

**LANGUAGE USE IN FACEBOOK HEALTHCARE CONTENT MARKETING
IN SELECTED COUNTRIES**

BY

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DECLARATION

Declaration by the Candidate

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DEDICATION

I dedicate this thesis to my dearest parents Mr Leonard Millambo and Ms Lucia Makalwe. They have been the motivation behind me working hard to accomplish my dreams. I will forever be indebted to their support and effort to see me succeed and live my dream.

Love you, Mom and Dad!

May the Almighty God protect and bless you always.

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ABSTRACT

Content marketing (CM) is a strategic marketing approach that uses compelling content to educate customers by providing valuable information using creative, educative, and persuasive language to inform and influence consumer behaviour. However, it has been observed that among marketers in healthcare CM on Facebook do not utilise language use and appropriately in producing content using ample digital space and lower costs. Health issues require institutional approval from medical practitioners; however, 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 by bypassing the medical practitioner. The study aimed to investigate the language use of healthcare CM on Facebook and its impact on consumer behaviour. The objectives of this study were to describe the linguistic features of healthcare CM on Facebook; describe persuasive techniques of healthcare CM on Facebook; evaluate the impact of language use in healthcare CM on consumer behaviour. The study's purpose was to find out if the language is crucial to the efficacy of CM. 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 study employed a descriptive design to explain the persuasive use of language in influencing the audience. The study used a document analysis method in selecting healthcare content from Facebook. The data for this study were excerpts of written content purposively selected from healthcare Facebook pages. The content items were purposively sampled from 11 Facebook pages. From each Facebook page, four textual content items were drawn to make 44 content items. Then, simple random sampling was conducted to pick 23 content items. Using the LET framework, the data analysis involved a qualitative categorisation of the various themes of language use and feedback from Facebook users. The study found out that Facebook CM employs courteous, engaging, and reader-friendly language use. Features such as pronouns, repetitions, translations, colloquial language, and parallelism were found to play a significant role in enhancing CM efficacy by making the content captivating, memorable, readable, and persuasive. CM also uses other persuasive techniques to persuade the audience to take action, including storytelling, statistics, expert opinion, and emotional appeal. It was also found out that there is considerable use of linguistic features than persuasive features; pronouns and short sentences mainly were used. The study found that language use had an impact on educating and influencing people to take action. Feedback such as questions and interest to buy has a significant role in measuring the performance of content. The study concludes that linguistic features and persuasive techniques are critical for producing compelling content that influences customer behaviour. The study recommends that, for marketers to educate, engage, and lure the audience, especially in Facebook CM, they must use language strategically. With the digital revolution, marketers should upgrade their skills through training and online free learning resources to apply CM appropriately, especially in language use.

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OPERATIONAL DEFINITION OF TERMS

Content – any compelling and educative text designed to inform and engage the audience to take positive action.

Content marketing – the strategic marketing that focuses on consistent production and distribution of relevant, beneficial, and valuable content to make customers knowledgeable to attract positive customer action.

Education – The benevolent act of the marketer to provide valuable, helpful, and compelling information to the customers/consumers or prospects to make them knowledgeable on the area of specialisation around the advertised product/service or the brand.

Healthcare Content – any compelling and educative text in the health industry designed to inform and engage the audience to take positive action.

Language use – the concept that encompasses the use of language for a particular purpose that involve linguistic features and persuasive techniques.

ABBREVIATIONS

CM	–	Content Marketing
CT	–	Content
CTA	–	Call to Action Words
LET	–	Language Expectancy Theory
UGC	–	User Generated Content

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter presents the background to the study, statement of the problem, the aim, and specific objectives of the study, research questions, research assumptions, significance of the study, justification, and limitations of the study.

1.2 Background to the Study

The business world keeps changing from time to time; it is tough to have a sustainable business without a proper marketing mechanism or its products/services. According to Becker (2020), marketing activities differ from selling and advertising; marketing includes much more. It also encompasses selling and advertising, research, pricing, analysing consumer needs, and creating and nurturing relationships with customers and other stakeholders.

According to AMA (2017), marketing involves activities and processes to generate, communicate, deliver, and exchange offerings that potentially value the customers, consumers, partners, and society in general. Despite the number of approaches to marketing such as personal selling, direct marketing, outbound marketing, and other digital marketing techniques, the goal remains the same; to influence prospects and customers. Content marketing (CM) is the kind of marketing whose purpose is to attract and retain customers by consistently creating and curating relevant and valuable content to change or enhance consumer behaviour (Content Marketing Institute, 2012). CM's primary focus is to develop and disseminate content that embraces the customers' needs and interests.

The strategic use of language is a critical factor in the success of 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 the ad on the TV, which appears without the viewers' consent. With time passing, these changes become more evident and much harder to ignore. Nikitina explains that improved technology, innovative research, and marketplace competition require business leaders to upgrade their communication and online writing skills. CM's language use can play a big part in engaging, educating, persuading, and converting the audience into loyal customers.

The way people write their content also has to change to cope with the new media's marketing trends. The way an outdoor billboard ad is written will be different from how you write a Facebook post. Language can be well utilised to achieve better results, such as the choice of voice and tone, storytelling, and how to write catchy headlines, subheadings, and call to action phrases (Nikitina, 2012). Writing for marketing purposes has to be creative enough to enable the content to be more helpful to the audience.

Marketing is being creative; it is how marketers think, create, and try different tactics of engaging their products or services to their customers. CM is said to be efficient and cost-effect compared to mainstream channels like radios, televisions, and newspapers. This kind of marketing is preferably used in online and digital spaces.

CM puts customers' needs first by creating educational, relevant, advantageous, helpful, fascinating, and engaging content that pulls customers to read the ad and make a purchasing decision. In most cases, this kind of content can only be found by users when searching online on digital platforms. That is to say, for the content to be found, it has to contain the needed, relevant, and valuable information beneficial to the users.

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 create and share brand stories online to make the target audience more familiar with their brand (Brieger, 2013). Therefore, content works better in selling the products/services and the brand at the same time.

Lieb (2012) contends that CM aids in brand recognition, trust, authority, credibility, loyalty, and authenticity. She explains that CM creates value and benefits for the people; it answers questions and provides crucial information. It makes customers and prospects more educated and informed to make purchase decisions or associate with organisations and recommend purchases to other colleagues or superiors. For example, if a brand sells supplements, it has to educate how such supplements help people, their benefits, and how natural they are. The content must be written to attract customers to read the ad as crucial for their needs and, more importantly, to have positive attitudes towards the organisation or its products/services.

In explaining CM, scholars embrace the creative use of language that has shifted from power of push to the power of pull by creating compelling content that can be disseminated in digital platforms, which are now increasing in number and have proved to be efficient and capable of reaching an immense number of the target

audience in a very short period. Halvorson and Ranch (2012) say content is something users want to read, see, learn, and experience. From a business perspective, content is crucial information presented on the website, application, or other available digital communication channels. Examples of content include podcasts (video with audio and texts within), videos, webinars, articles, and blog posts. All these employ different language strategies to produce valuable messages. It is imperative to remember that creating an effective content that turns prospects into evangelic customers requires marketers to consistently produce content that is always informational, concise, and compelling. The focus should always be on the wishes and needs of the buyers.

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.

As marketing changes from time to time, the language used and the messaging strategies also change to suit the new trends and the target audience. Language use in marketing is significant because it is incorporated in designing and crafting messages. On their side, Nacchia and Massaro (2017) assert that marketing literature has recognised that linguistic nature has become an important topic of debate concerning international markets' globalising tendencies. Customers search for content relating to the brand/organisation, product, or service. Therefore, it is worth investing in CM as the new media has made it lively. In line with this, the current study focuses on

explaining how language is used in CM and describing how best this use can be creatively done to maximise the intended goals.

Nikitina (2012) brings in the aspect of writing for marketing. She explains that the internet has become the new medium, and this medium has challenged and changed the way people write and the way they read. According to her, online advertising has come with new experiences; one cannot write online content as it used to be in traditional media, emphasising the push of the products/services than what buyers want. Therefore, using language strategically can be a critical factor in making compelling content. The current study analyses CM (which is online communication) language use to see how linguistic features and persuasive techniques are utilised in Facebook healthcare CM.

CM is mainly applied through various means such as blogs, online videos, podcasts, webinars, and social media such as Facebook. In most cases, content in these channels can be found if searched by users when they need such content. Hence, it takes good writing skills to produce content that will be searchable, educative, and engaging, especially when used in social media like Facebook. Healthcare content is among the most searched online (Gaughran, n.d.; Cocco et al., 2018; Teicher, 2020). People search for symptoms, diagnoses, diseases, treatments, home remedies, etc.

Among the most used social networks in the world, Facebook is prominent. This social media platform has brought many changes in the way people communicate by engaging with others. But what is most important is the way organisations can benefit by reaching a bigger targeted audience. According to Dupont (2018), Facebook plays a more prominent role in inbound business strategies as companies are now investing a good amount of money in enhancing better results. He continues explaining that

Facebook communication has to be strategic, especially when aiming to engage the audience towards the brand. He contends that communication that engages gets likes, comments, and most shares, which matters in marketing. Facebook communication has to be engaging, educating, entertaining, and compelling to the audience.

On Facebook, people may create individual accounts. To create an account for a brand or business requires one to have a personal account, then one may open a page for their business or brand. The social network enables people to post and engage freely. Still, for companies to make ads to reach a bigger audience, they usually pay for sponsored ads to get a bigger audience. Facebook has many useful features for engagement, such as likes, shares, and comments. This is powered by Web 2.0 technology of user-generated content. It allows people to engage and communicate. It is also good to note that the number of friends or followers on Facebook determines the mileage one may get because posts that are not ads may be viewed by friends on someone's timeline or even shared by other users.

Several studies on CM have put much emphasis on various aspects such as types of content, media outlets, content analytics, and metrics, but language use has not been the case. Such studies include Delin (2005), Lieb (2012), Pulizzi (2014), Du Plessis (2017), and Vinerean (2017). Some studies have also touched on language use in traditional advertising. Such studies include Kannan and Tyagi (2013) and Adiwijaya (2010). Regarding the essence of language use in CM, it is the critical tool for engagement and persuasion. For CM to deliver compelling, engaging, and educative content, it needs strategic language use. Hence, this study examines linguistic features such as parallelism, repetition, colloquial language, and persuasive techniques such as

association, statistical facts, and storytelling in healthcare CM on Facebook and establishes its impact on consumer behaviour.

1.3 Problem Statement

Language use in marketing is significant because it incorporates designing and crafting messages to persuade the audience. It is a powerful tool that influences people and their behaviour (Kannan & Tyagi, 2013). Traditionally, marketers used the language directly to sell their products/services in conventional media such as radios, TVs, and newspapers. However, in content marketing (CM), the language may differ depending on the purpose of CM, which is to educate, and the presence of digital media that offers ample space at lower costs. The graphics and other language use in traditional advertising can have a significant impact on customers. Still, with CM that intends to offer explicit content, the focus of language use may have a different approach to make the content distinct, memorable, and discoverable but, at the same time, educative and engaging.

CM is a strategic marketing approach that uses compelling content to educate customers by providing valuable and helpful information using creative, educative, and persuasive language to inform and influence consumer behaviour. Health issues, however, require approval and directives from medical practitioners who provide information such as diagnosis, prescription, and best health practices on how users could cure their health conditions or live a healthier life. Individuals may decide what products/services to use and how to use them to resolve health conditions or improve their health purely by reading content by bypassing the medical practitioner.

Language use is very vital in enhancing the efficiency of the content. It can be one of the best techniques to utilise to produce effective content. Regardless of the platform

employed, linguistic features and persuasive strategies such as the choice of voice and tone, storytelling, you-perspective, and call to action phrases appear to be the key factors for producing effective content. However, it has been observed that one of the challenges facing brands and marketers is content management, as CM requires the continuous generation of fresh content with appropriate use of language to produce compelling, engaging, and educative content. Language can play a key role in the production of content that satisfies the needs of the customers. Therefore, this study examines language use in healthcare CM on Facebook and establishes its impact on consumer behaviour.

1.4 Aim and Objectives

The aim of the study:

The study's main objective is to investigate the language use of Facebook healthcare content marketing and establish its impact on consumer behaviour.

Specific objectives:

- i. To describe the linguistic features of healthcare CM on Facebook.
- ii. To describe the persuasive techniques of healthcare CM on Facebook.
- iii. To evaluate the impact of language use of healthcare CM on consumer behaviour.

1.5 Research Questions

- i. What are the linguistic features used in healthcare CM on Facebook?
- ii. What are the persuasive techniques used in healthcare CM on Facebook?
- iii. What is the impact of language use in healthcare CM on consumer behaviour from Facebook?

1.6 Assumptions

- i. Marketers often emphasise the importance of language use in producing compelling content.
- ii. Content marketing focuses on developing educative and engaging content by creative use of language and other persuasive strategies.

1.7 Justification of the Study

Most studies in content marketing have focused on content channels, metrics, analytics, and user engagement. Language use as a vital tool for creating content and persuading the audience has not been addressed in particular. The increasing spread of CM as an essential part of marketing campaigns in the modern world of business requires CM studies to establish the potential language use that marketers can utilise and deliver compelling content.

The advancement of technology has come with many vital changes that have changed the way people communicated, especially in the marketing industry. Social media, including Facebook, are crucial platforms with considerable features that make it possible for CM. Hence, it becomes vital to study CM's language as the discourse realised in the new media.

The study used content from two different languages. Kiswahili language produced local content, and some other content items were in the English language. Content from two languages helped the study have heterogeneous data to reveal different aspects of language use from other languages. Besides, the study was conducted online on healthcare Facebook pages from Tanzania, the United Kingdom, and the USA to help the research to have heterogeneous data.

1.8 Significance of the Study

Content marketing helps businesses and organisations run their marketing campaigns more successfully and efficiently in brand awareness, consumer loyalty, and customer attraction and decisions. This makes marketing exciting and even less stressful. This study is of great help to marketers, copywriters, and editors in producing valuable content. It will also help those who work in corporate communication, marketing, online and digital communication in creating marketing strategies. It will be an excellent approach to CM by individuals, brands, business owners, and others in the marketing industry. It will help copywriters as a guide of language use in the production of content. Although the digital space is pervasive and omnipresent, the study will help Tanzanian marketers and others working in more or less similar environments produce compelling and educative content.

Also, the study is an addition to the existing knowledge of CM research. The language perspective investigated in this study can provide a basis for further investigation as it ventures on a linguistic perspective different from other CM aspects such as analytics and metrics that have been covered in most literature.

1.9 Study Limitations

The major limitation of this research is related to sampling. The study used Facebook's case, meaning using a sample from one social network, among many other social media platforms. Therefore, the findings cannot be generalised to include all other social media platforms where CM is applicable. Thus, these findings of the study only confine to the Facebook site because different social media sites used in CM may have some varied language use and impact. However, these findings may be used to customise any social media CM strategy to improve language use as social

media networks share several features, including the User Generated Content (UGC), despite their differences.

On top of that, the study is also limited to the healthcare industry. There are many other genres of industries where CM is operationalised. The findings of this study may be primarily fit for the healthcare industry but may apply to other sectors as CM basics remain the same.

1.10 Summary

This chapter presented the background and laid a foundation for the study. Among the crucial aspects discussed in this chapter include the background of the study and the problem statement. The chapter also presented the study's aim and objectives, research questions, assumptions, justification, significance, and study limitations. The chapter presented a rationale for the current study.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This chapter is divided into two sections. The first section deals with the related literature. The reviews generally focus on content marketing, healthcare education on content marketing, and language use. The second part focuses on a review of literature on the Language Expectancy Theory (LET) by Michael Burgoon and Miller, the theory employed by the study in the data analysis.

2.2 Theoretical Framework

Language Expectancy Theory

This study is grounded on the Language expectancy theory (LET) propounded by Michael Burgoon and Miller in 1985 and revised by Burgoon and Burgoon in 2001. Brooks (1970) had the vision of language used to be predictable by the receivers in a particular context. From his work, he inspired Burgoon, who pioneered LET. 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 are considered suitable in communication. LET assumes that language has a particular pattern of rules developed from the specific context and other factors. The theory takes the predicted communication behaviour as 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 a system of rules (Burgoon, 1995). When marketers construct their content, they influence people differently according to their psychological and cultural differences.

According to Burgoon and Miller (1985), LET proposes that: People tend to have sociological and cultural expectations concerning language use, which, as a result, affects their acceptance or refusal of the persuasive message; the use of language, which negatively violates people's expectations concerning the considered appropriate persuasive language behaviours, may hinder the persuasive effect; the use of language, which positively violates people's expectations concerning the considered appropriate persuasive language behaviours, may ease the persuasive effect; communicators with great credibility have the advantage of using language choices and compliance-gaining to develop persuasive communications. People with low credibility must be effective, conform more to the anticipated language choices, and comply with the intended message's basics. The arousal of fear inappropriate to the content message can lead to an unfavourable impact from the intended audience.

LET assumes that the communicator can violate the language anticipated positively or negatively (Burgoon, 1995). LET asserts that variations of the direction preferred by a communicator happen when expected positive violations occur. Firstly, positive violations can occur when the ratified behaviour is considered superior and preferred over the predictable one in that particular situation. Change happens if the recommended behaviour is not among the expected sort of communication, and it brings a positive impact on communication. According to Burgoon (1995), such kind of behaviour stimulates attitudinal and behavioural changes. Secondly, positive

violations may also occur when negatively appraised sources obey than anticipated from the situational and cultural norms. This may result in exaggerated approval considering the communication and changes indorsed by the communicator (Burgoon, 1995). However, negative violations, subsequent from the actor's language choices that are considered out of bound more negatively in the socially conventional behaviours, produce no attitudinal or behavioural changes to the audience.

According to LET, the feedback as responses from the audience may be positive or negative. The reaction depends on the ability of the communicator to handle the communication process to persuade the audience. The communicator can produce an unexpected sort of communication accidentally or intentionally. Suppose the produced communication is preferred compared to the anticipated one; this entails that the persuasion level will automatically increase as the communicator will appeal to the audience's emotions. The socio-cultural norms are essentially considered the control of the expectations in communication, and when these align together, the communication will be more favourable. Consequently, the kind of communication produced is not suitable for the people; the feedback responses are more likely to be negative.

LET considers the expected communication governed by the three fundamental factors (Burgoon, 1993): the communicator, relationship, and situational context. The communicator is the source of the communications. The persuasion may be entirely affected by factors like expertise, experience, appearances, economic or social status, credibility, or even gender. The persuasion they hold may vividly occur in different situations, even if the communication act was based on situational norms. Such personal factors play a considerable role in the persuasion process. In content

marketing (CM), marketers play the communicator's role and represent their brand's personality traits.

Apart from the communicator's traits, the relationship between the source and receiver also plays a significant role in determining the persuasion process. For instance, in marketing, the doctor (marketer) who interacts with their audience in social media may create trust in the relationship, which eventually can increase the level of understanding when the audience consumes the enacted content.

The situational context is another important factor in the course of the persuasion process. The communication process tends to be unpredictable in terms of where it may take place. It can be in an office, at home, bus station, or elsewhere. With the development of ICT, people can now communicate via internet-enabled gadgets. Social media has made communication simpler and lively because people may exchange communication with no need for face-to-face interaction. In this case, marketing on social media has been among the communications that cannot be denied. The situational context also includes other essential elements, such as the audience's emotions and feelings and other environmental factors that marketers must consider when crafting their content.

Furthermore, LET is said to be subjected to criticism. Some scholars claim that sometimes it becomes harder to determine positive and negative violations in actual situations. This is because the communication behaviours have not been regulated to occur in specific contexts (Burgoon et al., 2003). It becomes difficult to detect whether positive or negative violations occurred. They conclude that when communication behaviour change occurs, a positive expectation has to happen and if no change in communication behaviour, the negative expectation must occur. Despite

criticism, LET remains a vital theory in explaining the persuasive language used by language users to persuade others through communication behaviour change.

The theory has enabled the researcher to connect to the texts and find various content marketers' strategies to persuade their audience to take action. LET is a theory meant for persuasive purposes. The way the language is used on multiple occasions is geared to achieve potential goals to persuade, express, or inform. In marketing, language is crucial as the messages embedded in the content are structured to enable the marketer to persuade the audience to join the brand community or buy a service or product.

