



Visual Content Marketing: A Gateway to Exploring Algerian Heritage

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Received: 23/11/2025 ; Accepted: 25/05/2026 ; Published: 23/06/2026

Abstract

Visual content marketing is an effective tool for exploring and promoting Algerian heritage at both local and international levels. Through images and videos, it showcases the rich and distinctive characteristics of this heritage. This form of marketing draws on the power of visual storytelling to create an emotional connection between audiences and the heritage presented, thereby enhancing recognition of its cultural value. This paper reports a content analysis of visual materials published on social media platforms. These platforms enable such content to reach broad audiences, increase global awareness of the significance of Algerian heritage, and support local preservation efforts. The paper also examines how collaboration with content creators and social media influencers can highlight Algerian heritage in creative and engaging ways, to preserve its cultural authenticity and transmit it to future generations.

Keywords: heritage, visual content, social media, influencers

Visual Content Marketing: A Gateway to Exploring Algerian Heritage

Amid the rapid digital transformations taking place worldwide, visual content marketing has become one of the most important tools used by institutions and individuals to promote a wide range of causes and products. Its importance has increased alongside the widespread use of social media, as these platforms enable audiences to access information quickly and in engaging ways. Images and videos are no longer merely promotional tools; they have become effective means of conveying messages clearly and directly, thereby facilitating comprehension and encouraging audience engagement.

Within this context, cultural heritage is one field that can be promoted effectively through digital tools. Algerian heritage, with its rich historical symbols, long-standing traditions, and authentic handicrafts, constitutes a vital part of national identity. It not only reflects the nation's history but also strengthens a sense of belonging and cultural pride. Preserving this heritage



therefore requires innovative strategies that integrate traditional approaches with modern technologies.

Social media provides an opportunity to make Algerian heritage more appealing and accessible. Through short-form videos, attractive images, and interactive content, heritage can be presented in a contemporary manner that corresponds to the interests of younger audiences. These platforms highlight tangible heritage, such as archaeological sites and traditional products, while also promoting intangible heritage, including folk arts and cultural rituals. In doing so, they enrich the visual experience and enhance understanding.

Research Problem

In light of the foregoing, the following research problem was formulated: How can visual content be used effectively to explore and promote Algerian heritage?

Research Questions

To address the research problem, the following questions were formulated:

- How are visual elements, such as images and videos, used to present Algerian heritage on Instagram?
- Which types of visual content short-form videos, Reels, or images are most frequently used to promote Algerian heritage on the page?
- How does language use in visual content contribute to promoting Algerian heritage and highlighting its cultural identity?
- How does the page present different aspects of tangible and intangible heritage through its visual content?

Research Objectives

The study pursued the following objectives:

- To highlight the importance of visual content marketing as an effective marketing tool in the digital age.
- To identify the fundamental pillars of a visual content strategy and the principal techniques used to promote digital content.
- To examine the role of visual content in encouraging cultural tourism and preserving Algerian heritage.
- To promote Algerian heritage globally by harnessing the power of digital content.

Significance of the Research

- The study highlights the importance of visual content as a tool for protecting Algerian heritage and familiarising younger generations with its historical and cultural significance.
- The study explains how contemporary digital marketing techniques, including videos and images, can be used to promote Algerian cultural heritage more widely and effectively.



- The study contributes to raising awareness of Algerian heritage on social media, thereby creating opportunities to reach broader local and international audiences and strengthen cultural pride.
- The study also highlights the role of modern technology in preserving and promoting heritage, enabling cultural institutions to develop marketing plans suited to digital transformations.

Research Method and Instruments

The study adopted a descriptive and analytical method. This method integrates research procedures for collecting, classifying, processing, and analyzing data to accurately describe a phenomenon, interpret its significance, and reach findings or generalizations concerning the subject under investigation (Al-Mashhadani, 2019, p. 125).

