

Effect of Content Marketing on Industrial Segmentation: An Applied Study in Iraqi Telecommunication and Public Company

Sarmad Hamza Jassim

Department of Business Administration, Faculty of Administration and Economics, Mustansiriyah University, Baghdad, Iraq.
Email: dr.sarmad08@uomustansiriya.edu.iq

Abstract: The research aims to clarify the importance of content marketing for company and know the extent of its effect on industrial segmentation for company's markets, according to the applied research curriculum in Iraqi Telecommunication and Public Company. Research samples was identified according to the intentional method are (102) managers, whose reply on a questionnaire and their answers must to analyzed statistically. Research conclusions that were most prominent of which is that content marketing has a link and an impact at industrial segmentation, and to the most prominent recommendations, company should be concerned with content marketing that included: promotional content, communication symmetry, establishing brands, and updating trends, and considers it a guide and mentor for operations of industrial retail for the markets in which it operates.

Keywords: Content Marketing, Industrial Segmentation, Promotional Content, Communication Symmetry, Establishing Brands, and Updating Trends

1. Introduction

Contemporary business witnesses a set of facts, the most prominent of which is that industrial retail achieves great gains for companies that make them superior to their competitors in industry and the market together, industrial customer is more demanding and more profitable than consumer customer [1]. Companies should also prepare meaningful marketing programs that the customer can easily perceive, therefore, content marketing is considered the most important [2]. Promotional messages should be consistent, not ignoring social issues, the need to have marketing expertise with digital technologies, the company's ability to adapt to continuous changes in the market, and focus on video ads because they remain a mock document circulated on YouTube, and increasing reliance on automation of tasks to prevent mistakes and selectivity in choosing sales representatives and other things that would enhance the company's sales and achieve its goals [3]. Some emergency circumstances impose clear shifts in customer behavior, marketing techniques, and strategies to the extent that they may put the company in a challenge and a very difficult situation in the industry in which it operates, business environmental conditions push towards hypothetical dealings between the seller and the buyer instead of real dealings between them [4]. Company to develop a realistic plan to become influential on the internet is not easy to implement, as there are hordes of teenagers and young adults hoping to be the stars of YouTube or Instagram [5], but the company can adopt certain steps that enable it to increase its marketing opportunities, and the first of those steps is the company's adoption of a correct application of marketing principles focusing on adapting the product mix data to market content with distinctive semantics [6]. Company's search for the appropriate market segment, the company's presentation of a unique and interesting product, and the reduction of the distance between the company and its target audience [7]. The success of industrial segmentation and the selection of its appropriate factors may depend on the correct formulation and the objectives that the company seeks to achieve through content marketing.

Article – Peer Reviewed

Received: 05-03-2023

Accepted: 22-03-2023

Published: 28-03-2023

Copyright: © 2023 RAME Publishers

This is an open access article under the CC BY 4.0 International License.



<https://creativecommons.org/licenses/by/4.0/>

Cite this article: Sarmad Hamza Jassim, "Effect of Content Marketing on Industrial Segmentation: An Applied Study in Iraqi Telecommunication and Public Company", *Journal of Production and Industrial Engineering*, RAME Publishers, volume 4, issue 1, pp. 13-23, 2023.

<https://doi.org/10.26706/jpie.4.1.20239154>

2. Theoretical approach

2.1 Content Marketing

Content marketing is one of the most prominent contemporary marketing techniques, which is based on the internet, as the marketer can, under content marketing, direct social media and search engines to the company's website over a period of time [8]. In the past, paper newspapers and daily newspapers contained clear advertisements that did not make the customer confused and doubtful about them, unlike the present time in which virtual advertisements and electronic images are widespread [9], that do not include explanatory details of the actual value of the product to be sold, as they focus on persuading the customer to buy by any means or focus on delivery certain messages are far from the advertised product [10]. Content marketing is one of the best techniques that marketers can rely on for the purpose of attracting audience attention in crowded places through an entertaining publication, an interesting video clip, or a cartoon image [11]. Content marketing faces some difficulties, the most notable of which is that most marketers do not possess the ability of simulation and the skill of visualization, so creating original and professional content is difficult even for professionals [12], moreover, the people the company uses to create content on its behalf do not have a real in-depth knowledge of the company's field of work and its product mix [13]. When the company adopts content marketing it tries to ensure that the following are achieved:

