, blog, mobile app, and even on social media (Kumar & Gabriel, 2023).

This table highlights how consumers, in an era of interactive and engaging experiences, are driving brands to adopt a variety of content types. Contests, surveys, quizzes, live streaming, and podcasts are no longer just marketing tools, but essential strategies that allow businesses to remain relevant, foster loyalty, and connect with their audience in meaningful ways.

Table 4 : Engaging Digital Content Strategies

Strategy	Description
Contests and Giveaways	An engaging form of content that can entertain your community is a great way to promote your product. In this way, you can create engagement and encourage subscribers to share your content. This approach will increase your visibility while also strengthening the bond between your community and your brand. It is also an excellent method for customer retention.
Surveys	A survey is an interactive content type that is very effective for grabbing attention and involving your audience in certain business decisions or gathering feedback, as well as encouraging them to take action.
Quizzes	Quizzes offer interaction and provide instant results in exchange for the time and attention users have invested. It is a fun and engaging format.
Live Streaming	Live videos are another form of interactive content. Today, you can stream live on almost all social platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.
Facebook Live Shopping	The company presents its products during a live video. During this presentation, users will have the opportunity to discover and purchase (in real-time) the featured products highlighted in the broadcast.
Podcasts	Podcasts are digital audio content that can be listened to anytime, anywhere. There are different types of podcasts, including interviews, stories, or broadcast formats. Additionally, podcasts do not have a single objective. They can be educational, informative, or simply entertaining, and can be targeted at both professionals and the general public. Podcasts can connect brands and listeners while offering relevant and exciting topics.

Source : Adapted by the author

Leveraging interactive content such as contests, surveys, quizzes, live streaming, and podcasts offers brands the opportunity to create deeper connections with their audience while promoting engagement and visibility. These tools allow for more personalized experiences, fostering a sense of community and loyalty.

3.3. Means to Fuel Content Creation

3.3.1. User-Generated Content (UGC)

User-generated content refers to all content created by visitors of a brand or e-commerce site, as well as content posted in discussion or community spaces such as forums and enterprise networks (Li et al., 2022). This can include comments, ratings, photos, graphics, etc. User- generated content, without any additional prompting from the company or brand, is highly valuable as long as the content is positive. This type of content is easy to collect and share, thus avoiding the waste of resources.

User-generated content (UGC) has become a cornerstone of modern marketing strategies due to its ability to build authenticity and trust (Petersson & Nilsen, 2025 ; Lariba, 2023). When consumers create content related to a brand, it not only showcases genuine engagement but also serves as social proof, validating the brand's reputation and credibility. UGC helps to humanize a brand by highlighting real experiences, making it more relatable to potential customers. Furthermore, UGC is often more cost-effective than traditional advertising since it leverages content created by users, reducing the need for brands to produce all the content themselves. Encouraging UGC also fosters a sense of community, as consumers feel valued and recognized for their contributions, enhancing brand loyalty and fostering long-term customer relationships.

3.3.2. Guest Blogging

Guest blogging involves including guest articles on your blog (Willment, 2025). This means inviting expert bloggers to write high-quality articles for your website. Alternatively, you can contact a site with a similar topic to yours and propose publishing the article you have created on their website. This will allow you to

showcase your content to new audiences, thereby increasing your visibility and generating more traffic. It will also enable you to create high- quality backlinks to your website.

Guest blogging is an excellent way to establish authority and credibility within your industry. By collaborating with established bloggers, you can tap into their expertise and reputation, which helps to attract a more engaged audience. This strategy not only increases visibility but also fosters valuable relationships within your industry. When guest blogging is done effectively, it allows brands to position themselves as thought leaders and experts in their field. Moreover, guest blogging provides an opportunity for cross-promotion, enabling both parties to reach new, relevant audiences, while also boosting SEO through the creation of valuable backlinks. By offering insightful, well-written content, you can drive more traffic to your website and enhance your online presence (Salonen et al., 2024).

3.3.3. Newsjacking

It turns out that entertaining content induces optimal customer engagement. Newsjacking consists of riding the wave of current trends, using humor to turn a news event to one's advantage (Scott, 2011). Newsjacking can rapidly increase the number of subscribers or people reached, knowing that the Facebook algorithm rewards posts that refer to a significant current event or trend. Moreover, entertainment content makes the company appear more human. It helps break the barrier between consumers and brands, building strong relationships with potential customers.

