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Studying the impact of social media on brand performance

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Chapter 1

Introduction on

Impact of Social Media on Brand Performance

1.1 Objectives of the Thesis

The primary goals of the thesis are as follows:

1. Investigate the role of social media in the brand-building process: The purpose of this thesis is to examine the role of social media in establishing and improving brand image and perception and to investigate how social media platforms have transformed the branding landscape. With the rise of social media as a dominant communication and marketing channel, brands have found new opportunities and challenges in reaching and engaging with their target audiences. This study will analyze the various ways in which social media platforms have reshaped the brand-building process, offering organizations unparalleled access to consumers while also necessitating strategic adaptations to effectively navigate within this dynamic digital landscape. Through an in-depth exploration of relevant theories, case study, and empirical research, this thesis seeks to provide valuable insights into the intricate relationship between social media and brand-building.
2. Examine the benefits and drawbacks of using social media in brand media channels and brand performance: The purpose of this thesis is to examine the possible advantages and disadvantages of using social media as a marketing tool for firms. This study looks at both the positives, such as improved brand awareness and engagement, and the negatives, such as potential negative feedback and loss of control over brand message.
3. Investigate the impact of social media on brand awareness: The purpose of this thesis is to investigate the impact of social media platforms on brand awareness. It

tries to comprehend how social media may help to improve brand awareness, brand reach, and brand exposure among the target audience.

4. Investigate successful social media tactics for increasing brand awareness: The goal of this thesis is to discover and assess effective ways for exploiting social media platforms to increase brand recognition. Understanding the psychology of the target audience in branding, successfully expressing the brand's value proposition, exploiting brand associations, and selecting relevant social media channels based on the marketing plan and target audience characteristics are all part of this process.
5. Analyze how social media platforms may improve brand performance: The thesis will look at how social media platforms can improve overall brand performance. It investigates elements that drive brand performance, such as consumer engagement, brand loyalty, and brand reputation, and evaluates how social media helps to improve these characteristics.
6. Using the 4Ps and 4Cs models, assess the influence of social media on brand performance: The purpose of this thesis is to examine the impact of social media on brand performance using the 4Ps (Price, Product, Place, Promotion) and 4Cs (Customer, Cost, Convenience, Communication) models. It aims to assess and contrast the efficacy of various models in analyzing and improving brand performance in the setting of social media.

By addressing these goals, the thesis will give significant insights into the influence of social media on brand performance as well as practical techniques for companies to use social media platforms successfully to achieve their marketing goals.

1.2 Purpose and Significance of the Study

The study of the impact of social media on brand performance holds the following purpose and significance:

1. **Purpose:**

- Understand and evaluate the impact of social media on brand performance: This study is to investigate how social media platforms influence several areas of brand performance, such as brand awareness, customer engagement, brand loyalty, and overall brand reputation.
- Discover and utilize successful strategies and methods through social media platforms to enhance brand visibility, reach the target audience, and develop a strong brand identity. The purpose of the thesis is to make the reader embark on a journey of exploration to uncover numerous strategies and methodologies which can be applied through the various social media platforms. These invaluable techniques will allow the reader to increase their brand's visibility to new heights, allowing them to effortlessly connect with their desired audience and create a stable bond. Moreover, it will drive the reader to embrace the opportunities given by social media to elaborately craft a robust brand identity that has an impact on their target audience and leaves an indelible impression.
- Assess the role of social media in mixing brand marketing and performance marketing: The study's goal is to determine how social media can be used effectively to achieve both short-term performance goals and long-term brand equity by combining brand marketing and performance marketing strategies.

2. **Significance:**

- Practical guidance for marketers and brands: The study offers practical insights and recommendations for marketers and brands on how to use social media platforms effectively to improve brand performance. This involves improving social media tactics, selecting the best platforms, and comprehending important elements that influence brand performance on social media.
- Academic contribution: The study adds to the current body of knowledge about the influence of social media on brand performance. It offers empirical facts as well as theoretical frameworks that might help progress the research in this field.

