

## ASSESSING THE EFFECTIVENESS OF VISUAL CONTENT IN DIGITAL MARKETING CAMPAIGNS IN ITS IMPLEMENTATION IN THE TODAY'S COFFEE SHOP BUSINESS SECTOR

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### ABSTRACT

*The rapid development of the contemporary coffee shop sector demands an effective digital marketing strategy, especially in utilizing visual content to attract young and urban audiences. This study aims to evaluate the effectiveness of visual content in digital marketing campaigns in contemporary coffee shops and identify production challenges and adaptive solutions applied. The research method uses a qualitative approach with case studies and in-depth interviews and observations of coffee shop business actors who are active on social media. The results of the study show that quality product photos, videos of the coffee making process, and content of the shop atmosphere are the dominant types of visual content that can increase engagement, purchase interest, and customer loyalty. However, limited resources such as time, cost, and technical expertise are significant obstacles in the production of quality content that are overcome through independent training and the use of simple editing applications. These findings provide an important contribution to the digital marketing literature in the creative MSME sector and serve as a practical guide for business actors in optimizing visual content strategies to improve digital marketing performance.*

**Keywords:** Visual content, digital marketing, creative MSMEs.

### INTRODUCTION

The development of digital marketing has become a major force in modern marketing strategies, especially for the small and medium enterprise (SME) sector, which is increasingly utilizing digital technology to expand market reach and increase competitiveness (Husriadi and Nurjanah 2024; Sharabati et al. 2024). Amidst increasingly competitive market dynamics, contemporary coffee shops have emerged as one of the business segments that heavily rely on digital marketing to attract and retain customers, especially the younger generation and tech-savvy urban consumers (Dolbec, Arsel, and Aboelenien 2022). Social media such as

Instagram have become the main platform for conveying marketing messages such as visual content including high-quality photos, short videos, and creative graphics that play a central role in attracting attention and building consumer engagement (Trunfio and Rossi 2021) .

In this regard, previous studies have shown that coffee shops use visual content that not only displays products but also the atmosphere and unique experiences in the coffee shop, thus creating an emotional bond with consumers and increasing customer loyalty (Dolbec, Arsel, and Aboelenien 2022; Husriadi 2023; Trunfio and Rossi 2021) . The use of Instagram Stories features and strategic hashtags also strengthen the interactivity and reach of marketing campaigns (Husriadi 2024; León-Alberca, Renés-Arellano, and Aguaded 2024) . In addition, the selection of visual elements such as colors, typography and symbols that are consistent with brand identity contribute to the perception of quality and differentiation in a crowded market (Salunke and Jain 2022) . Although visual content has been recognized as an important element in digital marketing campaigns, especially in the contemporary coffee shop sector, measuring its effectiveness has not been carried out systematically and comprehensively (Lakshmi 2024) . Many coffee shops rely on visual content such as high-quality product photos, coffee-making videos , and graphic designs to attract customers on social media platforms such as Instagram, but there has been no in-depth evaluation of the specific impact of various types of visual content on customer engagement, purchase intention, and loyalty (Basmantra and Putra 2024; Husriadi, Muh., Fari Aus 2025) . This creates challenges in determining the most effective and efficient visual content strategy to improve digital marketing performance. In addition, many coffee shops still use a limited approach, such as only focusing on one social media platform or one type of content without conducting a thorough analysis of the business results obtained. These limitations hinder the optimization of digital marketing strategies that can provide significant added value for business growth (Koob 2021; Muh. Husriadi, La Ode Ramalan 2025) .

Therefore, this study aims to measure and analyze the effectiveness of visual content in digital marketing campaigns in contemporary coffee shops. The main focus of the study is to identify the types of visual content that have an effect on purchasing decisions and customer loyalty as well as two key indicators of digital marketing success. In addition, this study also seeks to provide strategic recommendations that can be implemented by coffee shop business actors to optimize the use of visual content in improving digital marketing performance.

In addition, this study also offers a comprehensive visual content effectiveness evaluation approach using qualitative methods in the context of contemporary coffee shops. This approach provides a new contribution to the digital marketing literature with a focus on a rapidly growing business sector that relies heavily on visual branding as its main strategy. By examining in depth how visual content affects consumer behavior and marketing outcomes, this study is expected to be a practical guide for coffee shop owners and digital marketers in

designing more effective and efficient campaigns. In addition, the findings of this study are also expected to enrich academic studies in the field of digital marketing and visual communication, especially in the context of dynamic creative businesses.

## **RESEARCH METHODS**

This research method uses a qualitative approach with a case study design to explore the effectiveness of visual content in digital marketing campaigns in contemporary coffee shops. This approach was chosen because it allows for an in-depth understanding of complex and contextual phenomena, and provides a comprehensive picture of the strategy and impact of visual content in digital marketing practices. The research procedure begins with the identification and selection of coffee shops that meet the criteria, followed by data collection through in-depth interviews, participant observation, and documentation of visual content used in digital marketing campaigns. Interviews are directed at exploring the experiences, perceptions, and strategies of business actors related to the use of visual content. The data analysis technique uses the thematic analysis method, which includes the stages of data collection, coding, identifying themes, and interpreting results based on relevant theoretical frameworks. This process is carried out iteratively to ensure the validity and depth of the analysis so that it can provide a holistic and contextual understanding of the effectiveness of visual content in digital marketing in the contemporary coffee shop sector.

