

Botare Content Engine: A Process Innovation Framework for Integrated Marketing Strategy Formulation

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Abstract

This article develops Botare Content Engine as a process innovation framework for transforming fragmented content production into an integrated marketing strategy system in a social commerce environment. Using an action research-oriented single-case approach, the study explains how the framework integrates six core mechanisms: content taxonomy, product wave strategy, proof-first creative design, batch production, winner-only paid amplification, and CRM-driven retention. The findings show that these mechanisms help connect awareness, trust, conversion, and repeat purchase through pod-based execution, platform-role optimization, and integrated performance measurement. The article argues that Botare Content Engine reframes content from isolated communication output into an organizational capability for improving marketing efficiency, commercial coherence, trust formation, and sustainable growth in FMCG and e-commerce contexts.

Keywords: Botare Content Engine, Integrated Marketing Strategy System, Content Operations, Social Commerce, FMCG

Introduction

The digital marketplace has significantly changed how firms create and evaluate marketing value. In highly competitive FMCG and e-commerce environments, marketing effectiveness can no longer be judged by posting frequency or content volume alone. Consumer attention is now fragmented across short-video platforms, social media, marketplaces, live commerce, and messaging channels. As a result, firms need marketing

systems that connect awareness, trust, conversion, and repeat purchase rather than relying on isolated promotional activities.

This study is situated in the context of Botare Network Technology (Thailand) Co., Ltd., where the main managerial challenge was to improve the company's marketing workflow from a daily post-based model into an integrated marketing strategy system. The purpose of this improvement was to make content function not only as communication output, but also as a commercial asset that supports product prioritization, paid-media decisions, conversion, and customer retention.

The need for such transformation is supported by prior literature. Marketing strategy research emphasizes the alignment of organizational resources, market conditions, and target segments (Marketing strategy, 2021), while relationship marketing highlights trust, loyalty, and long-term customer value (Relationship marketing, 2021). Recent studies also show that digital marketing capability, content strategy, CRM, and AI-driven personalization are increasingly important for building integrated and adaptive marketing systems (Homburg & Wielgos, 2022; McKinsey & Company, 2024; Forsey, 2025).

Against this background, this article proposes Botare Content Engine as a process innovation framework for developing an integrated marketing strategy system. The framework combines content taxonomy, product wave strategy, proof-first communication, batch production, winner-only boost, and CRM-driven retention into a coordinated operating model designed to improve efficiency, build trust, and drive sustainable business growth.

Research Objectives

This article has three objectives.

First, it aims to develop Botare Content Engine as a process innovation framework for an integrated marketing strategy system. Second, it seeks to explain how the framework connects content production, platform roles, conversion, and retention into one coordinated operating model. Third, it offers practical implications for firms seeking to improve marketing efficiency, build trust, and achieve sustainable growth in FMCG and e-commerce contexts.

Literature Review

Prior literature suggests that effective marketing systems depend on strategic alignment, customer relationship quality, and coordinated execution. Marketing strategy research emphasizes that firms must align resources, capabilities, and market opportunities rather than rely on isolated promotional activity (Marketing strategy, 2021). Relationship marketing further highlights the importance of trust, commitment, communication, and long-term customer value, especially in digital and platform-based environments (Relationship marketing, 2021; Martins et al., 2025).

Content marketing literature also shows that content should be managed as a structured system rather than as a collection of disconnected posts. Content strategy involves planning, creation, publication, management, and governance, while funnel-based thinking requires different content forms for awareness, proof, conversion, and retention

(Forsey, 2025; Stricak, 2018). Thai studies similarly indicate that content relevance, credibility, and format significantly influence consumer decision-making in digital contexts (Kasem et al., 2023; Yaowarach, 2024; Deemek & Prommai, 2024).

Recent research further highlights the role of digital marketing capability, data, and agility in improving firm performance. Digital marketing capability contributes to profitability through scalability, measurability, adaptability, and interconnectivity, while agile marketing capability supports faster response, experimentation, and coordinated execution (Homburg & Wielgos, 2022; Moi & Cabiddu, 2021). In FMCG and e-commerce contexts, these capabilities are increasingly strengthened by big data analytics, CRM, and platform-specific optimization (Mukhopadhyay et al., 2024; Srisook et al., 2022).

Finally, AI-driven personalization and generative AI are becoming central to modern marketing systems. Prior studies show that AI can improve engagement, personalization, and purchase intention, but its effectiveness depends on transparency, governance, and customer trust (Alghaswyneh, 2025; Jith et al., 2025; Lou et al., 2025). Taken together, this literature supports the development of Botare Content Engine as a process innovation framework that integrates strategy, content operations, platform roles, conversion, and retention into a single marketing system.