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. The violations of language 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.

The language of adverts is known to be creative, aiming to lure the audience. Besides, in CM, the audience expects to be educated more as they surf social media and other digital platforms. The expected language to be used is geared to educate and engage the audience in the conversation. According to LET, content marketers may play creatively with their language choices and other persuasive strategies to enhance their effect on the audience. For example, instead of just presenting the benefits of using

honey and ginger to cure cough, the marketer may decide to use expert opinion to appeal to the audience.

LET guided the study through analysing the linguistic features and other persuasive techniques essential for persuading the audience. Marketers embrace both aspects of language as communicators who embed them in content to persuade the audience. The effect produced is, in most cases, proportional to the creativity used in the communication event, which is the marketing function. Hence, the theory also guided the study in analysing the feedback from Facebook users. The principle is, if the marketer can influence the customers, they will receive positive feedback, and if they fail, no or negative feedback will be expected.

The audience has various expectations for how language is used in a particular context due to their socio-cultural environments. The violations made by marketers in such contexts can influence the people, positively or negatively. If the used strategy bears a positive impact, it will persuade the audience, and if it turns the audience away, it means the content has failed to achieve its goal. Marketing is about changing people's behaviour in favour of the product or services. If the violations made in the marketing messages accomplish the goal by changing people's behaviour, this is considered the success of the marketing content.

2.3 Literature Review

This section presents a literature review on content marketing (CM) and language use in particular. The review of language use focuses specifically on linguistic strategies and other persuasive techniques used in content marketing.

2.3.1 Content Marketing

Marketing as a multi-billion industry has been continuously changing since businesses and organisations started investing billions of dollars to secure markets for their brands, products, and services. Marketing focuses on meaningful exchanges between the seller and the buyer. The Chartered Institute of Marketing defines marketing as “the management process that identifies, anticipates and satisfies customer requirements profitably.” Therefore, marketing is the broad term embracing both seller and consumer benefits in meaningful exchanges. From the definition, the marketer needs to sell and make profits, but at the same time, consumers want to buy and get expected results. All this signifies the emphasis of the definitions on meaningful exchanges in selling and buying. The definitions help us draw the line against advertising, which does not necessarily concern customer satisfaction. As a marketing strategy, CM takes an approach of satisfying customers even before they buy through knowledge awareness.

Many scholars agree that CM is not something new in marketing. According to Lieb (2012) and Pulizzi (2014), CM is not new, and brands have been educating the audience by telling stories a long time ago. Some CM examples originate around 1836 of John Deere, the blacksmith, and Michelin of 1990 (Lieb, 2012; Pulizzi, 2014). The main difference came when CM started to peak as the strategic approach that could benefit more companies; this was very clear since 2001. The big challenge has been how to get it right, especially in the digital world (Pulizzi, 2014). CM is not new; it has been done for centuries, but it was not common and was hardly included as part of marketing strategies. It was like individual inventions. Its realisation in the business world has been so real, especially after social media inventions (Lieb, 2012;

Pulizzi, 2014). Social media and ICT, in general, have made CM vital, lively, and more strategic.

Traditionally, marketers were predominantly able to reach their consumers in a direct selling approach known as traditional media (Lieb, 2012) through broadcasts (TV and radio) and print (newspapers, posters, and magazines). But with new inventions of the media and the internet, which include social media like Facebook (Pulizzi, 2014), communication has been more central to the consumers (producers of the content) than the sellers who now cannot dictate the conversations deciding the direction of dialogues. Autonomous social media communication is determined by web 2.0, which has made social media with User-Generated Content (UGC). UGC enables social media users to produce their content.

CM is a strategic trend in marketing through which marketers invest consistently in producing and distributing valuable content to consumers via online platforms. According to Pulizzi (2014), CM is “the marketing and business process for creating and distributing valuable and compelling content to attract, acquire, and engage a clearly defined and understood target audience to drive profitable customer action.” Järvinen and Taiminen (2016) define CM as the process that involves creating and distributing content to the target customers to add value and interact with them in an ongoing relationship. From the two definitions, the focus in both is on the creation and distribution of valuable content. The content must have value to attract more positive customer action profitable to both the organisation/brand and the consumers. Therefore, it is up to marketers to be aware that the industry has changed. The focus is not just to sell but rather to provide valuable content to the consumers. Consumers now want to hear their needs and wishes; it is not about the seller or the products but

for them. It is essential to know that the more valuable content is, the more credibility it adds to the brand. Credibility rewards trust due to their authority and expertise in the area of specialisation.

CM is a strategy focused on the creation of valuable experience. Humans become helpful to others by sharing useful content that enriches the community and positions the business as a thought leader in the field. It is providing content that is engaging, shareable, and, most of all, focused on helping customers discover (on their own) that the product/service is the one that will suit their wishes (Pulizzi, 2014). Pulizzi contends that customers do not care about the seller and their products/services or ideas. They care about themselves with their wishes, wants, and needs. CM is about creating exciting information that customers will be passionate about paying attention to and your business or brand. Therefore, CM is the strategy of communicating with customers and prospects without direct selling. It is non-disruptive marketing. Instead of pitching one's products or services, one chooses to deliver information that makes buyers more informed or perhaps entertains them to build emotional engagement and connection (Pulizzi, 2014). The essence of this strategy is the belief that if businesses/organisations deliver consistent, ongoing valuable information to customers, they eventually return the favour to the businesses with their trust and loyalty (Lieb, 2012; Pulizzi, 2014). It happens this way because content marketers build themselves as thought-leaders in the industry. Hence, it becomes a game of giving and taking.

According to Roper Public Affairs (2011), almost 80 per cent of customers favour consuming brand information in article content than in adverts. Besides, 70 per cent of customers say CM makes them close to the brand/company. Significantly, 60 per

cent claim that brand content provides them with valuable information that enables them to have informed decisions. CM makes marketing a benevolent act of the brand to help the consumers with relevant information in the industry, allowing them to use the products/services more successfully. Instead of just pitching the brand and its products, customers are educated and become informed.

Lieb (2012) says that marketers try to get their stories placed in traditional media in addition to advertising. The biggest brands in the world still spend billions trying to get coverage from conventional media. This type of marketing will not perish, but considering the thousands of messages consumers are inundated with daily, it is much more challenging and harder to cut through the clutter. Now consumers are fed up with the pop-ups when they are enjoying their time in different media. In CM, instead of buying attention, marketers create informative, valuable, and compelling content that positively affects the prospects' and customers' lives and impacts the business. CM marketers became the expert resource for their customers (Lieb, 2012). Marketers become content providers or publishers to enrich their consumers with valuable content and create their stance as the authority in a specific industry. Having established their authority and position in the industry, marketers grow their brand communities even more because people trust that they will get what they want from their specified pages or accounts. But again, people will be able to share the content with others and attract others to come and join such sites because they can deliver expected results.

CM only differs from traditional marketing on the means. The purpose remains the same; to have positive actions from the customers to the brand. Brands have several motives for using CM. Every marketing practice is geared toward acquiring and

maintaining customers. The end goal is to raise the sales of products and services. According to Maczuga et al. (2014), all marketing actions focus on sales growth objectives. This perspective is shared by Pulizzi (2014), who contends that CM can be the number one strategy for marketing campaigns for companies to attain their goals.

Maczuga et al. (2014) mention CM objectives, which are not limited to increasing brand awareness, lead generation, converting leads into customers, building the image as the industry leader, customer engagement, customer retention, website traffic, and increasing sales. These goals may overlap with traditional marketing, but the significant difference relies on the means used to implement the goals. CM targets the audience, especially in social media, by using persuasive strategies that involve the intensive provision of education to the audience. It is not a matter of advertising only. It gives people knowledge free of charge while passing the selling content seldom without making that to be the focus.

CM is identified with various features. Different scholars have depicted diverse viewpoints when discussing what makes CM and the kind of content involved. Lieb (2012) declares that CM is what creates value and helps people. It is the kind of content that answers questions and provides meaningful information. Therefore, according to her, CM involves content that offers helpful information to the audience.

Holliman and Rowley (2014) provide three characteristics of CM: paid for, not paid for, and social content. A brand develops *Not-paid-for content* to achieve customer engagement, expand relationships, and raise knowledge awareness. *Paid-for content* is produced by a brand and has the same aim as not-paid-for content, and besides, it also aims to sell the digital content created. *Social content* is created by brand

community members who desire to express their views; to learn from the brand and other users. According to these features, the content could be free of charge, and this focuses on creating better relationships with the consumers, but also it could be paid for when selling is a focus. Besides those features, content also has to be social-oriented to engage both the brand and other users. That is to say, it has to be engaging and interactive and ends up creating a brand community.

Compelling content must be targeted, optimised, valuable, educative, entertaining, have a story, captivating, persuasive, sharable, and converting (Chan & Astari, 2017; Du Plessis, 2017). The end goal of CM is to attract profitable customer action to the business. That is why the content needs to contain all possible inputs to add value to the customers. On her side, Nikitina (2012) explains online content writing by differentiating it from print writing (traditional marketing). She says online writing is for readers in a hurry, just looking for specific information. Reading is 80% skimming, reader-driven, and distributed via social media and search engines. Therefore, embracing these new changes requires strategic language use to produce compelling, engaging, and efficient content to match the digital space context and attain the desired results.

Compelling content is not just any content. It is the content that can thrive in the digital space, like in social media. It requires unique, interactive, engaging, educative, sharable, optimised, captivating, and targeted to cut the clutter in the digital space. CM uses compelling content to educate and engage the audience to be part of the brand community and enjoy a positive relationship. Although CM is not new, its usability trend in marketing makes it an appropriate strategy for marketers to utilise in their campaigns. However, the focus from a marketing perspective has been on CM

trends, metrics, analytics, and channels, to mention a few. Language use has not received strong attention. Most language use studies on marketing have focused on conventional media, which gives this study avenue to venture into CM language use.

2.3.2 Healthcare Content Marketing

In whatever business/field (niche) CM is conducted, the provision of influential information is undeniable (Pulizzi, 2014). In healthcare, content marketers employ different aspects that focus on their content to be as beneficial and educative as possible. According to various healthcare CM researches, there are essential educative aspects/tips that internet users most frequently search when seeking knowledge on different healthcare issues (Ceralytics, 2018; Cocco et al., 2018; Teicher, 2020). These are the aspects that give marketers an edge in crafting and dedicating their informative content. Healthcare content focuses on educating people about symptoms, diagnosis, treatments, and tips on living healthier.

According to Gaughran (n.d.), posting well-crafted content to educate users about various health-related topics in the field of expertise or to provide information on trending healthcare, fitness, and wellness subjects increase the brand's chance to be trusted, viewed, and even shared across social media. She contends that users are always happy to read the online content. However, Teicher (2020) warns users about the possibility of finding inappropriate, promotional, self-contradictory, or too complex content. Despite the essence of looking for healthcare information for people to help themselves, they need to find the most trustworthy information that can be trusted and help them out.

Researches have been conducted in online healthcare content to determine the most frequently searched topics by people to learn various issues. According to the Pew

Internet and American Life Project National Surveys, 2002, 2004, and 2006, on health topics searched online by internet users, the following were most searched: specific disease, medical treatment, diet or nutrition, exercise, medical drugs, alternative treatments, and experimental treatments among others. Another research by Ceralytics (2018), which produced the 2018 Healthcare Content Marketing Report: the benefits, Medicare, medications, recipe, and tips (on different topics), were among the most covered and experienced topics. These two studies mention aspects/topics that are frequently searched. According to the research, these searched topics represent healthcare areas in which people seek information to learn different cases for their benefit.

Another research by Cocco et al. (2018), Dr Google in the emergency department, which is all about searching for online healthcare information by adult emergency department patients, shows that symptoms lead among the searches by 68%, treatments followed by 51% and diagnosis 41%, choice of the health centre, tests, and medical specialities came last. Another research was conducted by Weber Shandwick (2018) in partnership with KRC Research. They conducted a 20-minute national survey of 1,700 American adults age 18 and over. The research asked all healthcare information seekers what types of healthcare information they searched most recently, and the results were: Illness symptoms and treatments; medication; how to manage ongoing health issues; and preventative care were the most frequently cited by 37%, 28%, 17%, and 15% respectively.

The aspects that come out of the researches as the most recurring are potentially the aspects that help the audience learn something as far as healthcare is concerned. It is prevalent for people going on the internet to look for information on different issues.

The kind of information searched is basically what they want to learn from such sites. This brings in the idea that things have now changed; people need to be sure of their actions before making different decisions concerned their lives, particularly health. The internet has become a rich resource used by people to get a diagnosis, prescription, treatments, and even health tips on living healthier lives.

2.3.3 Language Use in Content Marketing

Marketing campaigns may have varied goals to attain, but the general-purpose remains to influence consumers to take action. Language is the tool that people use to communicate; it is a powerful instrument to leverage, influence or attain certain goals. Whenever language is used, it requires users to foster a strategic use 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 influencing people and their behaviour (Kannan and Tyagi, 2013). For copywriters and marketers to influence, 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 have to educate consumers about the products/services, their benefits, uses, and other essential things that influence 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 adverts' effectiveness. Fiser (2007) and Kannan and Tyagi (2013) agree to the language used in the adverts but emphasise everything used in adverts.

Visual content and design in advertising can significantly impact consumers, together with 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 factual information and strong arguments in the adverts (Adiwijaya, 2010). Marketers use various language strategies to influence the audience. Studies by Adiwijaya (2010), Fiser (2007), and Kannan and Tyagi (2013) focus more on general advertising than the current research, which focuses on CM, the kind of marketing that emphasises education provision. The focus is on the language used to educate and not the design and graphics of adverts.

Marketing has been on constant trends from one perspective to another basing 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 (The focus is selling). The trend draws attention to the marketing approach that educates and provides consumers with the necessary information to make informed decisions. CM objectives are focused on engaging and educating consumers first in expectations of the reward of positive action such as buying or even joining the brand community. CM involves an innovative trend of marketing realised within a strategic use of language to produce

engaging, compelling, and educative content, which 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 in 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 pose a challenge on persuasion as one can attract people's attention but fail to convince them to proceed reading to the end. It is essential to study the language as a whole with all the strategies used in making compelling content.

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 needed them or not. Some of the common strategies mentioned 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 making sure that the 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 revealed 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 of the 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 has to be compelling to readers but also 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. Other studies are Lazovic (2014), a study of language use of online bank adverts; Labrador et al. (2014), a study based on online adverts of electronic products; Ahangar and Dastuyi (2017), a study of the persuasive language used in sales emails; and Razak and Asma's Amran (2017), a study sought to identify the effective text and persuasive visual strategies for the visible online stores. These are some of the linguistic studies in online advertising focused on the adverts meant for direct selling. This viewpoint highlights that CM, as part of online marketing, is an area that has not received strong attention, especially on the language aspect. Hence, it gives the current study an aim to investigate 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 ultimate goal in most cases

remains the same. Most of the studies done on advertising keep the focus on traditional advertising as a direct approach. Still, the studies provide an essential 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. Linguistic features can be linguistically explained, whereas persuasive techniques are the strategies used in content that are not linguistic-based, but they are essential in marketing.

2.3.3.1 Linguistic Features in Content Marketing

Language use in marketing and especially advertising is a loaded weapon (Bolinger, 1980). Although CM differs in approach compared to conventional advertising, the ultimate goal remains the same: to attract the audience to take positive action regarding the product/brand. This may signal that even CM may use language features that can potentially educate and convert the audience.

Grey (2008) categorises advertising language into lexical features and syntactical features. The linguistic features discussed by Grey include hyperbole, neologism, weasel word, familiar language, simple vocabulary, euphemism, humour, short sentences, long noun phrases, imperatives, colloquial language, present tense, syntactic parallelism, and association.

Hyperbole is figurative language used to exaggerate something more than realistically (Grey, 2008). The purpose of using hyperbole is to lure people towards the exaggerated something (Koa, 2019). This may be used in CM to emphasise the educative aspects to strengthen the content's selling power.

Neologism is created by joining several words to create an entirely new word. Neologism consists of two or more combined words to make a new word (Grey, 2008). They are used for specific purposes in content.

Weasel Word is defined as a word that suggests something without being too specific (Grey, 2008). They are used to make the audience more curious about the advertised service/product. In CM, this may be used to arouse users' emotions towards the product/service.

Familiar Language involves the use of second-person pronouns and provides a friendlier attitude (Grey, 2008). Familiar language is the language that makes consumers feel involved in the advert (Koa, 2019). It is essential in CM as it helps the marketer educate the audience in a more uncomplicated and straightforward language.

Simple Vocabulary works better in adverts (Grey, 2008). It is the kind of language that attracts the audience to understand the advert easily (Koa, 2019). Copywriters need to choose the right simple words to be used in their content. Simple words are suitable for CM, as readers will be able to grasp the meaning quickly.

Repetition is another feature. This is the kind of language used to make the advert look unique, compelling, and easy to remember (Grey, 2008). Repetition plays a useful role in making some parts of the content more memorable to the audience.

Euphemism is another feature recommended by Grey (2008). It is a soothing or indirect expression that replaces the offensive, taboo, or more direct expression (Koa, 2019). Euphemism is used instead of an unpleasant expression to make people

comfortable consuming the content. This is also among the best features in CM as it creates an easy-going relationship with the audience.

Humour is defined as a quality in something that makes it look funny (Grey, 2008). Humour may be visual or verbal, and the purpose of humour in ads is to show the product's positivity. This kind of language use is preferably used in CM to entertain the audience and smoothly educate them.

Short Sentences is a helpful feature in helping people to quickly consume adverts (Grey, 2008; Koa, 2019). They are essential in helping the readers to grasp the meaning without straining. Short sentences are the best in CM because there is a need to create content with simple language for the audience's straightforward grasping of meaning.

Long Noun Phrases are used in ads to capture the audience's attention (Grey, 2008). It is a group of words that are used to add quality to the product. A long noun phrase may consist of three or more words or two or more independent phrases in an utterance (Koa, 2019). These can be used in CM, especially healthcare content, to explain a concept from various concepts.

Imperatives are used to depict an order (Grey, 2008). The goal of the imperative is to make consumers act positively towards the advertised brand/product. Call to Action Words (CTAs) are good examples of these. In healthcare CM, where marketers educate people, they help impart new health habits to the audience.

Simple and Colloquial Language is another syntactic feature. Colloquial expressions have a different meaning from what they are observed (Grey, 2008). For example, the use of contractions falls into this category. This kind of language use plays better in

CM. It gives marketers the ability to educate people in a less formal context to create an easy-going relationship to create a calm and friendly communicative environment.

The present tense gives the notion that the advertised is real. A present tense suggests a universal timelessness (Grey, 2008). This language use makes the content look fresh and current, as it uses examples in the present tense.

Syntactic parallelism consists of phrases or even sentences of the same structure (Grey, 2008). Structures appear respectively in a text complementing each other (Koa, 2019). It is used as a tool for persuasion as it balances the flow of ideas. It also helps in making the language used in CM good for easy memorability from the audience.

Apart from general language use in marketing, scholars have encouraged various practices on online writing, especially in CM. Such language features help copywriters to produce compelling content that readers and search engines love. Some of them are discussed below:

You-Attitude: In the art of writing, it is crucial to consider the audience's emotional disposition or the content's reader. The reader-driven content focuses on the audience's requirements. The author has to put forward their needs and wishes. Sethi (2016) describes you-attitude as one of the seven C's of communication that makes communication considerate and courteous. One such facet can lead an individual to have a more comprehensive self by connecting spiritually with other individuals (human beings). Therefore, according to his description, you-attitude is a means by which one pays courtesy to others during communication. This kind of language has

also been mentioned by Leech (1966) and Grey (2008) in their perspectives as the best for attaining familiarity between the author and audience.

Moreover, Sethi (2016) explains that you-attitude is a writing style that gives the writer the reader's position, permitting a distinct view of the situation from the reader's viewpoint. The communication is made sensitive to the reader's requirements. Readers are anxious with benefits significant to them and not to the writer or what the writer represents. This definition adheres to what CM is, as according to Lieb (2012), CM creates value and helps people by providing necessary information as per the audience's needs. Therefore, the use of you-attitude attracts the audience that the marketer is concerned about their wellbeing.

