BUILDING BRANDS THROUGH DIGITAL MARKETING: A STUDY OF SOCIAL MEDIA ADVERTISEMENT

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Abstract

Brand management has changed because digital media platforms let people talk and move around in real-time. Also, the rise of social media has changed how businesses talk to their customers. But businesses have not been able to make the most of social media marketing, and they don't know much about how to use digital marketing for branding. It's important to learn as much as possible about marketing changes because they directly affect how long a brand will last. But not much has been written about advertising on social media and how it affects brand management. So, this study aims to look at all digital platforms, focusing on brand ads on social media. How millennials interact with digital media and brands will be a good measure of how well the social media ad works. The results will show what we know now about digital advertising tools, advertising on social media, and managing brands. The study will also show brand managers how effective digital marketing and advertising on social media can be.

Keywords: Numeral marketing, construction brands, advertising, social media,

1. INTRODUCTION

The Internet has changed how consumers interact with the brands they buy and how outmoded marketing methods are used in the cheap. The old ways of interrelating with brands are outdated and can't keep up with how people want to connect with brands today. People want a brand to make a promise about what it will stand for. They spent most of their time and money on increasing brand awareness and sales. They spend most of their time and money on digital space (Edelman, 2010). Products are the company's imperceptiblepossessions, and businesses try to build strong brand names that customers will remember by making the information clear (Gensler et al., 2013). Digital marketing, which many companies use to promote their brand and reach more customers, has replaced traditional marketing strategies. Digital marketing uses tools that can be used even when you're not connected to the Internet. It includes mobile ads, display ads, ads on social media sites, ads on search engines, and other forms of digital marketing. People can get information from digital media anywhere and at any time.

The claims made by brands are checked by the media, associations, experts, and peers to make sure they are true and reliable. Digital marketing uses many different ways to spread ads through digital media. Companies are trying to get closer to both the brand and the customer (Yasmin, Tasneem & Fatema, 2015). The rise of social media has changed and reshaped the digital media landscape. It has also changed how information gets around, which has led to more innovation and creativity in information and more sharing within the social network (Lipsman et al., 2012)..

At the moment, Facebook is the most used social media site. About 750 million people use it daily and spend time there. Before Facebook, Google was the most visited site on the Internet. Companies have started to use social media more and come up with new ways to reach more people because it is so popular. More than 7 million sites build their brand through social media (Trattner & Kappe, 2013). To get more out of their marketing, brands want to talk to their fans and change how they feel and what they say. As advertising on social media grows, new opportunities come up, and the trick is to make the most of them. Scott Cook, who helped start the company Intuit, said that what customers say to each other is more important than what the company says to its customers. A company's only power is to control the information (Lipsman et al., 2012). Even though academics are paying more attention to how social media and brands work together in a wide range of fields, studies haven't been able to show how different digital marketing tools affect brand management, even in environments that change quickly. So, the goal of this study is to learn how to use digital tools, especially advertising on social media, to increase the value of a brand. Since millennials affect how the market moves (Newman, 2015), this study will examine how social media affects millennials' behavior and how their views of brands change as social media advertising, this will help us figure out what makes social media advertising work and how it relates to the core of brand organization.

2. RESEARCH GOAL AND GOALS

Digital marketing has altered the way brands promote and helped more people see them. This review paper needs to find out what brands brands want to use numerical platforms to reach a wider spectators and what role social television platforms play in publicity brands. Relationships between customers and products are important to keep people involved in communities and spread their presence. Mobile marketing is about building relationships because it lets the brand and the customer talk back and forth.

Jain and Schultz looked into luxury brands and digital media platforms in 2016. They found that if a luxury brand wants to make more money, it needs to know how people act, which can only be done through digital platforms. Also, consumers often use digital media to compare brands and figure out which ones are better. Many people use search engines to find information and shop online. The search engine shows two kinds of results: keyword ads and organic ads. The study also showed that the customers are the ones who own the brand, not just the company. But companies can control how their brands are shown, so having a

presence on Facebook or Twitter might not get the best results. Companies should have full control over these platforms instead. Banner ads, viral marketing, search engine optimization (SEO), and making widgets are just a few Internet-based activities that greatly affect how people see a brand.

E-commerce has changed how much a brand is worth and helped explain why profit margins are important. The Internet has changed how people think about and use information, affecting how they buy things. Mohapatra said in 2012 that IBM, Apple, and Dell, which sell computers, will have the edge over Big Bazaar in e-commerce. The e-commerce sites depends on the company's reputation or any creative strategy they use. Hyundai and Maruti Suzuki are two brands that have set up domain names and offer discounts if you buy from their websites. Social media advertisement to communicate brand In the last ten years, Web 2.0 has changed a lot, especially in social networks. Many businesses use social networks as a marketing tool because so many people use them. The money comes from the content and ads, and comes from the free services. Web 2.0 lets the website and the user share information, and social platforms are getting much attention from scholars because they help define a person's profile, make social information about the consumer-available, and help us understand how they act. Platforms are used to make information and share it with a larger group of users. Also, it's easy to promote brands and change how people feel about them with social media (Mata & Quesada, 2014). In their 2009 study, Chua and Parackal found that most people read blogs to learn how leaders think. But in this age of fierce competition, social media sites like Twitter, and Instagram have become important tools for branding.

