

ABSTRACT

Digital content marketing strategy plays a vital role in enhancing the engagement of participants in digital training programs, especially when the content is delivered accurately and aligned with the stages of the customer journey. This study was conducted at PT. Global Edukasi Talenta Inkubator (GeTI Incubator), which utilizes various types of content educational content, product-related content, and cause-related content along with the WhatsApp Business API to support communication with participants.

The purpose of this research is to analyze the influence of different content types on participant content engagement across the three customer journey stages: pre-purchase, purchase, and post-purchase. Additionally, it examines the role of WhatsApp as a moderating variable. A quantitative approach was employed through a survey method using questionnaires distributed to GeTI Incubator participants.

The results show that educational content has the strongest influence on participant engagement across all customer journey stages. Cause-related content is most dominant during the pre-purchase and post-purchase stages, while product-related content proves more effective during the purchase stage. WhatsApp is proven to strengthen the relationship between content types and engagement, particularly in the post-training phase.

These findings emphasize the importance of content mapping according to customer journey stages to improve digital communication effectiveness. The use of personal platforms such as WhatsApp enhances direct and relevant interactions with participants.

It is recommended that GeTI Incubator develop a content strategy that emphasizes cause-related content in the early stage, product-related content during purchase, and educational content after training. This should be supported by optimizing WhatsApp and user-generated content to enhance credibility and long-term engagement.

Keywords: *digital content marketing, content types, content engagement, WhatsApp, GeTI Incubator*