Newsjacking is not just a way to capitalize on trending topics, but also an effective tool for amplifying a brand's voice in a crowded digital space (Santos et al., 2023). By aligning a brand's message with a current event or popular trend, companies can seize the opportunity to engage with their audience in real-time, creating a sense of relevance and timeliness. This approach allows brands to stand out, especially when the topic resonates with their target audience. Furthermore, newsjacking, when combined with entertaining content, can foster a deeper emotional connection with consumers. This type of content humanizes the brand, as it demonstrates a brand's ability to be responsive and in tune with the cultural moment, rather than just pushing a commercial agenda. When executed correctly, newsjacking creates a buzz that encourages shares, comments, and wider discussions, leading to enhanced brand visibility and stronger audience loyalty (Willemsen et al., 2018).

3.3.4. Content Crowdsourcing

Content crowdsourcing is a process that involves obtaining content ideas by soliciting creative contributions from external groups, whether paid or free. These contributors could be your customers, members of online communities, industry experts, or the general public. This corresponds to a form of "uberization" of the creative community (Nasution et al., 2023).

Content crowdsourcing taps into the collective creativity of a diverse group, allowing brands to access fresh perspectives and ideas that they may not have considered. This approach can lead to more authentic, innovative, and engaging content, as it is often directly shaped by the audience's needs and interests. By leveraging crowdsourcing, companies not only reduce their content production costs but also build a deeper connection with their audience, as contributors feel more involved and valued. This "uberization" of creativity encourages a sense of ownership and community, leading to higher levels of engagement and a more loyal customer base (Garrigos-Simon & Narangajavana-Kaosiri, 2025).

3.3.5. Storytelling

According Kemp et al. (2023), Storytelling is a guiding framework and translation device inside organizations building shared understanding and aligning action (beyond promotion).

Brand content leverages emotion, relevance, and excitement to sell and stimulate. Customized, original, and alternative content that includes coherent stories is preferred (Kaur, 2024). For example, La Laitière: On the homepage of its website, visitors are greeted directly with two full-screen photos: on the right, showcasing the past, heritage, and tradition ("The Milkmaid" by Vermeer), and on the left, the present, transmission, and

continuity (the modern milkmaid). By reinterpreting this 17th-century artwork, Nestlé has successfully created a universe where heritage, craftsmanship, transmission, art, and history add value, credibility, and personality to the brand.

This approach not only strengthens the brand's narrative but also evokes a sense of authenticity and emotional connection with the audience (Chang & Suh, 2025). By blending tradition with modernity, brands like La Laitière tap into consumers' desire for continuity, quality, and cultural relevance, making the brand feel more timeless and trustworthy. Furthermore, using immersive formats such as videos, virtual reality, or interactive storytelling can deepen the emotional experience, inviting the audience to actively participate in the brand's story. This immersive approach helps foster brand loyalty, as it allows consumers to feel part of a larger, meaningful narrative rather than just passive recipients of marketing messages.

4. The Benefits of a Content Strategy

4.1. Improving Brand Image

Strengthening the brand image by providing readers with relevant and informative content, and being able to answer their questions and make their lives easier. Having useful and high- quality content can position you as a reference in your market and industry. For this reason, as long as someone in your target market needs reliable and relevant information, they will directly visit your website or another platform (Bui et al., 2023).

4.2. Standing Out from the Competition

Today, everyone or almost everyone is on the internet. Content strategy is an excellent way to differentiate yourself from the competition. By providing consumers with high-value content, you can improve your brand image and gain credibility. Too many companies only talk about their products and overlook the information that consumers truly need (Salonen et al., 2024).

4.3. Nourishing Communities

Without content, a community cannot exist. It is its nourishment, which will foster discussion, exchange, and communication. Creating content is good, but it is even better to distribute it to as many people as possible. Through social networks, content virality is an important aspect of content marketing (Drossos et al., 2024).

4.4. Increasing Sales

Content strategy can not only promote your products and services but also help and inspire readers (Hollebeek & Macky, 2019). By answering their questions, the reader becomes a customer and purchases your product or service.

Initially, the company focused on building its own community, raising awareness, and working hard to get noticed. Once this groundwork is done, the sales objective becomes the central focus. Of course, social media are communication tools for content distribution. When used correctly, they can smoothly lead readers to your website and storefront, which are designed for direct sales. It is a cost-effective strategy that provides a good return on investment.

