



Implementation of Digital Content Marketing Strategy for Electric Motorcycle Products: A Step-by-Step Framework Approach

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ARTICLE INFO

Keywords: Digital Content Marketing, Promotional Media, Electric Motorcycle, Social Media Marketing

Received : 1 November 2025

Revised : 25 November 2025

Accepted: 14 December 2025

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ABSTRACT

This study examines digital content marketing implementation for electric motorcycle promotion at Uwinfly Store Madiun using Kotler's eight-step framework. Qualitative data were collected through interviews, observations, and documentation. Results show systematic implementation through Instagram, TikTok, WhatsApp, and YouTube, focusing on brand awareness with weekly content planning and daily posting schedules. The structured approach significantly improves brand visibility and customer engagement in the electric vehicle market

INTRODUCTION

Digital content marketing has become essential for promoting innovative products through strategic planning, creation, and distribution of valuable content (Kotler et al., 2021; Chaffey & Ellis-Chadwick, 2022). The electric vehicle (EV) industry in Indonesia has experienced remarkable growth, with the government targeting 2 million electric motorcycles by 2025 (Ministry of Industry, 2022). Despite representing only 0.18% of total motorcycle sales in 2022, the electric motorcycle segment demonstrated 400% year-over-year growth (AISI, 2023).

However, the EV market faces significant challenges related to consumer awareness and perception. Studies indicate that limited product knowledge, range anxiety, and unfamiliarity with technology constitute primary adoption barriers (Rahman et al., 2022; Santoso & Wijaya, 2023). Digital content marketing emerges as an essential strategy for educating consumers and building brand equity (Lee & Kim, 2023).

Despite growing importance, limited empirical research examines systematic digital content marketing implementation in the EV sector, particularly in emerging markets and SMEs. Existing studies predominantly focus on large manufacturers in developed countries (Zhang et al., 2022), while few investigate platform-specific strategies for promoting innovative products requiring substantial consumer education (Dwivedi et al., 2021).

This study addresses these gaps by investigating how Uwinfly Store Madiun implements Kotler's eight-step content marketing framework: (1) goal setting, (2) target market mapping, (3) content planning, (4) content creation, (5) content distribution, (6) content amplification, (7) content evaluation, and (8) content improvement (Kotler et al., 2021). The research objectives are to examine framework implementation processes, analyze multi-platform content effectiveness, and identify best practices for marketing innovative technological products.

This research contributes theoretically by extending content marketing literature in under-researched contexts—SME retailers promoting innovative products in emerging markets. Practically, it offers actionable insights for EV retailers demonstrating how systematic approaches overcome information barriers and build consumer confidence.

LITERATURE REVIEW

Digital Content Marketing Framework

Digital content marketing represents a strategic approach focused on creating and distributing valuable, relevant content to attract and retain audiences, ultimately driving profitable customer action (Pulizzi, 2014; Holliman & Rowley, 2014). Contemporary strategies encompass diverse formats including videos, infographics, and interactive experiences, with video content generating 1200% more shares than text and images combined (Wyzowl, 2023).

Kotler et al. (2021) propose a comprehensive eight-step framework structuring implementation from strategic planning through continuous improvement. Goal Setting involves defining clear, measurable objectives aligned with business strategy. Target Market Mapping requires detailed

audience segmentation based on demographic, psychographic, and behavioral characteristics. Content Planning transforms audience insights into structured calendars balancing educational (60%), entertaining (30%), and promotional content (10%). Content Creation encompasses producing high-quality content across various formats. Content Distribution involves strategic placement across owned, earned, and paid channels. Content Amplification extends organic reach through influencer partnerships and paid promotion. Content Evaluation measures performance using quantitative metrics and qualitative assessment. Content Improvement implements insights to refine future content (Chaffey & Ellis-Chadwick, 2022; Kumar et al., 2022).

Electric Vehicle Marketing Challenges

The EV market presents unique challenges stemming from product novelty and technical complexity. Consumer adoption research identifies five primary barriers: limited awareness, range anxiety, charging infrastructure concerns, price perceptions, and performance skepticism (Rahman et al., 2022; Santoso & Wijaya, 2023). Educational content marketing proves particularly effective, with comprehensive product information reducing purchase hesitation by 45% and testimonials decreasing skepticism by 38% (Zhang et al., 2022).