Conceptual Framework

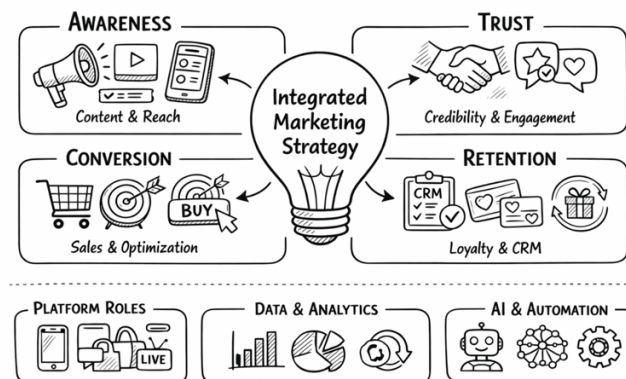


Figure 1. Conceptual Framework of FMCG integrated marketing strategy framework.

The conceptual framework of this study positions Botare Content Engine as an integrated marketing strategy system for FMCG businesses, built around four connected outcomes: awareness, trust, conversion, and retention. At the foundation of this framework is the idea that content should not be treated as isolated communication output, but as a structured managerial system that links customer attention, business priorities, and measurable performance. This logic is consistent with content marketing research showing that effective content must be designed around a clear target audience, marketing-funnel logic, useful and credible information, and channel-appropriate presentation to attract prospects and guide them toward purchase and repeat engagement (Kasem et al., 2023). The same study also emphasizes that content should sustain customer engagement and

support repeat purchase or referral, which makes it highly relevant to the awareness and retention layers of the Botare model.

At the cognitive and strategic intelligence level, this framework assumes that consumer goods marketing performance improves when companies leverage data and digital infrastructure to understand customer behavior, segment target groups, and support timely decision-making. Mukhopadhyay et al. (2024) describe how big data-driven Marketing 4.0 enables consumer goods companies to improve customer experience, foster repeat purchases, enhance market analytics, and support data-driven decision-making rather than relying on intuition. Their framework also emphasizes the role of content and recommendation optimization, campaign targeting, and real-time response generation in building a competitive advantage. For Botare Content Engine, this supports the idea that awareness is not just about reach, but about generating quality, data-driven interest that can later be converted into commercial value. These four domains are not independent stages but mutually reinforcing components of one system. To support them, the framework incorporates three enabling layers. The first is platform-role optimization, which assigns a distinct commercial role to each platform rather than treating all channels as interchangeable. The second is data and analytics, which provide the basis for evaluating content performance, identifying winners, tracking customer movement, and improving future decisions. The third is AI and automation, which enhance personalization, operational efficiency, content iteration, and decision support, while also requiring governance and quality control.

At the transformation and cross-functional implementation level, this framework considers digital marketing capabilities as more than just communication functions. Liang et al. (2025) demonstrated that digital marketing capabilities improve company performance by enabling companies to extract actionable customer insights, refine marketing activities, and generate business value. Importantly, their study also indicates that this capability impacts other business functions, particularly production and research and development, by embedding real-time marketing intelligence into organizational decision-making. This is highly relevant to the Botare Content Engine because the framework links content effectiveness not only to creative outcomes but also to product prioritization, operational coordination, and commercial actions. In other words, transformation in the Botare model depends on how effectively content insights are translated into product page availability, offering design, and customer-responsive systems.

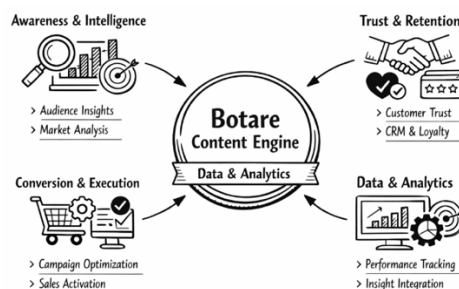


Figure 2. Conceptual Framework of Botare Model.

At the level of trust and customer retention, this framework assumes that long-term value depends more on the continuity of the relationship than on the success of the initial purchase alone. Previous research in relationship marketing and social commerce, as documented in the project paper, has shown that trust, quality of CRM communication, and post-purchase interaction significantly influence customer loyalty, repeat purchases, and purchasing decisions. This logic is supported by the content marketing research of Kasem et al. (2023), which explicitly states that content should create a positive impression, build brand engagement, and maintain customer relationships through relevant and timely communication. In Botare's framework, this is implemented through proof-focused content, CRM segmentation, and the customer retention cycle. Thus, the framework can be summarized as a system where content architecture drives perception, proof-building reinforces trust, role-based platform actions support transformation, and CRM follow-up retains customers, while data and analytics serve as the integration mechanism across all four stages.