1. **Promotional content:** The public in the market repeats the phrase “content is the most important” over time, so the company makes great efforts to create high-impact content within its promotional campaigns. Perhaps the company that succeeds in promotional content can distinguish itself from its competitors, especially in the field of interactive marketing which may require surveys, questionnaires, quizzes, contests and gifts to enhance the interactive content and make it look more attractive [14]. When the company promotes content, this contributes to customers staying on the company's website on Facebook pages and YouTube channels for a longer period, and they may also participate [15]. Enhancing the content in a way that contributes to the convergence of points of view between the company and the customer leads to improving the performance of search engines for companies that have efficient strategies and successful plans [16]. This gives sales representatives the ability to be creative and work effectively and at the same time allows the company to have customer databases that can be used to create the most comprehensive content for the largest possible audience [17].
2. **Communication symmetry:** Communication or promotion is one of the most important elements of the marketing mix, as the simultaneous messages issued by the producing company towards the target audience are closely related to increasing product sales and improving the level of customer loyalty to the company [18]. Over the past decade, communication has witnessed widespread use in the field of marketing through screens, billboards, and printed online through banners, sales pages, and company periodicals [19]. With technological development and cultural change, communication has shifted from traditional marketing techniques to flexible creative marketing strategies [20], that are being applied seriously on the Internet due to the growing demand for Google and Yahoo search engines, the emergence of virtual communities, and the emergence of a group of influencers [21]. Those who have the power to direct and guide customers towards products, companies, and brands, and all of this is sent in one simultaneous and consistent package [22].
3. **Establishing brands:** It means that the brand presents a clear representation of something, it is not enough to present products with impressive signs that attract the attention of the customer, rather, the brand should include an application of the values adopted by the customer, who prefers that the brand's values match his personal values [23]. The mark should not cause customers to turn away from the company, as it is assumed that the mark silently and implicitly expresses the company in terms of future product mix, marketing directions towards relationships and deals, and a strategy to respond to urgent market requirements [24]. The company may be able to provide an explanation of the meanings of its brand and marketing tips in podcasts covering many details about the brand and the industry that potential customers can listen to [25], which means the company's ability to provide modern marketing content with high cognitive quality in the shortest time that supports the company's brand and is acceptable to customers [26].
4. **Updating trends:** Content marketing ensures that convincing ideas are presented for developments that may occur in life, which result in updating the general trends of customers, the company is what attracts the curiosity of more customers and attracts their attention [27]. Perhaps the use of replying by e-mail or commenting on a video clip on YouTube is one of the simplest techniques that the company may practice to change directions [28], as the professional marketer cuts those conversations or comments and then pastes them into a new advertising message with quiet music that makes the customer in a comfortable and relaxed position or otherwise according to the content new message, with an emphasis on the need to delete any sensitive details, information, or commercial secrets that cause harm to the original sender [29]. Trends can also be updated through the company's use of reference groups because of their great influence on the world of marketing and they play a huge role in reaching the masses [30], and some companies resort to urging YouTubers, Instagrammers and podcasters to promote the

company's products for small amounts, and this has been proven to be the procedure is reliable and provides company with the update it seeks on general trends [31].

Thoughtful and good marketing content will not always be the path to success for a company that tries to do its best to create high-quality marketing content that helps people and provides value [32], but most of the time the company is forced to do it within the limits of simple content and publish it quickly to attract the inattentive audience [33]. Previously, this requires that the company spend enough time promoting its products by creating content, recording webinars, and preparing events to gain the required momentum, and that the company diversifies in its marketing tactics and develops its relationships with all categories of customers [34], as the design of the company's website can lead to a change in the march social media using more effective keywords can also lead to achieving the desired results in a shorter time and with lower costs.

2.2 Industrial Segmentation

Industrial marketing requires that the company study the characteristics of the markets, the geographical spread of product users, the purchasing capabilities of customers, and other accurate and varied details that guarantee the company success in managing its marketing programs and achieving its main goals [35]. Industrial segmentation means dividing the industrial market into sub-groups according to homogeneous indicators so that each group represents a market goal that is reached within a specific marketing mix, and accordingly industrial segmentation offers smaller market segments that can be accessed more efficiently [36], meaning that the main purpose of industrial segmentation is enable the company to focus its efforts on meeting the needs of a specific group of homogeneous customers in terms of needs.

The concept of industrial segmentation includes the process of linking the operational needs of customers with the marketing procedures of the producing company, so it is a means that leads to marketing procedures aimed at increasing product sales, maximizing the profits of the company, new sales, identification of competitors, and efficient allocation of company resources [37]. Concept of industrial markets refers to a group of buyers who buy goods and services in order to use them either in subsequent production processes, resell them, or facilitate the process of producing other products such as raw materials, machinery, equipment, and maintenance services. Industrial segmentation is the process through which companies divide large and non-markets, homogeneous segments into smaller sectors that can be accessed efficiently through goods and services that suit the needs of customers [38]. Industrial markets are called business markets or organizational markets and are classified into governmental and institutional markets, they consist of individuals and groups that buy a specific type of product for the purpose of reselling the product again, for the purpose of manufacturing another product, or for the purpose of daily operation of the business [39]. The industrial marketer and the consumer marketer use some of the same common factors in segmenting their markets, such as the type of industry, the size of the company, the required advantages, the status of the beneficiary, the rate of use, the methods of purchase, and the situational factors of purchase [40].

Researchers agree that the factors of industrial segmentation of markets are: First: *demographic factors*, which are related to determining the type of industry and industries that buy this product, the size of the companies that should be focused on, and the geographical areas that should be covered [41]. Second: *operational factors*, which include manufacturing techniques and customer technology that should be focused on, knowing the customer's capabilities, determining the volume of services that customers need, and the nature of engineering and financial companies [42]. Third: *purchasing factors*, which include the nature of the relations between the seller and the buyer in terms of time range, focus on the brand, the expected value of the product, general policies in purchasing, the degree of importance of the purchasing center in the company, and the centralization of purchasing [43]. Fourth: *situation factors*, which are related to customer conditions in terms of delivery speed, service mix, surprise demand, and frequency of product ordering. Fifth: *personal factors*, which are related to focusing on customers who hold values and beliefs consistent with the company's values and beliefs, and focusing on customers with high loyalty to the company's brand [44].

