

Effect of Language use in Healthcare Content Marketing on Consumer Behaviour among Facebook Users

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Abstract: Driven by globalisation, content marketing (CM) has become one of the most strategic marketing approaches used to educate customers by providing valuable information through creative, educative, and persuasive language. This, in turn, influences consumer behaviour. However, it has been observed that content marketers in healthcare, particularly on Facebook, do not appropriately utilise language in producing educative content that can help achieve marketing objectives. Despite the institutional approval required from medical practitioners, some individuals may decide what products/services to use and how to use them to resolve health challenges or improve their health by reading content other than seeing a medical practitioner. This paper sought to investigate the language use of healthcare CM on Facebook and its impact on consumer behaviour. The study employed the Language Expectancy Theory (LET) to interpret and make conclusions based on the evidence provided in the written content on linguistic features and persuasive techniques. The descriptive research design was used to explain the persuasive use of language in influencing the audience. Document analysis was done based on excerpts of written content purposively selected from 11 healthcare Facebook pages. Four textual content items were further drawn from each, making 44 content items. Simple random sampling was then conducted to pick 23 content items considered in this paper. Data analysis involved a qualitative categorisation of the various themes of language use and feedback from Facebook users. The study found that language use impacted educating and influencing people to act. After reading the content, feedback was received in the form of questions about pricing, selling points, and questions asking for further clarification. There were also comments in the form of appreciation, and customers raised complaints. The study concludes that linguistic features and persuasive techniques might have contributed to enhancing the content marketing messages. As a result, there was positive and negative feedback, which is very important in marketing. The study recommends that marketers should use linguistic and persuasive strategies when communicating with their customers and that they should make use of the feedback that they receive from their customers to improve on the use of language.

Keywords: Consumer behavior, Content marketing, Digital, Facebook, Healthcare, Medical practitioners

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Introduction

The strategic use of language is a critical factor in the success of Content Marketing (CM). Business survival does not only depend on advertising and promotion. Instead, it further creates a loyal relationship with customers to influence them to make purchasing decisions, repurchase, and invite other people to the brand or use the product or service. According to Nikitina (2012), there are significant changes in how business is done, including online writing. Communication has to be made focusing on the audience and their pain points. Searchable content requires more language creativity than television ads (TV) ads, which appear without the viewers' consent. These changes become more evident and much harder to ignore as time passes. Nikitina explains that improved technology, innovative research, and marketplace competition require business leaders to upgrade their communication and online writing skills. Content Marketing's language use can play a big part in engaging, educating, persuading, and converting the audience into loyal customers. Despite being used in promoting products or services, CM is also a branding method that creates and distributes relevant and valuable brand content to entice and involve the target audience. Practitioners make and share brand stories online to familiarise the target audience with their brand (Brieger, 2013). Therefore, content works better in simultaneously selling the products/services and brand. The choice of language to convey specific messages to influence people is vital in marketing and advertising (Kannan & Tyagi, 2013). According to Kannan and Tyagi (2013), language strategies such as euphemism, expert opinion, educative, logical, and inclusive language are essential in delivering compelling content. Creative use of language is vital in influencing consumers. Therefore, in this paper, the authors draw audiences' attention to language use in content marketing, assessing its impact on consumer behaviour.

Theoretical Underpinning

Language Expectancy Theory

Language expectancy theory (LET), propounded by Michael Burgoon and Miller in 1985 and revised by Burgoon and Burgoon in 2001, provided a framework upon which the study was founded. The language use expectations are, to some extent, prelude what the communicator might decide to convey or otherwise persuade the audience. Language is the focus of any discussion; the linguistic strategies were necessary to be considered part of the persuasion process (Burgoon et al., 1975). Strategic language uses are the choices made by communicators as the substantial predictors of persuading the audience.

The central proposition of LET is that people have expectations concerning the kind of language they will use to persuade others, which is considered suitable for communication. Language expectancy theory assumes that language has a particular pattern of rules developed from the specific context and other factors. The theory considers the predicted communication behaviour grounded in society's psychological or cultural standards. The anticipated communication behaviour works as a form of language expectancies in which the language is governed by rules (Burgoon, 1995). To this end, when marketers construct their content, they influence people differently according to their psychological and cultural differences.

