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Video Content Marketing Strategy To Enhance Personal Branding Through A Case Study On DL's Sticky Milk Product

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Abstract

This research analyzes the strategy of creating video content marketing to enhance the personal branding of the local beverage product Sticky Milk DL. A qualitative descriptive approach with a case study method was used. Data were collected through in-depth interviews with the brand owner, observation of the content production process, and documentation of the official social media accounts used in the marketing campaign. The analysis covers the pre-production, production, and post-production stages, as well as the impact of the videos on audience perception. The results show that video marketing designed with strong storytelling, attractive visuals, and authentic narrative builds an emotional connection with the audience and strengthens the product's personal branding. This strategy increased consumer engagement on social media, expanded market reach, and differentiated Sticky Milk DL from local competitors. The study recommends maintaining consistency in visual content delivery and using social media as the main platform for brand awareness and positioning strategies, while leveraging the rapidly growing short-form video trend on platforms such as TikTok, Instagram Reels, and YouTube Shorts. The main challenge lies in sustaining content production single-handedly amid limited time and equipment, and the lack of a systematic, data-based performance evaluation.

Keywords:content marketing; personal branding

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INTRODUCTION

Promotional videos are a form of marketing communication that utilizes visual and audio media to introduce products or services to target consumers in an engaging and effective manner. Content marketing is considered more effective in reaching consumers and potential consumers because conventional advertising is increasingly easily ignored by audiences (Pulizzi & Barrett, 2009). Content marketing is not just an ordinary post, but is specifically designed to interact, build relationships, and leave a lasting impression on users (Sanawiri & Iqbal, 2018), with the voluntary nature of content consumption so that audiences can access it whenever and wherever they want.

On the other hand, personal branding is a crucial element in assessing individuals and brands based on the actions and values perceived by audiences when interacting with them. As the number of internet users increases globally, personal branding is widely implemented to promote a brand's values, experiences, and functions online (Hsin et al., 2018). Effective personal branding is built on several key elements, namely authenticity, integrity, consistency, specialization, authority, distinctiveness, relevance, visibility, persistence, goodwill, and performance, which are communicated consistently through various digital channels (Mustaqimmah & Firdaus, 2021). Consistent personal branding development on social media makes it easier for audiences to recognize the unique character of an individual or brand and builds credibility in their field (Yovelin & Paramita, 2023).

The development of digital technology in 2025 to 2026 will bring significant changes to the way businesses market their products. Platforms like TikTok, Instagram Reels, and YouTube Shorts now dominate digital consumer behavior, with short-form video content being the most popular format (We Are Social & Meltwater, 2024). This trend opens up significant opportunities for MSMEs to build personal branding without requiring large production costs, as audiences increasingly prefer content that appears authentic and is created by individuals, rather than solely by large corporations.

Many studies have been conducted on content strategy and personal branding. Panegak and Kusumandyoko (2021) examined the design of batik promotional videos as a medium for cultural education; Felix et al. (2023) analyzed the personal branding strategies of public figures on TikTok; Ariwibowo et al. (2024) reviewed students' understanding of Instagram content themes for personal branding; Yusanda et al. (2021) examined students' personal branding strategies through Instagram; Yunita et al. (2021) discussed content marketing as a brand awareness strategy during the pandemic; while Pandrianto and Genep (2018) highlighted the role of social media in maintaining brand

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engagement. Unlike these studies, which generally focus on public figures, students, or specific crisis contexts, this study develops a video-based content marketing strategy from scratch for a local home-based brand, while reviewing the production process comprehensively, from pre-production to post-production.

Sticky Milk DL is a local milk-based beverage business that was founded in early 2023 and is independently managed by its owner. As a home-based MSME with limited resources, Sticky Milk DL relies on Content Marketing videos on Instagram and TikTok as its primary strategy to introduce its products and build its owner's Personal Branding. Based on this description, this study aims to analyze the Content Marketing video creation strategy implemented by Sticky Milk DL in an effort to improve Personal Branding, covering the pre-production, production, and post-production stages, and its impact on brand development.

RESEARCH METHODS

This study used a qualitative method with a descriptive approach, namely research conducted to determine the value of a variable independently without making comparisons or linking it to other variables (Sugiyono, 2013). The study was conducted at the Sticky Milk DL business location which operates from the researcher's private residence, with the research object being the production and distribution strategy for Content Marketing videos on Sticky Milk DL's official Instagram and TikTok accounts.

