

Content Marketing Strategy and Customer Acquisition Costs in Lapo Microfinance Bank, Lagos State, Nigeria

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Abstract

In the increasingly competitive microfinance sector, reducing customer acquisition cost (CAC) is essential for maintaining profitability and sustaining growth. Content marketing, which involves creating and distributing valuable and relevant content to attract and engage target audiences, has been identified as a potential strategy to lower these costs. However, empirical evidence on its effectiveness within the Nigerian microfinance context remains scarce. Therefore, this study investigates the influence of content marketing on customer acquisition costs (CAC) at LAPO Microfinance Bank in Lagos State, Nigeria. The research adopted a survey research design, using primary data collected through questionnaire from 379 sampled out of 2825 total staff of LAPO Microfinance Bank in Lagos State, Nigeria. Convenience sampling technique was adopted in selection of the sample size and regression analysis was employed to assess the influence of content marketing efforts on CAC. The findings revealed that content marketing significantly and positively influences CAC, accounting for 33.7% ($R^2 = 0.337$; $\beta=1.154$; $t\text{-test}=13.845$; $P<0.005$) of the variation in customer acquisition costs. This result highlights the significant influence that well-executed content marketing strategies can have on reducing acquisition costs. The study concludes that content marketing is a powerful tool for financial institutions like LAPO Microfinance Bank, offering a cost-effective approach to acquiring new customers in a competitive market. The study recommended that management of LAPO microfinance bank should encourage further investment in content marketing in order to enhance customer acquisition efficiency and overall profitability.

Keywords: Customer Acquisition Cost, Content Marketing, Marketing Strategies, Microfinance Bank, Content Creation

INTRODUCTION

Content marketing has emerged as a critical strategy in the financial services industry, particularly for microfinance institutions like Lift Above Poverty Organization (LAPO) Microfinance Bank in Nigeria. Content marketing involves creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer actions (Ezeani & Nwosu, 2020; Pulizzi, 2012). The goal of this marketing strategy is to drive profitable customer action by building trust, establishing thought leadership and creating brand awareness and value-addition. Also, CM focuses on Blog post and articles, videos and podcast, social media post and stories E-books and whitepapers, Webinars and on-line, case studies and testimonies (Content Marketing Institute, 2021). In the context of microfinance, content marketing can serve as a powerful tool to educate potential clients about financial products, build trust, and differentiate services in a competitive market (Ahmad, 2020).

LAPO Microfinance Bank, headquartered in Lagos State, Nigeria, has been at the forefront of providing financial services to the underbanked population (NDIC, 2023). However, as the microfinance sector grows increasingly competitive, the cost of acquiring new customers has become a significant concern (Agyei-Boapeah, Adu-Boakye, Amankwah-Amoah & Brodmann, 2020; Chaerani, Viverita & Dony2022). Customer Acquisition Cost (CAC) represents the total expense incurred to acquire a new client, including marketing and sales expenditures (Bennett & Rundle-Thiele, 2002). Lowering CAC is crucial for the sustainability and profitability of financial institutions, especially in a market where resources are limited (Kotler & Keller, 2016).

Despite the recognized importance of content marketing, there is limited empirical research on its impact on CAC in the Nigerian microfinance sector (Adelakun & Olugbire, 2023; Al-Azzam & Parmeter, 2021; Chaerani, Viverita & Dony, 2022; Ezeani & Nwosu, 2020; Zhang & Zhang, 2021). Most existing studies have focused on the broader benefits of digital marketing or customer engagement without specifically addressing the cost implications (Chaffey & Ellis-Chadwick, 2019). This gap highlights the need for a focused study on how content marketing strategies affect CAC, particularly in the context of LAPO Microfinance Bank. Addressing this issue would provide valuable insights into the role of content marketing in microfinance banks' customer acquisition efforts in Lagos, enabling the development of more informed strategies to enhance efficiency and effectiveness in acquiring and retaining customers in this competitive market environment.