Marketing content has the exceptional use of language that, in most cases, is crafted to trigger the audience to act in a specific way. Instead of using language directly, marketers may violate various language norms to create a particular impact on the audience. Language violations may be positive or negative, depending on the nature of the content. For example, if a marketer deliberately uses English translations in Kiswahili content, it may increase some benefits to the audience, which becomes favourable to the message's goal. If a marketer tries to appeal to the audience's emotions by using fallacies, it can lead to the message's failure to attain its goal.

Review of Literature

Marketing campaigns may have varied goals, but the general purpose remains influencing consumers to act. Language is the tool that people use to communicate; it is a powerful instrument to leverage, influence or attain specific goals. Users must foster a strategic use whenever language is used to achieve the desired goals, such as informing, entertaining, expressing, or even persuading. In marketing, it is also vital to be creative in using the language because it is the most incredible tool in influencing people and their behaviour (Kannan & Tyagi, 2013). For copywriters and marketers to control, they must exceptionally use language. They need to choose the proper linguistic means which influence and persuade people (Fiser, 2007). Therefore, language use is paramount in marketing activities because marketers must educate consumers about the products/services, their benefits, uses, and other essential factors influencing consumers to take positive actions.

Everything used in an advert is to influence consumer behaviour. These include colours, background, the people appearing in adverts, and the words used by the marketers. According to Adiwijaya (2010), language use plays a vital role in influencing the effectiveness of adverts (ads). Visual content and design in advertising can significantly impact consumers and strategic language use. Strategies like assonance and alliteration are best in making ads look unique and easy to remember due to the words' rhythmical flow. These strategies work better for slogans (Kannan & Tyagi, 2013). The provided information helps consumers make purchasing decisions regarding information and strong arguments in the adverts (Adiwijaya, 2010). Marketers use various language strategies to influence the audience. Nevertheless, studies by Adiwijaya (2010), Fiser (2007), and Kannan and Tyagi (2013) focused more on general advertising than content marketing which emphasises education provision. The focus is on the language used to educate, not adverts' design and graphics.

Marketing has been on constant trends from one perspective to another based on the nature of technology and media used. It has been so prevalent for advertising and marketing to focus on selling services, products, and ideas. This can be elaborated clearly by the objectives meant for advertising and promotion. Kannan and Tyagi (2013) mention four main advertising goals: trial, continuity, brand switch, and switching back. These goals tempt marketers to focus on selling rather than engaging, informing, and even entertaining customers with a focus on selling. The trend draws attention to the marketing approach that educates and provides consumers with the necessary information to make informed decisions. Content Marketing objectives focus on engaging and educating consumers first in expectations of the reward of positive action such as buying or joining the brand community. It involves an innovative marketing trend realised within a strategic use of language to produce engaging, compelling, and educative content. This gives the current study an avenue to focus on the language used.

Colours, layout, and other attention-getters like background, people, celebrities, and size work better for the ads intended for mainstream media consumption. With radios, televisions, and outdoor ads, marketers are sensitive to brevity due to higher advertising costs and limited space and time. But for the content that needs to be searchable on online platforms, strategic language use becomes very significant than only focusing on catching the consumers' attention (Nikitina, 2012). And this is because, on social media, you can attract users to your content, but it needs exceptional creativity to make them continue reading or watching. Therefore, this study focuses on CM's language use, which is essential to online CM. Focusing only on attention getters could challenge persuasion as one can attract people's attention but fail to convince them to proceed with reading to the end. Studying the language with all the strategies used in making compelling content is essential.

Most studies on marketing language have been focusing on traditional marketing. Kannan and Tyagi (2013) critically analysed the language used in adverts concerning the products shown in mass media,

papers, and journals. Their findings revealed that the language used in advertising lures consumers to buy things, whether they need them or not. Common strategies include glamorisation, humour, repetition, association, imperatives, euphemism, short sentences, colloquial language weasel words, ambiguity, and neologisms. Most of these strategies work better in conventional advertising due to the direct selling approach with the essence of ensuring that little space or airtime is well utilised. However, some of those methods can still work better for CM because, eventually, the purpose is to persuade the audience.