Data was collected through three techniques. First, documentation, which involves collecting data and information in the form of archives, written texts, and images that support the research (Sugiyono, 2018). Second, in-depth face-to-face interviews with brand owners and content producers, referring to a questionnaire guide for informants (Kriyantono, 2020). Third, literature review, which involves collecting library data, reading and taking notes, and organizing relevant research materials (Zed, 2008).

The type of data used is qualitative, namely naturalistic data that describes the field situation as it is without manipulation or experimentation, and emphasizes understanding the phenomenon from the participant's perspective. Data sources consist of primary data obtained directly through observation and interviews, as well as secondary data in the form of reports, publications, articles, and social media documentation relevant to the research topic.

Data analysis was conducted qualitatively and descriptively through three stages: data reduction by selecting and focusing on key points based on the problem formulation; data presentation in the form of a systematic narrative description; and

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inductive drawing of conclusions based on field findings linked to the theoretical framework of the Content Marketing and Personal Branding video strategy that has been developed.

The content production stages that form the framework for this research are shown in Figure 1.

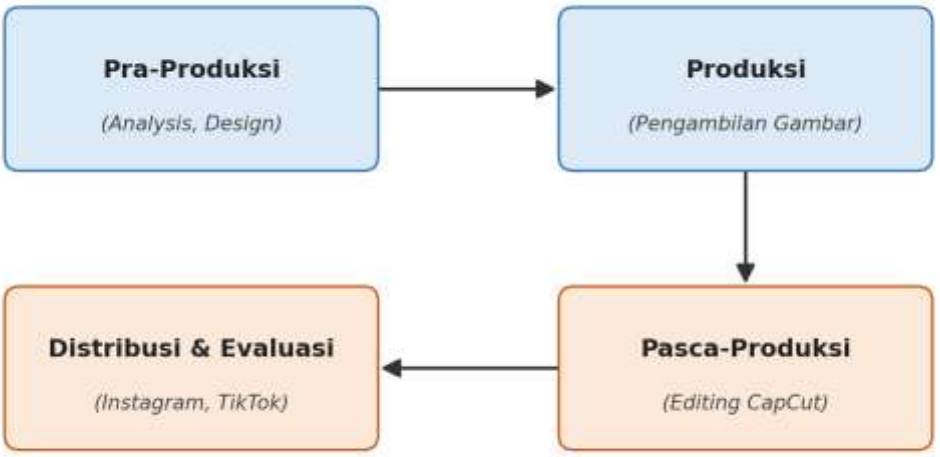


Figure 1. Scheme of Stages of Video Content Marketing Creation Strategy
Source: Adapted from pre-production, production, and post-production stages, 2025

Time, Place, and Subject of Research

The research was conducted from 2024 to 2025 at the Sticky Milk DL business location, namely at the researcher's residence which is strategically located near a densely populated residential area and several campuses in Malang City, East Java, where all product production, distribution, and marketing activities take place, including the process of creating promotional video content.

The primary subject of this research was the owner of Sticky Milk DL, a business that also served as a researcher, content creator, and video editor. Interviews also included sources from both existing and new consumers, to gain a more comprehensive understanding of audience perceptions of the content produced.

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RESULTS AND DISCUSSION

A Brief Profile of Sticky Milk DL

Sticky Milk DL is a local milk-based beverage business independently pioneered by researchers since early 2023, starting from an interest in the trend of contemporary milk-based drinks that are popular among young people. The name "Sticky Milk DL" is taken from the characteristics of the creamy and sweet product and the owner's initials as a symbol of Personal Branding. The main characteristic that distinguishes Sticky Milk DL from other milk drink brands or milk tea such as Chatime, Mixue, Teguk, and Haus lies in the texture of two contrasting layers: liquid milk at the base and a thick flavor mixture (chocolate, matcha, or taro) that sticks and melts slowly on the walls of the glass, resulting in a distinctive instagrammable visual effect and layered taste sensations, ranging from savory to sweet and creamy. This business is fully managed by the owner, from product blending to digital content production, with the vision of becoming a widely known local beverage brand through a creative marketing approach that is close to its young consumers.

At its inception, Sticky Milk DL only produced a few flavors with simple ingredients and basic kitchen equipment, and promoted them on a limited basis through WhatsApp status updates and personal Instagram accounts. Technically, the top layer of Sticky Milk is made using a mixture of powdered creamer, powdered milk, and sweetened condensed milk to create a thick, sticky, and dense texture, while the base layer is made of regular liquid milk; the combination of these two layers creates an aesthetically pleasing visual effect that is appealing to photograph and record.

