



“Role Of Digital Marketing In Building Brands: A Review Of Social Media Advertisement”

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Abstract: In current time the role of digital media has become very crucial for the marketers. Digital media platforms give real-time interaction and high level of spirit for brand management. If we analyse the role of social media we see that it has left an extreme impact on the procedure adopted by companies to maintain a healthy customer relationship management. However, the marketing companies have not been able to explore the field of social media marketing to its full potential and their understanding of digital media marketing strategies with the objective of branding has been limited. Building brand is very crucial to gather a deep understanding of the transformation in the field of marketing as it exercises direct impact on the sustainability of the brand. We know very well that the impact of social media advertisement on the brand management is still in growing stage. So that the present study aims is analyzing all the social media platforms, with special focus on the social media advertisement which are very much important and also plays a big role for brand advertisement. In current scenario we know that success of the social media advertisement will be measured by analyzing the buying behavior of millennial towards the digital media and brands. The final results will stick out to the current information on digital advertising methods, social media advertisement, and brand management of any company. Moreover, the study will provide insight to the marketing companies and the brand managers about the role of digital marketing and social media advertisement and also the remedial step to enhance the effectiveness of these digital platforms.

Keywords: Digital Media, Building brands, stick out, Social Media advertisement and Millennial

I. INTRODUCTION

The internet has play a very crucial role to transformed the path customers engage and attached with the brands they use, along with the traditional marketing techniques in the economy. The live or existing way of attracting and connecting with brands have become more. The existing ways of engaging with brands have become outdated and are not sustainable and friendly anymore as today's consumer tries to build a relationship and connection with the brand. Traditional marketing strategies now replaced by digital marketing and has been globally adopted by the firms to enhance and promote their brands to reach their extensive customer. There are many tools are used in digital marketing which have no need of internet facility and therefore, it is very far from the social media marketing. It encompasses mobile marketing, Display advertisement, social media, search engine and few others form of digital marketing. Consumer can easily gain access to information from anywhere any time. The validity and reliability of brands and claims

is validate from the media associations, experts and peers. Digital marketing adopt a span of promotional activities which are pass on or transferred with the help of digital media. Recent year Social media has achieved Social media has achieved admiration. Almost half of the internet users are used and active on Facebook, Twitter, Instagram daily basis. The study will scrutinize the role of social media in the behaviour of millennials and millennial changing insight towards brands with the introduction of social media advertisement. The study will be methodical in identifying the Characteristics of social media advertisement and establishing a link with the ethos of brand management.

II. OBJECTIVES OF THE STUDY

The present review paper objective is to identifying the various reasons which attracts brands to utilize social media platforms for advertisement and communicate with a target customer about product or services. The aim of study is also to know the role played by the social media platforms in advertising brands and its benefit to building brand in the mind of the customer. The impact of the brand advertisement through social media platforms will be examined by reviewing the behavioral change of current youth. To achieve the aim, the following objectives will be taken care of:

- To know the role of digital platforms utilized for advertising brands.
- To analyze the role of Digital Marketing in Building Brands with the help of social media advertising.
- To discuss the significances of social media advertisement.
- To examine the buying behavior of millennials towards brands after using of social media advertisement.

III. SIGNIFICANCE OF THE STUDY

This study will help to highlight the mechanisms of brands building in digital marketing context.

- This study can identifying the gaps regarding the role of digital marketing and also gives the insight to enhance their brand strategies.
- Helps to focus on the role of social media in creating brands and fostering customer relationship.
- This study will helps to understand the consumer behavior and their preferences regarding brands and tailoring their messages and content.
- It demonstrates that how digital marketing can be more cost-effective in compared to traditional marketing methods.

IV. RESEARCH METHODOLOGY

• Research Design -

Descriptive research design - The study is purely descriptive research as it sought to know the role of digital marketing in building brands and also the impact of social media advertisement on branding. Descriptive research is involving data in order to answer research questions concerning the current status of the study.

• Source of data -

(i) Primary data collection.

The primary data are those which are collected fresh and for the first time thus happen to be original in research process. The basic information that is collected by the research from the respondent is the primary data. The primary data is collected from the respondents.

(ii) Secondary data collection.

Apart from primary data, we have also used some secondary data. Websites, books, journals, articles, and magazines were referred for the purpose to do research process.

- **Sampling Method -**

In this Research we have used personal Interview and observation Method to collect the data.

V. LITERATURE REVIEW

Anushka, 2016 Advertising plays a very significant role in the growth of the industry. But the report shows that India is not spending much time on an advertisement which turned as a challenge for the media and entertainment industry. The growth in the digital and social media plays an important role to make India the developed nation. Mining the customer's sentiment by social media analytics assist in improving media and entertainment industry. Media and entertainment industry helps in developing the Indian economy. Recently it is growing at very faster rate. There is a bright future for all the media and entertainment segments in all over the world.

Hartemo (2016) stated in a study that e-mail marketing is a tool which allows personalized communication and empowers consumers by converting consumers into active consumers. However, the study gives a view that currently markets are not updated and does not exploit e-mail marketing to its full potential. "Beyond the Rack" is an e-commerce retail company which direct its 16.2% of the traffic from the e-mail marketing campaign as the content is resonating enough to attract consumer's attention.