You-attitude is considered beneficial in many different ways, such as creating a friendly atmosphere, motivating the reader, establishing mutual trust, creating favourable outcomes even in a bad-news situation, and enhancing the firm's goodwill (Locker, 1997). Furthermore, according to this site, you-attitude can help the organisation share information in challenging times like crises. But this will only happen if the organisation has empathy for the audience.

Locker (1997) extends the you-attitude to include such matters as completeness, arranging information to meet the reader's needs, and using headings and lists to help the reader find key points. Writing for digital space needs empathy to write to help readers read and navigate comfortably. Rodman (2002:58) quotes Bovee and Thill (1995), who say you-attitude is not just a matter of using one pronoun than another, but rather genuine empathy. One may use 'you' as many times on a single page and still ignore the audience's valid concerns. Eventually, it is the genuine thought concern that counts and not the pronoun. Therefore, it is not about the 'you' to be in

mind when marketers are making their content but genuinely focusing their purpose on being as friendly as possible when serving their audiences. There are different approaches to analysing you-attitude in communication. You-attitude can be analysed based on guidelines by Locker (1997) and Reep (1997) as follows:

Locker's guidelines include: (1) The focus should not be on what one can do but on what the reader receives or can do; (2) It is good to refer to the reader's request or order specifically; (3) It is not fair to talk about one's feelings unless one is sure the reader wants to know how one feels; (4) Never tell readers how they feel or will react; (5) In favourable situations, use 'you' more often than 'I.' Use 'we' when it includes the reader; and (6) In adverse cases, it is good to avoid the word 'you.' This protects the reader's ego. Passive verbs and impersonal expressions are vital to avoid assigning blame (Locker, 1997:34). Looking up to these principles closely, they want to put a reader in a more comfortable and less stressful situation.

Also, according to Reep's guidelines, the following are asserted: (1) To put oneself in the reader's position, look at the situation from their point of view; (2) To emphasise the reader's actions or benefits in a case; (3) To present information as pleasantly as possible; (4) To offer a helpful suggestion or appreciative comment when possible; (5) To choose words that do not insult or accuse the reader; and (6) To choose exact and natural words and avoid old or legal-sounding phrases (Reep, 1997:362). These Reep's guidelines do not differ much from Locker's. They may vary in a way, but the general purpose remains to be as friendly and courteous as possible to the audience.

Storytelling is an innovative approach to branding on making a brand successful by remaining in people's minds and managing to accredit the organisations or companies with enormous profits, including an unshakable reputation. Pan et al. (2019) say that a

brand is not about the logo, visual identity, or product. Therefore, a brand is not what one says it is but what others say. In the world of business, it is now tough to trust companies. Therefore, brands need to invest in storytelling to gain people's trust through expertise, experience, and authority (Pan et al., 2019). According to them, stories that resonate are the ones that are so familiar. Therefore, storytelling is a strategic language use that creates a story about people's ways of life and their pain points to associate with them.

A Brand story is a story that, in the telling, portrays the heart and soul of the brand and emotionally connects a brand with the consumers. A brand story is used to communicate what a brand stands for, its promises, and customers' experience. A story creates the value of the brand, and it is not just a mere narrative. It is what the customers experience from the brand services. So, stories are like mirrors through which the brand and people share the brand's promise. And it is good to know that storytelling is not about usual narratives but a tactic of expressing a brand's values through people's experiences and wants as far as the brand is concerned.

Relating the stories during ancient times and stories in CM, Fog et al. (2005) suggest that storytelling consists of four elements. Both stories in CM and in ancient times contain four basic elements, which make a good story (Fog et al., 2005). The following are the elements of a story used to analyse storytelling in content marketing: message, conflict, characters, and the plot.

The Message of the story is the first basic element of storytelling. Here the target audience can know what kind of message the storyteller is trying to send to them. According to Fog et al. (2005), "without a clearly defined message, there is no reason to tell stories - at least not with a strategic purpose." Therefore, it is essential to have

a clearly defined message which the marketer wants to send to the audience. Storytelling is connecting the message and the values, products, and brand to the real lives of the audience to arouse emotions and trigger them to take the required action.

Conflict is the second basic element of a story. This is the driving factor of the story. In a story, without a proper conflict, there is nothing to bring the audience to board and listen to the story. Therefore, conflict is the driving force of a good story. No conflict, no story (Fog et al., 2005). They state that humans instinctively look for balance and harmony in their lives. They simply do not like being out of tune with their surroundings and themselves (Fog et al., 2005). So, when harmony is interrupted, they can do anything to restore it to avoid unpleasant situations, feelings of stress or, anxiety.

Characters are another basic element in storytelling. These are the people driving the story, and they are directly involved in the conflict. A story typically starts with the main character or hero pursuing a specific goal (Fog et al., 2005). They continue explaining that the hero has some hurdles in their path to achieving their goal. There is always an adversary who works to let the hero down, and this is where the conflict begins. Generally speaking, a successful battle needs a hero and a villain with an opposing agenda. The antagonism between the characters is what makes the story even better. Therefore, in CM storytelling, the hero must have something special associated with the brand or products connected to the audience.

The plot is the arrangement or flow of events from the start to the end. Conflict and cast of characters are essentials that keep the story in progress from one angle to another. The flow of the story and its events are vital to the audience's experience (Fob et al., 2003). The story has to have a precise structure to drive it forward and

maintain the audience's interest. A traditional story can be segmented into three parts; beginning, middle, and end (Fog et al., 2005). This fact is also shared by modern storytelling in CM. First, the scene is set. Next, the progression of change creates conflict and sets the parameters for the rest of the story. The conflict intensifies but is finally resolved, marking the end of the story. This structure of the story allows the hero to flourish by winning the adversary. The hero in a CM's story is related to the brand. Their victory becomes the proper experience needed by the audience as the value proposition of what the brand offers.

The tone and voice: It always matters how one's message is packaged because no matter how right the message could be, if the packaging is poor, the message can lose its worth and some of its best attributes, and as a result, it can fall its goal. In packaging content for online advertising, it is vital to consider the proper tone of voice as online media has its way of interacting. So, it becomes essential for an appropriate choice of tone of voice. This linguistic feature is regarded as the best in creating the content in a reader-friendly style to engage the audience by maintaining familiarity (Leech, 1966; Grey, 2008). Hence, it is worth it for marketers to use in their content, especially when communicating online.

According to UMGC (2011), the tone of voice reflects the writer's attitude about the subject and the readers. Voice is who the readers hear talking in the content, and tone is how they write their content. They continue explaining that voice can be institutional or academic; it can also be objective and formal, or voice can be personal. Voice varies according to the purpose of the writer. When a writer has a message to send to the audience, choosing the proper tone of voice to reach the audience and have the desired impact is essential. This view also applies to the

marketer who wants to achieve better results. They have to come with a proper tone of voice to convince and convert prospects into customers.

In expressing tone and voice in marketing, the phrase ‘tone of voice is mainly used. The tone of voice refers to the author’s feelings towards the subject, as expressed through writing (Moran, 2016). In an online environment, the marketer has to make sure that the content meant to persuade the audience to make a decision is written with the proper selection of words to arouse emotions.

Creating a consistent human tone of voice is very crucial for social media communication, including Facebook. In social media, human beings are responsible for controlling brand communities and brands’ social media pages. It is always helpful for brands or organisations interacting in social media by creating a sense that the audience could feel that they are communicating with their fellow human beings (Kostamo, 2013). Creating a tone of voice that encourages people to engage by knowing that they are communicating with their fellow humans makes the online environment more alive. So, brands have the duty of creating a human tone of voice to interact with the people as fellow social media users and not as the organization.

When customers deal with the front office employees or communication centres, the tone of voice and general politeness and friendliness of the company’s agency becomes a direct extension of the brand and even a personification of the company (Brown & Maxwell, 2002). That is to say, people responsible for managing social media pages for the organisations should be able to personify the brand's image to give it a sense of humanity. Thus, when they interact with the people, the brand will be seen as if it is in human character. Kostamo (2013) says social media and branding

experts agree on several best practices for using social media. One is communicating consistently and with a human tone of voice to ensure that organisations have their brand communities managed successfully.

The tone of voice can be analysed based on Moron (2016) four primary tone-of-voice dimensions. One of the dimensions is *funny vs serious*. In this dimension, the measurement lies in how serious the content is in its tone. In most cases, humour works better for online advertising. Another dimension is *formal vs casual*. This dimension places the content from formal to less formal/casual content. The next dimension is *respectful vs irreverent*. This looks at the courteous level showed to the audience. The last dimension is *enthusiastic vs matter-of-fact*. This dimension of the tone of voice checks if the marketer seems enthusiastic about the subject matter and how the organisation is excited about the service or product or the information conveyed. It further checks if the writing is technical or matter-of-fact. Finally, it draws the tone of voice from a more curious/enthusiastic to too technical tone of voice.

The use of simple and short content: Social media users, like other online audiences, are impatient and always looking for specific information to help resolve a particular matter. They are said to be anxious and always reading on hasty by scanning and skimming. It means online writing needs more effort to produce navigable content for quick search of information.

Writing short content blocks becomes one of the effective strategies to reach such a goal. If readers want to grasp the meaning quickly, it requires a well-written piece of content with brief sentences and paragraphs. According to Nikitina (2012:27), content with long blocks like academic papers might make readers bored. Writing in an

online space is not a show-off; it gets the message to the people (McGovern, n.d). Hence, it requires using simple and short blocks of content.

According to McGovern's ten rules of online writing, in publishing, the less, the better. Online readers are always hasty (Nikitina, 2012); they want to grasp the message instantly. They are impatient (McGovern, n.d). Using fancy words, showing off plus one's ego cannot help. Communication is all that the audience wants. Then, marketers should make communication that drives positive actions from the audience. This is to say that writing direct and straightforward to the point makes the online content more reader-friendly.

Nikitina (2012) says it is believed that people spend a lot of time online on pages with more information. She proceeds that, after 1200 to 1300 words, online readers consume 18% of the rest of the information and only if the content is relevant or entertaining. That is to say, brevity in online communication is critical. For the content to be engaging and interactive, it has to adhere to simplicity and brevity.

Online content has to consist of concise sentences that result in short paragraphs. Nikitina (2012:27) says a paragraph could have a sentence or even a single word. This shows that the simple, the better. Readers want to read in hasty, and if they do not find a solution in the content, they will turn elsewhere. Producing reader-friendly content is essential for online communication, and short and simple content is the best facet to attain such a goal.

Call to Action Phrases/Words: Call to Action words are the constructions used by marketers in their content to preamble an action to be followed by the audience right after consuming the content. According to Georgieva (n.d.), CTAs are crucial in lead

generation (a lead is a person who has been convinced to take action in an advertising context) as they are directing what prospects could do as per the marketer's wishes. She adds that CTA aims to appeal to the attention of online visitors like in apps and websites, and it is always good to make sure the button is large enough to make sure it stands out from the rest and impact the marketing strategy.

Georgieva (n.d.) asserts that people always look for information; they want texts and not pictures. This view is supported by Dr Flint McGlaughlin, who says words in text-based ads matter more than graphics. It is good to emphasise proper wording. Words should be clear, specific, and action-oriented. But graphics should not be excluded because they can help convey meaning and strengthen the message and can be helpful, especially in explaining a concept that is hard to explain with words (Georgieva, n.d.). Therefore, for Facebook text posts, CTA-texts can be much more helpful compared to graphical CTAs.

CTAs are among the significant lead generation components that need to be put into use in every piece of marketing tactics, such as emails, social media updates, press releases, and trade shows (Georgieva, n.d.). Generally, CTAs are the tools paramount in online marketing as they prompt visitors to different sites what to do after seeing the content. They help convert prospects into customers; they help sell and increase downloads, subscribers and even grow the brand community. Therefore, it is vital to emphasise its importance in the creation of content.

Sub-headers: Marketers also need to consider improving their content with sub-headers (Barton et al., 2011). Content put online should never look like academic papers written for academic purposes (Barton et al., 2011). Redish (2007)

recommends that marketers should think of their sub-headers as a conversation that they are having with their readers.

People come to their pages with different questions. Hence, sub-headers could be used as the best resource to answer such questions by directing them to specific parts. That is to say, sub-headers help to keep the content's coherence and unity. As the reader reads through, they may decide to read some sections and neglect others. Therefore, it is crucial to focus on breaking the content into multiple related subtopics discussed within the content represented by the sub-headers.

2.3.3.2 Persuasive Techniques in Content Marketing

Apart from the linguistic strategies discussed in the previous section, marketing messages also employ persuasive strategies. These persuasive strategies are not necessarily linguistic, and marketers use them to lure the audience to take action. The following is the presentation of various persuasive techniques that can be potentially used in CM. The techniques include statistical facts, celebrity endorsement, scientific or statistical claims, rhetorical questions, emotional appeal of fear, associations, expert opinions, and testimonials. These techniques lay a huge foundation in depicting the persuasive techniques in this study.

The *statistical facts* appear to be statements of fact, which are crafted to be argumentative so that they can convince everyone to agree (Schrank, 19994). However, some claims of fact are not arguable. For example, maize contains carbohydrate nutrients. Therefore, statistics are mainly used to appeal to the people that the source is well informed.

The second technique is *celebrity endorsement*. A celebrity appears to endorse the product or service by emphasising the product (Schrank, 1994). People may be motivated to use the product just because they respect, admire, or love the person who uses it, or they are their role models. This may work well, especially in CM, as marketers may use celebrities to endorse the product/service.

The third one is the *scientific or statistical claim*. This type of claim uses scientific proof or experiment, for instance, numbers or facts (Schrank, 1994). This also may be good for CM healthcare content as it may be easy to appeal to people with scientific proof.

Fourthly, the *rhetorical question* is a kind of technique that requires a response from the audience (Schrank, 1994). A question is asked for customers to answer in such a way as to affirm the product's goodness. However, in most cases, these questions are not answered.

Fifth, the *appeal to emotions of fear* motivates action, and marketers use this to develop fear appeal marketing communication to ease attitudinal and behaviour change (Terblanche-Smit, 2008). Usually, a solution is offered in the fear appeal communication to reduce individuals' tension and fear (Terblanche-Smit, 2008). The intensity of appeal to fear makes the audience pay attention and not get caught by the consequences provided in the content. This is one of the techniques most used in healthcare marketing.

Sixth, *association* means that something advertised is associated positively with someone or something else (Grey, 2008). They are used to arouse emotions in consumers to feel a positive quality. The association technique is motivated by people

or entities' qualities to strengthen the product/service quality. In healthcare CM, qualities or health benefits may be connected to the product or service.

In addition, the *expert opinion* clarifies the benefits of services/products that may be technical but comes from the expert. For example, a doctor may confidently say that people could benefit from using a specific service/product (Schrank, 1994). The endorser's expertise in the field adds credibility to the product/service and can reduce fears that consumers may have about using the service. This may also be an excellent strategy for CM as experts may convince the audience to use the particular service/product.

Lastly, *testimonials* from satisfied customers can be in the form of published letters in adverts (Terblanche-Smit, 2008). In online communication, especially in CM, customers provide social proof of how good the product is and share it with other people. This usually comes from loyal users commending the product or service and explaining how the product/service has transformed their lives. It is helpful in CM as testimonials could be focusing on the specific benefit of the product/service, such as effectiveness, affordability, and minimal side effects.

2.3.3.3 Functions and Impacts of language Use in Facebook Content Marketing

Scholars have introduced various ways to study the function of language in the context of marketing. Leech (1966) mentions four functions of language in marketing. The content must hold attention value, memorability, readability, and selling power (Leech, 1966). Leech presents his approach with four functions. Vasiloaia (2009) agrees with Leech (1966) on the four marketing content functions. Although the approach has been widely applied in traditional advertising, it is still helpful for studying most marketing content. Hence, it gives this study a substantial

basis for looking at the functions of the linguistic strategies used by healthcare content marketers on Facebook to lure the audience.

According to Leech, the advert has to attract *attention* and arouse curiosity. Language use may include breaking conventions like neologisms, wrong spelling, puns, grammatical solecism, rhymes, semantic deviations, and misusing language for a particular purpose (Leech, 1966; Vasiloaia, 2009). Another function is that the advert has to be *readable*. The content must capture the reader's attention and encourage the reader to read through to the end. It should be noted that online readers are always looking for quick and straightforward information for their benefit. Hence, easily readable content does better on this occasion. Therefore, it is essential to analyse content ability to capture attention and be reader-friendly.

Language use may include the use of colloquial, simple, and familiar vocabulary. Leech calls this practice of using informal language in public or business communication "public colloquialism." The informal styles consist of an easy-going social relationship between writer and reader. The informal style can consist of informal address rapports, direct address to the reader, the use of second-person 'pronoun you,' casual and colloquial expressions, and a relative lack of politeness markers (Leech, 1966; Vasiloaia, 2009). Other features involve spoken language features due to a high level of redundancy caused by repetition and parallelism. When analysing the content's readability function, a researcher gets to know the potential linguistic features that comfortably help the reader read through the content.

Memorability is another function of advertising language (Leech, 1966). Readers of the content have to remember the message of the content. Repeating the ad more frequently enhances memorability (Leech, 1966; Vasiloaia, 2009). Repetitive

language features may include alliteration, rhythm, rhyme, grammatical parallelism, semantic and syntactic repetition, which involve using the same syntactic structure or words from the same word field and lexical repetition (Leech, 1966; Vasiloaia, 2009). It should also be noted that the continuous repetition of brands, services, and product names and slogans contributes to the memorability of the service, product, or brand, and the related messages. The repetitive function of the content makes it stick to the mind of the audience. This makes it an essential role to consider in content marketing language use.

The selling power of the advert/content is very significant in marketing (Leech, 1966). The ultimate goal of an ad or content is to sell, if not to prompt the audience to take the required action (Vasiloaia, 2009). This can be achieved by instructions on what to do next (In CM, CTAs are mainly used). Imperatives are also frequently used to tell the audience what to do. This also involves the use of elliptical sentences. The selling power role of the content can convert prospects into customers or persuade the audience to take action. It is another role of marketing content that is essential to consider in content marketing.

The discussed above functions may impact the audience in different ways. In the context of Facebook, where marketers are selling their brands and products/services, the success of the content is to persuade the audience and make them act positively towards the brand. The impact can be buying the product, service or joining the brand community. The expected impact of the content varies, but it can be reached depending on the level of the content to have the attentive value, being readable, memorable, and making the audience act positively.

The impact of language use in Facebook can be related to content performance, measured by various metrics such as likes, comments, and shares. The engagement level of the content is what determines the performance of the content (Kaur et al., 2019). Content engagement is vital when it comes to the success of the content. Engagement is the only thing in social media that can be used to view the tangible impact resulted from the social media users (Yang et al., 2019). The number of shares, likes and comments is critical for contents performance. According to Vaiciukynaite et al. (2017), The engagement level of Facebook posts can be increased by the quality of the content to arouse emotions in the audience. Rho et al. (2018) take a linguist approach to discuss the impact of the linguistic style in affecting the engagement level. Their study reveals that linguistic style and the rhetorical level of the content have a greater ability to influence the engagement level of the social media discourse. Despite the difference in engagement metrics that can be used to measure content performance in Facebook, the function of the content to attract attention, be readable and memorable, as well as having a selling power remain to be the key in luring the audience to engage in discussion or even take positive action.

2.4 Conclusion

This chapter has presented the theoretical framework and the literature review. The chapter presented the theoretical framework of Language expectancy theory, which lays the foundation for data analysis. It also presented the literature review that involved content marketing, healthcare content marketing, and language use in content marketing.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the research design, study population, study area, sampling procedures, sample formulation, fieldwork procedures, data collection methods, data analysis, and ethical considerations.

3.2 Research Design

The research design can be defined as a framework or scaffold around which a researcher organises their study. It does not mean the definite tools used to carry out the study but the master plan to carry out the study, from scratch to the end. According to Litosseliti (2010), research is not only about the need for a set of tools to get data; research also needs a coherent and stable framework on which data collection and analysis can easily rely. A research design is a practical plan espoused by a researcher to answer research questions economically, objectively, and rationally (Kumar, 2011). The research design has to be aligned with the theoretical lens and actual methods used in the study. It is the part of a study that projects the route on which the study will be carried out.

