

## ABSTRACT

With the rise in digitalization, marketing is increased into different channels or mediums. Social media is the strong communication medium for marketing which has been evolving over the years and has offered new changes in the usage of content. The content marketing has been used as an effective brand communication with the customers. Many businesses today have maximized their social media marketing activities, but SMEs in Pakistan are still struggling with the changes in social media marketing, according to study about 50% small businesses fail due to poor marketing execution (Lupo, 2018) because marketers are not completely literate and up to date. Generation Z (born after 1996) are the most exposed and quick adopters of new tech-world. This study aims to investigate the effectiveness of content marketing in the Pakistani context and how it is useful to increase customer interaction and build brand image. This research adopts qualitative approach in two phases, first to reason the changes in behaviours of generation Z and their opinions about viral marketing by conducting focus group discussion and using different content type shared by businesses and examining them by using content analysis. In second phase the study learns the strategies used by large businesses and how SMEs can use them to enhance their content creation through in-depth interviews. By using thematic analysis, the researcher generated different themes which resulted the upgradation in the content used by SMEs in Pakistan which are frequent postings, audience relevance, cultural appropriation and infotainment being highly effective content trends on social media marketing. In the end the study finds the factors like consistency, limited knowledge, hyperlinks (ease to access), content patterns and personalisation affecting content marketing which will benefit the marketers and SMEs in Pakistan to improve their marketing activities and understand their customers to build brand image and consumer loyalty. The study concluded that such memes like viral marketing are the risks only big companies can take, marketers still require knowledge to understand social media marketing and create granular segmentation for their customers to achieve potential growth. The study also showed the two-way communication process as the effective sender-receiver relationship on social media.