Adiwijaya (2010) and Fiser (2007) also focused their studies on traditional advertising. Adiwijaya (2010) researched language use in advertising campaigns. In his findings, he established that language determination plays a vital role in the success of an advertising campaign strategy, and the determination of language within the advertising campaign has to consider the psychographic and demographic characteristics of the target audiences, such as the location, occupancy, lifestyle, education, and age. In line with Adiwijaya (2010), Fiser (2007), in his study on print advertising, which is also traditional, mentions linguistic features such as compounding, glamorisation, and figurative language such as personification, simile, and metaphors, to influence or lure consumers. In his study, he focused on language use in print advertising.

Although the studies discussed above on advertising language seem broad, they still offer the current study insights essential for studying language use despite being based on language features used in general advertising. Most language studies on advertising examined adverts meant for the environment with limited space and time and higher costs, like TVs and radios. This study takes another view by investigating CM language use on Facebook, which is in online marketing. The study explores where marketers have plenty of space to provide customers with much educative information. The analysis of language use is focused on healthcare content on Facebook.

Furthermore, apart from the studies that have focused on traditional marketing on TVs, radios, and prints, other scholars have studied language used in online marketing, focusing on traditional advertising. The difference between writing offline and online is that offline you write for the readers (you only intend to impress the people). In contrast, when writing online, you write for readers and search engines (Nikitina, 2012). You need to have well-written content to engage and impress readers, but at the same time, the content has to be optimised for easy discoverability when searched by users. The online media algorithms have their unique ways of reading the content. Therefore, online content must be compelling to readers and discoverable when searched by the audience.

Studies conducted in traditional online marketing are not different from conventional offline marketing. These marketing types differ in means (media) but use the same approach, which is direct. One of the linguistic studies conducted on traditional online marketing is Arakelyan and Chobanyan (2017), which studied general language in online adverts. In addition, Lazovic's (2014) study on language use in online bank adverts; Labrador et al. (2014) study based on online adverts for electronic products; Ahangar and Dastuyi's (2017) study on the persuasive language used in sales emails; and Razak and Asma's Amran (2017) study sought to identify the effective text and persuasive visual strategies for the visible online stores. Content Marketing, as part of online marketing, is an area that has not received strong attention, especially on the language aspect. Hence, the need to pursue this study to examine the language used in healthcare CM on Facebook.

Language for marketing purposes has the general aim of persuading the audience. Despite varying objectives of marketing campaigns, the goal in most cases remains the same. Most of the studies on advertising focus on traditional advertising as a direct approach providing a virtual platform to this

study as the approach necessary to benefit, especially in language analysis. The discussion of language use in marketing is presented in two distinct categories, linguistic features, and persuasive techniques.

Methodology

This paper adopts a descriptive research design with a qualitative approach which, according to Lambert and Lambert (2012), is used better when a researcher directly describes a phenomenon. The description focuses on the linguistic and persuasive strategies used in Facebook's healthcare content marketing (CM). The study employed a document analysis method in collecting data (texts) which were then compiled, coded, and related patterns solicited and discussed in the findings.

The target population constituted Facebook healthcare content from Tanzania, the USA and the United Kingdom, and the unit of analysis for the study was a text. Content is anything a marketer uses to deliver a message to the audience. There is various social media content that includes images, texts, and videos, to mention a few; however, textual content was vital in this study.

The study was conducted online on healthcare Facebook pages from Tanzania, the United Kingdom, and the USA. These countries were selected in different regions to examine CM language use in areas with other languages (in the world). The variability created heterogeneous data. The content was drawn from the following Facebook pages sampled using purposeful non-probability sampling:

Four excerpts were drawn from *Dr Boaz Mkumbo MD*, a page that deals with weight management through healthy eating planning; three quotes from *Online Herbal Clinic*, which specialises in selling herbal medicine, although they offer different content on health-related topics. One excerpt was from *Dr Amar's* page, which specialises in general health issues; quotes were drawn from *Health and weight management*, a page primarily meant for weight management. In addition, one excerpt was drawn from *Chakula Dawa*, which focuses on influencing healthier eating to solve various health conditions; one from *Afya check* page, which is focused on general health issues; two from *Christine Honore Gervais Forbes's* page, which talks about healthier living and relationship issues and two excerpts were drawn from *Naomi Andrew's* page, that specialises in healthier living and relationship issues. Four content excerpts were extracted from *Weightshake Factory*, the page which is specialised in weight management; content items came from the *Young and Raw* page, focusing on successful living lifestyles and significantly healthier living, while one excerpt was drawn from *MKAZI WA WAKAZIBlogsports*, which focuses on general issues, including health.