Furthermore, the microfinance sector in Nigeria faces increasing competition, with numerous institutions competing for a share of the market (Al-Azzam & Parmeter, 2021; Ekakitie-emonena, Okwuise, & Osuji, 2023; Liman, Hashim, & Arshad, 2016). In this competitive environment, acquiring new customers efficiently and cost-effectively has become a major challenge. LAPO Microfinance Bank, despite its reputation and established customer base, has not been immune to this challenge. The traditional marketing approaches previously employed may no longer be sufficient to attract new clients at a sustainable cost.

Content marketing presents an opportunity to address these challenges by engaging potential customers through relevant and valuable content. However, the effectiveness of content marketing in reducing Customer Acquisition Costs (CAC) within the Nigerian microfinance sector remains underexplored (Adelakun & Olugbire, 2023). Without empirical evidence, it could be difficult for LAPO Microfinance Bank to justify increased investment in content marketing or to optimize existing strategies. Therefore, the lack of empirical data on the influence of content marketing on CAC in LAPO Microfinance Bank is the gap that needs to be researched. This gap in knowledge impedes the bank's ability to make informed decisions about marketing strategies that could lower acquisition costs and enhance profitability. Therefore, the specific objective of the study is to investigate the extent to which content marketing influences CAC, providing actionable insights for LAPO and similar institutions in the sector.

LITERATURE REVIEW

Content Marketing

In order to draw in and hold on to a precisely defined target and eventually encourage profitable consumer action, content marketing is a strategic marketing method that focuses on producing and disseminating valuable, pertinent, and consistent information (Content Marketing Institute, 2021). Rather than just pushing a product or service, this marketing strategy focuses on producing and disseminating content that is interesting and educational for readers. A study conducted by Pulizzi and Barrett (2009) found that content marketing has grown in popularity as a tactic for companies trying to become thought leaders in their field and connect with their target market. According to the study, businesses who put a high priority on content marketing enjoy improvements in customer loyalty, brand awareness, and return on investment over their competitors. Content marketing can focus on different areas to promote a brand, engage audiences, and drive business goals (Ezeani & Nwosu, 2020; Godey, *et al.* 2021; Zhang & Zhang, 2021).

For LAPO Microfinance Bank, their content marketing strategy could focus on these key areas such as financial literacy and education, success stories and testimonials, and product awareness and offerings, among other things. Therefore, practically, LAPO can launch a financial literacy campaign where it publishes weekly blogs and videos on its website and social media platforms, educating its customers (especially low-income earners and SMEs) on effective ways to manage their finances, track expenses, and build savings. The campaign could also offer free financial workshops or training. The bank could actually create a #MyLAPOSuccess social media campaign, where clients share their journey of obtaining microloans and how their businesses thrived. This could involve short video interviews with customers or written success stories accompanied by photos of their business setups. More so, it can launch a "Know Your Product" campaign, where the focus is on each LAPO product, explaining it in detail via a combination of short explainer videos, infographics, and customer guides. This could be accompanied by social media posts targeting different customer segments (e.g., market traders, farmers, etc.). Thus, by leveraging these focused content marketing strategies, LAPO Microfinance Bank can strengthen its relationship with existing customers,

attract new clients, and build brand trust by offering valuable, actionable information (Godey, *et al.* 2021).

Additionally, a study conducted by Aitamurto and Tarkiainen (2021) emphasize how crucial consistency is to content marketing initiatives. In order to effectively engage and keep their audience, they contend that firms need to maintain a unified and consistent message across all platforms and channels. Businesses may become reliable information sources and create enduring connections with customers by regularly producing insightful and timely content. All things considered, a rising corpus of research backs up the idea of content marketing, emphasizing the need of producing relevant and consistent material to draw in and keep users. By concentrating on offering pertinent and interesting content, companies may successfully engage their target audience and encourage profitable consumer action (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, & Singh, 2021).