- Meeting the demands of the digital marketing environment: With social media platforms becoming increasingly important in marketing tactics, the study faces the need for a full knowledge of how social media platforms affect brand performance. It provides marketers and companies with crucial insights to help them navigate in the ever-changing digital marketing landscape.
- Providing relevant information for strategic decision-making: The study provides valuable information for companies to make educated decisions about their social media campaigns. Brands may efficiently manage resources and build strategies that correspond with their marketing objectives by analyzing data provided by social media platforms.
- Increasing brand competitiveness: By efficiently harnessing social media, companies may boost their market competitiveness. The findings of the study can assist companies in gaining a competitive advantage by employing social media platforms to boost brand visibility, interact with the target audience, and develop brand loyalty.

Overall, the study's aim and value lays in giving useful insights, practical advice, and scholarly contributions to understand how social media affects brand performance. It strives to help marketers and companies leverage the power of social media platforms to fulfill their marketing objectives and maintain a competitive edge in the digital era.

Chapter 2

Theoretical Framework on Impact of Social Media on Brand Performance

2.1 Role and Significance of Social Media in Brand Building

The role of social media in brand building is of utmost importance. Social media provides a platform for customers to express their opinions and engage with companies through various channels. It amplifies brand visibility and drives traffic. Additionally, social media facilitates the cultivation of loyal followers and the generation of leads. Having a robust presence on social media allows businesses to forge valuable partnerships, cut down on marketing costs, and boost their sales. Another notable benefit of social media is its capacity to offer market insights that companies can leverage to improve their brand. In times of challenges or difficulties faced by a brand, social media facilitates direct engagement with customers, who can provide valuable perspectives and insights into the underlying problems. By promptly addressing customer concerns, comments, and criticism, social media humanizes brands and fosters genuine engagement. Moreover, social media marketing empowers businesses to inspire action among their audience and build strong connections [2.1].

It is imperative for companies to utilize social media platforms as a means of establishing their brand. Social media plays a crucial role in enabling companies to engage in meaningful interactions with their online followers. When companies utilize social media to connect with their customers, they tend to receive more positive feedback regarding their products. The significance of social media in brand development lies in its ability to facilitate personalized engagement between businesses and their target audience. Thanks to the emergence of social media, businesses now have the opportunity to engage with customers in real-time, allowing them to express their opinions and ideas more effectively [2.2].

2.1.1 Social Media Branding Strategy

To ensure optimal utilization of social media, there are several essential techniques in social media marketing that brands must employ. The initial step involves selecting the appropriate social networks for the brand. If a company finds that it is not gaining traction on certain platforms, it is beneficial to shift focus to other sites where there is potential for greater interest. Another crucial method is not to overlook visual branding. Since consumers respond well to visuals, it is imperative that all social media profiles have a consistent appearance to avoid any disjointedness. The third technique that businesses should adopt is the development of their unique voice. This entails integrating and authenticating the company's culture and values into their social media posts. Consistency in topics and maintaining a regular posting schedule are other significant methods that businesses should employ while building their brand on social media. Moreover, influencers have emerged and gained increased popularity through social media. When establishing their brand, companies should engage with influencers who possess qualities such as honesty, active engagement, expertise in their respective fields, and leadership skills. Other brand-building techniques include making effective use of profile space, enhancing profiles, and, most importantly, actively engaging with the audience [2.3], [2.4].

2.1.2 Building our Personal Brand on Social Media

Building a strong personal brand on social media has become increasingly crucial in today's digital landscape. Companies must employ effective strategies to establish and enhance their brand presence in the online realm. By harnessing the power of social media platforms, businesses can cultivate a distinct identity, connect with their target audience, and foster brand loyalty. When a company presents different visuals on each platform, it creates a disconnect with the audience. It is crucial aspect of brand building is regular engagement with the audience, accompanied by personalized posts. When the content is genuine, diverse, and authentic, consumers are more likely to establish a connection with the brand.