Research Instruments

Observation was used to record the page's posts. Observation is "the process of directing the senses towards observing and monitoring a particular behavior or phenomenon and recording the aspects and characteristics of that behavior" (Al-Mahmoudi, 2019, p. 150). The recorded posts were then examined through content analysis.

Content analysis was understood as a set of systematic and objective techniques for analyzing communication and describing message content in order to generate quantitative or qualitative indicators that support the interpretation of the conditions under which messages are produced and received (Tu'aymah, 2004, p. 75).

The following categories were used in the analysis:

Form Categories: How Was It Said?

- **Language category:** The languages used in the posts were Arabic, French, English, or a combination of languages.
- **Duration category:** This category recorded whether each promotional video introducing Algerian culture lasted less than or more than one minute.
- **Audio-elements category:** This category recorded the use of voice-over commentary, music, a song related to the content, or a combination of these elements to create an integrated video capable of attracting users' attention.
- **Persuasive-appeals category:** This category recorded the use of rational or emotional appeals.
- **Subtitling category:** This category includes on-screen text and written transcriptions of spoken content, whether in the original language or translated into Arabic, French, or English, to make the content accessible to the broadest possible audience.
- **Hashtag category:** This category recorded the presence or absence of hashtags.

Content Categories: What Was Said?

- **Topic category:** This category recorded whether the post promoted tangible or intangible heritage.



- **Objectives category:** This category recorded whether the post sought to protect heritage, introduce its components, publicize it, or promote Algerian cultural heritage.
- **Information-sources category:** This category recorded whether information about Algerian cultural heritage was drawn from historical research, statistics, influencers, or well-known figures.
- **Engagement categories:** likes, comments, shares, and hashtags.
The thematic unit served as the unit of analysis.

Research population and sample: The research population comprised the 38 posts published on the Instagram page *@protectheritagedzofficiel*. A purposive sample of 20 posts published in 2024 was selected to examine engagement with content promoting Algerian cultural heritage during the study period. Because individual posts could receive more than one code in some categories, several frequency totals exceeded the number of sampled posts.

Research Structure

The study addresses the following areas:

- The role of digital content and its contemporary characteristics.
- Digital content promotion techniques.
- The applied analysis.

The Role of Digital Content in Marketing and Its Contemporary Characteristics

Marketing Content

Some scholarship conceptualizes marketing content through the B.E.S.T. formula, which comprises four core requirements (Serguos, 2024, p. 7):

Behavioural

Published content should have a clear purpose and be capable of influencing the behavior of the target audience. Purposeless content should therefore be avoided. Relevance can be strengthened through a thorough understanding of the audience's interests and needs and by creating content suited to those requirements.

Essential

Marketing content should be necessary from the audience's perspective and address a genuine need or desire. Content that is unrelated to audience needs is unlikely to succeed.

This requirement also involves maintaining high quality by producing distinctive, innovative, and non-repetitive content, particularly through an attractive design that is easy to read and understand.

Strategic

A clearly defined strategy should be integrated into the wider plan. The messages communicated and promoted should directly contribute to the objectives to be achieved and be guided by clarity and prior knowledge.



Targeted

Content should be relevant to the intended audience; otherwise, it loses its value and effectiveness.

Fundamental Pillars of a Content Strategy

- Create content centered on topics of interest to the target audience.
- Recognize the role of search engines in making content discoverable to users.
- Diversify content formats, including images, videos, illustrations, charts, interviews, and live events.
- Create content that generates interaction and encourages sharing and dissemination.
- Ensure alignment and consistency between published marketing content and conventional advertising efforts.
- Establish communication between those who create and disseminate content and those who follow it.