Industrial segmentation aims to diagnose the parts of the market with better profitability, find more effective systems for promotion and distribution, formulate appropriate marketing strategies and plans for each part chosen by the company to market its products [45]. And reduce marketing costs by focusing marketing efforts and not dispersing them in sectors that do not achieve good profitability for a purpose of ensuring the efficiency of industrial segmentation, a company should make sure that the market is measurable [46], customers can be identified in the market segment and understand their characteristics and purchasing behavior, and a company should ensure that the market is accessible [47], a company should be able to formulate effective marketing programs for the parts it identifies, and make sure company believes that market segments are profitable, that is, the market segment should represent the largest possible homogeneous group that deserves to be pursued with a marketing program for the company that maximizes its sales and increases its profits [48].

2.3 Purpose of Research

Industrial company try to maximize their sales, and perhaps the most important way to achieve this is industrial segmentation for the markets, which senses with content marketing and links the company directly with its public through its four objectives, which are promotional content, communication symmetry, establishing brands, updating trends. This research attempts to find out the effect of content marketing on industrial segmentation, as well as to find out the type of correlation between the two.

3. Method

Objectives of the organization Accordingly, the research hypotheses were formulated as follows:

- 1) There is a significant effect of content marketing (X_i) in industrial segmentation (Y).
- 2) There is a significant effect of promotional content (X_1) in industrial segmentation (Y).
- 3) There is a significant effect of communication symmetry (X_2) in industrial segmentation (Y).
- 4) There is a significant effect of establishing brands (X_3) in industrial segmentation (Y).
- 5) There is a significant effect of updating trends (X_4) in industrial segmentation (Y).

The research attempts to verify the validity of its hypotheses through the statistical correlation and regression coefficients. The idea of the research can be clarified in figure (1).

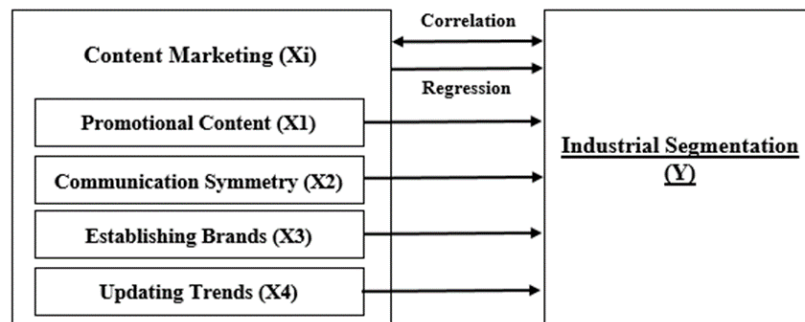


Figure 1. The procedure chart of research

For the purposes of the research, the data was unloaded and analyzed through the (SPSS) program to carry out the analysis process and achieve the objectives set in the framework of the research, as the applied study was adopted in Iraqi Telecommunication and Public Company.

Iraqi Telecommunication and Public Company is one of the formations of the Iraqi Ministry of Communications. It is responsible for completing and operating data transmission networks, providing Internet and telecommunications services, and various information technology services. The company was founded over 100 years ago, after the establishment of a switch operating with (300) lines in the city of Al-Ashar in Basra Governorate at that time, and it was the first Switch in Iraq and the Middle East. Company's work expanded with the growing population and the need for the services provided, company continues to expand the telecommunications infrastructure across Iraq, it has developed fiber optic networks, microwave communications, telecom complexes and switches in all cities and provinces of Iraq. Company currently employs more than (10,000) engineering, administrative and technical staff, spread across the headquarters and several other company locations. The company's strategy is to provide developed communications and modern technologies to respond to the demand of customers beside the requirements of state and private institutions and companies. Company seeks to establish advanced infrastructure through optical cable networks to provide the latest Internet service, it is currently implementing significant projects, optical access projects and the e-government in cooperation with the private sector of specialized companies. These projects are making a qualitative leap in the provided services for the Iraqi citizens. Thirty million Iraqis today use the Internet and interact with technology such as social media platforms, ecommerce, e-learning and other applications. Accordingly, preparations have been made to speed up the response to these variable needs to support the growth of telecommunications and informatics in support of the Iraqi economy and growing non-oil revenues. As a result, the communications income doubled and the company's assets increased and company were able to reach wider areas (<https://itpc.gov.iq/>).

The research uses the arithmetic mean, the standard deviation, the average relative weight, and the order of importance for the opinions of the researched sample according to their answers. Research relied on the (Likert) five-point scale in the answers of the sample surveyed amounting to (102) managers on the paragraphs of the

questionnaire form that were prepared specifically for this research. Statistics were relied on (arithmetic mean, standard deviation and mean relative weight) for the studied variables using SPSS V.23 program, as shown in Table (1).