Jain and Schultz (2016) presented a study which concluded that to enhancing the sales of a luxury brand, it is necessary to know the consumer's behavior and it can be only achieved through digital platforms. Furthermore, consumers use digital media extensively with the sole purpose of comparison among the brands and analysing the alternative brands available.

Dr. Sourbhi Chaturvedi and her team, in their **2014** study, highlighted the mass presence of around 1 billion members on social media platforms. They prominence that social media sites have evolved into crucial platforms for businesses and consumers to affix and share information about products. Their research also underscored the very great impact of social media on customer buying behavior.

Trattner and Kappe (2013) presented a case study in which the capabilities of Facebook marketing through exploiting a web-based medium called VirWOX. The ROI from the Google AdWords had reduced significantly over the few years, due to which scholars had conducted collaboration between FB and VirWOX for undertaking -media advertisement.

Mohapatra (2012) stated out that companies which doing business in computers such as IBM, Apple and Dell will have upper hand in e-commerce in comparison to Tesco and Big Bazaar. The success of e-commerce sites is totally based upon the reputation of the company or any creative strategy adopted. Moreover, the success of a brand is influenced by the degree of the consumer's involvement, which highlights the success of Amazon. Com. Brand names like Hyundai and Maruti Suzuki have created a domain name and offer discounts if the purchase is made from online sites, with the aim to leverage brand equity.

According to Cox, Sarah (2012), it was essential that small businesses understand today's social media driven environment. They should also know the strategies behind using social media such as Facebook and Twitter for growing their business and to stay competitive and reach their target markets. However, many small businesses did not have a strategy when they began using social media.

Minton (2012) mentions how social media has increased to the point that it is now involved in the workplace. Many companies have utilized social media strictly for marketing purposes. Studies have been conducted and results show that marketing through social media has led to more success with various companies. Careers Along with marketing, a great amount of job opportunities has opened up from social media.

VI. FINDING AND DISCUSSION

In recent decades the efficiency of marketers and brand promoter has been increased tremendously due to use of internet. There are a lots of digital platform that playing a crucial role in the success of marketing strategies. But we see that, companies faced problem because consumers use these platforms as per their comfort and alter the buying decision accordingly. Now, companies are very careful to choosing the digital platform and also preparing promotional strategies for consumers. Various brands are able to engage their customers and enhance their buying behaviour by sharing useful content and in effect, increasing trustworthiness. Email marketing is very useful for reach to customer mind directly for lead generation. Today's youth are engaged with their mobile phones so marketer making strategies for them because they know about their taste and preferences. Digital marketing strategies very helpful to understanding the consumer's buying behaviour and regulate the product accordingly. When marketer tries to extract organic customers, keyword search ads have also shown to much potential, as they aid in the creation of brand identification and making brand image in the customer minds. A mass audience which is an influence group, on digital platforms has power to build brand perception and attitude and also making efforts to maintain it.

Social media platforms are also influences profit margins and brand equity of companies significantly. Apple, LG, IBM, Microsoft, Mahindra's and Maruti Suzuki are exploiting these platforms to enhance their brand values and sales. With the appearance of social media advertisement, the companies has transformed tremendously and created big opportunities such as brand promotion, customer relationship management, creating brand goodwill and benefits from social marketing. Brands are not controlled by the companies it controlled by the consumers and their attitude perception related to the product or services. In current market scenario companies can manages and gather the information through various platforms such as Face book, Twitter, Instagram, LinkedIn and other social blogs. With the tremendous growth of the no. of millennial and young generation, big companies are focusing on the strategies which are targeted these youth. Social media advertisement played a crucial role in entertaining, communicating, and educating the millennial and various young customer of India. Product buying decision was seen positively associated with the social media advertisement. The communication function if social media advertisement was observed to be the most crucial factor which impacted customer buying decision making. The popular marketing strategies to endorse brands among the customer are celebrity endorsement, brand engagement, content, creativity and cause-related marketing leveraged the brand loyalty.

VII. CONCLUSION

The objective of this study was to know the reasons which attract the various customers and brands to utilise digital marketing, with special reference to social media advertisement. We know very well that the effectiveness of any advertisement techniques is always measured by evaluating change in the behaviour of its current customer as well the behavior of young generation. With the introduction of social media and its utilization as a marketing tool, challenges have been presented to firms to manage their brands. The brands are shifting towards manages awareness about product and services with the users and increasing the interaction within the network by the source of storytelling as study indicated that these factors very much influence the brand image in the mind of the customer. Brands are not controlled by the marketing agencies and companies but the branding is too much attach with its valuable consumers, which adds further complication and firms aim at protecting its goodwill. Face book, Instagram, twitter, LinkedIn etc, are the platforms exploited by firms to deliver information and increase customer engagement. The study on this project is that social media advertisement is positively related to the millennial behaviour as it ensures personalization of content, empowerment, engagement, and brand selection, education about products, expert opinion, and informative content about the brand. Moreover, there are so many other behavioural

factors which are not incorporated in the present study such as values, norms, experience, suggestion and status. Therefore, this limitation can be addressed in the future studies.

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