

# New Year-Themed Content Marketing Strategies to Build Emotional Engagement and Long-Term Relationships with Consumers

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**Abstract.** This study aims to explore how New Year-themed content marketing strategies can be used to build emotional engagement and long-term relationships with consumers. Through a literature review with a descriptive analysis approach, data was collected from 19 relevant articles obtained through Google Scholar between 1999 and 2024. The study found that New Year-themed content marketing can create strong emotional experiences, enhance consumer loyalty, and strengthen the relationship between brands and their audiences. Brands that connect with positive values and consumer aspirations, and offer relevant and personal experiences, are more likely to build long-term relationships. The implications of this research emphasize the importance of implementing marketing strategies that prioritize emotional engagement and relevance with consumers, especially through the use of social media and digital technologies. This research also identifies the importance of sustainability and social responsibility in seasonal-themed content marketing.

**Keywords:** Content Marketing, New Year, Emotional Engagement, Long-Term Relationships, Consumer Loyalty

## 1. Introduction

Content marketing has rapidly evolved in recent years as one of the most effective methods for building closer relationships between brands and consumers. Brands can communicate with consumers more personally, influence their attitudes and behaviors, and create more sustainable relationships by creating relevant and meaningful content [1]. Seasonal themes, such as the New Year, are particularly relevant because they can add an emotional dimension to content marketing, which can enhance the bond between a brand and its audience.

In the context of the New Year, a moment symbolizing change and new hopes, brands have the opportunity to leverage this theme to connect with consumer emotions. Various studies show that marketing campaigns that align emotional values with consumers are more successful in building long-term loyalty [2]. The New Year, as a symbol of resolutions and change, provides a chance to design campaigns that capture attention and establish deeper connections with consumers. This also allows companies to introduce their brand values in a more relatable way, touching on consumers' emotional needs.

New Year-themed content marketing can take various forms, from inspiring stories to special offers that capitalize on the spirit of change at the beginning of the year. Research in marketing indicates that content relevant to consumers' emotional conditions is more effective in building emotional engagement [3]. Content that creates positive associations with consumer experiences can increase trust and loyalty toward the brand. Therefore, this study will explore how New Year-themed content marketing strategies can be implemented to create narratives that strengthen emotional connections between brands and consumers.

Moreover, long-term relationships between consumers and brands highly depend on the quality of interactions that occur throughout the purchase journey and user experience [4]. New Year-themed content marketing provides an opportunity to introduce products or services in a more personal and relevant manner, aligned with consumers' situations. When consumers feel that a brand understands their desires and aspirations, particularly during important moments like the New Year, they are more likely to engage deeply and extend their relationship with the brand.

This study also aims to analyze whether New Year-themed content marketing can influence consumer behavior in the long run. In many cases, emotional engagement built through relevant content can create long-term influences on consumers' attitudes and decisions. Brands that successfully build strong emotional connections tend to receive consumer support in the form of repeat purchases, word-of-mouth promotion, and increased brand loyalty [5]. Therefore, an effective content marketing strategy should focus not only on short-term sales but also on fostering relationships that can benefit the company in the long term.

New Year-themed content marketing also offers opportunities to create unique and different experiences for consumers. This can be done by utilizing various digital platforms, such as social media, email marketing, or even video-based advertising campaigns that evoke emotions and take consumers on a deep emotional journey. Companies can spread their New Year messages more widely with the use of technology and digital platforms, allowing consumers to interact more with the brand. This approach is essential in building strong emotional engagement and enhancing brand awareness.

Furthermore, this research will also analyze how consumer behavior toward New Year-themed content marketing may vary based on demographics and individual preferences. In practice, each consumer group has different emotional needs. Therefore, market segmentation becomes crucial in content marketing strategies. Customizing content messages based on the audience's characteristics, such as age, gender, and socioeconomic status, can make marketing more effective in building deeper emotional connections with consumers.

Finally, this study aims to provide practical insights for companies in designing content marketing strategies that are not only effective in the short term but also in building long-term relationships with consumers. The primary objective of this research is to explore how New Year-themed content marketing can be used to build strong emotional engagement with consumers and how it can influence loyalty and long-term relationships with brands.

### **1.1. Content Marketing**

Content marketing is a marketing strategy that uses relevant and engaging content to attract the audience's attention, build relationships with them, and ultimately drive desired actions [6]. The primary goal of content marketing is to provide valuable information to consumers, which can enhance brand awareness, engagement, and sales. This content can take the form of articles, videos, images, or other media tailored to the audience's preferences to create a deeper connection.

### **1.2. New Year**

The New Year is an important moment in the calendar, often seen as an opportunity to celebrate new beginnings, renewal, and personal resolutions [7], [8]. In the context of marketing, the New Year becomes a highly effective seasonal theme to capture consumers' attention by offering positive messages, new hopes, and opportunities to start fresh, whether in personal life or purchasing decisions. This theme allows brands to align with the feelings of optimism and change that consumers experience.