Content Promotion Techniques

Social media networks are effective tools for promoting visual content. Various techniques and methods are used to attract audiences and enhance engagement, including the following:

Attractive Design

In advertising, images can achieve a high degree of rhetorical expressiveness and influence, encouraging recipients to engage with the product or idea being promoted. Because visual advertising language carries cultural and social dimensions, it may elicit an immediate response (Megnounif, 2007, p. 172). Attractive design is therefore a central element of visual content promotion. It presents marketing messages in a visually striking manner, enhances the user experience, and captures attention through colors, typefaces, and carefully planned visual composition. It also strengthens brand identity, making it more distinctive and memorable. When integrated with images, illustrations, and videos, attractive design communicates messages effectively and increases the likelihood of audience engagement and sharing.

Using Short-Form Videos

Short-form videos, such as Instagram Reels and TikTok videos, are among the most prominent techniques used to promote visual content because they are appealing and easy to consume. These platforms provide an ideal environment for presenting innovative and engaging content within a short period, thereby increasing opportunities to attract attention and encourage interaction. Their principal features include the following:

- **Creativity and innovation:** Short-form videos enable users to present visual content in creative ways through challenges, promotional clips, or entertaining explanations. This type of content encourages participation and extends the message's reach.
- **Extensive reach:** Platform algorithms can increase content visibility, allowing short-form videos to reach broader audiences rapidly. Brands and individuals therefore use this



technique to increase awareness of and engagement with visual content, enhance the effectiveness of marketing campaigns, and strengthen audience interaction.

Through engaging storytelling, users can present brief glimpses of customs and traditions, including folk dances and traditional rituals, thereby creating an interactive educational experience. These videos enable viewers to discover unfamiliar aspects of heritage, stimulating curiosity and encouraging further exploration.

Traditional music and heritage-related sounds can also be incorporated into videos, adding an emotional dimension that conveys the cultural atmosphere more effectively. Such content can encourage young people to engage with and take pride in their heritage while strengthening their connection to their cultural roots in innovative and unconventional ways.

Collaboration With Influencers

Social media influencers include celebrities and public figures, opinion leaders, specialists, bloggers, and activists. They typically have at least 10,000 followers and may reach audiences numbering in the millions. Although their early activity focused largely on entertainment, it later expanded to encompass diverse aspects of life (Bendjaouahdou, 2022, p. 266).

Collaboration with influencers is an effective strategy for increasing brand awareness, particularly when promoting culture and heritage. When influencers share personal experiences of historical sites and cultural events, they not only promote places and products but also strengthen cultural pride among their audiences.

By integrating innovative visual content, such as short-form videos and live broadcasts, influencers can demonstrate the cultural value of heritage and make it appealing to younger generations. Such collaboration encourages deeper engagement and stimulates discussion of the importance of culture, thereby contributing to the more effective protection and dissemination of heritage.

The relationship among influence, culture, and visual content therefore constitutes an integrated model that strengthens efforts to raise cultural awareness and promote heritage.

Visual Stories

Visual stories, or Stories, have become one of the most prominent techniques for promoting visual content on social media platforms such as Instagram and Facebook. This feature provides an effective means of communicating with audiences informally and interactively because of the following characteristics:

- **Visual appeal:** Stories have an attractive design and are easy to consume. They can present diverse content, including images, short-form videos, and text. This brief and innovative format captures users' attention and increases opportunities for interaction and participation.
- **Direct interaction:** Stories provide interactive features, such as polls, questions, and response options, allowing audiences to participate directly. These interactions strengthen



a sense of belonging and deepen the relationship between a brand and its audience by making users feel that they are part of the story.

- **Immediate promotion and continuous updates:** Stories enable daily content publication, helping a brand remain salient to its audience. They can announce events, present special offers, or share live moments, thereby strengthening emotional attachment and encouraging immediate interaction.

Through images and short-form videos, cultural institutions and individuals can highlight customs, traditions, handicrafts, and historical occasions, making heritage more accessible and comprehensible. Stories can also incorporate interactive elements, such as polls and questions, that encourage audience participation and strengthen feelings of pride and belonging. The capacity to publish continuous updates through Stories further raises awareness of cultural heritage and helps attract younger generations, thereby contributing to its preservation and transmission to future generations.