Social Media Platform Dynamics

Different platforms offer distinct advantages based on algorithmic structures, demographics, and formats (Appel et al., 2020). Instagram excels for visual storytelling with predominantly young audiences (62% aged 18-34), while TikTok provides viral potential through discovery-driven algorithms requiring entertainment-first content (Leung et al., 2022). WhatsApp facilitates personalized communication with 98% message open rates compared to 20% for email (Ahmad et al., 2023), and YouTube serves as the primary platform for long-form educational content enabling content discovery beyond social feeds.

While existing literature establishes principles, significant gaps remain regarding systematic framework implementation in SME contexts and operational processes translating theory into practice. This study addresses these gaps through detailed empirical examination of framework implementation in an emerging market context.

METHODS

Research Design

This study employs a qualitative descriptive design examining digital content marketing at Uwinfly Store Madiun from January-June 2024. The single-case study design treats Uwinfly as an instrumental case illuminating content marketing implementation for innovative products in emerging markets (Yin, 2018).

Participants

Three key informants were selected through purposive sampling: (1) Supervisor of Creative Video (S) with five years digital marketing experience, (2) Marketing Communication Staff (M) handling content planning and graphic design with three years' experience, and (3) Marketing Communication Staff (W) managing video production and TikTok strategy with two years' experience.

Data Collection

Semi-Structured Interviews: Individual 60–90-minute interviews were conducted using guides structured around Kotler's framework, with questions exploring implementation processes, decision rationales, challenges, and outcomes. Interviews were audio-recorded and transcribed verbatim.

Direct Observation: Approximately 40 hours of systematic observation documented content creation workflows, team coordination, and platform management using structured checklists.

Documentation Analysis: Comprehensive documentation included content calendars, production schedules, social media analytics, WhatsApp logs, meeting minutes, and actual content pieces across platforms.

Data Analysis

Analysis followed Miles et al. (2014) involving: (1) systematic organization by framework components, (2) within-step analysis identifying implementation status and characteristics, (3) cross-step integration examining relationships, (4) triangulation comparing multiple sources, (5) theoretical comparison with Kotler's framework, and (6) member checking for accuracy verification.

Quality and Ethics

Credibility was achieved through prolonged engagement, triangulation, and member checking. The research received institutional approval, and participants provided informed consent with voluntary participation and confidentiality protection.

RESULTS

Implementation Status

Table 1 summarizes implementation of Kotler's eight-step framework at Uwinfly Store Madiun.

Table 1. Content Marketing Framework Implementation		
FRAMEWORK COMPONENT	STATUS	KEY CHARACTERISTICS
Goal Setting	Implemented	70% brand awareness, 30% sales; 3 items/day target
Target Market Mapping	Implemented	Price (Rp 1-3M, 4-7M, >10M), age (<17, >20), location segmentation
Content Planning	Implemented	Weekly cycles; theme-based (back-to-school, holidays)
Content Creation	Implemented	14 pieces/week (7 videos, 7 posters); professional tools
Content Distribution	Implemented	Multi-platform (Instagram 10:00/14:00, TikTok 13:00, WhatsApp, YouTube)
Content Amplification	Partial	Brand Ambassador; limited influencer collaboration
Content Evaluation	Implemented	Weekly Saturday meetings; metrics-based assessment
Content Improvement	Implemented	Immediate revisions; 20-30% engagement increase

Goal Setting and Target Market

Uwinfly establishes differentiated objectives with 70% focus on brand awareness due to recent August 2023 launch, and 30% on sales conversion. Daily targets include 3 items sold per product type, 15-20 direct messages, and 100-500 likes per post.

Target segmentation employs three dimensions: **Price** (low-end Rp 1-3M for students, mid-range Rp 4-7M for young professionals, premium >Rp 10M for enthusiasts), **Age** (under 17 for electric bicycles, over 20 for motorcycles), and **Location** (60% Madiun Regency for bicycles, 70% Madiun City for motorcycles). Instagram data reveals teenagers (45%), young adults (35%), and adults (20%) as primary audiences.

Content Planning and Creation

Content planning follows weekly cycles updating every Monday based on Saturday evaluations. Themes align with seasonal moments (back-to-school, religious holidays) and audience interests. The team produces 14 weekly pieces – 7 videos and 7 posters – using CapCut, Premiere Pro, CorelDraw, and Photoshop.