## **RESULTS AND DISCUSSION**

### **5.1 The Strategic Role of Visual Content in Digital Marketing**

Based on the results of this study, it shows that the strategic role of visual content in digital marketing in contemporary coffee shops is very dominant as the main media to attract the attention of young and urban audiences who are active on digital platforms. The most widely used visual content includes high-quality product photos, videos of the coffee making process, and depictions of an authentic and attractive shop atmosphere. The selection of this type of content is based on relevance to brand identity and emerging trends on popular social media such as Instagram and TikTok which are the main channels for interaction with young consumers. This is in line with the results of the study (Rokka, Hietanen, and Brownlie 2018) that food photography and videography with B-Roll and cinematic techniques can increase the interest of audiences aged 15-30 years, especially when the content displays aesthetic visual quality and is consistent with the brand image. In addition, research (Trunfio and Rossi 2021) that the use of Instagram as a platform with varied visual content including photos and video reels has succeeded in increasing customer awareness and engagement even though the challenge of low follower interaction still exists. Thus, visual content not only functions as a promotional tool, but also as a strategic means to build emotional relationships with young consumers, strengthen loyalty, and increase sales conversions in the contemporary coffee shop digital marketing ecosystem.

## **5.2 The Impact of Visual Content on Consumers Directly**

Based on the results of this study, it shows that visual content has an effect as the main media in attracting the attention of young and urban audiences in the digital marketing campaign of contemporary coffee shops. The dominant types of content used include high-quality product photos, videos of the coffee making process, and depictions of an authentic and attractive shop atmosphere. The selection of this content is based on relevance to brand identity and trends that are developing on popular digital platforms such as Instagram and TikTok which are the main channels for interaction with young consumers. This is in line with the results of the study (Valentini et al. 2018) that promotion through Instagram with attractive visual content and active interaction with users has an effect on consumer purchasing decisions in coffee shops. Creative and responsive content can increase purchasing interest and encourage consumers to make purchases directly. In line with that, research (Rahman, Mutum, and Ghazali 2022) states that the use of visual elements such as color, typography and consistent layout strengthens brand image and increases engagement, although a more relevant content strategy is still needed to optimize audience interaction and reach. Thus, visual content not only functions as a promotional tool, but also as a strategic means to build emotional relationships with young consumers, strengthen loyalty and increase sales conversions. Adjusting content to platform trends and audience characteristics is the key to the success of a digital marketing campaign in the contemporary coffee shop sector.

## **5.3 Visual Content Production Challenges**

Based on the results of this study, it shows that the main challenges in producing visual content for contemporary coffee shops are related to limited resources including time, cost, and technical expertise in producing high-quality content. Business actors often face obstacles in allocating sufficient time for the content creation and editing process and budget limitations to use professional services or sophisticated equipment. In addition, the lack of technical expertise in photography, videography and editing is an obstacle that affects the consistency and attractiveness of the visual content produced. This condition has the potential to reduce the effectiveness of digital marketing campaigns if not addressed with adaptive strategies. This is in line with the results of the study (Barroga and Mitoma 2019) that the lack of human resources and technical limitations can be overcome with internal training and the use of simple editing applications that significantly improve the quality of visual content and engagement on social media. In addition, (Thounaojam 2025) that the use of storytelling concepts and structured production process management even with limited resources can produce promotional videos that are effective in increasing brand awareness and consumer interaction. This approach emphasizes the importance of creativity and good time management as the key to the success of visual content production in the context of contemporary coffee shops. Thus, despite resource limitations, adaptation through

independent training and the use of simple editing technology is an effective strategy that allows business actors to remain competitive and improve digital marketing performance.

## CONCLUSION AND SUGGESTIONS

This study confirms that visual content plays a very important strategic role in the digital marketing campaign of contemporary coffee shops, especially in attracting the attention of young and urban audiences. The most effective types of visual content include high-quality product photos, videos of the coffee-making process, and depictions of the shop atmosphere that are authentic and relevant to the brand identity. Such visual content significantly increases customer engagement, purchase interest, and loyalty. Adaptation through self-training and the use of simple editing applications has proven to be an effective solution to overcome these obstacles.

Therefore, it is recommended that contemporary coffee shop entrepreneurs allocate special resources for the development of visual content production capacity including technical training and investment in efficient supporting tools. Further research is recommended to adopt a mixed methods approach to measure the impact of visual content quantitatively and qualitatively in-depth and expand the scope of the study to other creative business sectors. In addition, it is important to examine the ethical and social aspects related to the use of visual content in digital marketing, especially regarding fair representation and consumer data protection to ensure responsible and sustainable marketing practices.

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