The sample included content purposively drawn from Facebook. Kothari (2004) describes purposive/deliberate sampling as non-probability sampling that entails intentionally selecting units to constitute a sample representing the population. Hence all the selected content was a product of CMhealthcare.

The sampling procedure had two phases. The first phase had eleven accounts/pages selected from Facebook based on the criteria that they must have content related to healthcare {sampling based on a single phenomenon as according to Herring (2004)}. After establishing the accounts' number, then four textual content items were drawn from each Facebook account. The total number was 44 content items from which the sample used was drawn. In phase two, the 50 + 1 rule was used to obtain 23 content items from 44 content items. Simple random sampling was conducted, where 44 pieces of paper were assigned numbers from 1 to 44, placed in a pot, and mixed up. Then, random sampling was conducted to pick the 23 content items.

The document analysis method was used in data collection to extract the data from healthcare Facebook pages. Because the study used only textual data (especially on the analysis level), it was considered

reasonable to copy the data from Facebook posts and paste it to Microsoft Word Office to create word documents for easy handling. Eight content items were in English; thus, it did not require translation. Fifteen content items were in Kiswahili; hence, it was translated to English for analysis. The communicative approach of translation was used to get the source language's intended meaning in the target language. After translation, the data was set ready for coding and further analysis. The data collected was previewed several times to understand the content before coding, then classified into the impact of language use.

Results and Discussion

Content marketing (CM) is strategic marketing that intends to persuade the audience by educating and influencing them to take the required action. CM uses linguistic features and other persuasive techniques to appeal to the audience by providing educational information. Linguistic features and different persuasive strategies play a vital role in influencing the audience.

This section, concerning the impact of CM language use in healthcare CM from Facebook on consumer behaviour, presents a crucial aspect of content marketing: feedback. The feedback may be positive or negative. The best thing about CM is that its impact is measurable on Facebook (Dupont, 2018). The content's performance can be measured regarding metrics such as reach, engagement, sales, or creating customer awareness. Therefore, in this chapter, we discuss a critical aspect of feedback, which represents the visible impact of CM in one way or another. This study examines the effect of the content using users' comments on Facebook posts.

Burgoon (1995) states that communication meant to persuade tends to have feedback proportional to the persuasive technique used. Hence, feedback is the measure of the success of the content. The analysed impact patterns from Facebook include questions, purchasing responses, appreciation and complimenting praises, and complaints.

Questions

Facebook users tend to ask questions on various pages to get more information according to their queries. The study found out that Facebook users ask various questions geared towards obtaining different kinds of information as follows:

Questions on Pricing

Users inquire about the prices for various products/services. Asking for prices implies that users have read the content and are in the process of acting. The following examples are the questions asked about pricing.



Oscar Mwakagenda
Nitapataje hiyo juisi ya msamitu? Na ni bei gani??

How can I get 'Msamitu' juice? And at what price are you selling it?

The question comes from CT23 from MKAZI WA WAKAZI Blog sports, which presents 14 ways to eliminate early ejaculation. The question is about one of the methods discussed in the content. The question is about how to get the said juice and its price. The user is not bargaining in his comment. The message aims to know how to get the commodity and its price, implying he was interested after reading the content.

From the same content CT23, there is another question about price:



Maganja Joseph

Inayopatikana kwa sh ngp?  1

What is the price?

Another question in the same content also asks about the price of 'Msamitu' juice. It is the implication that people understood the content and aroused interest. Questions about pricing are essential in marketing. They show that the content was successful and could turn some people from prospects to actual customers. Customers asking about the prices may be considering buying the product/service.

