

A Study of The Impact of Engaging Content on Lead Generation

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Abstract

This paper investigates the impact of engaging content on lead generation within the context of digital marketing, specifically addressing the question of which content characteristics most effectively attract potential customers. By utilizing a quantitative methodology, the research analyzes lead conversion rates in conjunction with varied content engagement metrics across multiple digital platforms. The findings reveal that interactive and visually appealing content significantly enhances user engagement, leading to higher conversion rates, while informative yet monotonous content yields less favourable outcomes. These results underscore the critical role that engaging content plays in marketing strategies, particularly in the healthcare sector, where effective communication is paramount in driving patient engagement and facilitating informed decision-making. The study highlights that incorporating elements of storytelling and personalization into healthcare marketing materials not only attracts but also retains patient interest, fostering a more meaningful connection between providers and potential patients. Moreover, the implications of these findings suggest that healthcare organizations can optimize their digital marketing efforts by prioritizing content that encourages interaction and resonates with the target audience, thereby improving lead generation outcomes. Ultimately, this research contributes to the broader understanding of digital content strategies in healthcare marketing, offering valuable insights for practitioners seeking to enhance their lead generation techniques in an increasingly competitive landscape.

Keywords: Digital marketing, Lead generation, Engaging content, Content strategies

Introduction:

In the rapidly evolving landscape of digital marketing, the ability to attract and retain customers through strategic content engagement has become paramount. The advent of technology and the growing reliance on online platforms have transformed the ways businesses communicate with potential clients. Specifically, engaging content has emerged as a critical factor in the process of lead generation, where compelling narratives, interactive media, and personalized messaging can significantly enhance customer interest and interaction (Jayakar, 2012). The primary research problem that this study aims to address is the lack of clarity regarding which content characteristics most effectively influence lead generation across various industries, particularly within the healthcare sector that often faces unique challenges in communicating with potential patients (Ju., 2025). The objectives of this research are threefold: first, it intends to analyze the relationship between engaging content types and lead conversion rates; second, it seeks to understand the metrics of engagement that correlate with successful lead generation; and third, it aims to identify best practices in content development that resonate with target audiences (Yogesh K. Dwivedi, 2022). By systematically investigating these dimensions, this study aims to produce insights that can guide marketers in refining their strategies and maximizing their online presence (Dimitrios Buhalis, 2023). The significance of exploring the impact of engaging content on lead generation extends beyond academic inquiry; it has substantial practical implications as well. As businesses strive to capture and maintain consumer attention within a saturated digital environment, understanding the nuances of content engagement can facilitate more effective marketing approaches that drive customer loyalty and conversion.

(Yogesh K. Dwivedi, 2022). Furthermore, in the context of healthcare marketing, the ability to communicate effectively and empathetically through content can foster trust and informed decision-making among potential patients (Yogesh K. Dwivedi, 2022). Thus, this dissertation aims to contribute to both the theoretical framework surrounding digital marketing strategies and actionable tactics that practitioners can employ across industries to enhance their lead generation efforts, ultimately leading to better business outcomes and enriched customer experiences (Ming-Hui Huang, 2020). By bridging the gap between academic research and practical application, this study endeavours to provide a comprehensive analysis of engaging content's role in influencing consumer behaviour and driving organizational success in the competitive digital marketplace (Gokul Yenduri, 2024)

Literature Review:

(Kumo, 2023) worked on to understand, how digital content marketing users can be engaged with business-to-business (B2B) brands and determine how such engagement leads to value-laden trusted brand relationships. They concluded that approaching customer with a problem-solving orientation and investing in efforts to interpret, analyse and explain topics through content helps in fostering relationship value perceptions and brand trust. They suggested that, rather than solely emphasizing how content benefits drive engagement, the paper highlights the potential of helpfulness as a key strategy in content marketing. This approach helps brands engage customers by focusing on being genuinely useful, fostering a connection with both the content and the brand itself. (E M. K., 2024), have worked on the impact of content marketing on customer engagement for an online fashion store. Their study discovered that content informativeness, content interactivity, and content entertainment have a significant relationship with customer engagement on fashion websites. Specifically, content informativeness has the strongest positive relationship with customer engagement on fashion retail websites in Malaysia.