Research Method and Design

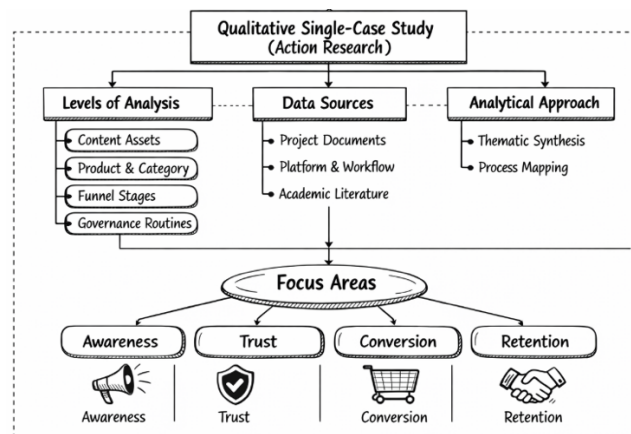


Figure 3. Diagram of Method and Design.

This research employs a qualitative, single-case study approach, emphasizing action research. This method is appropriate because the Botare Content Engine was developed to solve a real-world organizational problem and was refined through the practical actions of management, rather than being viewed as merely an external phenomenon. This research methodology allows the study to focus on the system's logic, implementation structure, and capacity development within the context. Similar logic is found in the research by Moi and Cabiddu (2021), which uses a case-study approach to describe how agile marketing capabilities are realized through speed, flexibility, transparency, collaboration, and customer engagement during digital transformation. Their research is relevant to this study because it demonstrates that marketing transformation

should be considered as an organizational process, not merely a change in communication tools.

The units of analysis in this research encompass four interconnected levels: content assets, product/category priorities, funnel stages, and governance stages. This structure reflects the view that digital marketing capabilities are interdisciplinary and cannot be reduced to isolated promotional outcomes. Homburg and Wielgos (2022) show that digital marketing capabilities are valuable because they are scalable, measurable, and adaptable. And interconnected throughout the organization. Liang et al. (2025) expand on this argument by showing that digital marketing capabilities affect company performance, in part, through their linkage to production and research and development capabilities. These studies support the current design because Botare Content Engine is examined not only as a content process but also as an integrated system linking strategy, implementation, and commercial outcomes.

This study draws data from multiple organizational sources and documents, including project documentation, workflow design, platform role logic, content architecture, management routines, and relevant academic literature. This source data structure is appropriate because the framework itself integrates content, data, and customer management. Mukhopadhyay et al. (2024) showed that Marketing 4.0 in FMCG relies more on big data, analytics, personalization, and decision support than on separate campaign activities. Kasem et al. (2023) similarly described how content marketing should be designed with audience clarity, funnel logic, credibility, and relationship building in mind. These studies support the integration of operational documents and literature to interpret the Botare Content Engine as a coordinated marketing decision-making system.

The analytical approach relies more on thematic synthesis and process mapping than on statistical hypothesis testing. This research identifies structural weaknesses in existing post-marketing workflows, then constructs a new framework through core mechanisms, and finally interprets those mechanisms through relevant theories. Performance is viewed in terms of awareness, trust, conversion, and customer retention, rather than using single metrics. This aligns with Srisook et al. (2022), who showed that digital marketing and social CRM influence customer decision-making, and with Vijitjan and Poon-Ead (2024), who demonstrated that trust and social media marketing significantly influence purchasing behavior. Therefore, the current approach is designed to describe how Botare Content Engine functions as an integrated marketing strategy system, while also providing a foundation for future quantitative analysis.

Conclusion and Discussion

This research concludes that Botare Content Engine should be understood as a process innovation framework rather than a routine content production approach. Its key strength lies in transforming content into coordinated marketing capabilities that link planning, execution, and business outcomes. This interpretation aligns with Homburg and Wielgos (2022), who demonstrated that digital marketing capabilities create value through their scalability, measurement, adaptability, and interconnectedness.

This framework also reinforces the argument that content must be strategically governed, not managed as separate posts. Forsey (2025) defines content strategy as a

system of planning, creating, publishing, managing, and governing, which closely aligns with the Botare Content Engine structure. Stricak (2018) further illustrates that content must align with the customer journey, supporting the framework's integration of awareness, trust, conversion, and retention.

From a relational perspective, this framework emphasizes that long-term growth depends on customer trust and continuity. Martins et al. (2025) demonstrated that trust, communication, and commitment foster loyalty, while Srisook et al. (2022) showed that digital marketing and CRM together shape customer decisions. Overall, Botare Content Engine offers a practical model for building more integrated, trust-focused, and sustainable marketing systems.

Suggestions

Companies should strengthen content governance and planning, as effective content systems require more systematic management than fragmented posting (Forsey, 2025). Additionally, platform alignment should be improved to align with roles and sales channel matching, as different content types support various customer stages (Stricak, 2018). Finally, organizations should invest in CRM and customer retention processes, as trust, continuity, and quality of customer relationships are crucial for long-term marketing effectiveness (Srisook et al., 2022; Martins et al., 2025).

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