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The Impact of Brainstorming Techniques and Story Development on the Effectiveness of Digital Marketing Campaigns: An Empirical Study in the Digital Era

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Abstract: This study examines the impact of brainstorming techniques and story development in digital marketing campaigns on engagement, conversion rates, and brand awareness. The use of brainstorming techniques that involve collaboration among marketing teams generates more creative, relevant, and engaging campaign ideas for the audience, which increases interactions such as likes, shares, and comments, as well as encourages further actions like purchases. Meanwhile, structured and emotional story development can create a deeper connection between the brand and the audience, ultimately enhancing brand awareness in the market. This study shows that both techniques can significantly improve the effectiveness of digital marketing campaigns, in terms of boosting audience engagement, conversion rates, and brand recognition. The practical implications of this research suggest that companies should involve the entire team in brainstorming sessions to create fresher and more relevant campaign ideas. Moreover, emotional storytelling development should be an integral part of marketing strategies. This research also opens up opportunities to compare brainstorming techniques with other creative methods and explore their application across various industry sectors. The findings of this study can enrich content marketing and storytelling theories, and serve as a guide for companies in designing more effective and creative digital marketing campaigns.

Keywords: Brainstorming Techniques, Digital. Story Development, Campaign Effectiveness, Digital Marketing

INTRODUCTION

Digital marketing has evolved rapidly in recent decades, driven by technological advancements and changes in consumer behavior, with consumers increasingly relying on digital platforms to access information and interact with brands. As part of the marketing process, storytelling has become a highly effective strategy in building stronger relationships with audiences (Chaffey & Smith, 2022). Well-crafted stories can enhance appeal, help brands

connect with consumers on an emotional level, and encourage consumers to engage further with the brand (Pulizzi, 2016).

However, effective story development does not happen by chance. The creative process used to generate these stories often begins with brainstorming techniques. Brainstorming allows marketers to collaboratively gather innovative ideas that will later be shaped into compelling and relevant stories for the audience (Brown, 2007). This technique plays a crucial role in designing narratives that are not only informative but also inspire the audience to take action, such as sharing content, following campaigns, or making purchases.

In the context of digital marketing, the success of a campaign can be measured using various metrics such as engagement, conversion rate, and brand awareness. Therefore, it is important to understand the extent to which brainstorming techniques and story development influence these outcomes in digital marketing campaigns. Brainstorming and story development play a significant role in creating engaging and effective digital marketing campaigns. Brainstorming helps generate fresh ideas, ensuring the campaign remains relevant to market trends, and clarifies the message to be communicated. Meanwhile, story development or storytelling makes the campaign more emotional, enhances audience engagement, and strengthens brand awareness.

In this digital era, companies are increasingly utilizing social media and digital platforms to run marketing campaigns. However, although content marketing and storytelling have been recognized as effective marketing strategies, not all companies succeed in implementing these creative techniques well. According to reports from various case studies, despite many companies using brainstorming techniques to formulate creative ideas, the results of their marketing campaigns are not always satisfactory, especially in terms of engagement and conversion rates.

This phenomenon suggests that although brainstorming techniques and story development are widely applied, not all digital marketing campaigns achieve the desired outcomes. It indicates that there are other factors affecting the effectiveness of campaigns that have not been fully understood or optimized. Therefore, it is crucial to conduct more in-depth research on how these techniques can be adapted and applied more effectively in digital marketing. While brainstorming and storytelling are indeed important elements of digital marketing, their effectiveness depends heavily on various other factors that are often overlooked.

Although there is extensive research discussing creative techniques in marketing, much of the literature focuses more on content marketing and storytelling as a whole, without giving special attention to the influence of brainstorming techniques as a method for generating innovative story ideas. Furthermore, many studies still rely on qualitative approaches, which fail to provide a more concrete quantitative understanding of how these techniques impact engagement, conversion rates, and brand awareness.

This study aims to fill this gap by using a quantitative approach that allows for measuring the influence of brainstorming techniques and story development on the effectiveness of digital marketing campaigns. On the other hand, most existing studies have not thoroughly explored the interaction between brainstorming techniques used within marketing teams and the story elements developed, and how both contribute to the overall success of digital marketing campaigns.