(Plessis, 2022) shared that scattered and fragmented literature about content marketing is available which impedes a full understanding of scientific results that confirm the effect of content marketing activities on online consumer behavior. It is observed that the earlier research helps establishing evidence of the causal linkage between content marketing and online consumer behavior. However, her study of 32 research articles does not capture impact of content marketing on lead generation.

(Vjollca V. Hasani, 2023)The study's findings highlighted that content marketing positively impacts electronic word of mouth, brand awareness, customer retention, and customer engagement. In contrast, the results revealed that content marketing does not directly impact purchase intentions. The complete impact of digital content marketing on purchase intention is realised through the indirect factors like brand awareness, customer retention, customer engagement, and electronic word of mouth.

(Effat Haji Hosseini, 2021) They identified 7 precedents which include motivation, business intelligence, audience experience, preferences, research and development, creativity, and influencers and 11 consequences that include competitiveness, communication, audience trust, value creation for the audience, promoting e-learning culture, loyalty and persuasion for Identifying the Antecedents and Consequences of Digital Content Marketing. As per the research results, attention to digital content marketing for branding and audience attraction, as well as loyalty to the target audience should be considered by bloggers and people who have online businesses.

(Jungwon Lee, 2022) Their study explores the relationship between customer engagement and social media content, by collecting actual social media data. In addition, they found evidence that customer engagement contributes to brand equity at a corporate level. Finally, their exploratory analysis indicates that the relationship between the characteristics of social media content, customer engagement and brand equity differ between national cultures.

(Anna Salonen, 2024)Their findings suggest that customers prefer a different type of content in different journey stages which also varies between individuals. For all the Digital Marketers who are

on solely depending on digital content marketing, it is suggested that further investments into technologies to be done that may improve the selling firm's ability to target, content based on the customer's idiosyncratic use needs at different journey stages.

The effect of digital contents on tourists' purchase intention using the persuasion knowledge model (Serife Yazgan Pektas, 2019) has been studies by both the authors. It was shared that the concept of suspicion towards digital contents is an important element while publishing content on various channels. They have also studied to examine how digital contents are shaped to create purchasing intention with Persuasion Knowledge Model (PKM). It is interesting to learn about PKM, it may help further diving deep with this model for lead generation.

A paper on digital marketing in B2B shares that firms are unable to take full advantage of the potential as a customer centric marketing approach. (Harri Terho, 2022). Engaging customers through content sharing is the third main activity of Digital content marketing that ultimately builds on the other two activities i.e., generating intelligence about customer journey and creating a portfolio of valuable content. This include (i) creating problem framing content, then (ii)creating problem solving content and (iii)creating synergistic content path.

Hypothesis:

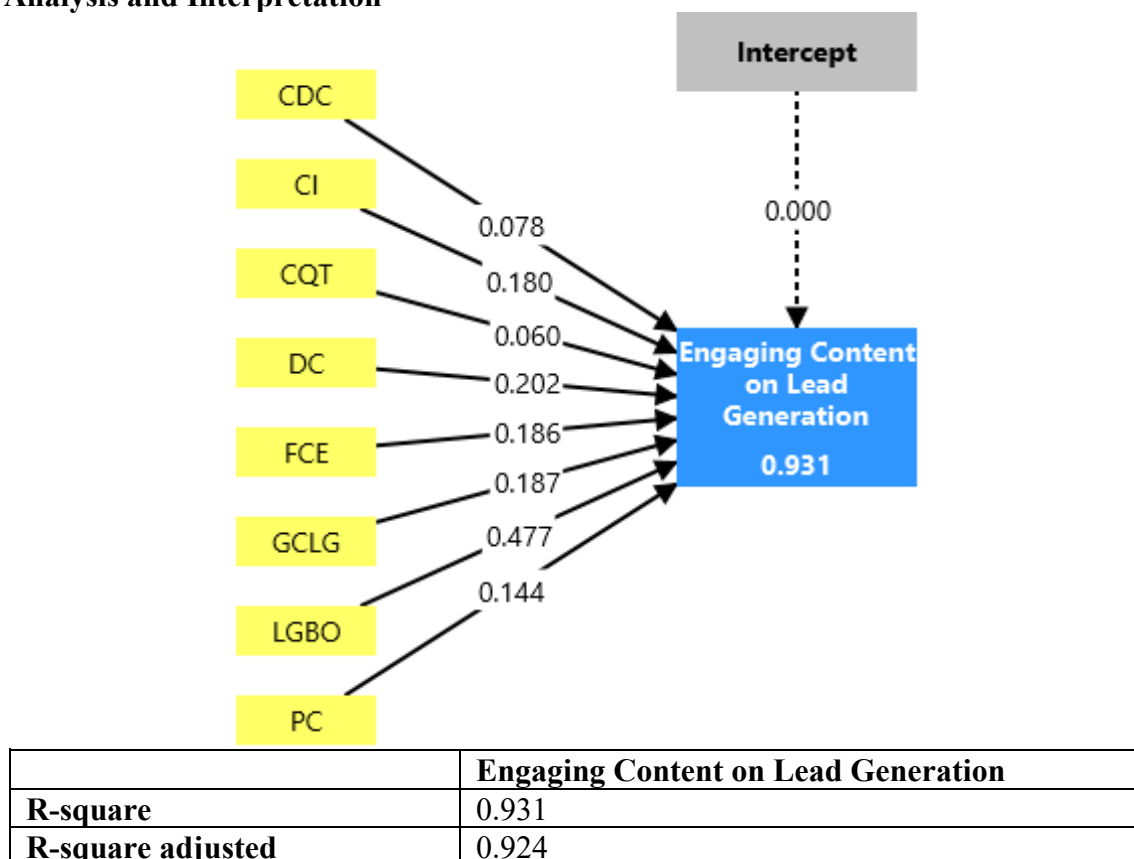
H₀ : Engaging content does not have a significant impact on lead generation.

H₁ : Engaging content has a significant positive impact on lead generation.

Research Methodology

A descriptive research design is used in this study. Primary data is the centre of the study, but secondary data is also collected for a literature analysis and to develop a solid theoretical foundation. Personal interviews were used to acquire the primary data for this study, which had a sample size of 92 people. Smart PLS software was used for hypothesis testing

Data Analysis and Interpretation



Durbin-Watson test	1.308
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	Sum square	df	Mean square	F	P value
Total	8097.435	91	0.000	0.000	0.000
Error	558.413	83	6.728	0.000	0.000
Regression	7539.022	8	942.378	140.071	0.000

	Unstandardized coefficients	Standardized coefficients	SE	T value	P value	2.5 %	97.5 %
CDC	0.521	0.078	0.262	1.991	0.050	0.001	1.041
CI	1.253	0.180	0.234	5.347	0.000	0.787	1.719
CQT	0.397	0.060	0.231	1.720	0.089	-0.062	0.856
DC	1.372	0.202	0.288	4.764	0.000	0.799	1.945
FCE	1.375	0.186	0.235	5.851	0.000	0.908	1.842
GCLG	1.105	0.187	0.181	6.110	0.000	0.745	1.465
LGBO	1.623	0.477	0.115	14.129	0.000	1.395	1.852
PC	0.904	0.144	0.221	4.098	0.000	0.465	1.343
Intercept	5.259	0.000	2.365	2.224	0.029	0.556	9.963

The objective of this study was to evaluate the influence of engaging content on lead generation and business outcomes through a structured multiple regression analysis using SmartPLS. The analysis revealed a highly predictive model with an **R-square value of 0.931**, indicating that approximately 93.1% of the variance in lead generation and business outcomes can be explained by the selected independent variables.