Customer Acquisition Cost

Customer acquisition cost (CAC) is the sum of money that a company needs to spend on sales and marketing initiatives in order to bring on a new client (Bennett & Rundle-Thiele, 2002). Its computation involves dividing the overall cost of client acquisition by the total number of customers attained within a given time frame (Dele, 2024). This measure is useful for organizations to assess the success of their marketing and sales efforts as well as how much they are spending on acquiring new clients. Generally speaking, a lower CAC denotes more effective customer acquisition procedures (Nwokedi & Ogbo, 2024).

Content Marketing and its Effect on Customer Acquisition Cost

Content marketing involves developing and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience, with the goal of driving profitable customer action (Pulizzi, 2014). According to Pulizzi (2014), effective content marketing helps build brand trust and authority, which can drive customer acquisition and retention. For microfinance banks, content marketing can educate potential clients about financial products and services, thereby enhancing their market reach and customer engagement (Holliman & Rowley, 2014).

Content marketing, plays a significant role in shaping customer acquisition strategies. By creating and distributing valuable content, organizations aim to attract and engage potential customers, ultimately influencing their acquisition costs. The importance of content marketing lies in its ability to build trust and authority, enhance brand visibility, and engage potential customers through informative and entertaining material (Holliman & Rowley, 2014). Content marketing strategies often include blog posts, articles, infographics, videos, and social media updates.

Studies have shown that social media marketing significantly impacts customer acquisition. A study by Patel (2020) indicates that social media platforms can be highly effective in attracting new clients by enhancing visibility and targeting specific customer segments. For microfinance banks, utilizing social media marketing strategies can lead to increased customer acquisition and market penetration (Zhang & Zhang, 2021).

Demand Metric (2014) report indicates that content marketing reduces CAC by attracting more engaged and qualified leads, thereby lowering overall marketing expenses. Patel (2020) further demonstrates that content marketing strategies lead to a decrease in CAC due to the efficiency of content in nurturing leads and driving conversions. Likewise, B2B Content Marketing Report (2020) finds that content marketing generates leads at a lower cost compared to traditional marketing methods, highlighting its effectiveness in reducing CAC.

The value creation theory posits that content marketing creates value for both the company and its customers. By offering valuable information and solutions, organizations can build a strong relationship with their audience, which can reduce CAC (Vargo & Lusch, 2004). Content that addresses customer pain points and provides solutions can lead to higher engagement rates and lower acquisition costs by attracting highly interested and qualified leads (Kotler & Keller, 2016). Effective content marketing thus influences CAC by accelerating the customer journey and reducing the resources needed to convert prospects into customers (Schultz & Bailey, 2000).

Content marketing can reduce CAC by generating high-quality leads at a lower cost compared to traditional advertising methods. Content marketing attracts organic traffic and engages potential customers over time, reducing the need for expensive paid acquisition channels (Holliman & Rowley, 2014). High-quality content can improve lead quality, which in turn affects CAC. According to Demand Metric (2014) report, content marketing generates 3 times more leads per dollar spent compared to traditional marketing methods. By attracting and engaging a targeted audience, content marketing helps in identifying leads that are more likely to convert, thereby reducing CAC (B2B Content Marketing Report, 2020).

Content marketing establishes brand authority and trust, which can influence CAC. Research by Content Marketing Institute (2021) highlights that brands with strong content marketing strategies are perceived as industry leaders, leading to higher conversion rates and lower CAC. Effective content builds credibility and trust, making it easier to acquire customers at a lower cost (Pulizzi, 2014).

Organizations, including microfinance banks, can leverage content marketing to optimize their customer acquisition strategies (Dele, 2024). By developing valuable and relevant content, organizations can create content that addresses the specific needs and interests of target audiences to attract high-quality leads; use engaging content to build relationships with potential customers, reducing the need for aggressive acquisition tactics; establish industry authority through thought leadership and expert content, which can lower CAC by increasing trust and credibility (Dele, 2024; Zhang & Zhang, 2021).

Theoretical Review

Microfinance banks, particularly in Lagos, Nigeria, are increasingly recognizing the importance of social media marketing for connecting with and engaging their target market. Leveraging social media platforms for marketing allows these institutions to enhance their visibility, attract new clients, and retain existing customers. The relationship between content marketing and customer acquisition costs for microfinance banks in Lagos can be analyzed through various

theoretical perspectives, providing a deeper understanding of how these strategies impact business performance.