In the digital market, companies create as much content as possible to attract and persuade consumers. However, brands must focus on interesting, creative, and original content, as well as micro-content or snack content.

Since the advent of the internet, an increasing number of posts have been shared. Indeed, faced with the fierce competition in content production, consumers do not have the time to read all the content (Goyette-Côté, 2020). The explosive growth of digital content is not proportional to the number of consumers; the boom in available publications has accelerated the impact of content shock. Literally, "content shock" is a theory proposed by international marketing expert Mark Schaefer in 2014. Content shock occurs when the supply of content far exceeds the demand, in other words, when the content produced surpasses the readers' ability to consume it.

III.   Storytelling: A Key Success Factor in Content Strategy

From the beginning, stories have fascinated us. Even in the age of social media, they remain an effective means of communication. Indeed, the methods used to share stories are diverse. Stories can be videos, images, text, or a combination of two or more elements.

1.   Definition of the Concept of Storytelling or "The Art of Telling Stories"

In the literary field, storytelling is the English term related to narrative and its narration. In French, it is referred to as "communication narrative." Storytelling is a content marketing method that emerged in the 1990s in the United States (Oliveri et al., 2017).

Storytelling is linked to narrative, stories, real examples or those drawn from personal experience, as well as fictional situations. Storytelling is the narrative hook, capturing attention with emotional attachment (Gupta & Jha, 2022). It is an art in itself, as it requires skill from the narrator in terms of creativity and style to effectively convince the audience of their point of view and ultimately create a bond of trust between the narrator and the recipient.

This table presents the different definitions of Storytelling.

Table 5. Different Definitions of Storytelling

Authors	Definitions
Laurent (2020)	Storytelling is the art of telling a story to build and enhance the reputation of a company, brand, or person. It is a method of using narrative discourse in a communication strategy.
Herskovitz and Malcolm (2010)	Storytelling is also a very powerful way to strengthen and create emotional connections with those around us, as well as with an image or any brand.
Anderlini- Pillet (2018)	Storytelling manifests in the business context in various ways. For example, the luxury brand Hermès uses scripted videos showcasing the product manufacturing process for both external and internal communication. Customers and employees are invited, through the storytelling behind these videos, to embrace the vision of the artists and craftsmen.
Gerber et al. (2013)	For storytelling to be effective, the story must be placed within a specific context, and the basic ideas of creation should allow the narrator to convincingly lead the recipient to adopt a clear, true, and definitive conclusion.
Lewi (2014)	Storytelling aims, first and foremost, to attract the consumer's attention, then to convince them and make them adopt the company's cause.
Caussanel and Soulier (2008)	Storytelling is a tool for capturing, sharing, valuing, and preserving information within a company.
Bordeau (2008)	"Storytelling mobilizes very different uses of narrative, from oral storytelling as practiced by griots or storytellers to digital storytelling, which involves virtual immersion in multi-sensory and highly scripted worlds."

Source : Elaborated by the author

The various definitions of storytelling presented by these authors emphasize its multifaceted role in communication strategies across different contexts. Storytelling is not just a technique for building brand reputation or engaging consumers; it is a powerful tool for creating emotional connections, conveying values, and driving action.

2.   The Benefits of Storytelling

Several authors (Mandung, 2025; Small, 2024) mention that storytelling helps elevate your content marketing strategy. In an environment where consumers are becoming less sensitive to advertising, it is difficult to capture their attention on products or services. For them, traditional marketing campaigns have become too intrusive, even aggressive.

Most of them no longer spend time watching ads, reading marketing emails, or listening to long discussions with salespeople. Consumers, especially millennials, value authenticity. Therefore, if you want to regain their interest, you should consider a different approach (Matoug & Bouriqui, 2024).

This table summarizing the benefits of storytelling in marketing.

Table 6. Storytelling benefits

Benefits	What it enables
More engaging delivery	Easier transmission of your message to the target audience
Competitive advantage via attachment	Shapes preference and loyalty over time
Attention & memorability (Gazzaniga note)	Grabs attention and is easier to remember
Easier sharing of brand & values	Faster, wider distribution on social networks
Humanizes your voice	Makes values and messages feel relatable
Evokes emotions & connection	Creates genuine emotional bonds with consumers
Strong brand on low budget	Builds lasting image without heavy ad spend
Attraction & long-term trust (non-salesy)	Higher engagement with lower reactance
Captivate to convey (not hard sell)	Clearer message transfer and retention

Source : Elaborated by the author

The table shows that storytelling is more than a creative flourish it's a practical mechanism for attention, memory, and meaning-making. Clear narratives humanize the brand, elicit emotion, lower resistance to messages, and are easier to share so they compound reach even on modest budgets.