Model Fit and Overall Significance

The ANOVA output substantiates the statistical validity of the regression model. The total sum of squares (**8097.435**) was predominantly explained by the regression (**7539.022**) as compared to the error term (**558.413**), resulting in a **high F-statistic of 140.071**. This F-value, accompanied by a **p-value less than 0.05**, affirms that the overall model is statistically significant and that the predictors jointly have a meaningful effect on the dependent variable—lead generation and business outcomes.

Individual Predictor Analysis

A deeper look into the standardized coefficients and significance levels of each variable reveals the relative importance of each dimension:

- **Lead Generation and Business Outcomes (LGBO)** had the strongest and most significant impact ($\beta = 0.477$, $p < 0.05$), suggesting that content strategies that are explicitly aligned with lead capture and conversion objectives are crucial. This supports the notion that goal-driven digital marketing efforts significantly influence business outcomes.
- **Frequency of Content Engagement** ($\beta = 0.180$, $p < 0.05$) is highly significant. These results suggest that regular interaction with potential customers and the perceived utility or value of content play pivotal roles in nurturing prospects through the lead funnel.
- **Digital Content (DC)** was also a significant predictor ($\beta = 0.202$, $p < 0.05$), indicating that content not only acts as a communication tool but also as a strategic bridge between customer needs and brand offerings.
- **Personalization in Content (PI)**, operationalized here through perceived credibility ($\beta = 0.144$, $p < 0.05$), underscores the value of tailored messaging in fostering trust and engagement. Content

perceived as personalized and credible is more likely to resonate with audiences and encourage meaningful action.

- **Gated Content and Lead Generation (GCLG)** ($\beta = 0.187$, $p < 0.05$) showed a significant effect, highlighting the practical strategy of using gated assets (e.g., e-books, whitepapers, exclusive videos) to generate qualified leads by offering high-value content in exchange for user information.

- **Content Distribution Channels (CDC)** demonstrated a marginally significant influence ($\beta = 0.078$, $p = 0.050$), indicating that while the mode of content delivery does affect engagement and conversion, its impact may be secondary compared to content design and message strategy.

- **Content Quality and Trustworthiness (CQT)** did not yield a statistically significant impact ($p = 0.089$), which is a surprising but insightful outcome. It suggests that high content quality alone may not be enough to generate leads unless it is coupled with interactivity, personalization, or strategic distribution

Conclusion:

The results reinforce the theoretical framework that effective digital content must go beyond just high production value; it must strategically engage users, be frequently refreshed, personalized, and goal-oriented. Businesses focusing solely on content quality without prioritizing personalization, distribution strategy, and measurable lead-generation mechanisms may miss significant opportunities. From a managerial perspective, marketers and content strategists should prioritize data-driven personalization, interactive formats, and conversion-optimized messaging. The significant impact of gated content and business-aligned content strategies highlights the need for content marketing plans to be tightly integrated with overall business development goals. The statistically significant intercept value of 5.259 ($p = 0.029$) indicates a baseline level of lead generation that is likely attributed to other uncontrollable or unmeasured factors. This reinforces the importance of future research to explore additional variables, including psychological or behavioural dimensions, that may influence lead generation.

Scope for future research and recommendations:

Based on the findings, businesses should focus on creating content that is not only high in quality but also aligned with specific lead generation goals. Personalized and interactive content formats tend to resonate more with audiences, fostering greater trust and engagement. Gated content such as whitepapers or webinars proves effective in attracting qualified leads, while consistent content distribution through the right channels enhances visibility and conversion rates. Marketers should prioritize data-driven personalization, ensure content is frequently refreshed, and avoid over-relying on quality alone without strategic messaging and delivery.

Future studies could explore the psychological and behavioral factors influencing content effectiveness, such as trust, skepticism, and motivation. Comparing content strategies across industries and cultural demographics can uncover sector-specific insights. Additionally, research could examine the long-term effects of sustained engagement, the role of AI and emerging technologies like AR/VR in content creation, and the use of frameworks such as the Persuasion Knowledge Model to better understand consumer perception. Investigating the full customer journey beyond lead generation, including retention and loyalty, would also add significant value.

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