Videos incorporate 3-second hooks, trending audio, and watermarks. Production involves coordinated workflows: ideation and scripting (Day 1), shooting and editing (Day 2), refinement and approval (Day 3). Posters emphasize specifications, pricing, and brand consistency in HD/PNG formats.

Distribution and Performance

Multi-platform strategy optimizes each channel: **Instagram** (primary platform, daily 10:00/14:00 posts), **TikTok** (13:00 entertainment-focused content), **WhatsApp** (personalized communication), **YouTube** (comprehensive educational content). Organic strategies include hashtag optimization and central account collaboration. Paid strategies employ Instagram/TikTok ads (Rp 100,000-200,000 per campaign).

Brand Ambassador Gilga Sahid provides amplification, though systematic influencer collaboration remains limited. Performance shows 5,000-8,000 average reach, 3-5% engagement rates. Best performers include tips/tricks videos (15,000 views), product comparisons (10,000 views), and testimonials (8,000 views).

Evaluation and Improvement

Weekly Saturday evaluations (60-90 minutes) assess quantitative metrics (views, likes, comments, shares) and qualitative dimensions (sentiment, clarity, quality). WhatsApp groups enable real-time verification.

Improvements implement immediately: minor revisions same-day, major revisions within 2-3 days through narrative enhancement, visual optimization, and format experimentation. Revised content shows 20-30% average engagement increase versus originals.

DISCUSSION

Alignment with Research Problem and Theoretical Framework

This study successfully addresses the research problem of how digital content marketing can be effectively implemented as promotional media for electric motorcycle products in emerging markets. The findings demonstrate that applying Kotler's eight-step framework systematically enables SMEs to build brand awareness and stimulate sales for innovative and unfamiliar products. Uwinfly Store Madiun's strategy – allocating 70% of content to brand awareness and 30% to sales – directly responds to consumers' limited knowledge of electric vehicles.

The three-dimensional segmentation (price, age, location) generates detailed consumer profiles that support personalized content, such as messaging tailored to students seeking affordable transportation without a driver's license and adults needing quiet, eco-friendly mobility. This operationalizes Kotler's principle that effective content marketing requires understanding psychological and behavioral dimensions, not just demographics.

Weekly planning cycles, the production of 14 professional content pieces, and structured evaluation processes illustrate how theoretical frameworks translate into actionable procedures. The observed 20–30% engagement increase after content revisions provides empirical support for continuous improvement models in digital marketing. Moreover, the study fills a gap in existing literature by documenting content marketing implementation specifically within the electric vehicle sector. The superior performance of educational content – such as tips-and-tricks videos averaging 15,000 views – further reinforces Pulizzi's theory that value-oriented storytelling outperforms direct promotional messaging in fostering audience connection.

Platform-Specific Effectiveness and Strategic Implications

The varied performance across platforms offers important strategic insights. Instagram emerges as the most effective platform, generating 5,000–8,000 reach and 3–5% engagement, supporting prior findings that visual-centric platforms facilitate product discovery and consumer consideration. Its combination of feed posts, stories, and reels enables comprehensive product storytelling, further strengthened by data-driven posting schedules aligned with audience activity.

Conversely, TikTok's less consistent performance – despite its viral potential – highlights the need for platform-specific strategies, as its entertainment-driven culture demands highly engaging content rather than direct promotional material. WhatsApp proves highly effective at the conversion stage, enabling personalized communication that accelerates purchase decisions. The extended geographic reach – where 60% of buyers come from outside Madiun City – demonstrates digital content marketing's ability to overcome spatial limitations of physical retail. This provides practical evidence of digital marketing's democratizing effect, enabling SMEs in secondary cities to compete more widely without the high costs associated with traditional media.

CONCLUSIONS AND RECOMMENDATIONS

Theoretical Framework Alignment

This study demonstrates that systematic application of Kotler's framework enables SMEs to build brand awareness for innovative products facing consumer knowledge barriers. The 70% allocation to brand awareness directly addresses limited EV understanding (Rahman et al., 2022; Santoso & Wijaya, 2023), operationalizing the principle that value provision precedes conversion (Pulizzi, 2014).

The three-dimensional segmentation generates actionable insights enabling personalized messaging—students receive "no license required" benefits while adults see environmental advantages. The 20-30% engagement increase following revisions provides empirical support for continuous improvement models (Kumar et al., 2022).