Questions About Selling Points

The study also found that users asked questions about where to find the said product or service. This question implies that customers were influenced and were about to take further action. The following examples show how users were curious to get to know where they could go for purchase. In CT3, users asked how they could get the book about the science of cooking, which Health Eating Academy sold. The content comes from Dr Mkumbo's Facebook page, which deals with weight management through meal plans. Dr Mkumbo talks about the book in the content, which is the complete guide for meal planning. After showing interest in the book, Pendo asked where to get the book.



Pendo Mzilahi

Jamaniiii mm naishia tu kusoma mafanikio ya wenzangu ila sjui kitabu napataje yaani sielewi chochote plz nijulisheni

Hello, I end up just reading my fellow's success, but I have no idea where to get the book. I don't know; please inform me.

It shows that she desperately needs the book after getting to read the content. The marketer produced a testimonial of one of the Health Eating academy's customers who got slim with the book's help in the content. The user writing such a comment shows how she was convinced to take action, and the challenge was just how to get the book.

Another person from the same content is also asking about how to get the book.



Witness Mushi

Kitabu nakipataje Dr

Dr., how do I get the book?

The question is straightforward, asking about the selling point of the book. This also implies that the user was influenced to act. The act of asking where to get the book begins the buying process. The user may have already decided to buy the book.

Questions for Further Clarifications

Some other questions in the comments asked for clarification on how to do various things. One example is CT01, which comes from Dr Mkumbo's Facebook page dedicated to helping people reduce weight via a healthy eating style. CT01 is about Pumpkin seed flour.



Mzouri Wa Huba Wahe
Ukitaka kupunguza uzito unatumia je

How do you use it if you want to lose weight?

The user is asking how to use pumpkin seed flour if one wants to lose weight. The comment implies that he understood the message and was curious to know more before acting. This shows that, to some extent, he got the message about the pumpkin seed flour as advertised in the content. It may also imply that the user had already bought the flour and returned to ask for more knowledge on using the product.

In the same content, another user asked the following question:



Pendo Alfred
nikitaka kutengeneza mwenyew
natengenezaj

How do I make it by myself if I want to?

The question is straightforward. The user is asking whether people at home could prepare the advertised flour. The purpose of the question is to clarify the product to see whether the marketer could share some procedures to prepare pumpkin seed flour using personal efforts.

According to the analysis, questions make up a significant portion of the comments produced on Facebook by users. Questions significantly contribute to the conversation as marketers will be needed to answer them and deliver much information as quickly as possible. These represent a vital part of the conversation because people ask whenever they feel the provided information is insufficient. However, according to the analysis, most questions asked for crucial details in purchasing the advertised product/service. Other questions were directed to acquire critical information on how to use various products/services. Burgoon (1995) emphasises the necessity of language to persuade the audience to trigger positive feedback.

Purchasing Responses

These comments openly show interest in purchasing the product/service. These are the expressions from users that show their willingness to buy specific products or services. This kind of feedback is what matters most in any marketing campaign. According to Maczugaet al. (2014), almost all marketing efforts aim to raise product/service sales. Therefore, these comments with purchasing instincts are always taken with great care as they are qualified leads that can buy the product/services. The following words show readiness to purchase the pumpkin seed flour as marketed in CT1 from Dr Mkumbo's Facebook page.



Winchlauson Banjuneki
Tabora Doct unapatikana wapi???
Ninauhitaji sana nimesoma kitabu
na kukielewa nasasa nimeishaanza
kupangilia Milo Niko tabora

Where do I get it here in Tabora? I need it a lot; I have read the book and understood. I have now started meal planning; I am in Tabora.

The user is commenting about his urge to get the flour and start using it. He says he has used the book which he bought from them. He shows that he has benefited from the book and is now ready to start practising using pumpkin seed flour. This comment implies that the content convinced the user why he was curious to benefit from another advertised product.

Another example of the user showing interest in buying comes from the same content:



Teresia Mmbando
Niko ifakara naupataje? Nahitaji

I am in Ifakara; how do I get it?

The user writes a comment that shows that the content influenced her somehow. She expresses her wish to get the pumpkin seed flour through the comment. This also implies that the user was ready to buy the flour.