Interactive Content

Interactive content is a powerful tool in visual marketing because it enhances the user experience and increases the effectiveness of promotional messages through immersive, personalized interactions. It is based on the following principles:

- **Increasing interaction and participation:** Interactive content transforms users into active participants through clickable, choice-based features, thereby strengthening their connection to the brand.
- **Personalizing the experience and analyzing behavior:** Content can be personalized according to users' preferences, while data gathered through tools such as polls can inform improvements to marketing strategies.
- **Improving dissemination through immersive storytelling:** Technologies such as 360-degree videos and virtual reality can create engaging experiences that are easily shared on social media.

Interactive content can promote heritage by providing immersive experiences that enable audiences to explore it directly and engage with it. Technologies such as 360-degree videos and virtual tours can present heritage sites and traditional products in innovative ways. These personalized experiences strengthen audiences' connection with heritage and increase participation, thereby raising awareness and supporting cultural heritage preservation. The ease of sharing such content on social media also broadens its reach.

Hashtags

Hashtags (#), also known as tags, first appeared on Twitter and subsequently spread across social media platforms. They are important indicators of public opinion and tools for studying it. A hashtag assigns a keyword or phrase to a specific topic; posts using that hashtag can then be located through a hashtag search (Albekri Abdalkader & Djaballah, 2023, p. 423). Hashtags are therefore prominent tools in digital content promotion and can increase content reach and



engagement. By adding keywords or phrases after the hashtag symbol, users can categorize content and associate it with specific topics or trends, making it easier for target audiences to discover. Their benefits include the following:

- **Increasing reach:** Hashtags can display content to broader audiences who follow or search for specific keywords, even when they do not directly follow the account. For example, hashtags such as #Algerian_Heritage or #Algerian_Culture make content discoverable to users interested in these topics.
- **Organizing and categorizing content: Hashtags organize content into categories and help users discover specific** topics, such as heritage, culture, or current events.
- **Enhancing engagement and participation:** When popular or event-specific hashtags, such as #World_Heritage_Day, are used, content can join a broader discussion or digital movement, increasing opportunities for sharing and engagement.

Applied Component

Overview of the Page

The Instagram page *@protectheritagedzofficiel* is a dynamic platform launched on 21 April 2024 with the principal aim of protecting and promoting Algerian cultural heritage. At the time of data collection, the page had 12,300 followers and followed 55 accounts, reflecting substantial interest in its content and engagement with related accounts.

The page contained 38 posts, all of which were Reels highlighting diverse aspects of Algerian heritage. Each video was designed to introduce audiences to Algeria’s rich culture, including its customs, traditions, arts, and handicrafts. Audience engagement with these posts was notable, reflecting the page’s capacity to attract followers’ attention and encourage interaction.

Language Used in the Videos

Table

1

Languages Used in the Study Sample

Language	Frequency	Percentage
Arabic	3	14.29%
French	14	66.67%
Mixed	4	19.05%
Total	21	100%

Note. n = 21 coded language instances. A post could contain more than one language.

Table 1 shows that French was the most frequently coded language, accounting for 66.67% of the coded language instances. This high proportion suggests that a substantial share of the page’s audience was French speakers, or that the administrators targeted French-speaking audiences in



Algeria and the diaspora, given the widespread use of French in Algeria as a consequence of its colonial history.

Mixed Arabic-French content ranked second at 19.05%. This combination reflects Algeria’s sociolinguistic reality, in which both languages are integrated into the everyday communication of many Algerians. It may also indicate an effort to reach users across different generations and those who understand both languages. Arabic accounted for 14.29% of the coded language instances. Its comparatively limited use may indicate a stronger focus on French-speaking or Francophone audiences.

Video Duration

Table 2 **2**

Duration of the Videos in the Study Sample

Duration	Frequency	Percentage
Less than one minute	3	15%
More than one minute	17	85%
Total	20	100%

Note. n = 20 posts.