3.   Key Elements of Storytelling

According to Pereira (2019), there are several ways to approach storytelling and delve deeply into a brand's discourse:

3.1.   The Founder

This represents either the "father" of the company (e.g., Toyota), or the patriarch, often involving his family (many stories have been formed around family tensions, such as those of Lacoste, L'Oréal, etc.), or a charismatic leader, often due to their personality. In this latter case, one could even speak of a myth or a hero. Gabrielle (Coco) Chanel and more recently, Steve Jobs (and his famous keynotes) are excellent examples.

3.2.   Authenticity

Brands seek to create an authentic narrative based on their history (Hamby et al., 2023). Brands that have been using storytelling for a long time have a story that is embedded in the collective unconscious.

3.3.   The Company's Purpose

Telling the story of the company is about showing that it was created to meet the needs of the public (Knaflic, 2025). The company shares the same challenges and concerns as its customers, providing them with solutions. One can also focus on the obstacles the company faced during its establishment, the miraculous moments it went through, etc., to humanize the brand and show that it has common ground with its users.

3.4.   Brand Values

Saying who you truly are helps create a genuine brand universe. These values could be family, friendship, competitiveness, humor, environmental protection (Zou et al., 2025). Oasis highlights its natural origins by focusing on the values of humor and fun, with its protagonists being funny and endearing personified fruits.

3.5. Giving a Voice to Users

Develop interactions with your target audience by engaging them and involving them in the design of the company's products (Kumar et al., 2025). The consumer then becomes an accomplice, feeling valued and involved in the brand's daily life, to the point of almost becoming a family member.

According to Vermot-Gauchy (2020), to integrate storytelling into your communication strategy.
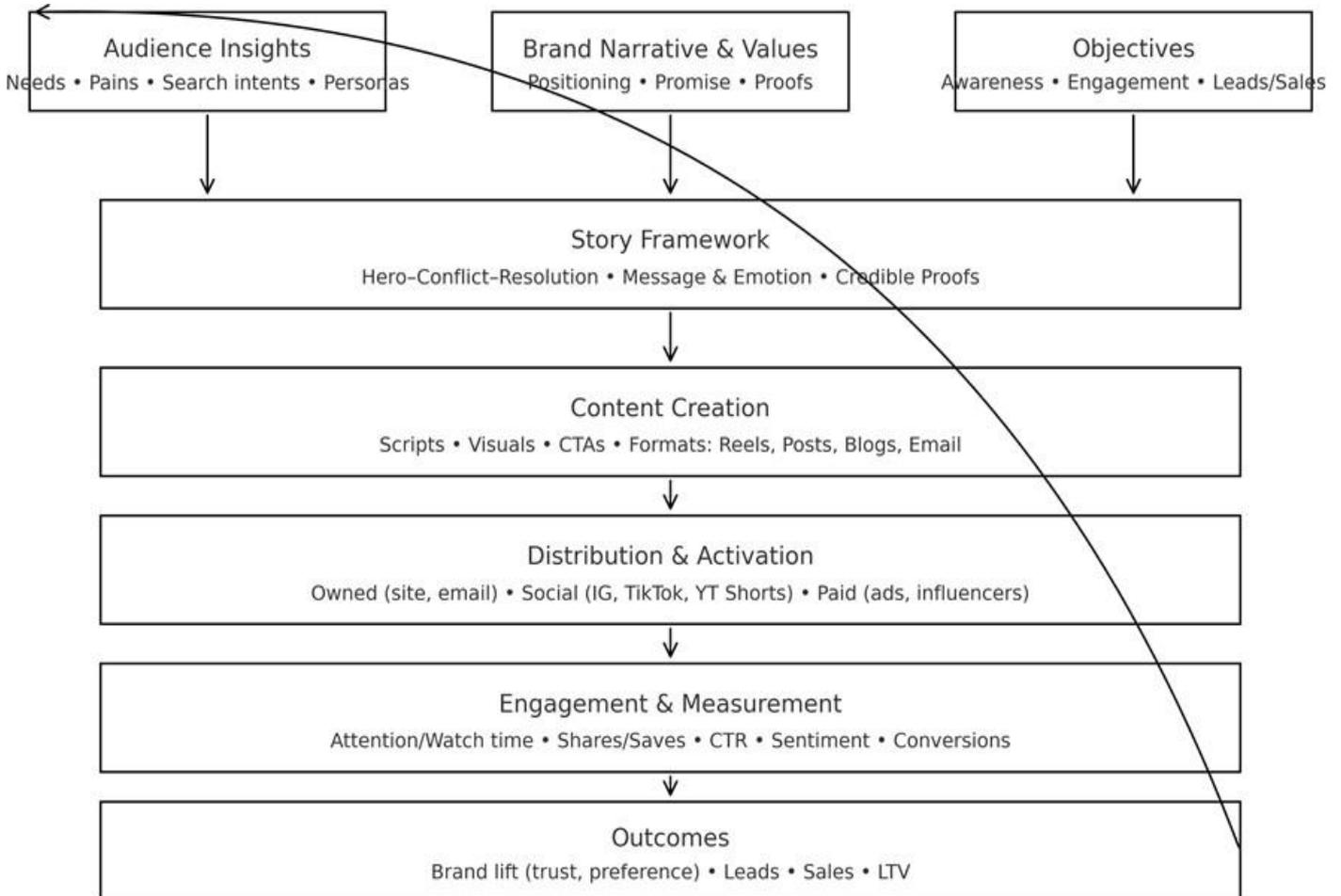