Resource-Based View (RBV)

The Resource-Based View (RBV) theory posits that a firm's competitive advantage stems from its ability to manage and utilize resources that are valuable, rare, inimitable, and non-substitutable (Barney, 1991). In the context of LAPO Microfinance Bank and its content marketing strategy, RBV suggests that the bank's internal resources, such as marketing expertise, technology, and customer data, can be leveraged to create high-quality, targeted content that differentiates it from competitors.

Content marketing can be seen as a strategic resource under the RBV framework. If LAPO Microfinance Bank effectively harnesses its content creation capabilities and customer insights, it can produce content that not only resonates with its target audience but also drives customer acquisition at a lower cost (Pang, 2020; Du Plessis, 2015). This is because well-crafted content, tailored to meet the specific needs and preferences of potential customers, can reduce the need for expensive traditional marketing methods by attracting and engaging customers more efficiently. Moreover, the content produced becomes an intangible asset that reinforces LAPO's brand and fosters customer loyalty, further lowering long-term customer acquisition costs (Content Marketing Institute, 2021; Barney, 1991; Du Plessis, 2015; Kotler & Keller, 2016; Nwokedi & Ogbo, 2024; Pang, 2020; Patel, 2020; Rogers, 2003).

From an RBV perspective, the effectiveness of content marketing in reducing customer acquisition costs at LAPO Microfinance Bank is contingent upon the bank's ability to develop and deploy these unique resources in ways that are difficult for competitors to replicate (Barney, 1991; Patel, 2020; Rogers, 2003). This includes the creation of content that is not only informative and engaging but also aligned with the bank's core competencies and market positioning (Content Marketing Institute, 2021).

Diffusion of Innovation Theory (DOI)

The Diffusion of Innovation (DOI) theory, developed by Everett Rogers in 1962, explains how, why, and at what rate new ideas and technologies spread through cultures (Rogers, 2003). In the case of LAPO Microfinance Bank, DOI can be applied to understand how content marketing, as an innovative marketing approach, is adopted and diffused both within the bank and among its target audience. DOI identifies several key factors that influence the adoption of innovations, including relative advantage, compatibility, complexity, trialability, and observability. For LAPO Microfinance Bank, content marketing can be seen as an innovation that offers a relative advantage over traditional marketing methods by providing a more cost-effective means of acquiring customers (Content Marketing Institute, 2021; Du Plessis, 2015; Kotler & Keller, 2016; Rogers, 2003). This advantage becomes particularly relevant in the context of reducing customer acquisition costs, as content marketing enables the bank to reach a wider audience with lower expenditure compared to conventional advertising (Content Marketing Institute, 2021; Kotler & Keller, 2016; Nwokedi & Ogbo, 2024).

The adoption of content marketing within LAPO Microfinance Bank can also be examined through the lens of compatibility, which refers to how well the innovation aligns with existing values, past experiences, and needs of the adopters. If LAPO’s management and marketing teams perceive content marketing as consistent with their strategic goals and operational capabilities, the adoption process is likely to be smoother and more effective (Content Marketing Institute, 2021; Kotler & Keller, 2016). Complexity, another DOI factor, pertains to the perceived difficulty of understanding and implementing the innovation. For content marketing to positively impact customer acquisition costs, it is essential that LAPO’s marketing team is equipped with the necessary skills and knowledge to create and distribute content effectively (Content Marketing Institute, 2021; Du Plessis, 2015; Rogers, 2003). If the perceived complexity is too high, this could hinder the adoption and successful implementation of content marketing strategies. Finally, the theory emphasizes the importance of trialability and observability (Rogers, 2003). LAPO Microfinance Bank could benefit from pilot content marketing campaigns that allow for experimentation and learning before fully committing to the strategy (Content Marketing Institute, 2021). Observability, or the ability to see the results of content marketing efforts, will also play a crucial role in its adoption. Positive outcomes, such as a significant reduction in customer acquisition costs, will reinforce the perceived value of content marketing and encourage broader adoption within the bank (Kotler & Keller, 2016; Nwokedi & Ogbo, 2024; Pang, 2020; Patel, 2020; Rogers, 2003).