According to Lambert and Lambert (2012), a qualitative descriptive design is used better when a researcher directly describes a phenomenon. It is a useful design when the researcher desires to know the event better, who, what, and where the things did happen. This qualitative descriptive study focused on analysing linguistic features and persuasive features on a language-based line of discussion. The description focuses on the linguistic strategies and other persuasive strategies used in healthcare content marketing (CM) on Facebook. The study employed a document analysis method in

collecting data (texts). Then, data were compiled, coded, and related patterns were solicited and discussed in findings.

3.3 Study Population

Kothari (2004) states that a universe or population constitutes all the items under consideration in any study field. This is a number that represents the whole group of units in a particular study. The target population of the present study involved 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 that a marketer uses to deliver a message to the audience. There is various social media content that includes images, texts, videos, to mention a few. This study focused only on textual content. The textual content also offers rich and ready content for textual analysis compared to videos and images that need further processes, leading to the loss of some data qualities. Besides, the focus of the study was on written content texts and not graphics. Healthcare is among the areas that people most search for information online. Therefore, it was thought to be an appropriate area that offered the study a wide range of data.

3.4 Study Area

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 various regions with different languages (in the world). The variability helped the study to have heterogeneous data. Besides, Facebook and CM originated and has long been used in the USA and the United Kingdom. The content was accessed on Facebook through specific healthcare pages and extracted

for the study. The content was drawn from the following Facebook pages sampled using purposeful non-probability sampling:

Four content items were drawn from *Dr Boaz Mkumbo MD*. This page deals with weight management through healthy eating planning. From *Online Herbal Clinic*, there were three content items. This page is specialised in selling herbal medicine, although they offer different content on health-related topics. One content was extracted from *Dr Amar's* page. This page is specialised in general health issues. Two other content items were extracted from *Health and weight management*. This page is primarily meant for weight management. One content was drawn from *Chakula Dawa*, which focuses on influencing healthier eating to solve various health conditions.

Also, one content was drawn from *Afya check* page, which is focused on general health issues. Two content items were extracted from *Christine Honore Gervais Forbes's* page. The page is about healthier living and relationship issues. Two content items were drawn from *Naomi Andrew's* page. This page specialises in healthier living and relationship issues. Four content items were extracted from *Weightshake Factory*, the page which is specialised in weight management. Two content items came from the *Young and Raw* page, focusing on successful living lifestyles and significantly healthier living. One content was drawn from *MKAZI WA WAKAZI Blogspots*. This page focuses on general issues, including health.

3.5 Sampling Procedures and Sample Formulation

A sample represents the study population that is taken and focused on to make the study manageable. Kumar (2011) says sampling is the process of selecting a few (a sample) from a bigger group (the sampling population) to become the basis for

estimating or predicting the prevalence of a new piece of information, situation, or outcome regarding the bigger group.

The sample of this study is content drawn purposively from Facebook. Kothari (2004) describes purposive/deliberate sampling as non-probability sampling. This sampling method involves the intentional selection of particular universe units to constitute a sample representing the universe. The content was purposively selected from Facebook; the researcher considered the content criteria that fell into the healthcare category.

The Facebook site was used because it uses robust and advanced systems to make its content presentable and friendly. It is also rich in terms of content. It involves a wide range of content, such as text posts, articles, videos, pictures, and live videos instead of other social networks with limited content genres. For instance, Twitter limits texts to 280 characters only; Tiktok is primarily meant for videos just like Youtube. This makes Facebook stand out in the area of interest in the study. Facebook is also one of the most highly used social networks. Facebook app is said to have the usability of 2.45 billion users and spread over 100 languages as of Quarter-3 2019 (Iqbal, 2020). Therefore, its richness, varying nature of the content, and its usability made it an appropriate site to attain data for the study. Therefore, the sample of this study was purposively selected from Facebook basing on the content features that adhere to healthcare CM.

The sample of this study involved textual posts from Facebook. The textual format was used since it provides rich and original data ready for analysis. The study was not interested in the graphic description; hence, a textual analysis was most appropriate.

The content was only selected on healthcare brands, and the healthcare industry was chosen as it is among the most industries rich in terms of online content.

According to Herring (2004), it is usually difficult to study all the phenomena related to a specific research question. There is a vast amount of textual data present on online interactions. She also adds that what is counted as an adequate amount of data depends on the frequency of occurrence of the analysed themes from the phenomenon. Because the study used the purposive sampling method and focused only on healthcare content, the researcher picked only content (textual posts) from the eleven Facebook accounts/pages that qualified to have content related to the healthcare industry. Additionally, as Herring (2004) explained, the study only focused on the specific phenomenon of educative healthcare content from the selected Facebook pages.

The sampling method used is purposive non-probability sampling, but the sampling process had two phases. In phase one, eleven accounts/pages were 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. It made the total number to be 44 content items from which the used sample was drawn. In phase two, the 50 + 1 rule was used to obtain 23 content items from 44 content items. Then, simple random sampling was conducted to pick the 23 content items from 44 content items.

3.6 Data Collection

Data collection is gathering specific information to answer some questions (Kombo and Tromp, 2006). Therefore, this involves all possible ways the researcher collects the necessary information needed for the particular study.

In this study, the researcher used the document analysis method of data collection. This is the method of data collection that focuses on data that is in textual form. It could be speeches, books, magazines, or any message in textual form. The researcher used the document analysis method to extract the data from healthcare Facebook pages. Therefore, this enabled the researcher to collect and analyse the data to establish the status quo of language use and its impact on consumer behaviour. The content was directly copied from Facebook. Hence, it did not require a permit as the information needed did not involve the researcher's physical engagement with the respondents or informants. Before collecting data, the researcher collected a few samples to test if they can answer the research questions.

Because the study used only textual data (especially on the analysis level), it was considered reasonable to directly copy the data from Facebook posts and paste it to Microsoft Word Office to create word documents for easy handling. Then, the Microsoft documents were stored in a laptop and an external drive for backup. This helped to get each content (data) to appear in one document even if the content had many words. Eight content items were in the English language; 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.

The researcher considered using screenshots for all text analysis, but some content was too long to appear comfortably in one screenshot. Still, some content was to be translated to English before analysis. So, using Microsoft Word documents was most appropriate for analysis of the first and second objectives.

In conducting the study, the researcher used various tools. These are the tools or things that a researcher uses in the process of collecting and handling data. Kumar (2011) contends that anything that becomes a means of collecting information for one's study is called a 'research tool' or a 'research instrument,' for example, observation forms, interview schedules, and interview guides. In textual analysis, the researcher used a laptop to capture data from Facebook, and screenshots for the comments were taken via a smartphone.

3.7 Data Analysis

After data collection, the data has to be scrutinised to determine the potential answers for the research questions developed in the study. According to Kothari (2004), data analysis is an essential task for scientific research to ensure the study has relevant data to make comparisons and connections. He explains that the process needs to edit, code, classify and tabulate the collected data for easy analysis. Data analysis is the reckoning of specific measures while searching and depicting related and connected patterns existing in the collected data groups (Kothari, 2004). The process of analysing data gives the researcher the ability to read the textual content more comfortably and carefully to determine and depict specific data that will potentially answer the research question (Leininger, 1985). The data analysis process involves reading the data and familiarising it before analysis. In the analysis, the researcher

finds connections and relationships that can be vividly used to explain the study findings.

After translation, the data was set ready for coding and further analysis. The analysis for the first and second objectives used data from the longer mother posts. Hence, it was deemed necessary to copy the texts to Microsoft word document for analysis, especially coding to depict the language uses. However, the researcher used screenshots for the third objective analysis because the comments' feedback is often short. Therefore, they can be easily captured in one photo instead of the mother posts, which may be hard to capture in a single shot photo.

In the data analysis process, the researcher previewed the data several times to understand the content before coding. The researcher then classified the data into two: group one was for linguistic features and persuasive strategies, and group two for the impact of language use. Then, the researcher coded various themes relating to linguistic features, persuasive strategies, and Facebook feedback. After coding, the data was quantified to establish the most recurring themes; then, the discussion followed.

3.8 Ethical Considerations

One of the areas of interest in social media research ethics is whether the online posts (the data) are private or public. According to the BPS (2013), for the online posts to be private or public, the determination depends to some extent on the online setting itself. For example, on Facebook, if there is a reasonable need to obtain access to the private group using a password, that can be termed a protected 'private' Facebook group. Therefore, on that occasion, that may be categorised as private.

Furthermore, the postings that people or brands share online, and other people can reach them effortlessly without gatekeeping codes like passwords, are considered public (BPS, 2013). This also includes open conversation/discussion like in Facebook accessible public posts like the content used for this study.

The data collected for this study were obtained from Facebook open to access posts. In this regard, they are termed as public. Hence, the researcher did not require to seek informed consent from the brands and other users as the drawn information and used for the study were public, which gave the researcher free access.

3.9 Conclusion

This chapter presented the methods of data collection and data analysis for the study. The chapter also presented other critical methodological aspects of the research, including the research design, sampling methods, and ethical considerations. The chapter laid a foundation on how the current study was to be conducted.

CHAPTER FOUR
LANGUAGE USE IN FACEBOOK HEALTHCARE CONTENT
MARKETING

4.1 Introduction

This chapter analyses and discusses the data collected for objective one and its research question. The objective aimed to describe linguistic features in Facebook healthcare content marketing and its role in enhancing content marketing (CM) success. The analysis was guided by the Language Expectancy Theory (LET). LET is a theory that views language use as the communication that can occur on a specific occasion. It is used to study linguistic features concerning their potential to be persuasively significant for influencing the audience. LET states that the communicator can choose the language to use in a particular function to persuade the audience. The persuasion can include violating some norms to achieve the stated objective (Burgoon, 1995). In CM, a marketer makes linguistic choices to deliver the message to the audience successfully.

This chapter presents the analysis of linguistic features in Facebook healthcare CM and shows how content marketers used such features to attain CM success on Facebook. The analysis also used Leech's (1966) approach to advertising language. The approach helped to discuss each linguistic feature's functions in enhancing CM's efficacy, capturing attention, memorability, readability, or selling power. The analysed linguistic features are presented in Table 4.1.

Table 4.1: The distribution of appearance of linguistic features in the selected content.

	Repetitions	PNs	Loan-words	Translations	Imperatives	Parallelism	Col. Lang	Short. Sent	TOTAL
CT 1	0	3	6	2	0	0	0	8	19
CT 2	0	4	6	3	1	2	0	7	23
CT 3	0	0	1	0	2	3	0	12	18
CT 4	0	0	4	1	1	0	0	8	14
CT 5	1	1	0	0	0	1	0	6	9
CT 6	1	13	7	11	9	3	0	31	75
CT 7	2	1	0	0	0	4	0	15	22
CT 8	5	4	9	3	7	1	0	16	45
CT 9	3	2	1	0	0	2	1	14	23
CT 10	0	1	0	3	1	0	0	4	9
CT 11	2	12	7	4	3	1	1	16	46
CT 12	0	0	1	0	0	1	0	13	15
CT 13	1	14	0	0	2	1	2	9	29
CT 14	0	6	0	6	4	3	1	18	38
CT 15	4	0	7	0	0	3	0	18	32
CT 16	2	5	0	0	1	0	1	0	9
CT 17	0	1	0	0	0	0	1	0	2
CT 18	1	5	0	0	1	1	1	2	11
CT 19	3	4	0	0	0	0	6	2	15
CT 20	0	1	0	0	0	3	6	9	19
CT 21	0	13	0	0	3	0	0	6	22
CT 22	5	8	20	10	0	2	0	10	55
CT 23	9	69	0	7	28	11	0	50	174
TOTAL	39	167	69	50	63	42	20	274	724

Source: Research data

Table 4.1 presents the summary of the linguistic features used by marketers in the selected healthcare content. The study found that the content CT23 used a lot of linguistic features than others. CT23 used 174 features, followed by CT06, which used 75 features, and CT22, which used 55 features. From Table 4.1, all marketers had a considerable use of the following linguistic features: repetitions, pronouns, loanwords, translations, imperatives, syntactic parallelism, colloquial language, and short sentences. Besides, short sentences were extensively used. They were used 274 times across all content items, followed by pronouns that were used 167 times. The

colloquial language was the least used linguistic feature; it was used only 20 times.

The following is the discussion of the linguistic features.

4.1.1 Repetition

Repetition is one of the most used linguistic features when it comes to the language of advertising. This linguistic feature allows the communicator to use sound or words repetitively to make something stand out or emphasise something. In the analysis done, the study found the use of repetition as follows.

In CT6, the author used the following extract:

*Kuta hizi huanza kuwa na vijitundu **vidogo vidogo** na kadiri muda unavyokwenda bila kutibiwa, vitundu hivi huongezeka ukubwa...*

These walls begin having *small* holes, and as time goes without treatment, these holes enlarge...

Dr Amar's Facebook page in CT06 educates people about pains during sexual intercourse. The author of the content used the word 'vidogo' repetitively to strengthen the point. The marketer is educating the audience about pain during sexual intercourse. One of the causes mentioned that underlines the problem is fungi. Hence, in explaining how fungi can affect women and cause pain during sexual intercourse, the author uses the word 'vidogo' twice to show that the problem starts and escalates. The walls tend to have tiny holes (like there is no problem) and eventually enlarge and cause problems to the specific person. The repetition was used to show how the problem starts with a minor challenge, but in the end, it may lead to a much bigger problem.

Another use of repetition was analysed in CT07. The author of the content used the following extract:

*Hivyo unaweza ukawasiliana nao **kisiri siri** kupata namna gani uweze kuachana na hiyo hali*

Therefore, you can **secretly** communicate with them to find a way to leave this situation.

CT07 comes from Herbal Clinic, which educates about constipation. The author used the phrase '*kisiri siri*', meaning 'secretly,' explaining that some people may feel embarrassed to find medication for constipation. They encourage the audience to see them for medication because they can keep their information confidential. Therefore, repetition emphasises the level of privacy that they can guarantee when helping people with such problems.

The repetition above is of a word appearing consecutively. The study also found that some content had a repetition of the name/word of the product that was being explained. In CT16, the word '*fruit*' was repeated several times within the content as follows:

Although *fruits* have fibre, most *fruits* also have a substantial amount of metabolisable carbohydrate calories, so *fruits* make a suitable exchange for starchy carbs at times. For example, in a meal of eggs, spinach & oats, you could drop the oats and have *fruit* instead. If you need to keep your calories low or you want a very simple meal, another option is lean protein and *fruit*...

In this regard, repetition has been used differently as the author intends to make the word appear several times to the reader to make it stick in mind. According to Vasiloaia (2009), repetition is used for making the content memorable. The way the word has been used may influence readers to remember the message about the content. This kind of repetition is also a function of coherence that makes the flow of ideas move smoothly.

Another example of repetition was analysed in CT19. The author was educating about '*essentials*' and their importance in body metabolism.

The textbook definition of "*essential*" refers to whether your body can manufacture a nutrient on its own or must obtain it from food. There are essential amino acids, *essential* fatty acids, *essential* vitamins, and *essential* minerals, but there are no *essential* carbs. If you have all the *essentials*, plus adequate energy, you could survive and even stay healthy on protein and fat with near-zero carbs.

The word '*essential*' appears several times in the content. It may be implicitly or explicitly, but such use of language works better in the content's memorability (Vasiloaia, 2009). The content is explaining about the intake of carbohydrates. In educating people about the micronutrients of the food, the word '*essential*' was unavoidable as it focused on the content. The author used the word several times to influence readers to get it as the focus. This kind of language use may help the readers of the content remember what has been recurring. It presents a significant part of the message that you can have essentials from various food types but not carbohydrates. In the same content, the author used the word '*carb*' repetitively. The word '*carb*' represents carbohydrates. The word is used repetitively, which may significantly impact the audience. Both repeated words in this content are nouns. The repetition of the word '*carb*' may influence people to remember that carbohydrates are not necessary for '*essentials*.' This may cause them to add other varieties of food to their meals as advised.

Repetition is the linguistic feature that plays better in making the content memorable and easy to remember. Repetition also functions better in improving the way the content appears to the audience. Repetition of the words in the content, as seen in CT16 and CT19, works as a cohesive tool for the easy flow of ideas. It helps the reader pass through the content by seeing the repeated words as the focus of the message being delivered.

4.1.2 Use of Pronouns

Marketing content employs a considerable use of pronouns, just like other types of discourse. The use of 'you' and 'your' pronouns was so extensive in the study. This is referred to as *you-attitude* or *you-perspective* in the context of marketing. CM was found to use a more second-person point of view to address the audience directly. Almost all marketers had a considerable use of a second-person point of view.

Using second-person pronouns enables the marketer/writer to address the target audience directly. It is writing with consideration of the people who are the consumers of the content. The you-perspective provides many advantages to the marketers, and it can be incorporated easily in CM through the genuine concern of the audience. According to Locker (1997), among the benefits of using second-person pronouns include creating a friendly atmosphere, motivating the reader, and establishing mutual trust.

In analysing the content, it was found that marketers used second-person pronouns to attain familiarity with the audience. For example, in CT13, the marketer used second-person pronouns as follows:

To avoid Heart surgery in the future, know **your** limit.

Do **your** due diligence before **your** workout.

Some paid Fit Trainer will not tell **you** the facts that are important for **your** heart, but **you** need to know this! Know **your** heart's limitations.

The basic way to calculate your maximum heart rate is to subtract **your** age from 220. For example, if **you're** 45 years old, subtract 45 from 220 to get a maximum heart rate of 175. This is the maximum number of times your heart should beat per minute during exercise.

Anything more will force **your** heart to build extra muscles to accommodate **your** needs at that time, but when you get older and

are not living up to **your** heart's expectations, **you** will start having heart problems and eventually... Heart Surgery.

CT13 comes from Christine Honore Forbes page, and the content talks about the importance of people knowing their limitations before workouts. The marketer has used second personal pronouns 'you' and 'your' several times to make the content seem directed to the target audience. According to Grey (2008), this is the way of forming familiarity with the audience. The marketer managed to use you-attitude across the content to make the readers see the message is meant for them.

Just in this extract from CT13, second-person pronouns have been used thirteen times. It reflects how the author has used the second person to present the message to the audience. The message being presented is about the wellness of the human heart. Regarding the seriousness of the matter in discussion, the marketer chose to send the message using the you-perspective to address people directly. The marketer chose to deliver the message directly to the audience to create a sense of responsibility.

In CT6, the marketer used the following extract to deliver the message directly to the audience by creating a sense of familiarity through the use of the second-person perspective:

*Kumbuka matatizo ya uzazi unayokutana nayo kama maumivu makali kipindi cha hedhi, ugumba, kukosa hamu ya tendo la ndoa, kupata maumivu wakati wa tendo la ndoa, mpangilio mbaya wa hedhi, uzito mkubwa na kitambi siyo kitu ulichoumbiwa, bali ni matokeo ya Maisha unayoishi, kwa kifupi matatizo yote haya chanzo chake kikubwa ni kuvurugika kwa homoni za kike au hormonal imbalance. Matatizo haya siyo kwamba ni mabadiliko ya vinasaba kutokana na umri, ila ni matokeo ya mpangilio mbovu wa vichocheo ama homoni **zako** na hasa homoni za uzazi. Hivo utakubaliana nami kwamba wanawake hawaumbiwa kupata shida hizi zote hata kama umri **wako** umeenda, unahitaji kuendelea kufurahia tendo la ndoa. Sawazisha mpangilio **wako** homoni **zako** na matatizo yote haya utakuwa umeyakimbiza.*

Remember, reproductive problems **you** encounter like severe pain during menstruation, infertility, lack of sexual drive, pain during sexual intercourse, poor menstrual cycle, obesity, and big belly are not what **you** were created for, but they result from the kind of life **you** are living. In short, all these problems the source is female hormonal imbalance. These problems are not because of changes in DNA due to age but are a result of **your** hormone imbalance, especially reproductive hormones. Therefore, **you** will agree that women were not created to face all these problems even if **you** are old; **you** need to continue enjoying sex. Balance **your** hormones, **your** hormones, and all these problems will vanish.