Table 2 shows that videos lasting more than one minute accounted for 85% of the sample. This indicates that the page prioritized detailed, information-rich content on Algerian heritage, allowing topics to be explored in depth and cultural narratives to be presented more fully. This strategy may appeal to audiences interested in detailed historical and cultural information.

By contrast, videos lasting less than one minute accounted for only 15% of the sample. Their limited use suggests the page relied less on rapid attention capture and concise presentation. Although very short videos may not present heritage comprehensively, they remain effective for attracting users’ attention on social media.

Audio Elements

Table 3 **3**

Audio Elements Used in the Study Sample

Sound Effect	Frequency	Percentage
None	1	3.45%
Voice-over commentary	6	20.69%
Song	3	10.34%
Music	7	24.14%
Mixed: commentary accompanied by songs or music	12	41.38%
Total	29	100%

Note. n = 29 coded audio elements. A video could contain more than one audio element.



Table 3 shows that commentary accompanied by songs or music was the most frequently coded audio configuration, accounting for 41.38% of the coded audio elements. This suggests a preference for combining the human voice with music to strengthen emotional impact and make the content more appealing. The combination can also convey information clearly while creating a cultural atmosphere consistent with the heritage it presents.

Music alone ranked second at 24.14%, reflecting the use of traditional music or heritage-related sounds to convey meaning without voice-over commentary. Voice-over commentary without music accounted for 20.69% and provided a direct means of narrating stories or presenting information without musical distraction.

Songs alone accounted for 10.34% and were generally used to present cultural content through traditional or folk songs. Completely silent videos accounted for only 3.45%, indicating that this format was used infrequently, possibly to focus attention on images or scenes without auditory distraction.

Topic Category

Table **4**

Types of Heritage Addressed in the Study Sample

Type of Heritage	Frequency	Percentage
Tangible heritage	8	30.77%
Intangible heritage	18	69.23%
Total	26	100%

Note. n = 26 coded heritage instances. A post could address both tangible and intangible heritage. Table 4 shows that intangible heritage accounted for 69.23% of the coded heritage instances. This category included customs, traditions, and cultural knowledge and practices associated with traditional garments, such as the blouza and haïk; dances; rituals; and traditional cuisine, including mahjouba and tajine. This emphasis reflects an interest in highlighting cultural practices that form an essential part of Algerian identity and may be particularly vulnerable to disappearance.

Tangible heritage accounted for the remaining 30.77% of the coded instances and included historical buildings, archaeological sites, artistic objects such as zellij, and other material objects associated with culture and heritage. The comparatively limited emphasis on tangible heritage may indicate that the page focused more on the living, dynamic cultural practices embodied in intangible heritage.



Persuasive Appeals

Table

5

Persuasive Appeals Employed in the Study Sample

Appeal	Frequency	Percentage
Rational	13	52%
Emotional	12	48%
Total	25	100%

Note. n = 25 coded persuasive appeals. A post could employ more than one appeal.

Table 5 reveals a relatively balanced use of rational and emotional appeals. Rational appeals accounted for 52% of the coded appeals and relied on accurate and objective information, including historical explanations, facts, and statistics. This indicates that the content sought to persuade audiences through logic and evidence, appealing to users interested in understanding cultural and historical topics in an informed manner.

Emotional appeals accounted for 48% of the coded appeals and sought to evoke emotion and a sense of belonging through storytelling, traditional music, and emotionally resonant imagery. This approach aimed to strengthen emotional attachment to heritage and engage audiences through nostalgia and cultural identification.

Objectives

Table

6

Intended Objectives in the Study Sample

Objective	Frequency	Percentage
Heritage protection	9	17.65%
Introducing heritage	16	31.37%
Promotion	17	33.33%
Advertising	9	17.65%
Total	51	100%

Note. n = 51 coded objectives. A post could serve more than one objective.