Figure — Storytelling embedded in the communication strategy (iterate with measurement).

Figure 1. Storytelling in Communication Strategy

This figure represents the integration of storytelling into a communication strategy, with key steps ranging from audience knowledge to measurable results.

4. Forms of Storytelling

4.1. Story Building

The concept of story building, meaning "constructing a story" while allowing internet users/consumers to direct it themselves via social media (Fedorova et al., 2020).

The concept of "story building" is discussed with the deployment of digital media, particularly the use of social media (Oliveira et al., 2025). We can refer to co-creators here, as this method becomes interactive. The story will be created (co-constructed) by various people, by the online community, not just professionals.

With the development of digital tools, particularly through social media, the audience is no longer passive; they will provide information, comments, and reactions. It is in co-creation that the difference lies. As a user of the digital interface, the internet user is involved; they are an actor in a story, a product, a brand, or a service.

The technique of storybuilding is a way to use storytelling (Kamaruddin & Lesbatta, 2025). It is still narrative communication, and its goal is always to establish an emotional connection. It is just a different form, not only a story from a single source. Here, the brand will build its story through social media with the help of internet users.

4.2. Story Doing

This involves engaging the customer, giving them an experience, and making them an actor in the story. The spectator no longer uses only their imagination to embody the story but experiences it in real life. The customer becomes the hero of the story they will live (De Regt et al., 2021).

These methods can establish an emotional bond with consumers by communicating your values, goals, and actions to them. That's why customer testimonials are a very useful resource. With storydoing, you don't just tell the story to the audience; people create the story and live it with you. This approach humanizes the relationship between the brand and consumers by naturally transforming stories into actions.

4.3. Story Living

According Pascal (2022) story living is "Experiencing an event". Story living is immersive storytelling: One of the technologies that is gaining traction is, of course, virtual reality (VR), and story living focuses on both virtual reality and augmented reality.

Stories told through immersive formats are the preferred forms of story living, often referred to as "VR storytelling." Story living allows individuals to experience stories from within; we are at the center of the story we are going to "live" in a virtual mode.

4.4. Stories

In recent years, storytelling has taken on a new dimension with the emergence of stories on social media, offering "instant, ephemeral, and immersive stories."

Although Stories originally emerged on Snapchat, Instagram has become the dominant platform for this format, where it truly took off. Telling a story: Instagram is primarily a social network for storytelling, allowing users to share stories. It is no coincidence that this format is called "Stories" (Villaespesa & Wowkowych, 2021).

The more interesting your stories are, the more people will engage, listen, and return for more. In the coming years, Stories will become the essential communication channel for businesses, as they allow direct interaction between the internet user and the brand. The brand can start by sharing interesting moments that add value, revealing secrets, and unveiling exclusives. When the opportunity arises, conduct quick surveys or ask questions through quizzes, and occasionally promote products/services.