CT6 from Dr Amar educates people about pains during sex intercourse. The content has utilised the second person point of view in expressing the message. In the Kiswahili version of the extract, the marketer stressed the second person view using the prefixes ‘*u*’ equivalent to ‘*you*’ in the English language. Also, some other words, ‘*zako*’ and ‘*wako*’, are second-person possessive pronouns equivalent to ‘*your*’ in English. All these uses of the second-person view help the author to direct the content to the audience. Just in CT6, second-person pronouns have been used more than 40 times. According to Leech (1966), the use of a you-attitude helps in the readability of the content. Marketers make the audience the point of focus for the content, which triggers audience engagement.

Another example comes from CT18, which talks about the quality of food in fighting weight loss.

Eat fewer processed foods & more natural foods. It's always better for **your** health & it may help **you** with **your** deficit. The trick there is to increase nutrient density while controlling the calorie density. This is much easier to do with natural foods like vegetables and fish compared to man-made foods like pastries or burgers. **You** could get away with eating low-quality, highly processed foods and still lose weight as long as **you** stayed in a calorie deficit, but when **your** calories are getting lower & lower, it only makes sense to get the highest nutrient density possible from every calorie **you** eat. For **Your** Instant Weight Loss Diet Plan/ Customized Diet Plan:

In the content, second-person pronouns have been used eight times. Like in other content that had a considerable use of second-person, the primary purpose of using such as linguistic feature is to give the audience the feeling of being the focus of discussion for easy engagement. Many contents employed second-person pronouns at large, which may provide them with a sense of belonging to the audience.

The second-person pronouns enable writers to emphasise their readers instead of their products, services, or brands. Marketers familiarise themselves with the audience through engaging content (Leech, 1966; Grey, 2008). This linguistic feature creates a better communication atmosphere between the author and the audience for easy engagement. The marketer/copywriter's work is to ensure that the written content adheres to the audience's needs and wishes. Besides, the content must refer to the audience as the point of reference. In CM, it does not matter the marketer but the intended audience.

In the present study, marketers had a considerable use of second-person pronouns. This linguistic feature was the second highly used linguistic feature in the study; it was used 167 times across all content items, and 19 content items were found to use the feature. The you-perspective is essential in making sure the audience feels the importance of being the centre of the discussion. This perspective cannot be achieved without the proper use of second-person pronouns.

4.1.3 Loanwords

CM in the healthcare industry needs a lot of education to be produced for the audience. According to Grey (2008), advertising language uses neologisms as words coined to make the content look unique. However, it was different from the analysis conducted in this study. It was found that marketers used a lot of loanwords from the

English language into the Kiswahili language. Loanwords are the words adopted from the source language to the target language to attain a specific goal. According to Löber (2017), marketers use loanwords for evoking associations and internationality, attraction, language comprehension, authenticity, and recognition.

In CT1 from Dr Boaz Mkumbo, which talks of pumpkin seed flour, the use of loanwords was found, as shown in the following extract:

*Unga huu una mafuta Mazuri ya **Omega 3***

This flour has good oil of **omega 3**

*Una boost nguvu ya mwili kwa sababu ya kiwango kingi cha **selenium, Zinc na Magnesium**. Ndio maana wengine huhusisha na kuongezeka kwa stamina ya Tendo la ndoa. Hii ni kwa sababu ya Kuwa **Booster***

It **boosts** the body's energy because of the high amount of **selenium, zinc, and magnesium**. That is why others associate it with increased sexual stamina. This is because of being a **booster**.

*Ina **boost** shughuli za mwili maana ina kiwango kingi cha madini kama zinc **selenium** na magnesium*

it **boosts** metabolic activities because it has a high amount of minerals like zinc, **selenium, and magnesium**.

The content has used several loanwords from the English language into Kiswahili. Words such as ‘*omega 3*’, ‘*selenium,*’ ‘*zinc,*’ ‘*magnesium,*’ and ‘*booster*’ were used. They were used without translation or any effort for customisation. Because the content is in the health industry, it may be hard to get the equivalents of many terminologies in the health industry because the Kiswahili language may not be developed as the English language in terms of vocabulary richness. Therefore, the use of loanwords may be a communicative strategy to communicate without damaging the message. This may have implications for people who do not understand the borrowed words.

In the CT06, the following extracts were used to show loanwords:

Uvimbe huu kitaalam hujulikana kwa majina mengi lakini 'fibroid'

This swelling is technically known by many names, but '**fibroid**' is more popular

*Yawezekana ikawa ni tatizo la mirija ya uzazi kujaa maji machafu kutokana na kuzaliana kwa bacteria wabaya eneo hilo, tatizo ambalo hujulikana kitaalam kama **Hyrosalpinx**.*

It may be a problem of tubes being filled with bad fluids due to the reproduction of harmful bacteria in that area, a problem which is technically known as **Hydrosalpinx**.

*Vyakula vya ngano pia vyenye protin inayoitwa **gluten** vinaharibu mpangilio wa homoni zako.*

Wheat foods, also containing a protein known as **gluten**, destroy your hormonal arrangement.

The CT6, which is about pain during sexual intercourse, also used words borrowed from the English language. The author used '*fibroid*' to represent the kind of swelling in women's genital parts. Also, the word '*hydrosalpinx*' was used to represent a health disorder in women, and '*guletin*' was used to represent the protein that causes hormonal imbalance. Despite other scholars having various reasons for using foreign words in marketing campaigns, the healthcare industry in languages like Kiswahili may be lacking some of the equivalents to be used. But, also, others may be used accidentally by authors even though there are terms to represent such words.

In CT8, the author used the following extracts:

*michirizi hii hutokana na kutanuka kwa ngozi na ongezeko la **hormone** ya **Cortisone** ambayo inazalishwa na tezi zilizopo kwenye figo kitaalamu zinajulikana kama **adrenal glands**. **Hormone** hii huathiri uwezo wa ngozi kutanuka na kusinyaa.*

These stretch marks result from the stretching of the skin and the increase in the **Cortisone hormone** produced by the glands in the kidney, which are technically known as **adrenal glands**. This **hormone** affects the ability of the skin to stretch and shrink.

*Matumizi ya dawa za kupaka (cream) zilizo katika group la **CORTICOSTEROID** Mfano Carolight kwani*

The use of creams within the group of **CORTICOSTEROID** such as carolight because these affect the ability of the skin to stretch and shrink

In the content CT8, the marketer also used loanwords to achieve his goal. Words such as ‘*hormone*,’ ‘*cortisone*,’ ‘*adrenal glands*,’ ‘*corticosteroid*’ were used in the content. The word ‘*hormone*’ may be deliberately used because Kiswahili has a word for ‘*hormone*,’ which is ‘*homoni*.’ Using an English word to represent another word present in the Kiswahili language may help attain a specific goal, such as showing off. Other words used may be due to a lack of appropriate equivalents in the Kiswahili language to carry such words, hence using loanwords.

According to Löber (2017), in marketing, neologisms are used for evoking associations and internationality. Someone using loanwords in their content may be for various reasons, like associating with the English-speaking world. The use of English in Kiswahili content may signal that the marketer is well informed as they use the English language to expand their audience by including some of the words from the most used language across the world. Loanwords also work better for capturing readers' attention (Leech, 1966) by creating curiosity to see what is meant by the author. The loanwords may be used for further research by the audience on other sites.

Loanwords have been used extensively in the Kiswahili content. English content has no use of loanwords. Considering the healthcare field being used in the Kiswahili language makes it hard to have all equivalents in the Kiswahili language. That is why marketers found themselves using loanwords. Loanwords were the third most used

linguistic feature in the study; it was used 69 times. CT22 was used 22 times, which is a greater number compared to all other content items.

4.1.4 Use of Translations

Another linguistic feature that was depicted in the analysis is the use of translations. Marketers used translations differently in their content. This linguistic feature happens when the author writes something in Kiswahili (a word or a phrase); then, they translate it into the English language within the content. It is not a translation of the whole text but just an extract from the full content. The translation follows the source text consecutively. According to Löber (2017), this kind of language use in ads may not differ in purpose from loanwords. In this case, a foreign language is redundant to the Kiswahili audience, but it may be crucial for other audiences to use the English language.

In the analysis, it was found that marketers, on several occasions, used translations in their content. For example, in CT1, the marketer used the following translation:

'Unga Wa Mbegu za Maboga: Dr Boaz Kitchen™ □ Pumpkin Seed Flour.'

The extract is the title for CT1. The content comes from Dr Boaz Mkumbo MD Facebook page, and the content is about pumpkin seed flour. The translation was used in the title. The marketer may have thought of various reasons for using such creativity in writing the content. Löber (2017) says one reason for using foreign words is for internationality purposes. Then, it may be possible that the author wanted to have a bigger audience know what the content is all about. Therefore, using such translation in the content may help even people who do not know the Kiswahili language to understand that the content was about *'pumpkin seed flour.'*

Besides, the marketer may have thought of using translation in the title to make other Kiswahili-speaking people understand what is meant by '*unga wa mbegu za maboga*' in the English language. It may be possible to use only the Kiswahili version but may leave behind some audience. For example, in Kenya, they call '*pumpkin*' '*malengee*,' using the phrase '*unga wa mbegu za maboga*' may leave the other Kiswahili audience uncertain of what is meant by the marketer. This is vital because content on Facebook reaches a bigger audience across the world.

In the same content, CT1, the marketer used another translation. The translation was used to explain further '*Msongo wa sumu mwilini*,' using the '*Oxidative stress*' phrase. The purpose may be to clarify for other readers who may not know the Kiswahili meaning of oxidative stress.

Another use of translation was depicted in CT2. The marketer used the following extract:

'MATUMIZI YA UNGA WA KARANGA LOZI Dr Boaz Kitchen ALMOND FLOUR'

CT2 comes from Dr Boaz Mkumbo MD Facebook page, and the content is about almond flour. Again, on this occasion, the author has used translation in the content. The reason may be to reach a bigger audience to let many people know what is contained in the content. As explained by Löber (2017) explained that internationality might be purposely used for Kiswahili-speaking people as almond nuts are not so familiar to many people. Using a Kiswahili phrase '*unga wa karanga lozi*' may be harder even for Kiswahili-speaking people themselves. But including a translation within the title may help the audience know that '*karanga lozi*', like something new,

means ‘*almond nuts*.’ It is purposely used in the content by the marketer to enable an easy understanding of the content.

In the same content, CT2, another translation was used. The marketer wrote: ‘*kusafisha sumu mwilini yaani Free radicals*.’ That is to say, the marketer used the clause ‘*free radicals*’, which is in English, to explain the case presented in Kiswahili.

In CT8, the author also used the translation as follows:

‘*TATIZO LA MICHIRIZI KWENYE NGOZI (STRETCH MARKS)*
NA TIBA YAKE

CT8 is about stretch marks. It is good to note that this is not the content in regular fields; it is content in the healthcare industry. Using only the phrase ‘*michirizi kwenye ngozi*’ as meaning ‘*stretch marks*’ may not be understood by other people, whether in English or Kiswahili speaking community. Because of technical fields like health, some of the terminologies maybe not be well known to laypeople. Hence, using translation may help many people understand what is explained and help them find more about the matter by searching for extra information online.

Apart from translations used in the titles, it was found that some translations were used within the content. For example;

‘*mafuta (fat)*’
‘*upande wa juu wa mikono (biceps)*’
‘*dawa za kupaka (cream)*’

These may be purposely used in the content to allow the bigger audience to know what is being discussed in the content. Including English translation may help Kiswahili-speaking people search for more information regarding the same thing, which is discussed for further knowledge.

According to LET, as Burgoon (1995) stated, language users tend to have linguistic choices in communicating with other people, especially to persuade the audience. Hence, marketers using translation in their content may be their choices that they know they work much better in such a particular context. The translation may be worth expanding the audience and helping people for better terms for further research. Translations are also helpful in creating curiosity among readers to read further the content and get educated.

Translations, just like loanwords, were found only in Kiswahili content. The content in the English language had no use of translations. This could suggest that Kiswahili marketers tend to use translations to widen understanding and elaborate more on English. The linguistic feature was found to be used 50 times across all content items.

4.1.5 Imperatives

These are linguistic constructions that tend to pose a state of command to the audience. They are useful expressions when one is trying to give orders directly to the other counterpart in communication. According to Grey (2008), imperatives are used to make orders to people. In the context of marketing, Koa (n.d.) states that imperatives are used to make customers act in a particular way or buy or even join a brand community.

The study found that marketers frequently use imperatives in health care content.

In CT23 from MKAZI WA WAKAZI Blogsports, which presents 14 ways to get rid of early ejaculation, the following extract was used:

<i>“Acha mawazo”</i>	‘stop overthinking’;
<i>“jitibu magonjwa yafuatayo”</i>	‘cure yourself the following diseases’;
<i>“acha ulevi”</i>	‘stop drunkenness’;
<i>“fanya mazoezi ya viungo”</i>	‘do physical exercise’;

<i>“tumia kitunguu swaumu”</i>	‘use garlic’;
<i>“kula tikiti maji”</i>	‘eat watermelon’;
<i>“kunywa maji mengi kila siku”</i>	‘drink plenty of water daily’
<i>“Tafuna mbegu za maboga”</i>	‘eat pumpkin seeds’

The content is about the ways to deal with early ejaculation. The marketer presented 14 different methods to deal with the problem. In offering the solution, he used direct conversation by directly talking to the audience. These extracts are sub-headers carrying the answers provided by the marketer. For example, when the marketer says *“Acha mawazo”* which means ‘*stop overthinking,*’ he directly addresses the audience by directing what to be done in such a particular situation. When he says *“jitibu magonjwa yafuatayo”* which means ‘*cure yourself the following diseases,*’ that is to say, the audience is being given an obligation to follow if they really want to get rid of that particular health condition.

Apart from those examples, the marketer used the imperative *“acha ulevi”* from the same content, which means ‘*stop drunkenness.*’ The imperative has been used to show that finding the solution is crucial for exempting one from taking alcohol. Another imperative used is *“fanya mazoezi ya viungo”* which means ‘*do physical exercise.*’ This was used to emphasise the importance of physical exercises. The marketer also used *“tumia kitunguu swaumu”*, which means ‘*use garlic.*’ The phrase *“kula tikiti maji”*, which means ‘*eat watermelon*’ was also used. In the same line of argument, the marketer used imperatives *“kunywa maji mengi kila siku”* to mean ‘*drink plenty of water daily*’ and *“tafuna mbegu za maboga”* was used for ‘*eat pumpkin seeds.*’ These imperatives were used to show the importance of the methods presented in dealing with the early ejaculation problem. They are presented in second-person view via imperatives to show the audience that they are obliged to take action.

In the analysis, several imperatives were depicted. In CT6 from Dr Amar, which is about pains during sexual intercourse, the author used the following imperatives in delivering the message and in trying to educate what to be done for one to be able to get rid of pain during sexual intercourse.

Epuka msongo wa mawazo;
Avoid stress

Tafuta mazoezi rahisi ya kupunguza na kuepuka msongo wa mawazo
Find simple physical exercises to reduce stress

Hakikisha unapata usingizi wa kutosha walau masaa 8 mpaka 9 kila siku.

Make sure you get enough sleep at least 8 to 9 hours every day.

Na pia punguza ama epuka kwa kiasi kikubwa matumizi ya pombe na vidonge

Also, cut down or avoid to a greater extent the use of alcohol and drugs

'*Epuka msongo wa mawazo*' means '*avoid stress.*' This is used on this particular occasion to try and help women who suffer from a health condition. Another imperative used is '*Tafuta mazoezi rahisi ya kupunguza na kuepuka msongo wa mawazo*', which is equivalent to the English expression '*find simple physical exercises to reduce stress.*' These imperatives are geared to present the solution to show that the audience must fulfil what is required. Another imperative used is '*hakikisha unapata using wa kutosha walau masaa 8 mpaka 9 kila siku*' which means '*make sure you get enough sleep at least 8 to 9 hours every day*'. This is another obligation presented in the content to remind the audience of getting enough sleep. Another imperative is '*na pia punguza ama epuka kwa kiasi kikubwa matumizi ya pombe na vidonge,*' which is equivalent to '*also cut down or avoid excessive use of alcohol and drugs.*' This was used to impart to the audience that alcohol may be one of the underlying causes. Imperatives are essential linguistic features in addressing the audience directly.

According to Koa (2019), imperatives are essential for appealing to the audience to take the marketer's appropriate desired steps. Therefore, in the healthcare industry, this kind of language use may be useful in a particular case to seek a way to arouse the courage from the audience to do something for their health. Leech (1966) says the marketing content must have the selling power. Imperatives are potential linguistic features for the persuasion of the audience. They tend to address the audience in a more direct way to impose a sense of obligation.

From the study, most of the imperatives used were those pushing the audience to take a further step to heal their problem or live a better life. The study found that imperatives were the fourth most used linguistic feature. Marketers used 63 imperatives across all content, and CT23 used 28 of them, which is higher than all other content.

4.1.6 Syntactical Parallelism

These are linguistic features that were also found in the analysis. According to Leech (1966), syntactic parallelism can be defined as a repetition of patterns of two or more similar concepts in the same form of structure. There are various reasons why marketers use parallelism in their content. Some of the reasons could be to make the content attractive, to emphasise the content, or even to make the form memorable to the audience.

In the analysis, it was found that marketers, on several occasions, used parallel features to deliver their messages. For example, in CT6, the marketer used the following parallel features:

***Kuongeza** ufanyaji kazi wa mfuko wa mayai (ovaries), **kuzuia** Saratani ya matiti, **kuimarisha** afya ya mifupa kwa wanawake waliokoma hedhi (menopause).*

To increase the functioning of ovaries, **to prevent** breast cancer, **to improve** bone health to women who have stopped menstruating (menopause).

CT6 from Dr. Amar educates the audience about pains during sex intercourse. The syntactic structure used in this occasion involves using the ‘to-infinitive verb’ form in consecutive clauses. The marketer is trying to mention some of the medications used to cure the health condition. The parallel features were used in mentioning the benefits of Soy capsules, the supplement used to treat the health condition. The parallelism used brings a clear flow of ideas as three consecutive to-infinitive verbs were used in the clauses to present the supplement's benefits.

Another use of parallel features in CT07 comes from Herbal Clinic. The content provides education about constipation. For example, the marketer used the following extract:

*choo **kiwe** laini saizi ya ndizi, **kisitoe** harufu, **kisiwe** cha kukatikatika kama cha mbuzi, **usisukume** kinatakiwa kitoke chenyewe.*

The stool **should be** as soft as banana, **should not** smell, **should not be** in pieces like the goat's, you **should** not tense; it has to come effortlessly.

The marketer educates the audience on constipation, its effects, and what people could do to eliminate the problem. Then, explaining how the stool should be in normalcy, the marketer uses parallel clauses, signalled by using the auxiliary verb ‘*should.*’ The content has been presented in a particular manner that enables the flow of ideas to be smooth proper rhythm. Parallelism, like on this occasion, helps to deliver a good flow of ideas. It also acts as the catalyst for readers to quickly grasp the message from the content.

In CT14, which comes from Christine Honore Facebook page, and it talks about the remedies for the flu, the marketer used the following parallel feature:

What is Echinacea, and *what* is it used for?

The marketer is providing education on how people could help themselves with the flu and cold. They use the questions as the parallel features signalled by using the word '*what*' to depict what is needed to be understood by the audience about Echinacea medication for flu. By presenting the ideas in this form, the marketer may make the audience curious to know Echinacea and its uses to help cure the flu and cold.

When writing their content, marketers have plenty of ideas and have several ways to put them down for their customers and other audience. According to LET, marketers tend to make specific linguistic choices to influence the audience in their writings. This means that even in using parallel features in presenting ideas, it may be among the choices marketers make for their message to be delivered in a more exciting flow and an excellent aesthetic manner for understanding and memorability. From the analysis, this linguistic feature was used 42 times across all content items.

4.1.7 Colloquial Language

Colloquial language does not follow formal communication rules, whether in spoken or written communication. According to Vasiloiia (2009), colloquial language is the non-formal language use style that presents a casual social relationship between the writer and the audience. This language is characterised by informal terms of addressing things and directly addressing the reader inappropriately.

The analysis found that marketers also used informal language to deliver their message to the audience. For example, in CT13, the marketer used the following clause with a contraction within *'if you're 45 years old'*. Contractions are usually discouraged on formal occasions as they do not correlate to the formal use of language. However, one of the tips to write better online content is to reduce the formality of content. In the social media environment, communication taking place over there is often in a friendlier tone; hence, it requires marketers to have their communication skills updated (Nikitina, 2012) to communicate efficiently.