Sticky Milk DL operates from the researcher's residence, strategically located near a densely populated residential area and several campuses. The majority of customers are students, college students, and young people who are active on social media. The business structure is independently managed by the researcher, who serves as owner, content creator, video editor, social media administrator, and customer service representative, reflecting the flexibility typical of home-based MSMEs.

Pre-Production Strategy

The pre-production stage begins with determining the content's purpose, whether to introduce a new flavor, build brand image, or increase engagement with the audience. The theme is selected based on research into current trends on TikTok and Instagram and the characteristics of the target audience, which is predominantly teenagers and college students. Once the theme is determined, researchers develop a short script and

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scenario, for example, starting with a behind-the-scenes look at the drink's creation, followed by a close-up of the final product, and concluding with a call to action, such as an invitation to order via direct message. This stage also includes preparing simple equipment such as a smartphone with a clear camera, a mini tripod, a ring light, and the CapCut video editing app. Shooting is scheduled during the day to maximize natural lighting. The entire pre-production process, from trend research to equipment preparation, takes approximately 5 to 10 hours for each content and is carried out independently by the business owner.

Table 1. Video Content Production Schedule

No	Activity	Duration	Information
1	Content trend research	1–2 hours	Observing viral trends on TikTok and Instagram
2	Determination of concept and theme	30–60 minutes	Adapt to the product and target audience
3	Screenplay/script writing	1–2 hours	Create a short storyline and dialogue
4	Preparation of properties and materials	1–2 hours	Prepare drinks, equipment, and decorations
5	Preparation of shooting equipment	30 minutes	Camera, tripod, and lighting setup
6	Shooting	1–3 hours	Shooting with various angles and takes
7	Video editing	2–4 hours	Using the CapCut application
8	Review and revision	30–60 minutes	Check the final result before publishing
9	Post scheduling	15–30 minutes	Determining the optimal upload time

Source: Personal Document, 2025

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Production Strategy

During the production stage, shooting was carried out using a high-quality smartphone camera with the support of a mini tripod to maintain video stability, from various angles such as close-ups for product textures, medium shots for the manufacturing process, and flat lays for aesthetic displays. Researchers utilized a combination of natural lighting from windows and ring lights to produce brighter footage, while interactive elements such as satisfied expressions after tasting drinks and overlay text were also included to strengthen the visual appeal. Live sound recording was rarely used because most content relies on music and additional narration during the editing process. This efficient production approach proves that limited equipment is not a barrier to producing content that can compete on social media.

Table 2. Production Equipment Specifications

No	Equipment	Specification	Function
1	Smartphone	Minimum 48MP camera, OIS stabilization	Main shot
2	Mini tripod	Height 25–50 cm, adjustable	Maintaining camera stability
3	Ring light	Diameter 26 cm, 3 color modes	Additional lighting
4	Background	Plain or aesthetic fabric	Clean and attractive background
5	Additional properties	Transparent glass, spoon, topping	Supporting product visuals
6	Editing application	CapCut Pro	Video editing and finalization

Source: Personal Document, 2025

Post-Production and Content Distribution Strategy

The post-production process is entirely carried out using the CapCut application, starting from selecting the best clips, arranging the flow according to the scenario, to adding background music, transition effects, color filters, narrative text, and brand logos

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to strengthen the visual identity. Video duration is kept between 15 and 60 seconds, adjusting to algorithm preferences and social media user habits. In its distribution, Instagram functions as a digital storefront that displays a consistent visual feed containing product photos, promotional videos, and customer testimonials through the Reels feature, while TikTok is focused on lighter, viral, and spontaneous content through popular trends and sounds. Uploads are scheduled consistently three to four times a week during user active hours, namely 12:00–13:00 and 19:00–21:00 WIB, accompanied by communicative captions and relevant hashtags such as #minumankekinian and #bobadrink.

Content Format and Frequency per Platform

The video format and duration are adjusted to the characteristics of each platform. Instagram Reels uses 9:16 vertical videos with an ideal duration of 15–60 seconds and an upload frequency of 3–4 times per week; TikTok uses 9:16 vertical videos with an ideal duration of 15–60 seconds and an upload frequency of 3–5 times per week; Instagram Feed uses 1:1 square videos with an ideal duration of 30–90 seconds and an upload frequency of 1–2 times per week; while Instagram Stories uses 9:16 vertical videos with a duration of around 15 seconds and an upload frequency of daily.