Table 6 shows that heritage promotion was the most frequently coded objective, accounting for 33.33% of the coded objectives. This emphasis indicates that the page primarily sought to disseminate Algerian heritage and introduce it to broader audiences by highlighting its diverse features and increasing its visibility and appeal.

Introducing heritage ranked second at 31.37%, indicating that a substantial proportion of the content sought to educate audiences about cultural heritage and provide information on customs, traditions, and historical sites. The objective was to enable audiences to develop a deeper understanding of Algerian heritage.



Heritage protection and advertising each accounted for 17.65% of the coded objectives. This indicates that the page also sought to protect heritage from disappearance by highlighting its significance. This objective is reflected in the page's name and biography, which emphasize heritage protection, particularly in response to perceived attempts to appropriate elements of Algerian heritage and in support of efforts to secure recognition on UNESCO heritage lists. The page also used heritage promotion to support marketing and advertising objectives for heritage sites, traditional products, and specialized books.

Information Sources

Table

7

Sources of Information Presented in the Study Sample

Source	Frequency	Percentage
Historical research	15	65.22%
Statistics	2	8.69%
Influencers and well-known figures	5	21.74%
None	1	4.35%
Total	23	100%

Note. n = 23 coded information-source instances. A post could draw on more than one type of source.

Table 7 shows that historical research accounted for 65.22% of the coded information-source instances, providing a strong foundation for the content and enhancing the page's credibility in promoting cultural heritage. Nevertheless, greater source diversity would strengthen the content. Statistics accounted for 8.69%, indicating limited use of quantitative evidence. Influencers and well-known figures accounted for 21.74%, reflecting an effort to incorporate recognizable voices; this approach could be expanded to reach broader audiences. Posts with no identifiable source accounted for 4.35%.

Subtitling

Table

8

Presence or Absence of Subtitling in the Study Sample

Subtitling	Frequency	Percentage
Present	14	70%
Absent	6	30%
Total	20	100%

Note. n = 20 posts.



Table 8 shows that subtitles were present in 70% of the sampled posts, reflecting an effort to present information accessibly and enhance the viewing experience. The remaining 30% lacked subtitles, indicating an opportunity to improve accessibility and effectiveness.

Hashtag Use

Table 9

Use of Hashtags in the Study Sample

Hashtag	Frequency	Percentage
Present	7	35%
Absent	13	65%
Total	20	100%

Note. n = 20 posts.

Table 9 shows that only 35% of the sampled posts used hashtags. This limited use indicates that the page did not fully realize its potential to increase reach and engagement, potentially reducing opportunities to reach new followers and target audiences interested in Algerian cultural heritage.

By contrast, 65% of the sampled posts did not contain hashtags, indicating considerable scope for strategic improvement. A clear plan for selecting relevant and widely used hashtags related to Algerian culture could increase the visibility of heritage-related promotional content and encourage audience engagement.

Accompanying Descriptions

Table 10

Accompanying Descriptions in the Study Sample

Description	Frequency	Percentage
Present in Arabic	1	5%
Present in French	12	60%
Present in mixed languages	7	35%
Absent	0	0%
Total	20	100%

Note. n = 20 posts.

Table 10 shows that French-language descriptions accounted for 60% of the sampled posts, indicating a strong focus on French-speaking audiences and possibly reflecting Algeria’s linguistic diversity. Arabic-language descriptions accounted for only 5%, suggesting that the content was not directed sufficiently towards Arabic-speaking audiences. Mixed-language descriptions accounted for 35%, indicating an effort to reach a diverse audience, although greater linguistic balance could improve promotional effectiveness.



Likes

Table

11

User Engagement With Posts According to the Number of Likes

Engagement	Frequency	Percentage
Fewer than 1,000 likes	7	35%
More than 1,000 likes	13	65%
Total	20	100%

Note. n = 20 posts.