### **1.3. Emotional Engagement**

Emotional engagement in marketing refers to the bond formed between consumers and brands based on positive feelings and experiences that consumers have with the brand [9]. When a brand can create emotional engagement, consumers are more likely to remain loyal and build a deeper relationship with the brand. This emotional attachment is often developed through values that resonate with the audience and consumer experiences tailored to their needs and desires.

### **1.4. Long-Term Relationships**

Long-term relationships refer to sustained connections between consumers and brands, based not on immediate transactions but on mutual values and beneficial experiences over time [10]. Building long-term relationships is crucial for brand sustainability, as strong relationships encourage consumers to stay loyal and continue purchasing products or services from the brand. These relationships are formed through consistent communication, quality products, and attention to consumer needs.

### **1.5. Customer Loyalty**

Customer loyalty is the degree of attachment and commitment that consumers have toward a brand or product [11]. Loyal customers tend to choose a particular product or brand, even when alternatives are cheaper or more accessible. Customer loyalty is often built after repeated positive experiences with the brand, which strengthens trust and emotional engagement. This loyalty includes repeat purchases and recommendations to others.

## 2. Method

The methodology used in this research is a literature review with a qualitative approach and descriptive analysis. A qualitative approach was chosen because the aim is to identify, explore, and understand the phenomenon of New Year-themed content marketing in the context of building emotional engagement and long-term relationships with consumers through relevant literature studies. This research focuses on collecting and analyzing data from various articles, journals, and academic sources that discuss the topic over a specific time period. The primary data source for this research is articles retrieved from Google Scholar with a publication range from 1999 to 2024. The data selection process began by gathering 50 relevant articles related to the research theme. The selected articles cover various aspects of content marketing, emotional engagement, long-term consumer relationships, and the application of seasonal themes such as the New Year in marketing strategies. A rigorous selection process was conducted based on relevance, quality, and their contribution to understanding the topic being examined. Articles that did not meet the criteria or lacked depth in their discussion were excluded, resulting in 19 articles being used for further analysis. Descriptive analysis was applied to analyze the collected data. The purpose of descriptive analysis is to describe and present the findings from the existing literature studies without conducting experiments or manipulating variables. This study will explore various concepts, findings, and theories found in the relevant articles and provide an overview of how New Year-themed content marketing strategies can be used to build emotional engagement with consumers and create long-term relationships. Through this approach, this research aims to provide in-depth insights into the application of seasonal content marketing in the context of emotions and consumer relationships.

## 3. Result and Discussion

Seasonal content marketing, particularly focused on moments such as New Year, plays a significant role in fostering deeper emotional connections between brands and consumers. New Year, as a symbol of new beginnings filled with hope and resolutions, provides an opportunity for brands to deliver more personalized and relevant messages that resonate with the emotional state of their audience. Research indicates that marketing campaigns emphasizing emotional themes like optimism and hope associated with New Year can generate stronger appeal, as consumers tend to feel more connected to this transformative moment. When brands authentically leverage this emotional moment, they create short-term engagement while fostering long-term customer loyalty, ultimately contributing to the sustainability of the brand-audience relationship [12]. This approach enhances brand image and establishes deeper bonds, encouraging consumers to consistently choose the brand in the future.

The annual “Share a Coke” campaign by Coca-Cola serves as a highly relevant example of leveraging seasonal themes, particularly during New Year, to build deep emotional connections with consumers. The brand creates opportunities for consumers to experience joy and togetherness by replacing Coca-Cola bottle labels with common names and positive messages, fostering a profound sense of personalization. Coca-Cola uses the holiday season and New Year celebrations as a platform to convey messages of happiness and fresh hope, aligning with the optimism and positive resolutions that accompany the turn of the year [13]. This approach not only captures consumer attention in the moment but also successfully strengthens long-term consumer loyalty by embedding values of togetherness and optimism in the minds of its audience. The campaign demonstrates how brands can harness emotional moments to drive immediate engagement and build more sustainable relationships, linking the brand to positive feelings that endure in consumers' memories.

With the advancement of digital technology, New Year-themed content marketing has become increasingly personalized and targeted, enabling brands to reach audiences in a more direct and relevant manner. Brands can create campaigns tailored to individual preferences through social media and digital platforms, enhancing the emotional closeness with consumers. A prime example of this is Nike's “New Year, New You” campaign, which encourages consumers to start the new year with a focus on fitness and personal achievement [14]. The campaign highlights not only physical fitness but also mental shifts and personal growth, deepening emotional connections with consumers through video advertisements or social media posts centered around New Year celebrations, such as personal resolution journeys or positive transformations. This campaign effectively taps into audience emotions by supporting personal aspirations and achievements, fostering a stronger bond with the brand. Its success lies in its ability to utilize digital technology to deliver relevant and inspiring messages that resonate in the moment while reinforcing long-term consumer loyalty to the brand's values.

New Year-themed content marketing that incorporates special offers or discounts is an effective strategy to attract consumer attention by capitalizing on the celebratory and reflective atmosphere of the new year.