It is imperative to explore and implement successful tactics that optimize brand visibility, engage with the desired customer base, and ultimately solidify a reputable and influential brand image. Companies should actively engage their social media audience by using questions and calls to action. By engaging with the audience, a company demonstrates that it values their opinions and acknowledges their voice [2.5].

Developing personal brands online is not a complex task, particularly with the aid of social media. Social media campaigns not only allow companies to connect with their audience but also serve as a vehicle to communicate their core values and principles. Companies that consistently engage with their audience and produce meaningful content foster stronger relationships with their consumers. Consumers appreciate the feeling that their voices are heard and that their opinions hold importance to the company. Brands that engage through social media can provide real-time responses, generate more leads, and establish deeper connections with their consumers [2.6].



Figure 2.1: Role and Significance of Social Media in Brand Building¹

Source:

¹ <https://zaktidigital.com/blog/important-role-of-social-media-in-brand-building#>

2.2 Advantages and Disadvantages of using Social Media in Brand Media Channels and Brand Performance

With the rapid growth of digital platforms, marketing trends have undergone a significant transformation in the past decade. Previously, businesses heavily relied on their websites for revenue generation, lead generation, conversion optimization, and brand establishment. However, in today's landscape, entrepreneurs must manage an entire digital ecosystem to fully leverage the potential of the Internet.

Among the various tools available, social media platforms have gained prominence over the years. These platforms have evolved to adapt to the dynamic digital environment and the evolving marketing needs of businesses. While initially centered around personal connections, social media now provides a space where users can follow and engage with numerous companies, services, products, and diverse content alongside their friends and family. With over 3.5 billion active users, marketers now have a large audience to reach out to and convert into consumers [2.7].

In any case, sometime recently businesses surged into making a corporate profile on stages like Facebook. It is basic that they get guidance in order to deal with the complexities of social media and the strategies that go with them. Like most things in life, social media has two sides.

When used correctly, social media marketing may greatly improve online visibility, generate traffic, increase sales, and eventually improve profitability. There are several success stories of companies that attribute their success to social media. On the other hand, some firms have suffered due to these platforms.

As a result, it is critical to weigh the benefits and drawbacks of social media to make an informed decision regarding its use [2.8].

2.2.1 The Pros of Social Media Marketing

Many marketers and business owners agree that social media has become an essential tool for any company seeking to establish a strong digital presence. Platforms like Instagram and Facebook have emerged as significant players in digital marketing, and here are several reasons why [2.9, [2.10]:

- **Cost-efficiency**

Compared to other online and offline marketing methods, social media remains one of the most cost-effective ways to reach and engage with a target audience. Creating an account on these platforms is free, and basic engagement features are also available at no cost. While maximizing income may require investment in areas such as content creation, graphic identity, maintenance, administration, and advertising campaigns, the overall expenses are generally lower than most other marketing strategies.

- **Great for brand development**

With millions of daily users, social media provides a perfect interface for businesses to improve their online presence and market their brand to a large audience. Having a social media presence guarantees that our brand and goods are always available to new and returning consumers, making it easier for them to form a trustworthy relationship with us. Furthermore, it provides a platform for developing existing client connections, eventually transforming them into brand ambassadors and promoters. Companies can successfully tell their narrative, personalize their brand and goods, and interact with customers on a deeper level with a well-executed social media plan.

- **Great way to create added value**

Social media provides businesses with quick and easy options to engage their audience on a constant basis. Brands may enhance their bonds with their consumers by creating interesting social posts, enticing imagery, social media promos, and competitions. Social media provides a venue for constant value delivery, from supplying quality content to conducting effective ad campaigns.