## IV.	Storytelling as a Source of Competitive Advantage for Luxury Brands

The creation of original and interactive content profoundly transforms the way companies communicate. In a world where consumers are highly sought after, creating content that resonates with their imagination allows brands to turn them into loyal customers and ambassadors. Brands today operate from both a "human-centric" and "customer-centric" perspective. The challenge is to win the battle for attention, which underscores the importance of building effective storytelling. In the luxury sector, storytelling enhances the desirability and memorability of products by telling consumers dreamlike stories (Brooks, 2024).

## 1.	Definition of Luxury

According to Le Petit Robert (2014), luxury is a "way of life characterized by large expenditures dedicated to acquiring superfluous goods, driven by a taste for ostentation and the pursuit of greater well-being."

Marseille (2002) also provided a relatively academic definition: "Luxury refers to behaviors, mental and social attitudes, objects, and a set of economic activities. It touches upon both social and individual psychology and is linked to desire, spending, provocation, or ostentation. Since its inception, it has been associated with the idea of transcendence, either through dreams or provocation."

2.   Definition of a Luxury Brand

According to Bontour (2002), a luxury brand "is certainly a brand whose product quality is recognized. A brand whose products are assigned a price higher than the average, contributing to its positioning. A brand whose production is often imitated for qualitative reasons and relative exclusivity, emphasized by a high-end positioning and communication. Therefore, the key term in this definition is exclusivity." Indeed, researchers define this term based on consumer behavior and the values that consumers associate with the brand.

3.   Storytelling in Luxury Branding

Through storytelling, luxury brands will tell their story and thus reach their younger audiences (Bovier, 2020). The brand will communicate its values, the cause it supports, or create content unrelated to its product. It will opt for a non-promotional discourse. According to Ricaut (2020), since the dawn of time, stories have captivated us. They remain a means of communication, even in the age of social media. It is a strategy so effective that it borders on manipulation.

Storytelling is a good choice for luxury brands because they typically communicate based on emotions and brand values. The creation of video content will highlight your brand identity. It is a thriving form, very well-suited for telling a brand's story, conveying emotions, and inspiring dreams. Through YouTube videos, Facebook, or engaging with the immediacy of Instagram or Snapchat stories, brands can connect with their audience (Rosa & Martines, 2022).

For example, the British brand Burberry has been perfecting its own media content creation for many years, as evidenced by its YouTube channel. From tutorials to beautiful stories, Burberry develops its brand story through video content that allows customers to understand the brand's identity and view it in a different light not just as a store, but as a complete story, with characters and their experiences. One of the most popular examples is their 2016 film, *The Tale of Thomas Burberry*, which is a dramatic representation of the designer's life. The film reshapes the key events that contributed to the creation of the brand's story.

The latter gives viewers the impression of watching a movie trailer rather than an advertisement. This artistic style is a major asset for storytelling because it allows consumers to forget the context in which they are watching it (Lau, 2021).

Similarly, Lacoste launched a new advertisement, *Timeless*, which is part of its new brand platform, *Life Is A Beautiful Sport*. This epic film fresco begins in the 1930s when a man falls in love at first sight. He then follows the trail of the mysterious woman and boards the same train with her, but as soon as he enters the first carriage, he finds himself in the 1940s. Driven by the hope of finding her, the hero embarks on a wild chase, crossing carriages and eras, all the way to the present day. Over time, his style has changed and evolved, but the polo remains, retaining its timeless elegance. Lacoste brilliantly crafts its storytelling by blending the past with the present. The brand excels in its brand narrative and evokes a certain "lifestyle" concept oriented towards luxury.

4.   Case Studies on Storytelling in Luxury Brands

Storytelling is an essential tool for luxury brands to build emotional connections, convey values, and reach audiences in meaningful ways. By engaging in narrative-driven marketing, luxury brands can move beyond simple product promotion and instead focus on communicating the essence of their identity, values, and history.

In this table, we explore the role of storytelling in luxury branding, providing practical examples from high-end brands like Rolex, Hermès, and Breitling.