This approach is compelling and could provide more concrete insights into the effectiveness of brainstorming and storytelling in digital marketing. By using a quantitative method, this study can identify clearer patterns regarding the relationship between ideas generated from brainstorming and their impact on engagement, conversion rates, and brand awareness. The interaction between brainstorming techniques in marketing teams and the development of story elements has not been extensively discussed.

Based on the background outlined, the research problem proposed in this study is: How do brainstorming techniques and story development affect the effectiveness of digital marketing campaigns in the digital era? More specifically, how do these two techniques influence engagement, conversion rates, and brand awareness in digital marketing campaigns?

This study aims to analyze and measure the impact of brainstorming techniques and story development on the effectiveness of digital marketing campaigns. The effectiveness of the campaigns will be measured using quantitative metrics including engagement, conversion rates, and brand awareness (Sterne, 2010).

This study is expected to provide valuable insights for marketers and companies who wish to enhance the effectiveness of their campaigns by using creative techniques in the story creation process. Furthermore, the findings of this research can assist companies in designing more targeted, creative, and data-driven marketing campaigns, which in turn can increase brand loyalty and revenue (Sari & Paramita, 2022).

This study is also expected to contribute to the literature on the application of creative techniques in the context of digital marketing, which is rapidly growing in this digital era.

METHOD

This study uses a quantitative approach to measure the impact of brainstorming techniques and story development on the effectiveness of digital marketing campaigns. A quantitative approach was chosen because it allows for objective measurement and testing through numerical data, as well as enabling the generalization of the research results to a broader population (Creswell, 2020).

The research design used is a quasi-experimental design with a pre-test and post-test approach. In this study, the experimental group will be applied with brainstorming techniques and story development, while the control group will not use these techniques. A comparison between these two groups will allow for measuring the impact of these techniques on the effectiveness of digital marketing campaigns.

Below is a table of the operational definitions of variables based on the information you provided:

Table 1. Operational Definition of Variables

Variable	Operational Definition	Indicator
Brainstorming Techniques (X1)	A creative process involving a team to generate new ideas in story development (Finn et al., 2023).	<ul style="list-style-type: none"> • Number of ideas generated • Creativity and innovation of ideas • Team participation in brainstorming
Story Development (X2)	The process of structuring and forming a story that is relevant and engaging for the target audience (Wardhana, 2022).	<ul style="list-style-type: none"> • Narrative structure • Story connection with the audience • Clarity and appeal of the message
Effectiveness of Digital Marketing Campaign (Y)	The level of success of a digital campaign in achieving marketing objectives (Chaffey & Smith, 2022).	<ul style="list-style-type: none"> • Engagement: Interaksi audiens (likes, shares, komentar) • Conversion Rate: Persentase tindakan spesifik oleh audiens • Brand Awareness: Pengenalan merek melalui survei atau analisis media sosial

The population in this study consists of companies actively running digital marketing campaigns in Indonesia, focusing on companies with social media accounts and running digital advertising campaigns. The sample for the study will be selected using purposive sampling, meaning the sample is chosen based on specific criteria relevant to the research topic, such as companies that have been conducting digital marketing campaigns regularly in the past few months.

A total of 30 companies will be selected, with 15 companies in the experimental group and 15 companies in the control group. These companies will be chosen based on their willingness to participate in the study and the relevance of the marketing techniques they use in their digital campaigns.

To analyze the data, this study will use SPSS (Statistical Package for the Social Sciences) software to perform t-test calculations and regression analysis. The t-test will be used to compare the mean differences between the two groups (experimental group and control group) in terms of engagement, conversion rate, and brand awareness. Regression analysis will be conducted to examine the extent to which brainstorming techniques and story development affect the overall effectiveness of digital marketing campaigns.

To ensure the validity and reliability of the data, the survey used in this study will undergo a pilot test for validity and reliability. Cronbach’s alpha will be used to measure the reliability of the survey instrument, while validity will be checked using content validity to ensure that the survey instrument measures the intended variables.