Integration of RBV and DOI

Integrating RBV and DOI provides a comprehensive framework for understanding how LAPO Microfinance Bank can use content marketing to reduce customer acquisition costs. RBV focuses on the internal capabilities and resources necessary for successful content marketing, while DOI offers insights into how the innovation of content marketing can be effectively adopted and diffused within the organization and the market. Together, these theories suggest that LAPO’s success in leveraging content marketing to lower customer acquisition costs will depend on both its internal resources and the strategic approach to adopting and implementing this marketing innovation. Therefore, by integrating RBV and DOI, LAPO Microfinance Bank can build a content marketing strategy that leverages its internal resources (financial expertise, customer data, localized presence) while adopting innovative approaches (personalized tools, user-generated content, and new content formats). This dual approach will ensure that content marketing becomes a cost-effective tool to reduce customer acquisition costs, attract new clients, and maintain a competitive advantage (Content Marketing Institute, 2021; Pang, 2020; Rogers, 2003).

METHODOLOGY

This study aimed to investigate the extent to which content marketing influences CAC, providing actionable insights for LAPO. Using a survey design, data were collected from a sample size of out of 2825 total staff strength which make up the population for the study. The sample was derived using Taro Yamane's (1967) formula for sample selection, as shown below:

$$n = \frac{N}{1 + N(e)^2}$$

Where: n = sample size; N = Population size = 2825; e = error of margin of significance = 5% = 0.05 on the basis of 95% confidence level)

Therefore:

$$n = \frac{2825}{1+2825(0.05)^2} = 399.858$$

n = 400 sample size

Thus, the sample size was approximately 400 respondents drawn from staff of LAPO domiciled in Lagos State, using convenience sampling technique. Convenience sampling is a type of non-probability sampling which enable the researchers to select the samples based on ease of access, availability, and willingness to participate (Hair, *et al.* 2016). This method is considered appropriate because it allows for the collection of data quickly and at a lower cost. Given that it may be costly and require a large resources to conduct large-scale probability sampling on a financial institutions like LAPO, convenience sampling makes the data collection process more manageable. Also, access to the full population (all LAPO customers or prospective clients) may be difficult due to geographical limitations, customer privacy regulations, or operational constraints, convenience sampling was considered to offer a practical way to collect data from easily accessible segments of the population, such as customers visiting a branch and or interacting with the organization's social media channels.

Collection of primary data involved a structured closed-ended questionnaire focusing on content marketing and its influence on customer acquisition cost (CAC). This was administered to the 400 customers as determined by the sample size determination. 10 branches of LAPO was identified across its service areas with the highest customer traffic. These branches are in key locations in Lagos, ensuring logical representation from various part in Lagos. These branches were chosen because they are easily accessible, and customers who visit the branch can provide immediate feedback. Data collection is planned over three weeks. During this time, the research team was able to collect significant feedback from customers who visit the branches. The three-week timeframe is chosen to ensure that enough customers are surveyed to meet the sample size goal (400 customers), without extending the research period too long. Therefore, selecting participants using convenience sampling require that at each branch, the research team approaches customers as they wait for service or after they complete their transactions. Any customer who visits the branch and is willing to participate is included in the sample. Thus, customers are chosen based on availability and willingness to participate at the moment, which is the essence of convenience sampling. This approach ensures that the data collection process is quick and easy for both the research team and the participants.

Furthermore, Principal Component Analysis (PCA) was conducted using SPSS Version 27.0 to identify latent factors and ensure the validity of the instrument. The Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity assessed the adequacy of the sample and the relationships among variables. A KMO value above 0.60 indicated the data were suitable for

factor analysis. The results supported the validity of PCA. To ensure reliability, the test-retest method was used, and Cronbach's Alpha was calculated, yielding a reliability index of 0.807, demonstrating a high degree of consistency and reliability for the study's constructs.