Table 2. Frequency of answers for researched sample (N=102)

Paragraph content		Totally Agree		Agreed		Neutral		Not Agree		Not Totally Agree		Arithmetic Mean	Standard Deviation	Average Relative Weight
		No.	%	No.	%	No.	%	No.	%	No.	%			
Promotional Content	Company relies on several promotional methods to market its products.	9	14.4	65	56.8	22	24.2	6	4.5	-	-	3.81	0.730	0.53
	Company is keen to satisfy potential customers from an influential social segment such as businessmen, executives and investors.	13	9.8	51	53.8	35	34.1	3	2.3	-	-	3.71	0.670	0.53
	Company's product includes an added value that is recognized by industrial customers in the market.	10	15.2	59	52.3	26	27.3	7	5.3	-	-	3.70	0.770	0.53
	Company achieves benefits for all stakeholders at the same time (owners-employees-suppliers-customers-society).	14	10.6	59	52.3	22	31.8	7	5.3	-	-	3.68	0.730	0.53
	Company organizes extensive promotional campaigns for followers in order to inform them of any change in its product mix.	14	18.2	49	44.7	34	33.3	5	3.8	-	-	3.55	0.791	0.53
	Overall Average											3.71	0.741	
	Availability of Promotional Content											74.07%		
Gap Size in Iraqi Telecommunication and Public Company											25.93%			
Communication Symmetry	Company encourages its employees to treat customers positively.	17	20.5	30	30.3	19	22.0	26	19.7	10	7.6	3.36	1.230	67.2
	Company's management takes care of customer complaints.	3	3.3	30	44.4	21	34.4	6	17.8	0	0	3.33	0.810	66.6
	Company seeks to build distinguished relationships with its customers.	3	3.3	16	28.9	28	42.2	11	23.3	2	2.2	3.08	0.860	61.6
	Company is keen to communicate with its customers directly.	8	6.1	39	37.1	24	25.8	22	24.2	9	6.8	3.11	1.060	62.2
	Company assigns experienced personnel for serious dialogue and interaction with all customers.	11	8.3	45	49.2	19	22.0	22	16.7	5	3.8	3.42	0.991	68.4
	Overall Average											3.27	0.981	
	Availability of Communication Symmetry											65.2%		
Gap Size in Iraqi Telecommunication and Public Company.											34.8%			
Establishing Brands	Company has a well-known brand in the industry in which it operates.	11	8.3	59	59.8	26	27.3	6	4.5	-	-	3.72	0.680	74.4
	Company's brand has a higher status than the brands of its competitors in the market.	11	15.9	58	51.5	30	30.3	3	2.3	-	-	3.81	0.720	76.2
	Company's brand includes several positive meanings commensurate with the aspirations of existing customers.	14	10.6	55	56.8	45	26.5	7	5.3	1	0.8	3.71	0.760	74.2
	Company's brand refers to the overall mix of services that customers will surely receive without any shortage.	13	9.8	53	55.3	29	29.5	7	5.3	-	-	3.7	0.721	74
	Company's management is interested in analyzing the	8	13.6	53	47.7	36	34.8	5	3.8	-	-	3.71	0.750	74.2

	positioning of brands in the market and strives for the company's brand to always be at the forefront.													
	Overall Average											3.74	0.731	
	Availability of Establishing Brands											%74.6		
	Gap Size in Iraqi Telecommunication and Public Company											%25.4		
Updating Trends	Company has a privacy policy that guarantees the confidentiality of data collected from third parties such as transactions.	14	10.6	42	47.0	40	37.9	6	4.5	-	-	3.64	0.731	72.8
	Company is keen to have continuous two-way communication channels between the company and its industrial customers.	15	11.4	52	54.5	29	29.5	6	4.5	-	-	3.73	0.720	74.6
	Company is clearly aware of all the changes that may occur in the cognitive attitudes of its industrial customers.	16	12.1	44	48.5	35	34.1	7	5.3	-	-	3.67	0.760	73.4
	Company has professional employees in the field of marketing who give the company the ability to influence the purchasing trends of customers.	14	10.6	47	50.8	36	34.8	5	3.8	-	-	3.68	0.710	73.6
	Company diagnoses the reasons for its loss of customers and tries to develop its marketing efforts to fully satisfy customers.	12	16.7	51	46.2	34	33.3	5	3.8	-	-	3.71	0.770	75.2
	Overall Average											3.69	0.571	
Availability of Updating Trends											73.92%			
Gap Size in Iraqi Telecommunication and Public Company											26.08%			
Industrial Segmentation	Company has the ability to identify the parts of the industrial market that achieve the highest sales and profitability.	15	11.4	52	54.5	30	30.3	5	3.8	-	-	3.73	0.708	74.6
	Company can identify similarities and differences between industrial customers for the purpose of dividing them into homogeneous market segments.	18	13.6	50	53.0	30	30.3	4	3.0	-	-	3.77	0.716	75.4
	Company offers product mixes that allow industrial uses and other product offerings.	14	10.6	57	50.8	25	34.1	6	4.5	-	-	3.68	0.76	73.6
	Company's management is keen to adopt objective and accurate indicators suitable for dividing the markets.	16	12.1	55	56.8	25	26.5	6	4.5	-	-	3.77	0.72	75.4
	Company diagnoses the status of intermediaries in the market and studies the possibility of relying on them in marketing research.	17	12.9	42	47.0	37	35.6	6	4.5	-	-	3.67	0.73	73.4
	Overall Average											3.71	0.53	
Availability of Industrial Segmentation											74.23%			
Gap Size in Iraqi Telecommunication and Public Company											25.77%			

4. Results

It is noted from table (1) that content marketing and industrial segmentation have obtained well-weighted averages, which indicates their application and presence in Iraqi Telecommunication and Public Company. It is shown in Table (2), which shows that (promotional content) came in the first order and that (Communication Symmetry) came in the last order.