Twitter have made it easier for brands to stay in touch with their customers and make them feel like they belong. They give people what they want to feel connected to the brand they're using (Yan, 2011). studied how social advertising affects branding. They thought that social media could help brands in some ways, such as sharing content, connections re-sharing the content, and "sponsored stories," a Facebook ad unit (FB). Branded content is used in the "News Feed" part of Facebook. Most of the people who go are fans or people who know fans. Through the Facebook platform, brands can reach consumers they haven't reached before. Because of social media, marketing has changed, especially when it comes to social networks like user groups and blogs. In their study, Hutton and Fosdick (2011) said that brands' official websites were getting less traffic in 2009 because social media marketing was becoming more common.

3. Methodology

Media meshing is when a person gets the information they need from more than one source. It helps make everything about media better. Because there were so many ways to advertise on social media, brands had to get on board. Brands and users work together to build brand communities that meet the wants and needs of end-users. It was decided to use a deductive method, and questionnaires were sent to Social Media users to collect quantitative data.

Then, exploratory and confirmatory factor analyses were used to ensure this model was right. Also, SEM modeling was used to look at how the different factors affect each other. Stewart and Carey (2020) looked at what Millennials have in common with high-end perfume brands. Several things were looked at, like Consumer Brand Relationship (CBR), brand loyalty, and what luxury brands stand for. The study found that lifestyle tribes and hedonic and emotional factors are the most important things that influence millennials' decisions to buy luxury perfume brands. According to the results, millennials were more likely to choose a brand if they knew more about it. Also, when it came to millennials, the idea that people choose one brand over another based on how good they think it is was thrown out the window. People talked about how they felt about the brand on social media, shared information about the brand with their friends, and suggested the brand to their friends. Generation Y bought the brands largely because of how involved they were. Also, the most important factor was getting good recommendations from other people. Product placement is another important marketing strategy that has been shown to affect what people buy. Kit and P'ng (2014) did a similar study to determine how well-placed products affect what millennials buy. It was found that a person's attitude greatly affects what they think about product placement. There was also a strong connection between subjective norms and normative norms. Both attitudes and subjective norms directly affect the decision to buy. Millennials' buying plans often affect how they act as consumers.

When a customer puts much value on the status and things, this effect worsens. When making rules for a brand, marketers need to know what makes up the millennial generation. Capelo (2014) looked into what makes millennials in Portugal decide which brands to buy. A critical review of the research on brand awareness and millennials helped marketers figure out what they should focus on when trying to reach millennials. These were called the "3 Cs": marketing with a cause involving customers, content, and creativity. The results showed that when making a purchase decision, millennials pay more attention to what other buyers say and what they recommend. Millennials were also more likely to connect with a brand connected to a social cause. Things like price, personalization, online content, and the co-creation process affected people who were not millennials.

4. FINDINGS AND DISCUSSIONS

People and businesses are trying new ways to use the Internet to keep customers and make more money. But businesses failed because customers used these platforms when convenient for them and changed their minds about what to buy. Businesses now pay close attention to how customers act and change their digital plans to match. Louis Vuitton are two brands that have done well with online marketing. By sharing information, these brands can get their customers more involved and improve their experience, making them more trustworthy. Email marketing lets you talk to your customers more personally and gives them more power. Through mobile marketing, SMS has also been a good way for customers and brands to talk back and forth. Digital marketing strategies are helpful because they help businesses figure out how their

customers act and change their products to match. Keyword search ads have also exposedmuch potential to bring in organic customers because they help build brand recognition and image. The influencer community has the power to make and keep a brand's image on digital platforms.

E-commerce platforms greatly affect profit margins and brand value, and big companies like Apple, and Maruti Suzuki use them to boost their sales. With the rise of social media, the market has changed and given rise to many new opportunities, such as promoting brands, managing customers, protecting brand reputation, and getting a lot out of network marketing. From what we've read, it sounds like consumers and how they see a brand are in charge, not the companies that make it. Companies can only control the information sent through Facebook, Twitter, Media meshing, and Blogs. Since there are more and more millennials all the time, big companies are making plans for them.

Previous research shows that there is still a positive link between how millennials make decisions and buy things and how they advertise on social media. Social media was a big way for India, Pakistan, Bangladesh, srilanka, nepal millennials to have fun, get information, personalize their experiences, get rewards, and get annoyed. People who saw the ad on Facebook thought it made them more likely to buy the product. People thought that the communication function of social media advertising was the most important thing that influenced millennials' decisions. Millennials were loyal to brands that used e-WOM, celebrity endorsement, creativity, and marketing for a good cause. But other things, like how they felt about the brand, what their peers said about it, where the product was sold, and how important status was to them, also affected how millennials acted.

5. Conclusion

This study aimed to find out what makes brands want to use digital marketing, especially advertising on social media. By looking at how the behavior of millennials changed, it was possible to see how well new ways of advertising worked. As social media has grown, it has become harder for businesses to keep their brands in good shape. Brands use storytelling to stay in touch with their users and get more people to talk to each other on the network. Studies have shown that these things affect how people think of a brand. The people who use a brand are in charge, not the company that makes it. It makes things harder, and businesses try to keep their good names. mobile marketing, keyword search advertising platforms, influencer marketing, and advertising on social media are all digital tools that businesses use. Firms use Facebook, Twitter, Blogs, and media-meshing to share information with customers and get them more involved. Literature suggests that social media advertising positively affects how millennials act because it makes content more personal, gives them more power, gets them involved, gives them entertainment and expert opinions, and gives them information about the brand. Also, this study doesn't look at other factors that affect behaviour, like values, norms, experience, peer recommendations, or status. Since this is the case, this problem can be fixed in future studies.

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