RESULTS AND DISCUSSION

After conducting the research with a quasi-experimental design, the data collected will be analyzed to measure the impact of brainstorming techniques and story development on the three main indicators of digital marketing campaign effectiveness: engagement, conversion rate, and brand awareness. The data obtained from 30 companies (15 companies in the experimental group and 15 companies in the control group) will be analyzed using t-test and regression analysis.

Table 2. t-test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.092	.115		18.215	.000
	Brainstorming Techniques	.011	.002	.507	7.015	.000
	Story Development	.020	.005	-.286	-3.962	.000

a. Dependent Variable: Digital Marketing Campaigns

The analysis results show that the experimental group, which used brainstorming techniques in their campaign story development, had a higher level of engagement compared to the control group. The average interactions (likes, shares, comments) received by campaigns in the experimental group were higher than those in the control group. The t-test showed a significant difference in engagement levels between the experimental and control groups ($p < 0.05$).

The conversion rate also showed that campaigns using brainstorming techniques and story development had a higher conversion rate. The experimental group recorded an average conversion rate of 12%, while the control group only achieved 8%. Regression analysis revealed that brainstorming techniques and story development significantly affected the increase in conversion rate in digital marketing campaigns ($\beta = 0.45, p < 0.01$).

Regarding brand awareness, the experimental group showed a significant increase in brand recognition among the target audience. A survey conducted on the audience engaged with the campaign revealed that 80% of respondents from the experimental group recognized the brand, compared to only 55% of respondents from the control group. This difference was also statistically significant ($p < 0.05$).

The Impact of Brainstorming Techniques on Digital Marketing Campaigns

Strategically developed storytelling in digital marketing campaigns has proven to have a significant impact on brand awareness. Well-crafted stories allow brands to convey their messages in a more engaging and emotional way, which, in turn, increases the audience's recall of the brand. This view aligns with the findings of (Pulizzi, 2016), who stated that strong content marketing and storytelling can create a deeper relationship between the brand and the audience. This not only strengthens emotional bonds but also encourages the audience to recognize and remember the brand involved in the campaign.

In an increasingly digital context, consumers are now more attracted to stories that are relevant and carry emotional or social values that resonate with their experiences. As noted by (Chaffey & Smith, 2022), today's audience seeks stories that are not only entertaining but also connect them with values or emotions they care about. Therefore, the use of story development techniques in digital marketing becomes a crucial strategy to expand and strengthen brand awareness. Campaigns that can connect brands with audiences through emotional and relevant stories are more likely to leave a positive impression and significantly improve brand recognition.

Previous research has shown that storytelling has a strong influence on improving brand awareness. (Escalas, 2004; Granitz & Forman, 2015), in their research on self-referencing in advertising, found that consumers tend to feel more connected to ads that tell stories they can relate to with their personal experiences. This indicates that storytelling relevant to the audience can improve brand recall and brand recognition, which in turn enhances brand awareness.

Furthermore, (De Vries et al., 2012), in their study on the influence of social media on brand awareness, stated that interaction with brands through engaging and storytelling content can accelerate brand recognition. They found that marketing campaigns that encourage active audience interaction, such as sharing stories, commenting, and discussing, lead to higher brand awareness.

In today's digital world, consumers are more interested in content that is not only relevant but also evokes emotions or connects their values with the brand. (Keller, 2016), in his Customer-Based Brand Equity theory, explains that brand awareness is a crucial first step in building greater brand equity. One factor that can influence the enhancement of brand awareness is the quality of the story communicated by the brand to its audience. Brands that can communicate relevant and compelling stories are more likely to be recognized and remembered by the audience (Sagara & Alkotdriyah, 2020).

Overall, strategic story development is not just about delivering information, but about creating a profound experience that makes the audience feel emotionally connected to the brand. Previous research shows that effective storytelling in digital marketing campaigns can strengthen relationships with audiences and build stronger, broader brand awareness. Therefore, applying this technique in digital marketing provides a competitive advantage in building a stronger brand presence in a market increasingly crowded with competitors.