Promotions such as discounts or product bundles by e-commerce platforms like Lazada or Tokopedia in Indonesia are often aligned with New Year themes to provide incentives for immediate purchases [15]. The New Year, filled with fresh hopes and changes, creates a strong emotional context, making these special offers encourage short-term transactions while helping to build lasting brand awareness. Consumers feel more connected to brands that provide benefits during this meaningful time, strengthening deeper and more enduring emotional relationships with the brand. Such marketing links brands to significant moments in consumers' lives, creating favorable associations that outlast temporary discounts or promotions, thereby bolstering long-term customer loyalty.

New Year-themed content marketing that succeeds must reflect the values and aspirations of the audience to foster deeper and lasting connections. Consumers tend to be more loyal to brands that understand and support their personal values, making it essential for brands to craft messages that are visually appealing and emotionally relevant to their audience. For instance, Starbucks' "New Year's Resolution" campaign invites consumers to share their goals and resolutions on social media using a dedicated hashtag, creating a sense of participation in a larger movement [16]. This campaign promotes Starbucks products and encourages consumers to share personal experiences aligned with New Year celebrations, thereby strengthening the emotional bond between the brand and its audience. This approach demonstrates how engaging consumers in their personal goals can deepen their attachment to the brand, transforming transactions into meaningful experiences and building stronger long-term loyalty.

The emotional connection fostered through New Year-themed marketing content plays a crucial role in enhancing consumer loyalty to the brand, as emotionally connected consumers are more likely to make repeat purchases and recommend products to others. Studies suggest that such emotional ties significantly increase consumer loyalty, making them more inclined to maintain long-term relationships with a brand. For example, Apple's New Year campaigns featuring inspirational messages about change and achievement have successfully created strong emotional bonds with consumers [17]. These campaigns drive product purchases and reinforce Apple's image as a brand that supports consumers' personal aspirations and goals, elevating it beyond mere products to a symbol of transformation and accomplishment. Apple builds deeper relationships that strengthen loyalty and encourage consumers to choose the brand again in the future by aligning itself with the values consumers cherish.

New Year-themed content marketing should go beyond promotion and sales to focus on creating meaningful consumer experiences, as campaigns emphasizing positive experiences and shared special moments can build deeper and more sustainable relationships. Google's "Year in Search" campaign, which presents an overview of significant global moments from the past year, illustrates how marketing can transcend product transactions by creating broader emotional experiences [18]. The campaign invites audiences to celebrate these moments alongside the brand by summarizing achievements, events, and global reflections, fostering a profound sense of togetherness. This approach builds stronger connections with consumers by focusing on products or services and on collective experiences that deepen the emotional bond between consumers and the brand. Thus, "Year in Search" serves not only as a marketing tool but also as a way for Google to connect personally with its audience and unite them with a global community, strengthening loyalty and deepening long-term relationships.

New Year-themed content marketing also offers a significant opportunity for brands to demonstrate their commitment to social issues and sustainability—values that are increasingly important to consumers aware of the social and environmental impact of their choices. Such campaigns can serve as platforms for delivering positive messages related to social responsibility, such as community support programs or sustainability initiatives. Patagonia's "New Year, New Goals" campaigns, for instance, often highlight sustainability issues and encourage consumers to contribute to environmental protection [19]. These campaigns go beyond introducing products and invite audiences to feel part of a larger movement by engaging consumers in a broader and relevant cause tied to current global challenges. This approach strengthens deeper emotional connections between the brand and socially conscious consumers, enhancing loyalty and building an authentic and responsible brand image that resonates with today's consumer values and aspirations.

New Year-themed content marketing holds immense potential for fostering profound emotional connections and long-term relationships with consumers, as this celebratory theme naturally invites personal reflection and optimism for the future. Brands can align themselves with the positive values that consumers desire by adopting relevant and personalized approaches, such as hope, change, and new resolutions, driving deeper engagement. Campaigns that tap into the emotional dimensions and personal aspirations of consumers, as demonstrated by campaigns emphasizing personal transformation or achievement, are effective not only in boosting short-term sales but also in building more sustainable relationships centered on long-term loyalty. This strategy encourages brands to focus not merely on transactions but on creating experiences that directly address consumers' emotional needs, deepening their connection with the brand and generating mutual benefits. Thus, New Year-

themed marketing plays a pivotal role in fostering stronger loyalty and delivering long-term impacts that help brands maintain relevance and build enduring consumer relationships.

#### 4. Conclusion

The conclusion of this study indicates that New Year-themed content marketing strategies can effectively build emotional engagement and long-term relationships with consumers. Through relevant and personalized approaches, brands can leverage the New Year moment to strengthen emotional bonds with their audience, enhance loyalty, and create experiences that connect consumers with positive values. The implications of these findings highlight the importance for brands to design content that emphasizes emotional values and relevance to consumer aspirations, as well as to utilize digital technology to deliver more personalized messages. Suggestions for future research include encouraging brands to innovate further in seasonal content marketing by focusing more on sustainability and social responsibility as part of long-term strategies. A limitation of this study is its reliance on articles and literature studies from the period 1999-2024, which may not fully cover the latest developments or dynamics in New Year-themed content marketing.

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