Table 11 shows that 65% of the sampled posts received more than 1,000 likes, suggesting a comparatively high level of audience interest and engagement. The remaining 35% received fewer than 1,000 likes, indicating variation in how different posts appealed to followers.

Comments

Table

12

User Engagement With Posts According to the Number of Comments

Comments	Frequency	Percentage
Fewer than 100 comments	12	60%
More than 100 comments	8	40%
Total	20	100%

Note. n = 20 posts.

Table 12 shows that 60% of the sampled posts received fewer than 100 comments, whereas 40% received more than 100 comments. Thus, most videos generated a comparatively limited volume of written interaction, while a smaller group stimulated more extensive discussion. The higher-comment posts appear to address topics of particular interest to the audience and may serve as useful models for future heritage-related content.

Shares

Table

13

User Engagement With Posts According to the Number of Shares

Shares	Frequency	Percentage
Fewer than 100 shares	16	80%
More than 100 shares	2	10%
None	2	10%
Total	20	100%

Note. n = 20 posts.



Table 13 shows that 80% of the sampled posts received fewer than 100 shares, while 10% received more than 100 shares and 10% received none. These findings indicate that sharing was generally more limited than liking. The reasons for this pattern cannot be determined from the content analysis alone and would require additional audience research.

Nevertheless, the posts shared more than 100 times demonstrate the potential of heritage-related content to circulate beyond the page's immediate audience, challenge stereotypical perceptions of Algeria, and highlight positive aspects of its tangible and intangible heritage. Such sharing may also encourage others to disseminate their own creative heritage-related work.

Analysis of the Results

- The page placed considerable emphasis on comprehensively introducing audiences to Algerian heritage, focusing on cultural and historical dimensions to raise awareness of this rich legacy. The content presented heritage not only as a cultural value but also as a means of strengthening national pride and a sense of belonging. This orientation demonstrates an awareness of the importance of presenting heritage in a visually appealing manner that connects audiences with their historical and cultural roots.
- The use of French as the principal language of communication indicates a clear orientation towards French-speaking audiences within Algeria and abroad as part of the page's efforts to introduce and protect Algerian heritage. The use of both French and Arabic reflects an attempt to communicate with a more diverse audience. Although this choice improves access for French-speaking groups, expanding Arabic-language content would enable communication with a broader segment of the local audience.
- The page's strong reliance on videos longer than one minute demonstrates an orientation towards detailed, in-depth heritage content, enabling more comprehensive storytelling and sustained engagement. Shorter videos could nevertheless serve as an important supplementary tool for attracting new audiences in a social media environment characterized by speed and brevity.
- The diverse audio elements, ranging from voice-over commentary accompanied by music to traditional songs, enhanced the appeal of the content and made the viewing experience more interactive. These elements added an emotional dimension that helped audiences experience the heritage presented and develop a deeper connection with it.
- The page maintained a balance between rational appeals, which presented accurate information and historical facts, and emotional appeals, which sought to evoke feelings and strengthen attachment to heritage. This balance reflects an understanding of the needs of audiences seeking knowledge as well as those attracted to sensory content that reinforces belonging and pride in heritage.
- Overall, the page adopted an integrated strategy based on content diversification, the targeting of varied audiences, and the use of innovative techniques to present cultural heritage. This approach enhanced the promotion of Algerian heritage and situated it



within a broader context in which international audiences could discover and appreciate it, thereby contributing to its protection and transmission to future generations.

Conclusion

Visual content marketing constitutes a powerful means of exploring Algerian heritage, raising cultural awareness, and introducing younger generations to their rich heritage. Digital platforms such as Instagram can reach broad audiences through videos designed in innovative and appealing ways. Investment in heritage-related digital content has therefore become increasingly important because it opens new possibilities for engagement with Algeria's diverse cultural traditions. Supporting this form of marketing represents an important step towards building a sustainable future for Algerian heritage.



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