Another informal feature was depicted in CT17, which comes from the Weightshake Factory Facebook page. The content talks about the reasons why overweight people do not lose weight.

The marketer used the following clause *'WHY OVERWEIGHT PEOPLE **DON'T** LOSE WEIGHT?'* in the content's title. The marketer used a contraction, which presents an informal language use. Such uses are usually avoided when people write in other fields like academics. Still, in marketing, they are encouraged to make the content look less formal for the audience's smooth engagement.

Another example comes from CT19, which comes from the Weightshake Factory page. In the content, the author educates the audience about essentials and their importance in body metabolism. The marketer used the following sentence with some colloquial signals within it:

Some *low-carb* diet advocates argue that we *don't* need carbs at all.

Using the short form in a text without first presenting its long-form is not regular, especially if the short form is not so popular in communication. The marketer used

the short form '*carb*' to represent '*carbohydrates*,' which is not common among many English language users. It may be for stylistic purposes to capture the attention of the audience. The marketer also used the contraction 'don't' instead of 'do not' in the same sentence. This justifies that the tone presented in CT19 was less serious as the content consisted of several signals of colloquial language.

Furthermore, In CT20, there is also usage of colloquial language. CT20 comes from the Young and Raw page, which educates people about Cell Replenishing Green Juice. The marketer used the following extract:

well, *I've* got it, *baby*! And everyone can have it, with a little juice

The marketer used the contraction *I've* instead of '*I have*' as other examples explained above. This also reflects the kind of language used, which was less formal. Besides, the author also used the word '*baby*', which is colloquial and pragmatically may arouse various meanings. The way the word is used typically does not correlate with the standard definition of '*little child*' as it is expected that a baby cannot read that kind of content presented. Besides, due to the growing and changing nature of language, various basic meanings may also change. The word '*baby*' may also be used by lovers when addressing each other. However, the term has been used to make a friendlier conversation with the audience on this occasion. Calling the reader '*baby*' can be interpreted as an attempt by the marketer to create familiarity with the audience by making the conversation less formal and engaging informally. Leech (1966) contends that compelling content is presented in a less formal language for promoting readability by creating familiarity with the audience.

Using colloquial language in marketing campaigns, especially in social media like Facebook, encourages creating a friendlier atmosphere and creating a casual social relationship between the author and the audience (Vasiloaia, 2009). LET states that communicators use linguistic features of their choice to influence the audience (Burgoon et al., 1975). The colloquial linguistic choices help marketers to create their content to achieve the desired results. The study found 20 uses of this linguistic feature.

4.1.8 The Use of Simple Sentences

A sentence is a unit of language that carries a complete thought. It is a group of words that has a subject and predicate. Sentences vary in some ways and the basis of categorisation. But for this study, we will consider McGovern's description of a sentence that fits in content based on length. According to him, a sentence to be used in content must range from 1 to 15 or 20 words (this description best fits CM in online communication, and it does not mean simple sentence structure).

The way online readers consume content has changed the way marketers frame and format their content. Simplicity in the content makes it reader-friendly and easy to be navigated through by readers. Readers do not need to tense and strain to comprehend and understand the content (Nikitina, 2012). Marketers have to adapt to the new ways by making their content blocks short and straightforward for conciseness and effectiveness.

The study found extensive use of short and straightforward sentences. Marketers employed the use of simple and short sentences in their content to deliver their messages. The following content from CT13 presents a snapshot of simple sentences.

CT13 comes from Christine Honore Forbes page, and the content talks about the importance of someone's limit to avoid heart surgery.

Christine Honore Forbes

28 Agosti 2018

To avoid Heart surgery in the future, know your limit.

Do your due diligence before your workout.

Some paid Fit Trainer will not tell you the facts that are important for your heart, but you need to know this! Know your heart's limitations.

The basic way to calculate your maximum heart rate is to subtract your age from 220. For example, if you're 45 years old, subtract 45 from 220 to get a maximum heart rate of 175. This is the maximum number of times your heart should beat per minute during exercise.

Anything more will force your heart to build extra muscles to accommodate your needs at that time, but when you get older and are not living up to your heart's expectations, you will start having heart problems and eventually... Heart Surgery.

Work-out smart! How I know? I am also (CET)

Marketers tried to write short sentences for easy understanding and readability. Not all the sentences were short, but quite many contents contained several short sentences for easy readability. In CT13, the use of short sentences was depicted with no more than ten words:

-To avoid Heart surgery in the future, know your limit.

-Do your due diligence before your workout.

When the marketer explained the best way to avoid heart surgery, she uses short sentences to make the message more understandable and easy to read. Short sentences help in conciseness and clarity. This kind of language use makes the work less

tedious for readers (Nikitina, 2012). This is the best style to use when writing in the online context as readers are always hasty and hunger for specific information.

Other examples of short sentences from the same text CT13 were depicted with less than four words as in;

Work-out smart!

How I know?

The content seems to be less tiresome and easy to navigate through. This linguistic feature is typically applicable to content writing, as per McGovern's (n.d.) description. Bearing in mind that online readers are always in the urge to get answers and have plenty of other sites, using longer sentences may disappoint them and move to other sites. Short sentences are one of the best facets enhancing content readability and easy navigation.

Moreover, the content has eleven sentences, and nine out of those, which is more than 80%, have less than 20 words. It shows the content writer had fair use of short sentences. Additionally, more than 50% of the sentences have less than ten words, which adds more advantages to the readability of the content. In content writing, the shorter, the better. Simple and short sentences fit most of the online content. Some linguistic blocks may not be qualifying to be standard sentences. The point here is the blocks used to package the message are considered as blocks of sentences. That is why, in this context, a word can be used separately to send a particular message.

Online reading is not like reading offline; it is not for leisure and relaxation (Nikitina, 2012). It is about finding answers and relevant information to solve a particular problem. Marketers need to be optimistic and have empathy by providing solutions directly by enhancing short and straightforward content and simplifying the language

for the audience. Brevity is the quality of language that makes the content reader-friendly and contributes to an easy understanding. It makes the content more readable (Leech, 1966). This kind of language use is intended to facilitate the content and make it simple for consumption. Instead of using very long sentences, the content is written in short blocks to allow the educative information to be read in a presentable manner for easy understanding. It is crucial for CM, which aims at educating the audience.

Short sentences were the most highly used linguistic features. The study found 274 uses of short sentences across all content items. Almost all marketers included short sentences in their content; only two marketers never used any simple sentences. The nature of communication in digital space shows that using simple and short sentences adds to the content's quality, especially in readability. That is why most marketers include such linguistic features in their content.

4.2 Conclusion

Linguistic features in CM have various peculiarities. They are used to make content more engaging, compelling, reader-friendly by the use of courteous language. This chapter discussed linguistics features essential in the efficacy of CM. Marketers make use of these features to be able to package their messages more efficiently. According to their knowledge and ability, marketers make their linguistic choices to deliver their messages. The discussed linguistic features include repetitions, pronouns, loanwords, translations, imperatives, parallelism, colloquial language, and simple sentences.

Linguistic features are crucial aspects of attaining Facebook CM's success. As much as marketers employ the best use of language in their content, it increases the possibility of the content to capture attention, be readable, be memorable, and have

the power to sell to the audience. The language has to have a less serious and informal tone of voice, proper use of second-person pronouns, short sentences, and memorable qualities to attain the goals of CM on Facebook. The linguistic features have to make the information reader-friendly to engage users quickly and be shared and prompt readers to take the required actions. Therefore, linguistic features remain a paramount aspect in making Facebook CM efficient to both the brand and customers.

Some features such as imperatives, repetition, short sentences, and colloquial language have also been found in studies addressing the marketing language in the traditional marketing, for example, in studies by (Fiser 2007; Kannan & Tyagi, 2013). In the mentioned above studies, they were used in ads meant for the conventional media. To some extent, the linguistic features may be used in both traditional and content marketing. Kannan and Tyagi (2013) mention neologism as one of the features depicted in traditional advertising; in the analysis, it was found that marketers of the Kiswahili content had a relative use of the loanwords and translations, which have a different role to the neologisms.

CHAPTER FIVE

PERSUASIVE TECHNIQUES IN FACEBOOK HEALTHCARE CONTENT MARKETING

5.1 Introduction

Content marketing (CM) uses robust persuasive techniques to attain various goals, including persuading people to join a brand community, subscribe to different offers, share content, or even buy products from the brand. This chapter discusses the second objective and its research question, which focuses on how CM persuades consumers about the products. The researcher discusses storytelling, testimonials, statistics, and other techniques potentially used in Facebook healthcare CM to educate and persuade the audience.

5.2 Persuasion in Facebook Healthcare Content Marketing

This chapter's discussion focuses on the aspects essential for educating and persuading the audience. Marketers tend to use linguistic and non-linguistic techniques that, in the end, help to attain particular goals. According to Burgoon et al. (1975), communicators use language that exhibits patterns intended to influence the audience.

This research discusses persuasive techniques used by content marketers in influencing consumer behaviour, as presented in Table 5.1.

Table 5.1: The distribution of appearance of the persuasive techniques in the selected content

	Stories	Testimonials	CTAs	Statistics	Exp. Opinion	Emo. of Fear	Association	TOTAL
CT 1	0	0	1	0	1	0	3	4
CT 2	0	0	1	1	1	0	1	4
CT 3	1	1	0	2	2	0	1	7
CT 4	1	1	0	3	3	0	0	8
CT 5	1	0	0	1	0	2	0	4
CT 6	0	0	1	1	1	1	0	4
CT 7	0	0	0	1	1	1	0	3
CT 8	0	0	0	0	0	0	0	0
CT 9	0	0	1	1	1	1	1	5
CT 10	0	0	1	0	0	1	0	2
CT 11	1	0	0	0	1	1	0	3
CT 12	1	0	0	0	1	0	1	3
CT 13	0	0	0	2	1	1	0	4
CT 14	0	0	1	2	1	0	1	5
CT 15	0	0	0	0	0	1	0	1
CT 16	0	0	0	0	0	0	0	0
CT 17	1	0	0	2	1	1	0	5
CT 18	0	0	0	0	0	0	0	0
CT 19	0	0	0	0	0	0	0	0
CT 20	1	3	0	0	0	0	1	5
CT 21	1	0	0	0	0	0	0	1
CT 22	1	0	0	0	1	1	0	3
CT 23	2	1	0	6	1	5	3	18
TOTAL	11	6	6	22	17	16	12	90

Source: Research data

Table 5.1 presents a summary of the persuasive techniques in the selected healthcare content. From the table, it appears that the content CT23 used more persuasive techniques than other content. CT23 used 18 techniques, followed by CT04 and CT03, respectively. From Table 5.1, almost all marketers had a relative use of the following persuasive techniques: storytelling, testimonials, Call to Action Words, statistics, expert opinion, Emotional appeal of fear, and association. However, marketers of the content CT08, CT16, CT18, and CT19 did not use any persuasive

technique. The study found that statistical facts were used 22 times across all content items, more than any other technique. The identified persuasive techniques are discussed next:

5.2.1 Storytelling

Storytelling is one of the most useful persuasive techniques in CM to educate people. It is said to have an emotional appeal to the audience. Stories give brands or products/services lives to breathe through while engaging them in an emotional appeal (Pan et al., 2019). Storytelling is the notion of life one gives their brands by sharing their brand, services/product value, and what customers consider to be the norm of such brand in their minds. This technique helps marketers to bind the audience and convert them into prospects and real customers. In CM, this is considered the main anchor of the content initiatives that allow the company to have a trend that keeps popping up in people's minds. Stories have an emotional appeal to the people, making it easy for the audience to be attracted to and join the brand community (Pan et al., 2019). This is typically attained by expressing brand values while associating them with solving customers' challenges.

Storytelling relates to old folk tales (Sorensen, 2012). The stories told about the companies today reflect the company's norms and values and the people involved, as described in the tribal communities in the ancient days. That is to say, there are apparent similarities in the way stories are used in the content as it is in folk tales.

Storytelling is a technique used by content marketers to create an easy-going relationship with the audience. Brands use it in an attempt to put their story in the current trends. The following data (text) gives a snapshot of how storytelling can be used in CM:

Dr. Boaz Mkumbo MD

Jana saa 08:15 ·

Fortunata Kibona: Ni Nurse January Mwaka huu aliamua kuchukua hatua. Baada ya kunibishia Kile nilichokuwa nakifundisha hapa Mitandaoni Kuhusu sayansi ya Mapishi akiwa anasema "Hio sayansi hajasoma Darasani haiwezekani mtu asile Ugali wali ndizi sasa atashibaje"? Akaendelea na Mfumo wake anaoujua yeye hatimaye kilo zikafika 80kg na alivyo mfupi Miguu ikaanza Kuuma na kuwaka moto pia akawa hajifurahii kabisa Pale kila anapo vaa nguo nzuri tumbo linamharibia pozi.

Ikabidi arudishe moyo kwangu na akaanza kujisomea upya tena na Kufungua akili yake "She decided to relearn" akasoma kwa kina kuhusu Macronutrients yaani wanga protein na mafuta, Carbohydrates, Protein and Fat metabolism akaja akagundua kumbe Alipokuwa Shule Hakuelewaga vizuri ndipo akaanza Kukubaliana na Sayansi Ya Mapishi.

Kama Nurse aliamua kwanza Kuja Kuonana na Mimi Ofisini january akafurahia Mazungumzo yangu ya Ana kwa ana na Halafu akajiunga na group langu la whatsapp maana alielewa na akasema "Yawezakuwa ndio sababu kwa nini sipungui".

Juzi Anatoa ushuhuda anafurahi sana Kapunguza MAFUTA MABAYA MWILINI MWAKE YENYE UZITO WA KILO 12. Sasa Dada Fortunata ana Kilo 68kg. Miguu Imeachia na Nguo zinakaa mahala pake. Mikono na Tumbo Vyote Vimerudi mahala pake. Siku alipokuja Ofisini nilimwambia Unatakiwa kuondoa kilo 15kg alizani haiwezekani ila sasa kishakata kilo 10 huku akiwa anakula anashiba na anafurahia mfumo huu.

Ofisini wanamshangaa anavyokula na kwa nini anapungua wakati wao wanajua "Ubwabwa ugali wali ndizi havina mafuta ndio vinapunguza uzito, yeye hivyo ndio anaviogopa". Kwa sababu anafanya kazi kwenye Hospital ya Macho na wagonjwa wengi ni wenye Kisukari Yaani Macho yamekufa kwa sababu ya Kisukari basi amekuwa CHACHU ANAJARIBU KUWAFUNDISHA BAADHI YAO KUJARIBU KUTOKA KWENYE FIKRA ZINAZO UMIZA WENGI KUISHI NA KUYALEA MAGONJWA MIAKA NA MIAKA.

Fortunata sasa ni Mdau mzuri sana wa SAYANSI YA MAPISHI anasema alihangaika sana Kukata Kilo kwa Kutumia Ujuzi anaoujua lakini alidunda lakini kwa njia hii imefanikisha.

Je wewe Utachukua HATUA lini?

Wasiliana nasi Whatsapp 0787 999 994 au 0767074124 TUTAKUSAIDIA.

Je Umefurahishwa na Ushuhuda wa Fortunata na Kuhamasika? Acha Maoni Yako hapa

Dr. Boaz Mkumbo MD
Yesterday at 02:15 ·

Fortunata Kibona is a nurse. January this year, she decided to take a step. After disagreeing with what I was teaching here online about the science of cooking, saying, “she has not learned that science in class, it is impossible for a person not to eat ugali, rice, banana; and get satisfied.”

She continued with her system that she knows; finally, her weight became 80kgs, and as she is short, her legs began aching and burning, and she was not happy with herself. Every time she puts on a nice dress, the stomach would destroy her pose.

She had to change her heart and come to me and started studying anew and open her mind. “She decided to relearn” and studied deeply about macronutrients, i.e., carbohydrates, protein, and fat. She did not understand well when she was at school until she started to agree with the science of cooking.

As a nurse, she decided first to come and meet me in the office in January. She enjoyed our face-to-face conversation; then she joined my WhatsApp group because she understood and said: “It might be a reason why I don’t lose weight.”

She is recently giving testimony; she is happy to cut down **BAD FAT IN HER BODY, WEIGHING 12 KILOGRAMS**. Now, sister Fortunata weighs 68kgs. Legs no longer ache, and clothes fit her properly. Arms and stomach are all in place. The day she came to the office, I told her, ‘you need to reduce 15kgs’ she thought it was impossible, but now she has reduced 10kgs while eating and getting satisfied, and she enjoys this system.

In the office, they are surprised how she eats and why she slims down while they know “rice, ugali, banana, which she avoids have no fat, but these are what she fears. Because she works in an optical hospital and many patients are those with diabetes, that means eyes have been affected by diabetes; she has been a **LEAVEN TO THEM. SHE IS TRYING TO TEACH SOME OF THEM TO QUIT FROM HURTING THOUGHTS THAT CAUSE MANY TO LIVE AND PAMPER DISEASE FOR YEARS.**

Fortunata is a good stakeholder of the **SCIENCE OF COOKING**, she says she struggled so much to lose weight using the technique she knew, but she bounced. Through this way, she has now succeeded.

So, when will you take a **STEP?**

Contact us on Whatsapp 0787999994 or 0767074124. **WE WILL HELP YOU.**

So did you enjoy the testimony of Fortunata and get interested? Leave your comments here.

This CT04 comes from Dr Boaz Mkumbo MD Facebook page, which deals with weight management through healthy eating. Dr Mkumbo, the CEO of Health Eating Academy (HEA), interacts with his clients by taking them through a testimonial story. He delivers a story associating Fortunata Kibona, who is a nurse. Fortunata initially disagreed with Dr Mukumbo on starchy food being the leading cause of obesity. But later on, after being educated, she agreed and joined the HEA.

The story was used to send the message to the audience that if a nurse in the medical industry endorses HEA, who are you not to join the HEA. Therefore, storytelling is analysed based on the four basic elements: message, characters, conflict, and plot.

The message is the basic element of the story, and it is an element that carries the general purpose of the story. The story is an endorsement testimonial because Fortunata is a nurse who the audience can easily trust. The message is delivered in an antagonising conversation between Dr Mkumbo and Fortunata. The intended message is starchy foods are the real cause of obesity, and abandoning them can be a big step towards weight loss. The message is also meant to let the audience know that HEA is the solution to weight management challenges. The message delivered is geared towards attracting the audience to join HEA.

The second element of a story is conflict, and in the story, the marketer managed to show the conflict, which successfully drove the story from the beginning to the end. The story gives us two main characters; Dr Mkumbo and sister Fortunata. Dr Mkumbo is portrayed as the hero who stands for HEA's brand; he stands for the values and the promise carried by HEA. On the other hand, sister Fortunata acts as the villain who never believed what was said by Dr Mkumbo. She used to say that *“She has never learned that science at school; for her, a person can't get full without*

eating ugali, rice, or banana.” Therefore, the story gives us two characters who engage in conflict due to their stances on the real reason for weight gain and the cause of obesity. The dispute raised is the one that drove the story to end where Fortunata is converted and eventually joins the HEA as a loyal customer.

As mentioned in the conflict, the cast of characters involves Dr Mkumbo and Fortunata, who antagonise each other. Dr Mkumbo is the hero who stands for the brand's values, and Fortunata is portrayed as the adversary who is against the hero. These two characters were able to send the message to the audience through their conflict.

As in traditional stories, the arrangement of CM stories remains the same by having a beginning, middle, and end. The characters' conflict started from the beginning by the marketer addressing how Fortunata was against Dr Mkumbo's view of treating obesity. In the middle, the conflict escalated, making Fortunata make some efforts to learn and discover the truth claimed by Dr Mkumbo. The antagonism eventually ends with Fortunata accepting HEA and becoming their client.

The story was created around seeking the truth if starchy could be the source of weight gain and obesity. HEA promises that changing eating can enable one to lose weight instead of investing in the workout and other expensive and time-consuming programmes. The story creates a picture in peoples' minds that the HEA is the place with expertise in weight management with a unique approach.

