

BUILDING BRANDS THROUGH SOCIAL MEDIA MARKETING

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ABSTRACT

Over the last two decades, due to advancements in technology, the internet has gained its importance and has made an impact on our everyday lives. This chapter talks about one of the widely used terms i.e., social media. How social media has been uprooted by different businesses to get an identity. The main aim is to study the effects and strategies of social media marketing on building a brand, given that the concept is receiving increasing attention from marketing academia and practitioners.

Keywords: *Social Media Marketing, Brand Building*

INTRODUCTION

In the current scenario, branding is the single most important investment that one can do to grow his business. It gives an identity to an entity that is constructed in a consumer's mind and is something that differentiates it from others. Branding is the art of becoming knowable, likable and trustable. The brand is positioned in consumers' minds when it has proved its authenticity and value. This can all be done by working on your market, customers, competitors, suppliers, and mediators.

Social Media has become a vital part of everyone's life through numerous digital channels like apps, and websites. It has been able to provide a source of information sharing to both people and businesses respectively. According to research done by Oberlo, there were 3.78 social media users worldwide in 2021 which equates to about 48 percent of the current world population (Mohsin, 2021). 73% of marketers believe that their efforts through social media marketing have been "somewhat" or "very effective" for their business (*State Of Social 2019*, n.d.). Social media allows brands to access cost-effective marketing, interact with their audience, and build brand loyalty.

WHAT IS SOCIAL MEDIA MARKETING?

Social Media is the platform that allows users to interact, communicate, share, and collaborate through various networks, for example, Facebook, LinkedIn, Youtube etc. Social media is defined “as a group of internet-based applications that are built on the ideological and technological foundations of Web 2.0 that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010; Kaplan, 2015). It has given marketers remarkable opportunities to reach consumers in their communities and build more personal relationships with them (Kelly et al., 2010).

Promoting products and services on different platforms of social media can generate revenue, sales, leads, or awareness for a business. Social media influences consumer buying behavior research has shown that social media influences international trust and purchasing and facilitates sharing of knowledge and experience among consumers (Lu and Hsiao, 2010; Hajli, 2013).

Social media is not only helpful in detailed market segmentation but also allows efficient communication with our various audience groups. Social Media is the right platform to find information and evolve liking for the product/service. Some advantages of using social media marketing are as follows-

Engagement

Engaging your audience can be a pivot for a brand. When businesses post their content on the social media platform, the customer tends to give feedback. Continuous improvement on both positive and negative feedback can increase user engagement.

Interaction

Using social media marketing can bring your business closer to the audience. As it allows you to communicate with your audience and get in touch with them. Conducting online live sessions can increase your user engagement in addition it can increase awareness of your product.

Customization

Nowadays, consumers demand tailor-made products. For example, Nike offers personalized shoes to their customers, Nutella offers their customers to add their name on the jar etc. This increases the core value of a brand, as it makes customers happy; and mostly repeat orders come from them.

Real-Time

Social Media Marketing allows businesses to communicate with their customers instantaneously. Social advertisement connects with the target audience which can be tracked in real-time, allowing businesses to hone the effectiveness of the message and get the attention and retention of customers (*Social Media Marketing Company...*, 2022).

Traffic Drivers

Social media pulls in more customers by driving traffic to your website and making your business more visible to search engines (*Social Media Marketing Company...*, 2022).

STEPS

To make your business reach a large target audience, you need a solid social media marketing strategy. In recent times, the use of social media marketing tools to promote or run a business campaign has increased, and to increase your ROI, there are smart and important hacks for effective social media marketing every business owner must endeavor to implement for a quick result.

- Set Goals
- Recognition of needs
- Select the target audience
- Choose different social media platform
- Engage your customers
- Analyze your customer
- Evaluation

SOCIAL MEDIA MARKETING STRATEGY: HOW TO USE IT TO GROW YOUR BRAND

Write captivating titles with good content

If you want to keep your audience engaged then ensure that you create something that stirs their emotions, grabs their attention, and entertains them. Use language which your ideal client wants you to speak.

Hashtags

Hashtags are used to make brands' content more discoverable on social media platforms basically it extends brand reach to a niche. Clicking on a hashtag can redirect the customer to that particular brand's website or page. For example #adidas , #instagram.

Schedule your post

Social media creates an environment for both customers and businesses to interact with each other. Firstly, brands need to understand how the algorithm of social media works and should do proper research on their audience; this will help brands understand what the user wants and they could deliver accordingly.

Organize social media contests

One of the best ways to make people know about your brand is by organizing a contest. Running social media contests relatively brings more traffic to websites and apps simultaneously increasing leads of a brand. Contests can be held on any day, event, or special occasion like on new year, Diwali, or Black Friday that inspires contests. For example, giveaways, photo contests, comments to win, etc.

Using a tagline

Taglines are phrases that communicate what a brand is all about. It talks about the company's value as a whole. Using taglines makes business easily recognizable and makes the target audience remember the brand before shifting to any other brand. For example, Apple - Think Different, McDonald's- I'm loving it.

HOW TO INCREASE BRAND AWARENESS?

Social media activity can have a huge impact on Brand Awareness. Through social accounts, a brand can reach a large volume of potential customers. Social sites help in customer engagement and let the brand know their potential leads and current customers. It helps brands in promoting their content to the public at large. Some marketing strategies which brands can use are-

Influencer Marketing

Influencer marketing has become a new strategy to expand brand reach and increase brand awareness among people via social media. Earlier, people used to rely on print media, hoardings, radio, and television to know about products and brands that have come into the market.

An Influencer is someone who has a large fan base and has the power to hold an impact on someone by showing his/her unique skill. Therefore, influencer marketing is social media marketing where different brands endorse influencers to promote their products or services to the public at large.

Affiliate Marketing

Social media can be used as a tool for affiliate marketing. It is a process by which an affiliate earns a commission for marketing another person's or company's product or service. The affiliate simply searches for a product they enjoy, promotes that product, and earns a piece of profit from each sale they make. For example, Technical guruji gives discount coupons and links to products in his youtube channel description which redirects users to the main website; by this, he earns the commission and the brand gets its promotion.

Buzz Marketing

This type of marketing can be done both offline and online, where brands want people to talk about their product and make it viral. This viral marketing strategy leverages creative content, interactive events, and community influencers to reach a large audience.

Event Marketing

This strategy allows brands to have one-to-one communication with their users. This is done when any new product is launched in the market. For example, conducting webinars, and online workshops with their target audience.

Advertisements

Advertising simply means promoting your products and services to your audience. It can be targeted, mass, paid, or unpaid advertisement. Advertisement is used for driving traffic, conversions, leads, and sales. With the advancement in internet connectivity and the growing popularity of social media, brands have started using social media to spread awareness and engage their audience. For example, Facebook ads, Youtube ads, Playable ads, etc.

CONCLUSION

Social media marketing strategies are different from traditional marketing strategies as it is pervasive. As the world is going digital brands have realized the potential of using social media marketing. It helps in increasing brand

awareness, brand loyalty, brand value, customer relationship, and customer engagement which in the end builds a brand. It allows the brand to know its past customers, current customers, and potential customers. They employ social media to understand customer expectations and then develop appropriate strategies to promote their offerings for achieving marketing goals (N. Hajli, 2015).

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