Table (2) Ranking the importance of the content marketing (N=102)

Content Marketing	Arithmetic Mean	Standard Deviation	Variation Coefficient	Rank the Importance
Promotional Content	3.71	0.741	14.32	1
Communication Symmetry	3.27	0.981	27.24	4
Establishing Brands	3.74	0.731	14.975	2
Updating Trends	3.69	0.571	15.329	3

The statistical analysis program (SPSS) was used for the purpose of extracting the correlation coefficients between content marketing and industrial segmentation, and the results of the analysis appeared as in table (3).

Table (3) Results of the correlation coefficients between content marketing and industrial segmentation (N=102)

Independent Variables	Details	Results with Industrial Segmentation
Promotional Content	Correlation Value	0.669
	Indication Level	0.000
	T-Test	10.252
Communication Symmetry	Correlation Value	0.042
	Indication Level	0.634
	T-Test	0.477
Establishing Brands	Correlation Value	0.554
	Indication Level	0.000
	T-Test	7.583
Updating Trends	Correlation Value	0.548
	Indication Level	0.000
	T-Test	7.474
Content Marketing	Correlation Value	0.618
	Indication Level	0.000
	T-Test	8.963
Correlation is significant at the 0.01 level (2-tailed).		

It is clear from table (3) the following:

1. The value of the correlation between (promotional content) and (industrial segmentation) reached (0.669), as the calculated (T) value reached (9.680), which is greater than the tabular (T) value of (1.984) and indicates the existence of a strong significant correlation relationship directive between the two variables.
2. The value of the correlation between (communication symmetry) and (industrial segmentation) reached (0.042), as the calculated (T) value reached (0.477), which is smaller than the tabular (T) value of (1.984) and indicates a weak significant correlation relationship directive between the two variables.
3. The value of the correlation between (establishing brands) and (industrial segmentation) reached (0.554), as the calculated (T) value reached (7.583), which is greater than the tabular (T) value of (1.984) and indicates the existence of a correlation relationship strong positive correlation between the two variables.
4. The value of the correlation between (updating trends) and (industrial segmentation) reached (0.548), as the calculated (T) value reached (7.474), which is greater than the tabular (T) value of (1.984), all of which indicate the existence of a relationship there is a strong direct correlation between the two variables.
5. The value of the correlation between (content marketing) and (industrial segmentation) reached (0.618), as the calculated (T) value reached (8.963) which is greater than the tabular (T) value of (1.984) and indicates the existence of a strong direct positive correlation relationship between the two variables.

So, there are correlations between the investigated variables, allowing the transition to measure the effect relations between those variables by calculating the regression coefficients using the statistical analysis program (SPSS), which is shown in table (4).

Table (4) Results of regression coefficients for content marketing on industrial segmentation (N=102).

Dependent variable	Independent variables	Constant limit value (a)	Value of the marginal slope coefficient (β)	Coefficient of determination (R^2)	(F) computed value	Tabular (F) value	Indication Level	Indication type
Industrial Segmentation	Promotional Content	1.221	0.666	0.447	105.093	3.94	0.000	significant
	Communication Symmetry	3.644	0.025	0.002	0.228		0.634	insignificant
	Establishing Brands	1.768	0.523	0.307	57.504		0.000	significant
	Updating Trends	1.832	0.511	0.301	55.860		0.000	significant
	Content Marketing	0.860	0.812	0.382	80.341		0.000	significant

5. Discussion

From the data in table (4) it is possible to reach the following results:

- 1) Hypothesis test (*there is a significant effect of content marketing in industrial segmentation*) The calculated (F) value reached (80.341) which is greater than the tabular (F) value of (3.89) at the significance level (0.05) and accordingly *the hypothesis is accepted*. Through the value of the coefficient of determination (R^2) of (0.382), it is clear that content marketing explains (38%) of the variables that occur in industrial segmentation, one unit will increase industrial segmentation by (81%).
- 2) Hypothesis test (*there is a significant effect of promotional content in industrial segmentation*), The calculated (F) value reached (105.093) which is greater than the tabular (F) value of (3.89) at the significance level (0.05) and accordingly *the hypothesis is accepted*. Through the value of the coefficient of determination (R^2) of (0.447), it is clear that promotional content explains (45%) of the variables that occur in industrial segmentation, one will increase industrial segmentation by (67%).
- 3) Hypothesis test (*there is a significant effect of communication symmetry in industrial segmentation*) The calculated (F) value was (0.228), which is less than the tabular (F) value of (3.89) at the significance level (0.05), and accordingly *the hypothesis is rejected*.
- 4) Hypothesis testing (*there is a significant effect of establishing brands in industrial segmentation*), the calculated (F) value reached (57.504), which is greater than the tabular (F) value of (3.89) at the significance level (0.05) and accordingly *the hypothesis is accepted*. Through the value of the coefficient of determination (R^2) of (0.307), it is clear that establishing brands explains (31%) of the variables that occur in industrial segmentation, one will increase industrial segmentation by (52%).
- 5) Hypothesis testing (*there is a significant effect of updating trends in industrial segmentation*) The calculated (F) value reached (55,860), which is greater than the tabular (F) value of (3.89) at the significance level (0.05) and accordingly *the hypothesis is accepted*. Through the value of the coefficient of determination (R^2) of (0.301), it is clear that updating trends explain (30%) of the variables that occur in industrial segmentation, one will increase industrial segmentation by (51%).