The internet provides ample space and time for marketers to tell their stories and impact people's lives. The audience can be educated through the stories, like how sister Fortunata was educated first and then converted. This kind of knowledge is also

vital for the audience, especially the prospects. Storytelling is the technique of presenting the message through a narrative. If it is well utilised, it might help brands to grow and create their brand communities through which the stories could be shared, lived, and in the end, assist the business to grow even more. Storytelling in CM helps marketers to resonate with people's feelings while showing how they best fit as the solution for their pain points. Among all the content items, in 10 content items, content marketers employed storytelling techniques in delivering their messages.

5.2.2 Testimonials

CM's goal is to make the audience the focus of all the conversations in the marketing campaigns. Nikitina (2012) argues that online writing is reader-driven (the author puts the reader's interests first to catch their attention and make the content useful). It is a crucial point to take from the CM view. The goal is to engage the audience, who might be customers or prospects.

Testimonials are another crucial technique that was found in the content. These reflections help the audience mirror their lives in relation to the marketer's or other customer's experiences. They are the events and activities from which individuals or groups may gather knowledge, opinions, and skills. Therefore, marketers providing testimonials in their content may raise people's awareness (Terblanche-Smit, 2008). There are many ways to educate and persuade the audience. Using testimonials may be more vital because it gives the audience the ability to know the marketer's life challenges and different ways to survive and succeed in strenuous or challenging situations.

The study found some content employed testimonials in delivering their message. The following are examples of how testimonials have been used in the content to raise the audience's awareness:

Using testimonials from real life is one of the techniques of finding a way to convince customers. For instance, in CT4 from Dr Boaz Mkumbo MD's page essential for weight management through healthy eating, Dr Mkumbo shares the experience of one of his clients as follows:

Juzi Anatoa ushuhuda anafurahi sana Kapunguza MAFUTA MABAYA MWILINI MWAKE YENYE UZITO WA KILO 12. Sasa Dada Fortunata ana Kilo 68kg. Miguu Imeachia na Nguo zinakaa mahala pake. Mikono na Tumbo Vyote Vimerudi mahala pake. Siku alipokuja Ofisini nilimwambia Unatakiwa kuondoa kilo 15kg alizani haiwezekani ila sasa kishakata kilo 10 huku akiwa anakula anashiba na anafurahia mfumo huu.

'Recently, she gave testimony; she is so happy to cut down BAD FAT IN HER BODY WEIGHING 12 KILOGRAMS. Now, sister Fortunata weighs 68kgs. Her legs no longer ache, and clothes fit her properly. Arms and stomach are all in place. The day she came to the office, I told her she needed to reduce 15kgs; she thought it was impossible, but now she has reduced 10kgs while eating and getting satisfied, and she enjoys this system.'

The content says that Fortunata, a nurse, was reluctant to join the healthy eating programme as she never knew that poor eating is one of the significant causes of obesity. In the process, she got to believe the doctor and joined the programme. And now, the doctor is sharing Fortunata's testimonial that she has already cut down 10kgs, and she enjoys the new style of eating. Through this approach, the audience can learn from Fortunata's experience and raise their awareness. For example, they can learn that eating style can be a source of obesity from the content. In this content, the doctor has just used testimony from one of his clients to educate the audience. If Fortunata, a nurse, decided to unlearn, who are those other people who do not want to

learn from the doctor? The testimonial gives strength to other prospects to join the services because they can benefit too.

CT020 comes from Young and Raw's page that is focused on successful living lifestyles, notably healthier living. They give us a good example. The marketer has shared a testimony from their own life in the content to help the audience take particular action because it can raise their awareness.

'When I started juicing, I noticed a few things right away. For one, I had a lot of energy, probably because my digestive system was given a rest, and all of the nutrients I was drinking were easily absorbed into my body due to the removal of digestive fibres from the fruits and veggies.'

The marketer talks of juicing as in their experiences, and they talk of the benefits they experienced from juicing. This can be the best way to convince the audience of what the reality is about juicing. The marketer says how, when they began juicing, they had a lot of energy, probably because their digestive system was rested. This may raise the customer's awareness that juicing is something healthier and may improve their health.

Another example from the same text explains how the marketer experienced juicing as one of the best ways to abandon unhealthy foods.

'my cravings for unhealthy food were reduced or even gone; I've found green juice is the key to sticking with a weight-loss regiment and, for me personally, a workout routine as well. Third, my skin was GLOWING! You know how people are always talking about the "raw glow" well, I've got it, baby! And everyone can have it with a little juice.'

It is a piece of information that educates people to see what has worked for the marketer, specialist, and other users. It can work too for them as the benefits provided no one may not like to experience them.

Educating the audience by saying about personal experiences is another strategy used by marketers to educate the audience by raising awareness and gaining new valuable knowledge in their healthier living. Explaining different things in the content and talking of personal testimonials help marketers reach their goal of educating their audience to get more knowledge to help them attain certain desired goals. Testimonials are good persuasive techniques to influence people to take action. Sharing experiences helps the audience see their situation as bad as they think or even give a better way to go about certain circumstances.

5.2.3 Call to Action Words/Phrases

As the name suggests, Call to Action Phrases or Words (CTAs) are essential techniques used in online content to require the audience to perform a specific action. They are best used for customer engagement and in trying to convert prospects into customers. According to Georgieva (n.d.), a call to action is a text link, button, image, or web link that invites an online visitor/user to visit a landing page on a website or app and become a lead. Some good examples of CTAs are “*Subscribe Now*” or “*Download Now.*” So, they are the links that aim to require and direct a person to take further action like joining the brand community, buying a product, or subscribing to a particular service. CTAs may be appearing to be like imperatives, but these have more than what imperatives have. These must be attached to the link that wants users to click through and take the required step. The CTAs that marketers used are illustrated and explained below:

CTAs play a huge role in directing the audience on what step to take towards the marketer's goal. In the text CT6 by Dr Amar, the following CTA phrase was used:

Karibu kwenye group la what's app kujua mengi zaidi. Bonyeza link hapa chini kujiunga

<https://chat.whatsapp.com/EGcAmLE2P8j3zuOuQqcs0d>

‘Welcome to WhatsApp group to know more. Please click the link below to join

<https://chat.whatsapp.com/EGcAmLE2P8j3zuOuQqcs0d>’

The CTA has been used to attract the audience to join their WhatsApp group. The audience could be looking up to get more like what was projected in the content. As far as CM is concerned, the aim is always not to sell directly, but putting a CTA phrase is vital for directing the audience on what to do next. CTAs are the best and useful techniques that help in attaining new leads and customers.

Another CTA was found in CT10 by Health and Weight Management. The marketer used the following CTA to call for the audience’s action:

“Take action today and start the #journey to a healthier you with our natural #weightmanagement program. 🍷 For your consultation Inbox or contact <https://wa.me/255766795579>”

The CTA triggers the audience to take action, from the real words used in the CTA, *‘take action today and start the journey.’* The marketer has promised that they can be a suitable firm for them on their way to weight management. In writing content, the marketer may signal the CTA within the site or outside. For example, the page may have more content. Hence, the CTA may refer people to read other content from the same source. But the essence of CTAs is to fill the void as CM does not directly sell, so it becomes an essential technique to write in the content to attain a reward of positive action from the consumers.

Another CTA example comes from CT14 from Christine Honore Forbes; the CTA is:

“It helps build up your immune system to prevent contamination of the flu and cold systems. You can purchase it from our website at www.christinesspecialtycakes.com”

This CTA is slightly different from other CTA examples. It directs the audience to visit the official site to purchase the medication. CT14 talks about the remedies for flu, its ingredients, medication, benefits, and advice. One of the remedies is Pure Echinacea Immune Support Herbal Tea. With all the delivered knowledge, it could be hard to reach the desired goal without signalling what the marketer wants from the audience. Therefore, using the CTA makes the audience find themselves responsible for taking a specified action. In this particular context, the CTA directs the audience to buy Pure Echinacea Immune Support Herbal Tea from their website, just if they could not use the home remedies.

CTAs are persuasive techniques that, if well-utilised, may help direct the audience to the marketer's goal. CTAs are crucial techniques to influence and generate leads that may be converted to real customers. From the analysis, six CTAs were found to be used. These are those which qualify in all CTAs features, especially having a link and being directive. However, other directive statements were just as standard CTAs; they had a directive component but lacked a link to lead the audience to another destination, for example, ‘*Share ideas below.*’ These direct the audience to the action to take but on the same page.

CTAs are the persuasive techniques that act as signals that help marketers to fill the void left behind by the effort put forward by the marketers to educate the audience. Therefore, these are techniques in the content that needs to be emphasised. They play

a big part in helping the educative content be productive to both the audience and the brand. It is good to note that it is crucial to make simple, short, and concise CTAs to get the audience's desired actions.

5.2.4 Statistical facts

Statistics are another great technique used by marketers in the course of educating and persuading the audience. These are used to provide facts and statistics that are considered factual in the industry. This persuasive technique may use scientific proof or experiment, for instance, numbers or facts, to lure the audience (Schrank, 1994). The study found that marketers employed a considerable use of statistics when presenting their content to the audience. For example, a statistical claim was used in the content from CT06:

“ANZIA JIKONI KWAKO (LISHE /CHAKULA NI SEHEMU YA KWANZA YA KUREKEBISHA) Nataka nikwabie msomaji na unayefatilia Makala hizi kwa makini, kwamba vitu tunavyoweka tumboni vianchangia karibu 80% ya kuvurugika kwa mpangilio wa homoni zako”

‘START FROM YOUR KITCHEN (DIET/FOOD IS THE FIRST PART TO CHANGE) I want to tell you, the reader and others who follow these articles carefully, that the things we eat contribute about 80% for your hormonal imbalance’.

It is a statistical claim where the marketer has used to convince the audience. This use of language is very useful in persuading the audience. The marketer intends to make it clear to the audience that whatever they eat at large causes them problems. It may be used purposively to influence the audience to be careful with whatever they eat. Using statistics puts the marketer in a position to be seen as the authority and expert in the area and gain trust and loyalty. As a result, it may help the marketer to convert more prospects and add more customers.

Another statistical claim from CT07 is presented below:

“Kiafya inatakiwa mtu apate choo kulingana na idadi ya jinsi unavyokula mfano kama unakula mara mbili na choo upate mara mbili”

‘Normally, in health, a person is supposed to poop according to the meals they have taken. For instance, if you eat twice, then you should poop twice.

CT07 comes from Herbal Clinic, which educates about constipation. Again, the marketer has used numbers in their claim to convince the audience. These claims are said to place the marketer in a more suitable angle to be trusted by the audience. That is why this kind of language use can best be used in CM. In communication, the use of statistics by professionals is considered as showing expertise. Therefore, this may help the marketer to influence the audience and make an impact.

Another statistical use example comes from CT13:

The basic way to calculate your maximum heart rate is to subtract your age from 220. For example, if you're 45 years old, subtract 45 from 220 to get a maximum heart rate of 175. This is the maximum number of times your heart should beat per minute during exercise.

CT13 comes from Christine Honore Forbes page. The content is about the importance of people knowing their limitations before workouts. The importance of knowing the rate of heart functioning before starting a workout is the focal point of the content. The marketer uses statistics to explain the truth about how the heart functions. Before going for training, one must calculate and know the rate of their heart's functioning.

Statistics are said to have the ability to appeal to the emotions of the people. The statement with statistics is more likely to be believed to carry the truth about what is said. Therefore, it is one of the most used persuasive techniques used in healthcare CM. From the analysis, this was the most used persuasive technique. It was used 22

times across all content, and CT23 used six of them, which is greater than all other content.

5.2.5 Expert opinion

Expert opinion is the persuasive technique used by marketers in strengthening their educative content. Experts are the people who are believed mainly by the people, especially when people are looking for potential information to solve their challenges (Schrack, 1994). For the health industry, where people cannot do without medical experts, it is easy for people to believe the content with a message from the experts.

Expert opinion can also be used as an endorsement when an expert in the field talks good things about the product/service being marketed. An example of expert endorsement was used in CT04 to persuade the audience as follows:

“Kama Nurse aliamua kwanza Kuja Kuonana na Mimi Ofisini January akafurahia Mazungumzo yangu ya Ana kwa ana na Halafu akajiunga na group langu la whatsapp maana alielewa na akasema "Yawezakuwa ndio sababu kwa nini sipungui".

‘As a nurse decided to come to see me in my office in January, she was happy with our face-to-face conversation, and then she joined with my WhatsApp group because she understood and said maybe that is why I do not lose weight.’

CT04 comes from Dr Boaz Mkumbo MD Facebook page. The content is about a client’s testimonial. Nurses who are medical specialists showing that they are also aware of how the best are the services at Health Eating Academy is a great strategy to persuade people. People will ask themselves if a nurse in the medical field has accepted the service from Dr Makumbo regarding weight management, who am I to say no. Therefore, this strategy is advantageous in showing customers what they can become by seeing an example from people with authority.

Another example of the claim that was used is in CT01:

Ni mbadala mzuri sana wa Wanga yaani Ngano. Kwa sababu badala ya ngano vitafunwa vyako utatumia unga huu. Unga wetu umetengenezwa kwa makusudio hayo. Kwa sababu una wanga kidogo sana unamfaa anaye kata kitambi, Kisukari presha nk.

It's a good substitute for carbohydrate that is wheat. Because instead of wheat in your bites, you will use this flour. Our flour is solely for that purpose. Because it has low carbohydrates, it is suitable for cutting down the stomach, diabetes, and pressure.

CT01 comes from Dr Boaz Mkumbo's Facebook page. The content is about pumpkin seed flour. The doctor is educating the audience about using pumpkin seed flour to substitute the regular grain flour. Dr Mkumbo, who is the admin of the page, is a medical doctor. Whatever is said on the page is believed to have been said by him. His content, which always has his photos and videos, brings the sense that he educates the audience. This gives his message the power to be believed as the message from the expert in the field.

Most of the content analysed consisted of important health advice. It is like most of them are expert opinions. However, the study dealt with opinions directly linked to health expertise. In most cases, all the content carries useful health advice that can be encouraged to be used as health experts' well-sought messages.

Content in healthcare needs to make sure the audience believes them. Using expert opinion is one of the persuasive techniques. It allows the audience to engage with the expert through content without even meeting them in person. Expert opinion content presents the kind of information that makes the audience feel like they have consulted real experts. Using experts in marketing content plays a significant role in appealing to the audience to take the required action. It is one of the persuasive techniques useful in making the audience believe the content. From the analysis, the study found

that the technique was used 17 times across all content, and it was the second most highly used.

5.2.6 Emotional appeal of fear

Appeal to emotions is another persuasive technique used by marketers to persuade the audience to take positive action. Appeal to emotion affects one's decision as it may trigger an action out of emotions rather than rational thinking (Terblanche-Smit, 2008). Marketers may appeal to emotions of happiness, sadness, joy, and fear. The appeal to the emotions of fear is mainly used to influence the audience to act irrationally (Terblanche-Smit, 2008). People are frightened of the consequences if they do not adhere to what is said or buy the service/product.

In the analysis, it was found that marketers mainly appealed to the emotions of fear. For instance, in the CT05, which is about poor African lifestyles, the following example was used.

Wote wanaokunywa chai na vitafunwa wapo hatarini kujikuta wanakosa choo zaidi kwa mdaa mrefu.

All those who take tea with bites are in danger of finding themselves with constipation for a long time.

In this example, the fear is created for those who usually have breakfast consisting of tea and bites. The marketer wishes that these people may get rid of the habit as it puts them in danger of constipation. The marketer may have decided to use any other kind of expression. Still, posing people to the consequence they may get after the tendency may help persuade them to live healthier lifestyles.

Another example comes from CT09; the content is about the benefits of ARG+:

Asilimia kubwa ya Wanaume ambao waliwahi au wanaojihusisha na punyeto (masterbration) hukumbana na tatizo la upungufu wa nguvu za kiume

A greater percentage of people who happened or are involved in masturbation face the problem of erectile dysfunction.

The purpose of appealing to emotions of fear is to make people sense their burden after disobeying what is taught or said by the experts. In the example, the marketer provides education about erectile dysfunction. One of the things condemned as inappropriate and may cause the problem is masturbation. The marketer nails it by saying the person involving oneself in masturbation is more likely to face erectile dysfunction. It is the technique used to frighten people of what they are doing to help them live a healthier lifestyle that may help them get rid of or avoid erectile dysfunction.

In the CT10, which is about the effects of obesity, the marketer also appealed to fear as follows:

Obese #women takelongerto #conceive thanwomeninthe #healthyweight range.

The main goal is to make women aware of the consequences of obesity. Providing the adverse effects of obesity may trigger women's positive reactions to seek various ways to help themselves get rid of obesity. This technique may allow the marketer to succeed in their goal by making the audience feel the repercussions of not following what is advised.

Content marketers used 16 persuasive emotions of fear across all content, and it was the third most used persuasive technique. Appeal to fear is a technique that makes people's attention to what may happen if they continue doing what is prohibited. The

aim is to make the audience see the consequences of what may happen if they continue that way. It may be a better technique because, once the marketer succeeds in imparting the emotions of fear to the audience, it is more likely that they will take positive action regarding the message. It may not be because of the benefits they get, but it may be triggered by the attempt to run from the said repercussions.

5.2.7 Association

Association is the persuasive technique used by relating the marketed product or service with a positive feeling or image (Grey, 2008). This persuasive technique aims to make the audience view the product/service with the qualities of what is associated with the content. The product or service is said to have the quality of another thing that the audience may love. In the analysis, it was found that marketers applied association techniques on various occasions. In CT01, which is about pumpkin seed flour, the following example was used:

Una boost nguvu ya mwili kwa sababu ya kiwango kingi cha selenium, Zinc na Magnesium. Ndio maana wengine huhusisha na kuongezeka kwa stamina ya Tendo la ndoa. Hii ni kwa sababu ya Kuwa Booster.

It boosts body energy because of the high amount of selenium, zinc, and magnesium. That is why others associate it with increased sexual stamina. This is because of being a booster.

In the content, the marketer is educating the audience about the use of pumpkin seed flour. The marketer associates the flour with the better qualities that the audience may achieve if they embark on using the product and get rid of prohibited flour such as wheat (according to the marketer). The marketer mentions minerals such as selenium, zinc, and magnesium found in the flour, suitable for sexual health. The marketer uses these qualities to associate the pumpkin seed flour with the positive attributes for the audience's easy persuading.

Another example of the association was found in CT02, where the content is about almond flour:

Ni Kidogo sana usilinganishe na Ngano au Unga mwingine wa Nafaka. Unaweza Kutumia kijiko 1 na mayai 2 ukapata chapati tamu ya kifungua kinywa ukala na supu au Maziwa fresh au mgando.

It is minimal, do not compare with wheat or any other grain flour. You can use 1 spoon and 2 eggs and get a delicious chapatti for breakfast and take with soup or fresh milk or yoghurt.

The marketer educates people about almond flour. On this occasion, the marketer associates almond flour with other flour that is said not to be good for health. The marketer says you do not need to use a lot of almond flour like other types of flour because one spoon of almond flour can be enough for cooking when mixed with two eggs to make chapatti. The marketer associates almond flour by crediting it as he compares it to other types of grain flour.

The Association technique of persuasion was also used in CT12, in which the content is about Forever Arctic:

Utafiti ulifanywa kujua kwa nini Wajapani hawaugui magonjwa kama kansa, kisukari na magonjwa ya moyo, ikaonekana kwamba Wajapani wanatumia sana vyakula vya baharini zaidi ukilinganisha na watu wa Magharibi wanaotumia mafuta ya wanyama. Hivyo kuifanya Forever Forever Arctic Sea kuwa bidhaa muhimu sana katika afya zetu.

The study conducted to understand why the Japanese do not suffer from diseases like cancer, diabetes, and heart diseases show that the Japanese widely use seafood compared to western people who use animal fat. Therefore, to make the Forever Arctic Sea be an essential product in our health.

The marketer was educating the audience about the benefits of using Forever Arctic. The marketer associates the product with the scenario of Japanese who are not vulnerable to diseases. The marketer says the Japanese widely eat seafood compared to Western people. If that is the case, then the Forever Arctic Sea, made from Salmon

fish oil from the sea, becomes vital because it may help people deal with various health conditions. The marketer associates Forever Arctic with the Japanese's good health condition by implying that what makes the Japanese healthy may be found in the Forever Arctic Sea. It may persuade people to buy Forever Arctic because of the connection made.