Table 7 : Case Studies on Content Marketing Strategies in Luxury Brands

Brand	Strategy	Content Strategy	Impact
Rolex	Brand storytelling to elevate image and create value	Focuses on historical figures and major achievements; uses digital storytelling for exclusivity and legacy, such as "Rolex Awards for Enterprise".	Creates aspirational value for the brand; enhances premium pricing; builds strong brand loyalty and recognition.
Hermès	Crafting emotional connections through heritage and craftsmanship	Uses behind-the- scenes videos and campaigns like "Savoir-Faire" to showcase artisanship and quality.	Strengthens brand narrative, creating emotional connections with consumers; reinforces luxury identity.
Breitling	Influencer marketing to align with adventure and high performance	Collaborates with influencers to showcase adventure-themed brand stories, focusing on precision and adventure.	Broader reach and more personal engagement, but lacks emotional depth compared to competitors like Rolex and Hermès.

Source: Elaborated by the author

The case studies of Rolex, Hermès, and Breitling illustrate how powerful storytelling can be when executed effectively in luxury branding. Rolex and Hermès excel in creating aspirational narratives that align with their brand values of exclusivity, craftsmanship, and heritage, effectively resonating with their target markets. In contrast, Breitling's reliance on product-centric, technical content misses the emotional engagement that storytelling provides, making it harder for the brand to connect deeply with the emotional aspirations of its audience.

4.1.   Rolex: Mastering Storytelling to Elevate Prestige

Rolex has effectively used storytelling to elevate its brand image, focusing on the craftsmanship, legacy, and values of its timepieces. The brand taps into historical narratives, often associating its watches with renowned figures and significant global achievements. Rolex's content strategy emphasizes exclusivity and tradition, presenting its watches not just as products, but as symbols of success and enduring value (Lander, 2023).

Effective Content Strategy: Rolex's digital content focuses on powerful storytelling elements. For instance, its 'Rolex Awards for Enterprise' campaign highlights the stories of individuals making a difference in the world, underscoring Rolex's commitment to excellence. By featuring accomplished individuals from various fields, Rolex aligns its brand with success, adventure, and resilience, which strongly appeals to its target audience.

Rolex has successfully created an aspirational brand that speaks to both the emotional and practical desires of its audience. Its focus on legacy and exclusivity continues to resonate, elevating the brand far beyond just a luxury watchmaker.

4.2.   Hermès: Artistry and Innovation Through Storytelling

Hermès blends storytelling with artistry, using its content marketing to highlight the heritage and craftsmanship behind its luxury products, such as its iconic bags and silk scarves. The brand's content focuses on artisans' skill, the heritage of the brand, and how each piece tells its own story. Through campaigns and behind-the-scenes videos, Hermès showcases the making of its products, which positions the brand as one that celebrates quality, tradition, and a timeless approach to luxury (Deng, 2024).

Effective Content Strategy: A standout example is Hermès' use of digital content for its 'Savoir-Faire' campaign, which takes audiences behind the scenes to see the detailed craftsmanship involved in creating a Hermès bag. The content's focus on artisans' work humanizes the brand, showing its commitment to quality and tradition.

By emphasizing craftsmanship, Hermès strengthens its brand narrative, conveying the idea that its products are not just luxury items, but timeless pieces of art that require both skill and dedication to create. This approach creates an emotional connection with customers and reinforces the brand's identity as the epitome of high-quality, bespoke luxury.

4.3.   Breitling: Missed Opportunities in Storytelling

Breitling, traditionally known for its high-performance aviation watches, has embraced content marketing with a focus on adventure and exploration. While the brand's storytelling efforts have generally aimed at positioning itself within the realms of aviation and sport, its content marketing has at times lacked the emotional depth that resonates with younger audiences. Despite its strong brand association with pilots and adventurers, Breitling's content can sometimes feel too focused on features rather than emotions (Upfluence, 2023).

Ineffective Content Strategy: A notable example of Breitling's misstep was its heavy reliance on technical specifications and product-heavy advertisements without enough focus on emotional storytelling. While the brand attempted to connect its watches with high-adrenaline adventures and historical figures, the content often felt disconnected from the audience's lifestyle aspirations.

This focus on technical details rather than emotional engagement led to Breitling failing to fully tap into the potential of storytelling, particularly with younger generations who are more likely to connect with brand narratives rather than just features. It caused the brand to appear more like a traditional watchmaker rather than a luxury brand that evokes a sense of belonging or aspiration.

CONCLUSION

Content marketing enables brands to naturally attract prospects as they browse the web and even convert them into true ambassadors. However, for content to be relevant and effective, it is essential to adopt a coherent, measurable strategy aligned with the brand's values. Content creation thus becomes a strategic lever that enlightens and strengthens the overall strategy of luxury brands. In an increasingly saturated digital environment, creating content that resonates with consumers' imagination allows brands to convert them into loyal and emotionally engaged customers.