Table 3:1 Cronbach's Alpha Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	N
.811	.801	32	35

Source: Author's Computation, 2024

The study utilized both descriptive and inferential statistical analyses, processed with IBM SPSS Version 27.0. Descriptive statistics, including mean, standard deviation, and frequency summarized questionnaire responses. Regression analysis was applied to explore how content marketing strategy (independent variable) influences CAC (dependent variable). This analysis provided insights into the significance and strength of the relationships among the variables.

Model Specifications for the Hypothesis

$$CoMkt = f(CAC)$$

$$CoMkt = \beta_0 + \beta_1 CAC + \epsilon$$

Where:

CoMkt= Content Marketing Strategy (Dependent variable)

β_0 = Intercept of the model.

β_1 = Estimate of the parameter of the independent variable in the model of the slope.

E= Error term.

CAC= Customer Acquisition Cost (Independent variable)

RESULTS AND DISCUSSION

Preliminary Analysis

Table 4.1 exhibits that the responses from the administered questionnaires indicate a high level of participation. Out of the 400 copies of questionnaire distributed, 379 were returned, resulting in a response rate of 94.75%. This high response rate is considered satisfactory and supports the validity of the instrument used in the study.

Before conducting the data analysis, tests for out-of-range and missing values were performed as recommended by Roni, Djajadikerta and Ahmad (2015). The missing value percentage was 5.25%, well below the 20% threshold suggested by Hair, Black, Babin and Anderson (2016), indicating that the data were accurately coded and entered. This ensured the reliability of the analysis. Descriptive and inferential statistical analyses were then conducted to investigate the extent to which content marketing influences customer acquisition cost (CAC). The high

response rate and thorough data preparation validate the robustness of the findings and support the conclusions drawn from the study.

Descriptive Statistics

The study's constructs including content marketing strategy (CoMkt) and customer acquisition cost (CAC) undergone descriptive statistics measurements. The computed values include mean (M), standard deviation (SD), skewness, and kurtosis. These measurements were conducted to assess the normality distribution and degree of asymmetry for each construct. The results are presented Table 4.2

The table depicts that the Mean and Standard Deviation values for the two items (ConMkt & CAC) representing content marketing strategy and customer acquisition cost criterion were within the statistical acceptable range. The mean and standard deviation for the items content marketing (ConMkt), and customer acquisition cost (CAC) were 4.43 & 0.664; and 4.01 & 0.917 respectively. This posits that the means for all items were greater than the standard deviation thereby they were within the statistically acceptable benchmark.

Moreover, the reported Skewness and Kurtosis for content marketing (ConMkt) and customer acquisition cost (CAC) were -1.400 & 3.823; -1.535 & 3.001 respectively. These posit that Skewness and Kurtosis for the values were not outside the range of normality, so the distribution of the values was considered to be statistically appropriate for the study.

Factor Analysis and Internal Consistency Reliability Results

The Kaiser-Meyer-Olkin (KMO) value and Bartlett's Test of Sphericity were utilized to assess the sampling adequacy and correlations in the data prior to conducting the factor analysis. The values of the KMO and Bartlett test of sphericity for the variables are presented in appendix 3 (Table 4.3). The table elucidates that all the variables have a KMO above 0.5. The Bartlett's test of sphericity shows chi-square values for the variables at 6994.141, and the corresponding p-values of 0.000 are less than the significance level of 0.05. This test assesses whether the correlations between variables are significant enough for factor analysis to be appropriate (Field, 2005). Furthermore, the table indicates that Bartlett's test is highly significant ($p < 0.001$) and suitable for further analysis. Detailed information on the factor analysis and internal consistency reliability is presented in appendix 4: (Table 4.4). The current study employed Principal Component Analysis (PCA) with Varimax as the rotation method.

The factor analysis results presented in table 4.4 (appendix 4 showed that all 8 items generated components based on Kaiser's criterion, which involves retaining Eigenvalues greater than 1.0 (Field, 2005). The rotated component matrix, utilizing PCA with Varimax rotation, indicated that all variables related to the 8 items were retained for further analysis. To confirm the internal consistency reliability of the items, Cronbach's Alpha was employed (as demonstrated in Table 3.1).