Association is the persuasive technique that marketers use to make the product or service have the qualities of the entity being associated within a particular incidence. It is a technique that appeals to the audience's emotions by feeling the quality, beauty, or goodness of the marketed product or service. According to Leech (1966), the marketing content must possess the power to attract and persuade the content. Hence, using associations is one of the persuasive techniques essential for luring the audience.

5.3 Conclusion

Despite the emphasis of CM to educate the audience, it is still clear that marketers use various persuasive techniques to evoke positive action from the audience. The provision of education by the marketers in CM is complemented by various persuasive techniques to fill the void of only focusing on education provision. It is essential to have content that can educate, engage, and persuade the audience. The use of persuasive techniques is one of the strategies to make the content more compelling and influential. The use of techniques such as appealing to emotions of fear, association, call to action words, and various claims are vital for triggering or appealing to the audience's emotions. These may make the audience not use rational logic and rely on aroused emotions. For example, if a person is subjected to emotions of fear, maybe afraid of the consequences, and without thinking logically, they can

find themselves falling into the marketer's trap. Hence, persuasive techniques are crucial in the language of advertising and play a huge role in appealing to the audience to take action.

CHAPTER SIX

THE IMPACT OF LANGUAGE USE OF FACEBOOK HEALTHCARE CONTENT MARKETING ON CONSUMER BEHAVIOUR

6.1 Introduction

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

This chapter discusses the third objective and its research question about the impact of CM language use in healthcare CM from Facebook on consumer behaviour. The chapter presents a crucial aspect of content marketing, which is 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 the metrics set, 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 this study, the content's impact is discussed 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 patterns of impact from Facebook impact include questions, purchasing responses, appreciation and complimenting praises, and complaints.

Table 6.1: The distribution of appearance of feedback from Facebook user comments

	Qn. Price	Qn. Sale	Qn. Clarify	Purch. Res	Compl. Praises	Complaints	TOTAL
CT 1	3	20	19	25	14	11	92
CT 2	1	0	1	0	1	2	5
CT 3	0	3	3	1	9	0	16
CT 4	0	1	7	2	26	6	42
CT 5	0	0	3	0	6	1	10
CT 6	0	0	7	0	1	1	9
CT 7	0	0	1	1	0	0	2
CT 8	0	0	0	0	1	0	1
CT 9	0	0	0	0	0	0	0
CT 10	0	0	0	0	0	0	0
CT 11	0	0	0	0	2	0	2
CT 12	0	0	0	0	0	0	0
CT 13	0	0	0	0	0	0	0
CT 14	0	0	0	0	0	0	0
CT 15	0	0	0	0	0	0	0
CT 16	0	0	0	0	0	0	0
CT 17	0	0	0	0	0	0	0
CT 18	0	0	0	0	0	0	0
CT 19	0	0	0	0	0	0	0
CT 20	0	0	0	0	0	0	0
CT 21	0	0	0	0	0	0	0
CT 22	0	0	0	0	0	0	0
CT 23	2	1	2	2	0	0	7
TOTAL	6	25	43	31	60	21	186

Source: Research data

Table 6.1 presents a summary of the impact in the form of comments from Facebook users in the selected healthcare content. From the table, it appears that comments that asked questions were many compared to other comment themes. Questions about pricing were 6, questions about selling points were 25 and questions about clarifications were 43, making the total number 74. After questions, complimentary praises were the second most appeared feedback.

From Table 6.1, it appears some content items did not have any comment, as indicated in the table. However, the table consisted only of comments that were thematically falling into the analysed and discussed themes. Besides, there are various ways to measure the impact of engagement on Facebook (Dupont, 2018). Engagement in Facebook posts can be measured by looking at the number of comments, likes, and shares (Dupont, 2018). The current study focused only on the user comments, which can be analysed thematically for their meanings. However, the number of likes and shares are also indicators of the level of success of Facebook posts. For example, CT15, CT16, CT17 and CT18 had no comments but had many likes and shares. The identified impact from the Facebook users are discussed next:

6.1.1 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 to obtain different kinds of information as follows:

6.1.1.1 Questions about Pricing

Users inquired about the prices for various products/services. Asking for prices implies that users have read the content, and they were in the process of taking action.

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 WAKAZIBlogsports, which presents 14 ways to eliminate early ejaculation. The question is about one of the methods discussed in the content. The question is asked about how to get the said juice and also its price. The user is not bargaining in his comment. The message is directly aimed at knowing 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:



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 it could turn some people from prospects to real customers. Customers asking about the prices may be considering buying the product/service.

6.1.1.2 Questions about Selling Points

The study also found out that users asked questions on where to find the said product or service. This kind of 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 purchasing.

In CT3, users asked about 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 is desperately in need of 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 straight forward asking about the selling point of the book. This also implies that the user was influenced to take action. The act of asking where to get the book is the beginning of the buying process. The user may have already decided to buy the book.

6.1.1.3 Questions for Further Clarifications

Some other questions asked in the comments were asking for clarification on how to do various things. One example is CT01, which comes from Dr. Mkumbo's Facebook page, a 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 in case one wants to lose weight. The comment implies that he understood the message, and he was curious to get to know more before taking action. 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 for preparing pumpkin seed flour using personal efforts.

According to the analysis, questions make a significant portion of the comments produced on Facebook by users. Questions were posted 74 times across all content items. 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 insufficient information. However, according to the analysis, most of the questions asked crucial information 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 use to persuade the audience to trigger positive feedback.

6.1.2 Purchasing Responses

These are the comments that openly show interest in the purchase of 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 Maczuga et al. (2014), almost all marketing efforts have the primary goal of raising 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 are examples of comments that 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 he 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 to buy 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 in some way. Through the comment, she expresses her wish to get the pumpkin seed flour. 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 at 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 hard for the marketer because the customer had already declared interest in buying the flour. It is proof that the content has been able to persuade 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. These comments were found to be 31 across all content items. The goal of marketers is always 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 interests to buy makes the content viewed as successful. It has been able to deliver qualified leads, which are potential customers/buyers. The content has to have the ability to sell the product to be effective enough and help the brand.

6.1.3 Appreciation and Complimenting Praises

Some users post comments on Facebook on various posts for acknowledging marketers' efforts. The purpose is to appreciate the kind of information provided by the marketer. This is a very crucial impact as it shows how the brand is raising people's awareness. According to Maczuga et al. (2014), raising people's awareness 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 out that users praised marketers for the kind of information provided to them. 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:



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

The user is thanking the marketer for the good knowledge that 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 due to her knowledge through the content.

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



Sanga Sanga
nice ujumbe umepenya

Nice, the message 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 is appreciating 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 what makes 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. In the analysis, these comments were the second most used; they appeared 60 times. Such messages aim to express their gratitude for the kind of education they get from the marketer. The way the language is used and how

persuasive the content becomes determines whether the content will help the audience to 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.

6.1.4 Complaints

These are comments that 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 their teachings. They help marketers evaluate their current campaigns, products, or services and adjust what users are saying in various channels.

Complaints may also be a sign of not being convinced by the content. The feedback may help the marketer to produce more compelling content by improving their language use by 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.

I feel confused, doctor when you talk about being obese. I don't believe that every fat person has a great amount of fat on their body. I have 75 kg, but even my fellows never believe if I have such a huge 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 explanation given does not make sense in his case. He has more weight, but he seems normal and not overweight. According to Dr Mkumbo's explanation, overweight 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 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 of 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 the lesson to other customers. This may be a personal claim, but it may help the marketer think of more useful strategies when using testimonials to persuade the audience.

Complaints are another beneficial impact from the audience that may help the marketer to improve their content. They can use more persuasive techniques to be able to persuade the audience without falling short. However good the content and information within it, it may not guarantee that people will not complain. Therefore, marketers have the duty of making sure that complaints are minimal, and when they arise, they work on them thoroughly to help their customers.

6.2 Conclusion

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 CM is that it differs from traditional media because it provides marketers' ability to measure the content's success. Different from radios or TVs where you can never know how many people listened or watched the advert. Social media like Facebook, likes, shares, and comments are great insights to see the post's engagement level. In the analysis, the impact from the Facebook feedback (analysed themes) was found to be 186 comments. Despite the essence of other metrics such as the number of likes and shares, this study only focused on comments, the metric that can be analysed thematically. However, the number of likes and shares can also be used as indicators of the level of performance of Facebook posts. For instance, CT15, CT16, CT17 and CT18 had no comments but

they were mostly shared and liked. Burgoon (1995) mentions feedback as the potential measure of a communicator's success in persuading the audience. The customers' 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. In the analysis, some of the feedback showed that the content was made so that it was able to convince 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 shows that the content had the 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, still, 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 important facets essential 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 take action. 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.

CHAPTER SEVEN

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

7.1 Introduction

This study examined language use in Facebook Content Marketing (CM) of selected healthcare content. The purpose of the study was to examine the language used in healthcare CM on Facebook and its impact on consumer behaviour. The conclusions reached in this study have resulted from the findings obtained from the research. The study achieved all objectives by focusing on the discussion of the findings based on the data collected. The study had three specific objectives. The first objective was to describe the linguistic features of healthcare content marketing on Facebook. The second objective was to describe persuasive techniques of healthcare content marketing on Facebook. The last objective was to evaluate the impact of language use in healthcare content marketing on consumer behaviour.

The discussion on the linguistic features in Facebook healthcare content marketing and other persuasive techniques was guided by Language Expectancy Theory (LET). The theory states that, in communication, some norms are expected by language users, but still, they can be violated by communicators to achieve the communicative goal. LET was also used in the discussion of the impact of language use on Facebook healthcare CM. The theory declares that, in communication functions like marketing, feedback measures the communicator's success in persuading people.

7.2 Summary of Findings

Language use in any context is meant to achieve specific goals intended by language users. The use of language in marketing is strategic to persuade their audience to buy their products/services or even join their brand community. CM's persuasive

strategies are grounded on the provision of education to the audience. However, the study found great use of linguistic strategies and other persuasive techniques employed to influence the audience.

The study findings show that the language used in Facebook healthcare CM consists of linguistic features and other persuasive strategies that are not necessarily linguistic. It was found that CM on Facebook uses the language that enables marketers to provide the audience with much educative information in a more engaging and interactive manner. The study found a considerable use of the following linguistic features: pronouns, repetition, translations, loanwords, imperatives, syntactic parallelism, short sentences, and colloquial language. Among the linguistic features, short sentences and pronouns were the most used features across all content. Short sentences appear to be proposed to be used for easy consumption of the content in studies by McGovern (n.d), Nikitina (2012) and Kannan and Tyagi (2013). Besides, you-attitude as how it has been used in the conventional media is essential to attracting the audience (Locker, 1997; Rep, 1997). Also, Leech (1966) and Kannan and Tyagi (2013) mention it as crucial for making a familiar environment for the audience. This makes these features crucial for CM as they have been used for making reader-friendly content.

The findings further show that capturing attention is crucial for the content's performance. This is the feature addressed by Leech (1966), marketing content has to have attentive value. Content marketers use loanwords and translations to attract people to read by arousing curiosity. These features were found in the content in the Kiswahili language. Marketers used some English expressions to capture the audience's attention, enabling them to research further. The terms in English may help

them to search for information in English, the rich language. Besides, it may be widening the audience to include English-speaking people.

The study also found out that the content has to use linguistic features that make the content reader-friendly to attract people to read to the end and take action. Features such as colloquial language, you-pronouns, and simple sentences play a big part in creating familiarity between the marketer and the audience. These features were also found in (Leech 1966) and Kannan and Tyagi (2013) to effectively make the content familiar to the audience. Marketers use second-person pronouns in the content to familiarise themselves with the audience by possessing the content to them. This is achieved using 'you' and 'your' pronouns. The colloquial language also played a big part in lessening the seriousness of communication by enhancing familiarity. Short sentences were found to be crucial in simplifying the content for easy consumption of the audience. CM seems to use content that is less serious and less formal. This kind of content matches the social media context used for people having fun and making friendships.

Further, the findings also show that Facebook healthcare CM uses linguistic strategies that make the content memorable. It was found that syntactic parallelism and repetitions work better in enhancing the audience to remember the content's message. This feature is also described by Leech (1966) and Vasiloiia (2009) to be effective in making people remember the content easily. If the audience remembers the message, it is easy to think of it time and again, and eventually, they may decide to act positively towards the brand or product.

The study also found that the content has to be effective to drive the audience towards acting positively. Imperatives were found to influence the audience to take the desired

action. Imperatives direct the audience to what is deemed necessary, particularly regarding their health. Imperatives provide direction as to what to be done at the moment. They are linguistic strategies that have a sense of command and directives to be taken by the audience.

This study also found other persuasive techniques that play a significant role in educating the audience and influencing them to take action. Marketers employ persuasive techniques that appeal to the audience's emotions. The following were the persuasive techniques used mainly by the content marketers in their content: storytelling, testimonials, statistics, expert opinion, emotions of fear, Call to Action Words (CTA's), and association. Among them, statistics, expert opinion, and emotions of fear were mostly used.

Storytelling was found to be best used in resonating with people's emotions to drive actions. Fog et al. (2005) discussed that storytelling creates an environment for the reader to follow through the story emotionally. The use of testimonials and associations was also found to make the audience think of what they can benefit from using various products or services. In line with this, these features appear in Kannan and Tyagi (2013) as crucial features used in marketing content to persuade the audience. Appeal to the emotions of fear was used to influence people by avoiding the possible consequences.

Statistics and expert opinion persuasive techniques were found to make the audience have trust in the brands. These techniques imply that brands/marketers have specific expertise, which is realised in their content. Hence, they are more likely to believe them. They have the power to tell things to the audience and be trusted. Apart from those strategies, Call to Action Phrases (CTAs) were also found to be used. These

persuasive techniques have the power to direct the audience into the required action, hence presenting the content's target goal. CTAs play the signpost role. They are techniques that use few words to direct the audience to the intended goal. Even though CM is education-centred, any marketing effort's goal remains to sell and get positive feedback from the audience. That is why even the content in the current study has a considerable use of persuasive strategies. CM may have the unique approach of educating more than selling, but the ultimate goal remains to persuade the audience.

Besides, the study found out that linguistic features were mainly used across all content than persuasive techniques. CM is more educative than traditional advertising. The essence of using more linguistic features means the focus is delivering the message directly. Using persuasive techniques assumes trying to lure the audience even to make irrational decisions, which has not been the case for CM. This implies that the more educative the content is, the more it focuses on delivering direct education rather than luring the audience.

Feedback is a crucial aspect of communication as it denotes the impact of the message delivered. The language use that includes linguistic features and persuasive techniques on Facebook healthcare CM was found to influence the audience in various ways; the impact could be viewed in terms of the feedback comments (Dupont, 2018). Feedback is such an important entity of effective communication. Without feedback, there could be no effective communication. The feedback indicates that the message was delivered, received, understood, perceived, or even made the audience feel about the delivered message. As per LET by Burgoon (1995), feedback in communication is an essential aspect of the communication process crucial in

determining the communication level. Comments by Facebook users are significant in measuring the impact of the content. Facebook users commented on the healthcare posts to show their reactions to the services or products. It was found that some users asked questions for triggering further clarifications from marketers. These may be potential buyers. Some comments showed the purchasing interest in marketed products or services. These also represent potential buyers. Some users appreciated the knowledge they gained in the posts. Even if they do not buy, but it shows they are following the brand's activities closely. Other comments were complaints about marketers to put clear some specified issues. These also show some positivity of the content in influencing the audience. The complaints are essential in adjusting services/products or even marketing content. The feedback represents the impact of the language used and other persuasive techniques as the potential impact of the posts' performance on Facebook. The study found the comments to be 186 in total across all content items.

7.3 Study Conclusions

From the evidence, discussions, and findings, conclusions were reached, projecting the study's discussions based on the data, theoretical perspective, and various knowledge from the available literature.

The study on the language use of healthcare CM on Facebook was guided by the following two assumptions: (i) Marketers often emphasise the importance of language use in producing compelling content. (ii) Content marketing focuses on developing educative and engaging content through the creative use of language and other persuasive strategies.

Language use is a key factor for content marketers to produce compelling content. Marketers can deliver essential educative information more interactively with the proper use of language. The language used in CM fits the social media context like in Facebook. It allows marketers to engage users through courteous and persuasive language. The linguistic features were peculiar in captivating readers' attention, creating reader-friendly and memorable content, and delivering the content with a selling instinct. The language used in CM makes the content more compelling and attractive to the readers. Besides, CM also uses other persuasive features to appeal to the audience's emotions. The persuasive techniques may lure the audience to act irrationally.

The study found that imperatives, repetition, short sentences, and colloquial language, as discussed by (Fiser 2007; Kannan & Tyagi, 2013), appear in content marketing. Because the previous studies focused on traditional marketing, this study has analysed these features as to how they are used in the digital space via content marketing. This implies that some linguistic features can be used in both traditional marketing and content marketing. Despite the use of neologisms in advertising language (Kannan & Tyagi, 2013), this study found the relative use of the loanwords and translations from the Kiswahili content for communicative strategy and further clarifications, respectively and which have a different role to the neologisms.

Producing informative content is the basis for CM. CM consists of different educative recurring aspects that generally intend to provide the audience with crucial information. The educated audience is more likely to buy from the brand, which educates them than a strange brand. Therefore, education provisions plus creative use

of language and other persuasive techniques have the potential to make CM successful.

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. On Facebook, users' feedback via comments is the mirror potential for marketers to view and evaluate content performance. The feedback gives content marketers the ability to measure their content's impact on consumer behaviour. Feedback such as questions, desires to buy is essential to measuring the success of the content.

Language use in Facebook healthcare CM employs various linguistic features and persuasive techniques that serve different purposes. The language used allows the production of more educative information. Language use also helps to lure the audience to their products/services or brand. Also, the language used in Facebook CM creates an interactive environment to deliver the information to the audience in casual, less serious, and engaging communication. However, there might be other factors for the content's success: the number of followers, the use of sponsored ads, and the expertise-oriented content from the medical specialists. These may have an impact or may complement the use of language in influencing people.

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 take action, 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.

7.4 Recommendations

According to the present study's findings, there are different recommendations for marketing, especially content marketing, and recommendations for future research.

7.4.1 Recommendations on Content Marketing

Content marketers have the duty of putting language use into their essential tactics to use in marketing initiatives to help the audience with knowledge base while persuading them to buy their services/products or even join their brand communities. Technology advances and things change; marketers also have to update their skills through training and free online learning sources. CM has to be got right through the kind of language used, including linguistic features and other persuasive techniques, such as storytelling and you-attitude, to have an immense impact on the audience. Marketers need to embrace CM because it offers ample digital space, low costs, and can measure instant feedback. Besides, Brands have to train their copywriters, content creators, and copy editors on the potential skills to utilise various linguistic choices and other persuasive techniques to produce compelling content. Besides, marketers have to learn how to use various social media for CM initiatives. As the leading social media, Facebook is an essential tool for any organization or brand that aspires to grow business around CM initiatives.

7.4.2 Recommendations for Future Research

This study was based on Facebook. It sought to examine the language used in Facebook CM in healthcare content. Studies have to be conducted on other social media to determine linguistic features and persuasive techniques used in healthcare

CM on different social media and other digital spaces. The study area of this research is the healthcare industry. The study recommends that studies be carried on other sectors apart from healthcare to determine specific linguistic features and persuasive techniques for a particular sector.

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APPENDIX**Appendix I: Sources from Facebook on which analysed content was drawn**

Content 1 - <https://web.facebook.com/drboazmkumboMD/posts/2724928704446110>

Content 2-

[https://web.facebook.com/drboazmkumboMD/photos/a.1648558275416497/2405098219762495/?type=3&_xts__\[0\]=68](https://web.facebook.com/drboazmkumboMD/photos/a.1648558275416497/2405098219762495/?type=3&_xts__[0]=68).

Content 3-

<https://web.facebook.com/drboazmkumboMD/photos/a.1648558275416497/2404638196475164>

Content 4-

<https://web.facebook.com/drboazmkumboMD/photos/a.1648558275416497/2404613826477601>

Content 5 -

https://web.facebook.com/permalink.php?story_fbid=1930225327076431&id=1475963805835921

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Content 16 -

<https://web.facebook.com/weightshakefactory/photos/a.530149977125852/956247351182777/?type=3&permPage=1&ifg=1>

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Content 18 -

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