Another example from the same content which presents the user's wish to buy the pumpkin seed flour is:



Bihija Bakari
Nahitaji unga wa mbegu za maboga
Dr. Boaz Mkumbo MD Niko singida

Dr Boaz Mkumbo MD, I need pumpkin seed flour; I am in Singida.

The message from the comment is straightforward. The user is satisfied with the content, and she is ready to take further steps. She directly says she needs the pumpkin seed flour and mentions where she lives. This is proof that she was already on the line of buying. To close that deal could not be complicated for the marketer because the customer had already declared interest in buying the flour. It is proof that the content has persuaded the customer to make the purchasing decision.

Marketing is all about looking for opportunities to increase product/service sales. The comments that show purchasing interests on the Facebook pages of the brands are vital messages needed by every marketer. The goal is to sell. This shows the essence of using strategic linguistic choices and persuasive strategies to influence the audience. For the users, being persuaded and declaring their interest in buying makes the content viewed as successful. It has been able to deliver qualified leads, which are potential customers/buyers. The content must be able to sell the product to be compelling enough and help the brand.

Appreciation and Complimenting Praises

Some users post comments on Facebook on various posts to acknowledge marketers' efforts. The purpose is to appreciate the kind of information provided by the marketer. This is crucial as it shows how the brand raises people's awareness. According to Maczuga et al. (2014), raising people's attention is one of CM's primary goals. Hence, getting positive feedback from users praising the brand's efforts is one thing every brand could be happy to see in their marketing efforts. The study found that users praised marketers for the kind of information they provided. For example, in the content CT22, which comes from Naomi Andrew's page and is about vaginal dryness, the content presents cause and treatment methods. One of the comments in the post is:



Manase Lugata

Dada naomi. Mungu akubarki sana kwa masomo mazuri



Sister Nomi, May God bless you for the excellent teaching.

The user is thanking the marketer for the excellent knowledge she had acquired through the content. The purpose of the comment is to appreciate the marketer for the kind of knowledge she provides. This shows that the content persuaded the user to express her praise to the marketer to show her gratitude for her expertise in the content.

Apart from that, in the same CT22, the following comment was used:



Sanga Sanga

nice ujumbe umepenya

Nice, the message is delivered.

Another comment shows how the user was grateful for the knowledge he had acquired in the post. This implies that the content persuaded the user. This is seen in the comment he produces by praising and saying the message was received. It is another message that shows a positive response from users regarding the message delivered.

Another comment from CT22 is:



Sasa Tata

AHSANTE KWA HUDUMA

Thanks for the service.

The user appreciates the service of teachings that the marketer is doing. In the content, there is no product being sold; the content is meant to educate the audience about vaginal dryness. This is the benevolent act that the marketer is showing to the people. It is the basis for CM, as education provision is the backbone, and selling comes last.

Praising and appreciation comments are among the most written comments by Facebook users. Such messages aim to express gratitude for the kind of education they get from the marketer. How the language is used and how persuasive the content becomes determines whether the content will help the audience appreciate it. Raising awareness is mentioned by Maczuga et al. (2014) as one of the goals of CM. Receiving such feedback shows the impact of the content in a particular context.

Complaints

These comments express some concerns regarding something being advertised or the education being delivered. Complaints are an excellent way for marketers to get feedback on their services/products or teachings. They help marketers evaluate their current campaigns, products, or services and adjust what users say in various channels. Complaints may also be a sign of not being convinced by the content. The

feedback may help the marketer produce more compelling content by improving their language use and having better linguistic choices and persuasive strategies to make compelling content.

The analysis of Facebook comments on the healthcare posts found that people complained about various issues. Examples of complaints come from content CT4, which is from Dr Mkumbo's Facebook page. The content is about a testimonial from a nurse Fortunata Kibona. The following complaint was posted:



James Lawrence

unanichanganya docta unavozungumzia kuwa na uzito mkubwa siamini kuwa Kila mwenye uzito mkubwa ana mafuta mengi mwilini au manyama uzembe hapa nilipo Nina kilo75 lakin hata wenzangu hawaamin kama naweza kufikisha kill izo kwan mwili wangu ni mdogo mno ukilinganisha na kilograms. utanishawishi vp mm kupunguza uzito wakat nipo ivo and always mm Ni mchezaji na mwanariadha mzuri Sana sijawah shindwa kwa kuwa na mwili Kama huu.