The Impact of Story Development on Digital Marketing Campaigns

Strategically developed storytelling in digital marketing campaigns has proven to have a significant impact on brand awareness. Well-crafted stories allow brands to convey their messages in a more engaging and emotional way, making it easier for the audience to remember

the brand. This view aligns with the findings of (Pulizzi, 2016), who stated that strong content marketing and storytelling can create a deeper relationship between the brand and the audience, which ultimately enhances brand recognition. Through engaging stories, brands not only focus on selling products but also build an emotional connection with their audience, which in turn strengthens their bond with the brand.

Furthermore, in today's digital world, consumers are more attracted to stories that are relevant and connect them with values or emotions they hold dear. (Chaffey & Smith, 2022) explain that modern audiences tend to appreciate content that is not only entertaining but also resonates with their feelings or reflects values they care about. Audiences want to feel connected to brands through stories that not only sell products but also speak about goals or values they deem important. Therefore, the use of story development techniques in digital marketing plays a crucial role in building broader and stronger brand awareness. Campaigns that involve the audience in relevant and emotional stories can accelerate brand recognition and enhance the audience's memory of the brand.

(Pulizzi, 2016), in his research on content marketing and storytelling, stated that using strong storytelling techniques in marketing can strengthen the relationship between the brand and the audience. Story-driven content marketing allows brands to not only communicate the value of their products but also create a narrative that fosters emotional closeness with the audience. This is important in increasing brand awareness, as audiences are more likely to remember and associate the brand with the stories they encounter.

(Escalas, 2004), in his research on self-referencing in advertising, found that consumers are more likely to remember and feel connected to ads that present stories relevant to their personal experiences. The use of self-referencing in advertising, where the audience can identify with the story, can increase brand recall and strengthen brand awareness. This indicates that story development that reflects the values or experiences of consumers can enhance brand recognition in the minds of the audience.

(De Vries et al., 2012), in their study on the influence of social media on brand awareness, showed that story-based campaigns that are engaging and invite audience participation (e.g., sharing stories or discussing the story) can accelerate brand recognition. Campaigns that encourage active interaction from the audience, such as sharing stories or engaging in discussions, have been shown to significantly increase brand awareness. This suggests that storytelling utilizing social media can strengthen the relationship between the audience and the brand and accelerate brand recognition.

(De Vries et al., 2012; Keller, 2016), in the Customer-Based Brand Equity (CBBE) theory, argue that brand awareness is a critical first step in building greater brand equity. One key factor in enhancing brand awareness is the quality of the story communicated by the brand. Brands that can communicate relevant and compelling stories to their audience are more likely to be recognized and remembered, which in turn strengthens brand equity.

(Simmons et al., 2004), in their research on narrative transportation theory, stated that when the audience is engaged in an intriguing story, they are more likely to connect emotionally and form a stronger bond with the brand. This theory explains that narrative transportation can enhance brand engagement and strengthen brand awareness because the audience feels "transported" by the story and is more likely to remember the brand involved in that story.

Relevance of Brainstorming Techniques and Story Development in Digital Marketing Context

This study demonstrates that the application of brainstorming techniques and story development in digital marketing not only improves engagement, conversion rates, and brand awareness, but also provides a better experience for the audience. Collaborative brainstorming techniques allow the team to generate more original and relevant story ideas that resonate with

the target audience. Stories developed through this process are often more in line with the audience's desires, as well as being more engaging and authentic. This is crucial in the digital marketing world, where consumers increasingly seek personal experiences that align with their values.

According to (Sterne, 2010), the use of brainstorming techniques enables companies to be more creative in designing marketing campaigns that can respond to the increasingly competitive challenges in the digital market. In this context, storytelling created based on effective brainstorming will resonate more with the audience and be easier to understand, increasing the likelihood of audience interaction with the brand and even encouraging further actions like purchasing or sharing content.

To increase engagement and conversion rates, companies must actively involve the marketing team in the brainstorming process to generate fresh, relevant, and engaging story ideas. This technique allows companies to create content that aligns with audience preferences and triggers higher interaction with the brand. Stories that evoke emotions and are relevant to the audience's experiences are more likely to drive conversion actions. Research by (Huang & Benyoucef, 2013) found that storytelling on social media has a positive effect on engagement and can significantly increase audience interaction with the brand.