Educational content's superior performance (15,000 views vs. 5,000-8,000 standard) reinforces Pulizzi's (2014) theory that value-oriented storytelling outperforms promotional messaging. This finding validates educational content investment for businesses marketing complex products.

The partial amplification implementation reveals realistic SME constraints, highlighting necessary contextual adaptations when implementing theoretical frameworks—prioritizing high-impact components when resources limit complete deployment.

Platform-Specific Effectiveness

Instagram's dominant performance (5,000-8,000 reach, 3-5% engagement) supports research showing visual platforms facilitate product discovery (Hootsuite, 2023). Multi-format capabilities (feed, stories, reels) enable comprehensive storytelling across customer journeys.

TikTok's inconsistent performance highlights the platform's entertainment-first culture requiring content adaptation rather than specification focus. This validates platform-specific strategy necessity versus simple cross-posting (Leung et al., 2022).

WhatsApp's conversion effectiveness (98% open rates) demonstrates conversational commerce importance. Strategic use of status updates, broadcast lists, and direct messaging exemplifies integrated approaches leveraging full platform capabilities.

YouTube's evergreen value provides unique advantages for complex products requiring detailed explanation, with search functionality enabling discovery beyond social feeds.

These patterns suggest optimal frameworks: Instagram/TikTok for awareness, WhatsApp for conversion, YouTube for education—each serving distinct customer journey stages.

Geographic and Practical Implications

The finding that 60% of buyers originate outside Madiun City demonstrates digital marketing's ability to overcome spatial retail limitations without traditional media costs. This provides evidence of democratizing effects enabling secondary-city SMEs to compete beyond immediate markets.

For EV marketers, the study validates: (1) educational content prioritization addressing information barriers, (2) multi-platform integration leveraging

unique strengths, (3) community building through testimonials and user content, (4) systematic framework adoption generating measurable improvements, and (5) geographic expansion opportunities through digital reach.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Uwinfly Store Madiun successfully implements Kotler's eight-step framework (seven fully, one partially), achieving 5,000-8,000 average reach, 3-5% engagement, and 20-30% improvement through optimization. The systematic approach—prioritizing brand awareness (70%), weekly planning, professional production (14 pieces weekly), multi-platform distribution, and continuous improvement—effectively builds market presence despite SME resource constraints.

Platform-specific performance patterns reveal Instagram as most consistent, TikTok requiring entertainment approaches, WhatsApp excelling at conversion, and YouTube providing educational depth. The success of an SME in a secondary city challenges assumptions that advanced digital marketing requires substantial resources available only to large corporations.

Recommendations

For Practitioners:

1. Develop Systematic Influencer Programs: Collaborate with 5-10 micro-influencers (10,000-100,000 followers) focused on electric vehicles using authentic formats with measurable ROI tracking.
2. Optimize TikTok Strategy: Invest in platform-specific entertainment-first content (humorous sketches, trending challenges) leveraging TikTok-native features.
3. Implement CRM Integration: Deploy CRM systems integrating WhatsApp communications, enabling systematic inquiry tracking, follow-up automation, and conversion analysis.
4. Expand Educational Content: Develop comprehensive series addressing all EV ownership aspects (charging, maintenance, cost analysis) using customer questions as ideation sources.
5. Establish Performance Benchmarks: Document baseline metrics for content types, establishing thresholds defining success/underperformance and enabling data-driven resource allocation.
6. Develop Geographic Infrastructure: Establish service partnerships in high-density regions, organize mobile events, and create delivery services enabling purchase completion without store visits.

For Future Research:

1. Comparative Multi-Location Studies: Conduct studies across multiple retailers in different contexts revealing universal principles versus locally-adapted strategies.
2. Longitudinal Designs: Track implementation over 2-3 years revealing long-term sustainability, strategy maturation, and seasonal patterns.
3. Mixed Methods Quantifying ROI: Incorporate quantitative conversion rate analysis, econometric modeling, and experimental designs establishing causal relationships.

4. Consumer Perspective Investigation: Research how consumers perceive EV content marketing and which types influence purchase decisions.
5. Competitive Dynamics Analysis: Examine content strategy across competing brands and differentiation in crowded environments.
6. Platform Algorithm Studies: Investigate specific algorithm factors affecting EV content distribution and optimal strategies for different systems.

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