You are confusing me, doctor, when you talk about being obese. I don't believe that every fat person has a significant amount of fat on their body. I have 75 kg, but even my fellows never think if I have such a massive weight because I am slim. How will you persuade me to lose weight while that is how my body is, and I am a player and an outstanding athlete? I have never failed by having such a body.

The user is complaining about the confusion he thinks is caused by Dr Mkumbo's explanations. The user complains that the reason given does not make sense in his case. He has more weight, but he seems normal and not overweight. Dr Mkumbo explains that fat people are prone to nutritional diseases. This is what did not make sense in the eyes of the user and brought such a complaint. But this may signal that the content could not work better in persuading the audience as the technique used could not appeal to the specific user.

Another complaint was produced by the user who did not believe in the testimonial provided by the marketer. The user said:



Upendo Sawaya

Sion tofauti



I don't see any difference.

She complained of not seeing the said changes in the two photos used to show the progress made by nurse Fortunata. She claims that she does not see any changes made by the person being used as a lesson to other customers. This may be a personal claim, but it may help the marketer think of more valuable strategies when using testimonials to persuade the audience.

Complaints are another beneficial impact on the audience that may help the marketer to improve their content. They can use more persuasive techniques to persuade the audience without falling short. However suitable the content and information within it may not guarantee that people will not complain.

Therefore, marketers are responsible for making minimal complaints, and when they arise, they work on them thoroughly to help their customers.

Conclusion

Content Marketing (CM) has been successful on Facebook due to social media's pervasiveness and flexibility to allow instant feedback. There is more effort to realise the success of CM for healthcare brands. Users' feedback via comments on Facebook is the mirror potential for marketers to view and evaluate content performance. The feedback allows content marketers to measure their content's impact on consumer behaviour. Feedback such as questions and desires to buy is essential to measuring the success of the content.

Feedback is a vital aspect of any kind of communication. Marketers must get feedback on their marketing campaigns to measure the performance of their content and campaigns. The good thing with Content Marketing (CM) is that it differs from traditional media because it allows marketers to measure the content's success. Social media like Facebook, likes, shares, and comments are great insights into the post's engagement level. Different from radios or TVs where you can never know how many people listened or watched the advert. Burgoon (1995) mentions feedback as the potential measure of a communicator's success in persuading the audience. Customer feedback is crucial for measuring the marketing campaign's success or specific content in marketing language use.

Linguistic features and other persuasive techniques are essential in making compelling content that can trigger people to read and be persuaded to take the required action. Some of the feedback shows that content is made so that it convinces the audience to buy a service/product or join the community. Some comments asked questions. Some praised marketers. Some showed interest in buying, and others complained about various things. The comments showing interest in buying and asking different questions are essential in marketing. This indicates that the content had selling power. The content can convert and sell. Praises from Facebook users to the brand or marketer play a big part in showing how the content delivered is crucial for the people. Even though complaints may be challenging to handle, they are a great asset necessary for improving the quality of the product/service or even the marketing content itself. Feedback in CM is one of the most critical facets for determining the campaign's success.

Although Facebook's feedback is crucial to know the posts' performance and the importance of linguistic features and persuasive strategies used for content, these may not be the only factors facilitating the content's success. Because CM focuses on providing education, this may be one-factor convincing people to act. Other things to consider could be the number of Facebook page followers, as it is expected that the more the followers, the more the engagement level of the content. Besides, on Facebook, some other content may be boosted by paying to make the post reach a significant number of users. This may also affect the reach and impact the content could have on the audience.

The pervasiveness and flexibility of the Facebook context have made it possible for content marketing to have a noticeable impact through feedback. With CM, marketers can educate the audience, persuade them to act, and eventually, their reaction to the message will be quantified via the Facebook user-generated comments. CM has been made viable and lively on social media like Facebook instead of traditional media, where marketers inundate their audience with ads on radios or TVs. Still, they cannot measure the reach and general impact of the content.

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