The Impact of Video Content Marketing on Personal Branding

The video content marketing implemented by Sticky Milk DL has had a significant impact on the owner's personal branding. Through consistent visual content, supported by personal storytelling and a warm communication style, the researcher successfully built an image as a creative, professional, and close individual with the audience, while creating a stronger emotional connection with loyal customers. This impact is reflected in the social media evaluation data before and after the strategy implementation (Table 1), which shows an increase in Instagram followers from 120 to 655 accounts, TikTok followers from 35 to 422 accounts, as well as an increase in average likes, comments, direct messages, orders, and shares/saves on each post.

Table 3. Results of Sticky Milk DL's Social Media Evaluation Before and After Implementing the Strategy

Indicator	Before Strategy	After Strategy
Instagram Followers	120	655

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Indicator	Before Strategy	After Strategy
TikTok Followers	35	422
Average Likes/Post	12	55
Average Comments/Posts	2	8
DM per Week	5	18
Orders per Week	28	60
Share/Save per Post	3	15

Source: Personal Document, 2025

This increase aligns with the characteristics of personal branding, namely visibility, authenticity, and performance (Mustaqimmah & Firdaus, 2021), where the owner's consistent and authentic presence in videos makes them more recognizable and trustworthy to the audience. Many audience comments directly mention the business owner's name or respond to the presentation style in the videos, indicating that the brand and owner are beginning to merge in consumer perception. Visual consistency, including uniform color filters, distinctive typography, and harmonious background music, also strengthens brand recognition without the audience needing to see the account name explicitly.

Based on Table 1, all indicators increased after the strategy was implemented, with the highest increases occurring in TikTok followers (1,105.71%) and Instagram followers (445.83%), followed by shares/saves per post (400.00%) and average likes per post (358.33%). A visualization of the percentage increase for each indicator is shown in Figure 3.

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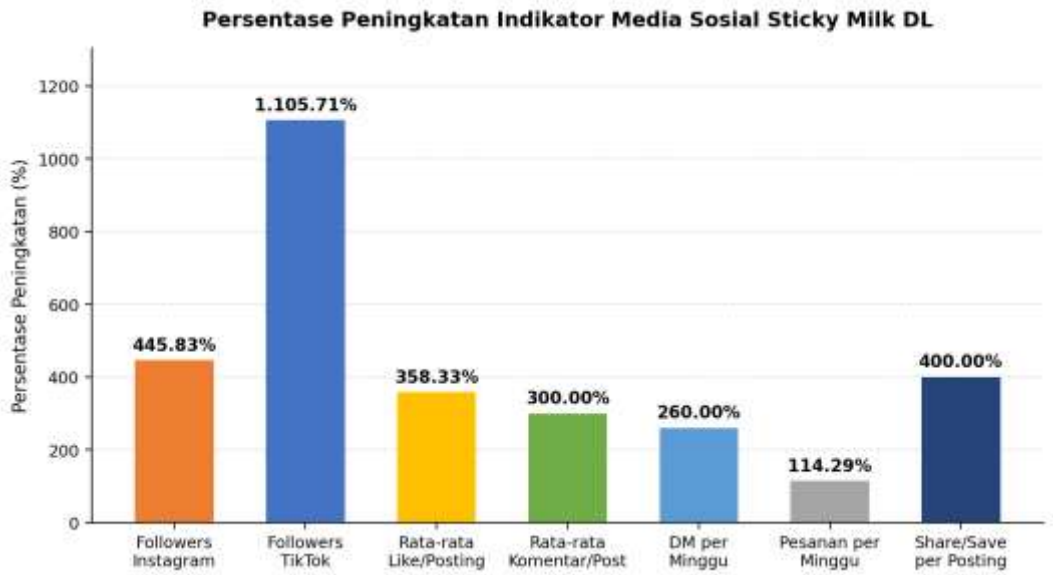


Figure 2. Percentage Increase in Sticky Milk DL Social Media Indicators
Source: Personal Document, processed by researcher, 2025

Strategy Analysis in the Framework of Content Marketing Theory

The pre-production strategy, designed based on the trends and visual preferences of young audiences, reflects the principles of relevance and authenticity in Personal Branding theory (Mustaqimmah & Firdaus, 2021), while also supporting Sanawiri and Iqbal's (2018) view that Content Marketing must be able to invite emotional engagement, not just convey information. The production and post-production approach that maximizes simple tools also proves the statement of Pulizzi and Barrett (2009) that the main strength of Content Marketing lies in the ability to tell a meaningful story, not solely in the sophistication of production techniques. The use of vertical video formats lasting 15–60 seconds also aligns with the dominance of short video content on the TikTok, Instagram Reels, and YouTube Shorts platforms, which have become a trend since 2025 (We Are Social & Meltwater, 2024), so the strategy implemented by Sticky Milk DL can be said to be adaptive to the current developments in the digital marketing landscape.