6. Conclusion

Markets are classified into two types: industrial markets and consumer markets according to the nature of the product and its uses. Industrial segmentation is one of the important and main issues in marketing management because it is linked to the target industrial customers whose needs the company intends to meet within its human, financial, material and information capabilities. The company divides markets according to criteria or specific demographic, operational, purchasing, situational and personal factors. For a period of time, companies believed that market segmentation is only consumer segmentation, because consumer markets are controllable and easy to divide, but over time it became clear that this belief was wrong. Markets fall into two types: consumer and industrial, and both are subject to segmentation according to specific criteria that may vary from one market to another and from one company to another according to the nature of the potential customers in market and resources that company possesses. According to the results that appeared in research, industrial segmentation is affected by content marketing, which represents a new public demand that appeared due to the high attention of the contemporary market audience (buyers and sellers alike), as content marketing refers to companies providing products that add value to their beneficiaries, in addition to owning the company for marketing communications programs that are in harmony with the civilized audience that is influenced by

the opinions expressed by current and potential customers on social networking sites, YouTube channels, and other modern internet applications.

When the company (like Iraqi Telecommunication and Public Company) wants to obtain content marketing, it must combine its four main topics, which are promotional content, communication symmetry, establishing brands, and updating trends. Promotional content provides messages to market about the positive characteristics of the company's product mix, thus, industrial retail relies mainly on targeting potential customers who understand company's messages and promotional campaigns. Communication symmetry represents the company's management process of continuous relationships with the market audience represented by suppliers, competitors and customers, and this requires that the company maintain databases of market that can be used in industrial retail, which is a continuous process that the company carries out periodically. Establishing brands makes the market's impressions positive about the company and makes it easier for it to enter new markets with same brand, company's possession of a well-established brand ensures that it increases sales of its product mix and achieves a level of profits that allows it to cover the costs of industrial segmentation. Updating trends requires the company to constantly keep pace with changes in the preferences of current customers and anticipate the future preferences of potential customers (with clarification that what is meant by the customer is the buying company). Which requires the implementation of the same predictive efforts in the target markets, and thus the company will not need to repeat the same efforts twice.

Content marketing is a technique that can be used by company (industrial and consumer) for the purpose of maximizing sales of its product mix and reducing lost opportunities represented by the conversion of customers to competitors, company needs to divide the industrial markets into homogeneous parts of customers and determine the most attractive market part for the company in order to achieve the highest sales and profitability.

References

- [1] Lamb, C. W., Hair, J. F. and McDaniel, C. (2018) Principles of Marketing, 1st Ed., Canada: Nelson Education Limited.
- [2] Stone, Merlin, Aravopoulou, Eleni, Woodcock, Neil, Laughlin, Paul, and Stott, Ryan (2021), "*Interactive marketing, customer information and marketing research*", Routledge Companion to Marketing Research, Vol. (-), No. (-), P:38-54.
- [3] Ejikeme, J. (2020) "*Help Your Agency or Company Become More Aggressive: Cultivate a Marketing Orientation So You Can Clearly Serve Your Customers*", Business Consulting and Career Management: Discover How to Cultivate a Marketing Orientation (2020) guide, Published on 1 January.
- [4] Moorman, C., Heerde, H. J., Moreau, C. P. and Palmatier, R. W. (2019) "*JM as a Marketplace of Ideas*", Journal of Marketing, Vol. (83), No. (1), P:1-7.
- [5] Evania, Stella, Listiana, Erna, Wendy, Rosnani and Titik, F. Y. (2023), "*The Effect of Influencer Marketing and Content Marketing on Customer Engagement and Purchase Decisions on Followers*", Asian Journal of Economics, Business and Accounting, Vol. (23), No. (2), P:12-20.
- [6] Arora, A. S., Bacouel-Jentjens, S., Sepehri, M. and Arora, A. (2020) Sustainable Innovation: Trends in Marketing and Management, 9th Ed., Washington: Springer Nature Switzerland.
- [7] Hayyawi, Murtaza Khachi, and Al-Shammari, Sarmad Hamza Jassim (2021) "*The Effect of the Buying Center in The Promotion of Industrial Products: A Case Study in The Maysan Plastic Factory*", Palarch's Journal of Archaeology of Egypt/Egyptology, Vol. (18), No. (8), P:3299-3308.
- [8] Rocha, A., Reis, J. L., Peter, M. K. and Bogdanovic, Z. (2020) Marketing and Smart Technologies, 1st Ed., Singapore: Springer Nature Ltd.
- [9] Jassim, Sarmad Hamza, and Mahmoud, Basheer Ismail (2022) "*The Effect of Strategic Information System in Global Marketing Channel: A Case Study*", Webology, Vol. (19), No. (1), P:3150-3168.
- [10] Solomon, M. R., Marshall, G. W. and Stuart, E. W. (2018) Marketing: Real People Real Choices, 9th Ed., United States of America: Pearson Education.
- [11] Jassim, Sarmad Hamza (2022) "*Role of Social Responsibility in Company's Neuromarketing: A Case Study in Iraqi General Company for Agricultural Supplies*", International Academic Journal of Humanities, Vol. (9), No. (1), P:01-11.
- [12] Harikrishnan, N. J. and Kumar, N. V. (2022), "*A Hybrid Digital Marketing Model based on Content Marketing and Inbound Marketing*", Dial Net Magazine, Vol. (13), No. (4), P:13-26.
- [13] Kotler, Philip, Keller, K. and Chernev, Alexander (2022) Marketing Management, 8th Ed., London: Pearson Education Limited.
- [14] Thomas, N., Koopmann, Jaclyn, and Parker, Sharon (2021), "*Promoting idea exploration and harmonization in the creative process: cultivating interdependence and employees' Perspective-Taking are key*", European Journal of Work and Organizational Psychology, Vol. (-), No. (-), P:1-16.