Test of Hypothesis

H0₁: Content marketing has no significant influence on customer acquisition cost.

Regression analysis was the instrument used to test this hypothesis as shown in table 4.5 and 4.7.

Table 4.5 Regression Model Summary of Influence Content Marketing on Customer Acquisition Cost.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581 ^a	.337	.335	1.077

a. Predictors: (Constant), ConMkt

Source: Author’s Computation, SPSS 27.0, 2024

The model summary as shown in table 4.5 posits that content marketing strategy is a positive and significant predictor of customer acquisition cost in microfinance banks in Nigeria. The correlation coefficient (R) value of 0.581 (58.1%) signifies that there is positive significant relationship between content marketing strategy (ConMkt) and customer acquisition cost (CAC) in microfinance banks in Nigeria. The table equally demonstrated that the coefficient of determination, R-square value of 0.337 (33.7%) implies that content marketing strategy (ConMkt) accounted for 33.7% when determining customer acquisition cost (CAC) in microfinance banks in Nigeria. It also depicts that 33.7% variability change in customer acquisition cost (CAC) in microfinance banks in Nigeria is explained by a unit change in content marketing strategy (ConMkt). Furthermore, the adjusted R² value of 0.335 (33.5%) established that content marketing strategy (ConMkt) actually contribute to variation in the level of customer acquisition cost (CAC) in microfinance banks in Nigeria. This is good enough in determining the goodness of fit for the model and for making predictions.

Further, table 4.6 (appendix 5) described the overall diagnostic test of significant using Analysis of Variance (ANOVA) between content marketing strategy (ConMkt) and customer acquisition cost (CAC) in LAPCO microfinance bank in Nigeria. The ANOVA results for regression coefficients indicate that the significant value of the F-statistics at F=191.677>F-table=3.84 at a degree of freedom of (1, 377) with p-value< 0.05. This posits content marketing strategy (ConMkt) significantly influence customer acquisition cost (CAC) in LAPCO microfinance bank and therefore represent a good fit for the model. Thus, the F-statistics value of 191.677 with the probability value of 0.000 posits that the independent variable (explorative) of content marketing strategy (ConMkt) explained the variations in the dependent variable in term of customer acquisition cost (CAC) in LAPCO microfinance bank at 95% confidence level.

Table 4.7 Regression Coefficients of Beta and t-test statistics

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.750	.373		2.007	.045
ConMkt	1.154	.083	.581	13.845	.000

a. Dependent Variable: CAC

Source: Author’s Computation, SPSS 27.0, 2024

Table 4.7 reveals that the coefficient value for content marketing strategy (ConMkt) positively and significantly influences customer acquisition cost (CAC) in LAPCO microfinance bank in Nigeria. As shown in the table, customer acquisition cost (CAC) in LAPCO microfinance bank would be equal to 0.750 when all other variables were constant. It would increase by 1.154 when there is a unit increase in content marketing strategy (ConMkt). Furthermore, the table depict that the beta coefficient in respect to content marketing strategy (ConMkt) was 1.154 with t-test value of 13.845 and $p < 0.005$ at 5% level of significance. This posits that content marketing strategy (ConMkt) is a positive and significant predictor of customer acquisition cost (CAC) in LAPCO microfinance bank. The coefficient of trend analysis were $\beta_1 = 1.154$ and t-test 13.845 was significant at 5%. This portrays that content marketing strategy actually contribute significantly to customer acquisition cost (CAC) in LAPCO microfinance bank in Nigeria with p-values = $0.00 < 0.05$. Therefore, the study rejected the null hypothesis and accepted the alternative hypothesis which established that content marketing strategy actually contribute to customer acquisition cost (CAC) in LAPCO microfinance bank in Nigeria, at 95% level of confidence.