Advantages, Disadvantages, and Challenges of Strategy Implementation

This strategy has several advantages, including cost-effectiveness due to relying solely on smartphones and free apps, visual consistency that strengthens brand

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recognition, and the emotional connection created by the owner's direct presence in the video. On the other hand, several disadvantages were also identified, namely limited human resources and equipment that make the production process longer, inconsistent technical quality (lighting and audio), and a lack of analytical data-based evaluation to measure content performance in depth.

The main challenges faced included time constraints as researchers had to divide their attention between beverage production, order management, and content creation; limited equipment, especially lighting, during nighttime filming; limited ideas to prevent content from becoming monotonous; and changes in platform algorithms that impacted reach. Solutions implemented included batch production and structured content scheduling, utilizing natural lighting and enhancement features in editing applications, regular trend research, and content diversification with active audience engagement.

In addition to technical challenges, there are also psychological challenges in the form of decreased engagement or audience responses that are not as expected at certain moments, which also tests the researchers' mentality and consistency in producing content. The solution implemented is to remember the initial goal of building a brand, seek inspiration from other creators, and not be too fixated on statistical figures, so that the focus on the process and continuous improvement is prioritized over the pursuit of instant validation. As a medium-term precautionary measure, purchasing an additional, larger ring light is also considered to improve the quality of production lighting.

Summary of Challenges and Solutions in Content Production

Table 4. Challenges and Solutions in Content Production

No	Challenge	Impact	Implemented Solutions
1	Time constraints	Irregular content	Batch production and scheduling
2	Inconsistent lighting	Video quality is reduced	Take advantage of natural light, editing enhancement
3	Limited content ideas	Monotonous content	Routine trend research, concept adaptation
4	Platform algorithm changes	Reach decreased	Content diversification, active engagement

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No	Challenge	Impact	Implemented Solutions
5	Budget constraints	Can't hire a team	Self-paced training, take advantage of free resources
6	Negative feedback	Lowering motivation	Make evaluation, improve content
7	Competitor pressure	Loss of differentiation	Focus on product uniqueness and personal touch

Source: Personal Document, 2025

Implications for Business Growth

The implementation of a video content marketing strategy has had positive implications for Sticky Milk DL's business growth, reflected in increased brand exposure on social media and growing product demand after a number of videos gained widespread attention. Many new consumers first learned about the product through video content before placing orders via direct message or WhatsApp, thus this strategy has helped reduce reliance on conventional promotional methods. In addition to impacting sales, this strategy has also strengthened Sticky Milk DL's position as a professional and digitally adaptive local brand despite being managed from home, while also opening up opportunities for collaboration with content creators and invitations to attend MSME bazaars as a foundation for sustainable business growth.

CONCLUSION

Based on the research results and discussion, it can be concluded that the Content Marketing video creation strategy implemented by Sticky Milk DL, through pre-production, production, and post-production stages carried out independently with simple equipment, plays a significant role in improving the owner's Personal Branding while expanding the business's reach. A consistent visual approach, strong storytelling, and the use of Instagram and TikTok as primary platforms have proven effective in attracting audience attention and building a professional yet authentic image. The resulting video content not only showcases the product, but also represents the business owner's personal values, such as honesty, closeness, and entrepreneurial spirit, which in turn increases engagement, forms a positive perception of the brand, and strengthens customer loyalty.

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For Sticky Milk DL, it is recommended to continue maintaining the consistency of authentic content production and start utilizing social media analytics data regularly to evaluate content performance more measurably, as well as considering the use of additional tools such as an external microphone or stabilizer to improve the technical quality of the video. For other MSMEs, this strategy can be used as inspiration that building a brand through digital media does not require expensive equipment, but rather creative ideas, closeness to the audience, and consistent delivery of personal messages. Further research can develop a quantitative approach to numerically measure the impact of video content marketing on consumer behavior, as well as expand the comparison of content strategies between home-based businesses and larger-scale brands.

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