- [15] Gao, Haibing, Zhao, Huazhong, Tan, Yinliang, Lin, Ya, and Wei, Lai (2020), “*Social Promotion: A Creative Promotional Framework on Consumers’ Social Network Value*”, *Journal of Production and Operations Management*, Vol. (29), No. (12), P:2661-2678.
- [16] Amankwah, A. B. and Asare, G. (2019) “*The Impact of Sales Promotional Packages on Customer Switch and Retention: Case of MTN and Vodafone Ghana Ltd.*”, *International Journal of Academic Research and Reflection*, Vol. (7), No. (4), P:26-41.
- [17] Salem, Haitham Hamed, and Jassim, Sarmad Hamza (2022) “*The Role of Customer-Driven Marketing Strategy in Products Pricing: An Exploratory Study in the Oil Products Distribution*”, *International Journal of Early Childhood Special Education (INT-JECS)*, Vol. (14), No. (07), P: 1238-1247.
- [18] Adhikari, Atanu (2018) *Strategic Marketing Issues in Emerging Markets*, 1st Ed., Singapore: Springer Nature Pet Ltd.
- [19] Ibrahim, B., Aljarah, A. and Ababneh, B. (2020) “*Do Social Media Marketing Activities Enhance Consumer Perception of Brands? A Meta-Analytic Examination*”, *Journal of Promotion Management*, Vol. (26), No. (4), P: 544-568.
- [20] Dong, H. and Shanshan, W. (2023) “*Research on the Impact of Short Video Content Marketing on Thailand Outbound Tourists’ Pre-Trip Behavior Intention*”, *Journal of Roy Kansans Academy*, Vol. (8), No. (1), P:329-341.
- [21] Christian, Neuerburg, Nicole, Koschate-Fischer, Christian, Pescher (2021), “*Menu-Based Choice Models for Customization: On the Recoverability of Reservation Prices, Model Fit, and Predictive Validity*”, *Journal of Interactive Marketing*, Vol. (53), No. (-), P:1-14.
- [22] Grewal, Dhruv, Levy, Michael, Mathews, S., Harrigan, P., Bucic, Tania and Kopanidis, Foula (2021) *Marketing*, 3rd Ed., New York: Published by Mc Graw-Hill Education.
- [23] Ramdani, Selvia, Danial, R. Deni, and Muhammad, Nor Isanti (2021), “*Minas Bali Berdasarkan Creative Promotion Dan Inovasi Product*”, *Journal of Business, Management and Accounting*, Vol. (2), No. (-), P:462-469.
- [24] Jassim and Shubar, Sarmad Hamza, Rounaq Kadhem Hussin (2020) “*Sustainable Marketing Analysis in Industrial Corporate: A Case Study at The General Company for Iraqi Cement*”, *Palarch’s Journal of Archaeology of Egypt/Egyptology*, Vol. (17), No. (3), P:2375-2395.
- [25] Xieb, Quan and Chen, Loua (2021), “*Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty*”, *International Journal of Advertising*, Vol. (40), No. (3), P:376-402.
- [26] Anjala, S. K., Yogesh, K. D., Bindu, N., and Kumar, K. S. (2021), “*A broad overview of interactive digital marketing: A bibliometric network analysis*”, *Journal of Business Research*, Vol. (131), No. (-), P:183-195.
- [27] Czinkota, Kotabe and Vrontis, Shams (2021) *Marketing Management: Past, Present and Future*, 4th Ed., Switzerland: Publisher by Springer Nature.
- [28] Rajagopal, R. (2020) *Transgenerational Marketing: Evolution, Expansion, and Experience*, 1st Ed., Washington: Springer Nature Switzerland.
- [29] Kerin, R. A. and Hartley, S. W. (2020) *Marketing: The Core*, 8th Ed., New York: McGraw-Hill Education.
- [30] Wei, L., Yang, G., Shoenberger, H., and Shen, F. (2021), “*Interacting with Social Media Ads: Effects of Carousel Advertising and Message Type on Health Outcomes*”, *Journal of Interactive Advertising*, Vol. 21, No. (3), P:269-282.
- [31] Lim, Weng Marc, Kumar, Satish, Pandey, Nitesh, Rasul, Tareq, and Gaur, Vidhu (2022), “*From direct marketing to interactive marketing: A retrospective review of the Journal of Research in Interactive Marketing*”, *Journal of Research in Interactive Marketing*, Vol. (11), No. (1), P:111-119.
- [32] Terho, H., Mero, J., Siutla, L. and Jaakkola, E. (2022), “*Digital Content Marketing in Business Markets: Activities, Consequences, and Contingencies along the Customer Journey*”, *Industrial Marketing Management Journal*, Vol. (105), No. (-), P:294-310.
- [33] Khalayleha, M. A., Al-Hawary, Sulieman and Shelash, Ibraheem (2022), “*The impact of digital content of marketing mix on marketing performance: An experimental study at five-star hotels in Jordan*”, *International Journal of Data and Network Science*, Vol. (6), No. (-), P:1023-1032.
- [34] Jassim, Sarmad Hamza, and Ridha, Bushra Jawad M. (2022) “*Marketing Analysis for Consumer Promotion Techniques: A Case Study at General Company for Iraqi Food Products*”, *American Journal of Economics and Business Management (AJEBM)*, Vol. (5), No. (7), P:87-103.
- [35] Gardesmed, M. and Koppel, J. (2019) “*Customer Segmentation from a Supply Chain Service Perspective: A Case Study at Volvo Penta*”, Master's thesis in Industrial Marketing, Chalmers University of Technology.
- [36] Huynh, L., and Duong, N. (2022), “*Gradually building and promoting the initiative and creativity of Vietnamese workers in the period of international economic integration*”, *International Journal of Research and Innovation in Social Science*, Vol. (6), No. (-), P:7-10.
- [37] Kevin, K. Byon and Joe, Phua (2021), “*Digital and Interactive Marketing Communications in Sports*”, *Journal of Interactive Advertising*, Vol. (21), No. (2), P:75-78.