Luxury brands do not merely seek to meet a functional need: they aim to build a strong symbolic and identity-based universe. This universe relies on emotional capital, heritage, craftsmanship, and a distinctive art of living, forming an exceptionally rich editorial foundation. Content creation then becomes a vehicle for expressing this universe a way to tell the brand's story and build an emotional bond with consumers.

This research has shown that producing original and high-quality digital content enables companies to strengthen their strategies, enhance their brand image, and build trust-based relationships with internet users. Content marketing is now positioned as a strategic communication tool, at the intersection of branding, storytelling, and digital performance.

Beyond these findings, this study provides both theoretical and managerial contributions.

On a theoretical level, this research strengthens the conceptual link between storytelling and brand emotional capital by showing how narrative acts as a lever of symbolic differentiation, particularly in the luxury sector. It broadens the framework of content marketing by positioning it not as a mere promotional tool but as a genuine mechanism for creating relational and identity-based value, aligned with brand equity. Finally, it deepens the role of personalization by proposing an integrated articulation between artificial intelligence, user experience, and storytelling, suggesting a model connecting emotions, narrative coherence, data-driven orchestration, and perceived performance thus extending the work on experiential marketing and brand storytelling.

On a managerial level, the study encourages placing content creation at the heart of corporate strategy, supported by clear editorial governance, well-defined roles, and performance indicators combining reach, engagement, reading time, share of voice, sentiment, assisted conversions, and customer lifetime value. It recommends leveraging data and artificial intelligence through dynamic segmentation, recommendation

systems and content operations to design customized and high-performing brand experiences. The adoption of a transmedia logic is also encouraged to ensure narrative coherence across digital platforms. Finally, the study proposes an operational roadmap, from clarifying narrative territories to industrializing editorial workflows (content calendars, brand guidelines, continuous evaluation, and improvement loops), with the aim of enhancing differentiation, loyalty, and brand equity.

It is now essential to extend this work with a qualitative and/or quantitative empirical approach to better understand the mechanisms driving content effectiveness and to strengthen personalization. Content strategies should increasingly rely on user data to design customized experiences adapted to individual preferences and behaviors. At the same time, brands must invest in multimedia storytelling by diversifying formats (videos, podcasts, blogs, infographics, immersive experiences, etc.) and adopting a transmedia approach to maximize coherence and impact across channels.

Finally, several avenues for future research deserve exploration: the impact of content marketing on long-term customer loyalty, the integration of artificial intelligence into narrative personalization, and the role of storytelling in reputation crisis management. These recommendations and research directions can help guide future corporate strategies in the field of content marketing by leveraging emerging innovations and addressing the evolving needs of consumers.

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KEY DEFINITIONS

Content Marketing: Content marketing refers to a strategic marketing approach focused on creating, distributing, and sharing valuable, relevant, and consistent content to attract and engage a target audience. The goal is to drive customer action, such as conversions, brand awareness, or loyalty, without directly promoting a product or service.

Communication Strategy: Communication strategy is the plan and process that an organization uses to deliver key messages to its target audience. It encompasses the methods, media, and messages used to convey information and engage stakeholders, with the aim of aligning all communications to support business objectives and enhance brand image.

Storytelling: Storytelling in marketing is the use of narratives to communicate a brand's message, values, and mission in a compelling and engaging way. It involves creating stories that resonate with the audience, making the brand more relatable, memorable, and emotionally connected with its consumers.

Social Media: Social media refers to platforms and online tools that allow users to create, share, and interact with content in a social environment. For businesses, social media is a vital channel for promoting content, engaging with customers, and building community relationships.

Luxury Brand: A luxury brand is a high-end product or service that is often associated with exclusivity, superior quality, and a prestigious reputation. These brands typically cater to wealthy customers and focus on offering products that symbolize status, craftsmanship, and exceptional value.

Digital Strategy: Digital strategy is a comprehensive plan that outlines how an organization can use digital technologies, platforms, and tools to achieve its business goals. It involves optimizing digital channels like websites, mobile apps, and social media to enhance customer experiences, improve engagement, and drive business growth.

Brand Identity: Brand identity refers to the visible elements of a brand, such as its name, logo, design, and messaging, which distinguish it from competitors and convey its values and personality. A strong brand identity helps to create a lasting impression and fosters customer loyalty and recognition.