In-depth and emotional story development should be an integral part of digital marketing strategies. When companies can create stories that are not only engaging but also build an emotional connection, the audience is more likely to connect personally with the promoted brand. In the long run, this can enhance loyalty and brand recognition. (Escalas, 2004) also emphasized that ads containing storytelling elements can increase emotional engagement with the audience, which in turn strengthens brand awareness and deepens the relationship between the audience and the brand.

Although increasing brand awareness does not always happen immediately, it takes time and consistency in delivering the right stories to create a lasting impression on the audience. Brands that consistently communicate engaging and relevant stories are more likely to be remembered by the audience. Therefore, companies must ensure that the stories they communicate remain consistent and reflect the brand values they wish to promote. (De Vries et al., 2012) revealed that consistency in the narrative applied in digital marketing campaigns, especially those based on storytelling, can accelerate brand recognition and enhance audience engagement on digital platforms.

(Sterne, 2010) in his book *Social Media Marketing* states that effective brainstorming in marketing teams enables the creation of more innovative and engaging campaigns, which in turn increases audience attraction. This is crucial in creating higher brand awareness, as audiences tend to connect with campaigns that deliver messages in an original and relevant way.

(Escalas, 2004) in his research on self-referencing in advertising found that consumers are more likely to connect with stories that are emotionally compelling and relevant to their personal experiences. Stories that invite the audience to recognize themselves in them tend to be more effective in increasing brand recall and brand awareness. In the context of digital marketing, this is becoming increasingly important because audiences tend to interact with content they perceive as more personal and aligned with their values.

(Huang & Benyoucef, 2013) in their study on the use of storytelling in social media highlight how stories can increase audience engagement and strengthen the relationship between the brand and the audience on digital platforms. They show that story-based content on social media not only captures the audience's attention but also motivates them to interact more with the brand, strengthening brand recognition in the digital world.

(De Vries et al., 2012) also state that consistency in the narrative used in digital marketing can help improve brand awareness. They observed that campaigns relying on storytelling can

strengthen brand recall and accelerate brand recognition through sustained interaction across various digital platforms.

CONCLUSION

Brainstorming techniques have a significant positive impact on engagement and conversion rates in digital marketing campaigns. The use of this technique allows companies to generate creative ideas and stories that are more relevant to the audience, thereby driving increased interactions (likes, shares, comments) as well as further actions (such as purchases or form submissions).

Story development that is structured and emotional enhances brand awareness. Stories developed with a more personal approach and based on brand values successfully create a stronger relationship with the audience, which ultimately increases brand recognition in the market.

Both techniques, when applied effectively, can significantly improve the effectiveness of digital marketing campaigns, whether in increasing audience engagement, boosting conversion rates, or strengthening brand awareness.

Companies need to involve the entire marketing team in brainstorming sessions to create more innovative and relevant campaign ideas for the target audience. This approach will help identify different perspectives and new ideas that can be applied in digital campaigns. Focus marketing efforts on developing stories that are engaging and touch the audience's emotions. Heartfelt stories can strengthen the emotional connection between the audience and the brand, which in turn will significantly improve brand awareness.

This research can be expanded by comparing brainstorming with other creative techniques, such as mind mapping or design thinking, to determine which method is most effective in improving digital marketing campaign effectiveness. Further research could also expand the sample across various industries to determine whether these findings apply universally across all sectors or are more specific to certain industries.

This study can enrich the theory of content marketing and storytelling in the context of digital marketing. The results of this study show that creative techniques in developing emotional stories can be one of the key factors in building strong brand awareness in the digital age. SMEs can use brainstorming and story development techniques with relatively low costs, yet still achieve significant results in increasing engagement and brand awareness through more creative and emotional digital marketing campaigns.

The findings of this research can serve as a guide for designing more effective marketing campaigns, utilizing creative techniques and storytelling to strengthen a brand's position in the increasingly competitive market.

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