- [38] Onhi, S., Handayani, W., Rahayu, F., and Syahrial, S. (2022), “*Communication and Interactive Marketing Management through Internet Advertising*”, Strategic Management Journal, Vol. (1). No. (2), P:26-29.
- [39] Pride, William M. and Ferrell, O.C. (2019) Foundations of Marketing, 8th Ed., United States of America: Cengage Learning Inc.
- [40] Belda-Medina, Jose., (2022), “*Promoting inclusiveness, creativity and critical thinking through digital storytelling among EFL teacher candidates*”, International Journal of Inclusive Education, Vol. (26), No. (-), P:109-123.
- [41] Andres, Diaz Lantada, and Juan, Munoz-Guijosa (2022), “*Creativity Promotion in Open-Source Projects: Application to Open-Source Medical Devices and Healthcare Technologies*”, Engineering Open-Source Medical Devices, Vol. (-), No. (-), P:167-190.
- [42] Widya, Paramita, Huynh Ba, Chan Nhu, Liem, Viet Ngo, Quan, Ha Minh Tran, and Gary, Gregory (2021), “*Brand experience and consumers' social interactive engagement with brand page: An integrated-marketing perspective*”, Journal of Retailing and Consumer Services, Vol. (62), No. (-), P:102-611.
- [43] Gentsch, P. (2019) AI in Marketing Sales and Service: How Marketers without a Data Science Degree can use AI Big Data and Bots, 1st Ed., Switzerland: Palgrave Macmillan.
- [44] Jose, Belda Medina (2022), “*Promoting inclusiveness, creativity and critical thinking through digital storytelling among EFL teacher candidates*”, International Journal of Inclusive Education, Vol. (26), No. (-), P:109-123.
- [45] Sripathi, Madhavi, and Ramadevi, T. (2022), “*Advertising Practice & Creative Strategy: The Dark Side of Creativity*”, Global in institute for research and education, Vol. (3), No. (5), P:153-157.
- [46] Katole, H. (2020) “*Effects of Sales Promotion Campaign Adopted By Retailers In India*”, Journal of Critical Reviews, Vol. (7), No. (2), P:583-586.
- [47] Yun, Mi-Seung, Kim, Kyoung-Eun, and Youn, Jeong-Jin (2021), “*Effectiveness of a Program to Promote Creativity & Character through Systematic Review and Meta-Analysis*”, The Korean Journal of the Human Development, Vol. (28), No. (-), P:219-243.
- [48] Lopez, Dorotea, and Munoz, Felipe (2021), “*Creative industries as interest groups in services export promotion policy-making in Chile*”, Creative Industries Journal, Vol. (-), No. (-), P:1-20.