Discussion of Findings

This study investigate influence of content marketing strategy on customer acquisition cost (CAC) in LAPCO microfinance bank in Lagos State, Nigeria. Findings from test of hypothesis formulated in line with the specific objective demonstrates a significant relationship between content marketing strategy (ConMkt) and customer acquisition cost (CAC), with a beta coefficient (β) of $\beta = 1.154$, a t-test value of t-test 13.845, at a significance level of $p < 0.005$. This result supports the hypothesis that content marketing strategy is a positive predictor of customer acquisition cost, validating its impact on the performance of microfinance banks.

The positive beta coefficient ($\beta = 1.154$) indicates a moderate positive relationship between content marketing efforts and customer acquisition cost in LAPCO. The analysis of content marketing efforts at LAPO Microfinance Bank reveals a moderate positive relationship between content marketing and customer acquisition costs, as indicated by the positive beta coefficient ($\beta = 1.154$). This suggests that as LAPO Microfinance Bank increases its content marketing activities, there is a corresponding increase in the efficiency of customer acquisition efforts, although this relationship is not excessively strong. This suggests that effective content marketing strategies contribute to the reduction of customer acquisition costs. Content marketing strategy involves creating and distributing valuable, relevant, and consistent content

to attract and engage a target audience (Pulizzi, 2014). By providing informative and engaging content, organizations can build trust and credibility, leading to more efficient customer acquisition processes.

The high t-test value of 13.845 and the significance level ($p < 0.005$) confirm that the observed relationship is statistically significant. This statistical significance underscores the reliability of the relationship between content marketing strategy and customer acquisition cost. For microfinance banks, this result implies that investing in well-crafted content marketing strategies can lead to a more cost-effective approach to acquiring new customers. Content marketing strategy can enhance brand visibility, attract qualified leads, and improve conversion rates, ultimately reducing the overall cost of acquiring new customers. The acceptance of the hypothesis highlights the value of integrating content marketing strategy into social media marketing management strategies. Microfinance banks should focus on developing high-quality content that resonates with their target audience, addressing their needs and concerns. Effective content marketing can lead to higher engagement, better lead generation, and reduced acquisition costs, contributing to improved overall performance.

The findings are consistent with theoretical perspectives on content marketing and its impact on customer acquisition. Dynamic resource theory posits that delivering relevant and valuable content can attract and convert potential customers more efficiently than traditional marketing methods (Pulizzi, 2014). Empirical research supports this view, showing that content marketing can lower customer acquisition costs by improving lead quality and conversion rates (B2B Marketing, 2016).

CONCLUSION AND RECOMMENDATIONS

Given the findings reported in the study, it is concluded that content marketing strategy have significant influence on customer acquisition cost (CAC) in LAPCO microfinance bank. Specifically, the positive coefficient indicates that content marketing is an effective tool for engaging potential customers, enhancing brand visibility, and ultimately contributing to customer acquisition, though it does not dramatically reduce costs.

The following recommendations were made on the basis of the reported findings

- To maximize the benefits of content marketing, LAPO Microfinance Bank should focus on optimizing its content strategy. This includes developing targeted content that resonates with specific customer segments, addressing their unique needs, and providing value. By tailoring content to different stages of the customer journey, LAPO can further enhance the effectiveness of its content marketing efforts.
- To strengthen the moderate positive relationship between content marketing and customer acquisition costs, LAPO should consider expanding its content distribution channels. Leveraging social media platforms, email marketing, and partnerships with relevant online communities can increase the reach and effectiveness of content marketing efforts.
- As content marketing continues to evolve, it is crucial for LAPO's marketing teams to stay updated with the latest trends and best practices. Ongoing training and professional development will enable the team to create more compelling content and adapt to changing

customer preferences, thus enhancing the impact of content marketing on customer acquisition.

- Regular evaluations of content marketing efforts should be conducted to assess their impact on customer acquisition costs. By periodically reviewing the effectiveness of different content strategies, LAPO can make data-driven adjustments to ensure that its marketing efforts align with business objectives and contribute to cost-effective customer acquisition.

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..... UJM Volume 3, Number 2, September 2024 (Special Edition)

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