- **Reaching a huge audience**

Social networking is a fantastic tool for growing our different businesses. The capacity to reach a worldwide audience is a big benefit of social media marketing over traditional channels such as television or newspaper advertising. Businesses may use these platforms to reach a large audience of present and new customers. Furthermore, social media allows for global reach, allowing businesses to generate leads from across the world. Because there are no demographic restrictions, firms may target a broad market with their adverts, regardless of the intended age range.

- **Insights and trends**

Using social media platforms allows you to gain vital insights about your customers' preferences, habits, issues, loves, and dislikes. This data is critical for developing marketing campaigns and overall business strategies in order to stay relevant in the digital arena and obtain a competitive edge in the industry. Social media exposure also allows you to track your rivals' activity, analyzing their techniques and determining which ones produce the greatest results. While it is crucial to learn from rivals, it is also critical to avoid simply imitating them and instead focus on modifying effective tactics to stay relevant.

- **Embracing the social ecosystem**

Social media operates within its own digital universe, governed by its own rules and trends. However, social media marketing complements overall digital marketing strategies seamlessly. By devising a comprehensive strategy, businesses can enhance not only their social marketing efforts but also the overall performance of their digital marketing approach. For instance, incorporating marketing automation tools like chatbots can drive more traffic to specific areas while also instilling confidence within the social media network itself.

By leveraging the benefits of social media marketing, businesses can effectively establish their brand, engage with their audience, and stay competitive in the digital landscape.

2.2.2 The Cons of Social Media Marketing

While social media marketing offers numerous benefits, there are also some significant limitations that can hinder online progress. Here are some of the major disadvantages to consider [2.11], 2.12]:

- **Time-consuming**

To see results from social media marketing, constant engagement and persistent effort are required. It takes time and dedication to establish a strong brand presence across several platforms. Unlike in the past, when people would appreciate or follow a brand right away, acquiring a substantial following today is more difficult. It may be a time-consuming process including content production, preparation, and participation. Even spending several hours, a day on social media may not provide the intended results if the proper strategy is not taken.

- **Need for consistency**

Effective social media marketing involves not only time but also consistency. It is critical to succeed to establish a regular publishing schedule and to constantly offer high-quality material. Customers want companies to be active and to connect with them on a regular basis. Maintaining consistency in quantity and quality, on the other hand, may be difficult, especially when handling social media activities alone.

- **Requirement for expertise**

Social media marketing has gotten increasingly complicated, and grasping the complexities of the sector is vital for running efficient campaigns. It is critical to understand how to plan and execute advertising campaigns, interact successfully with the target audience, and remain current on social trends and advancements. This can be difficult, especially for companies that simultaneously manage other elements of their operations. Hiring social media experts may assist guarantee that marketing initiatives are carried out correctly and efficiently.

- **Potential for negative impact**

While social media may help businesses succeed, it can also have a detrimental impact. When creating content, it is critical to handle it with prudence and avoid contentious or sensitive issues that might lead to brand catastrophes. A single blunder or error may have a huge influence on the reputation of a brand. Malicious individuals can also establish fake accounts, give nasty reviews, and post unpleasant remarks, all of which can hurt a brand's online presence. Such accounts must be monitored and reported on in order to keep control over the brand image.

- **Difficulty in measuring ROI**

While social media marketing is typically inexpensive, there are costs involved, notably in paid advertising and the development of high-quality content. It might be difficult to calculate the return on investment (ROI) from social media marketing operations. Many digital marketers fail to effectively assess ROI, leaving them unsure of the efficacy of their efforts. It may take months or even years to collect significant statistics, making it difficult to determine the real impact of social media marketing.

Despite these disadvantages, the benefits of social media marketing outweigh the drawbacks. Most of the limitations mentioned can be mitigated through careful management, acquiring expertise in social media marketing, or hiring professionals to handle the brand's online presence. As customers increasingly expect businesses to have a presence on social media, it is crucial for brands to elevate their social media marketing efforts to remain competitive in today's digital landscape. With patience, dedication, and strategic planning, social media can become a powerful marketing tool for businesses.

SOCIAL MEDIA

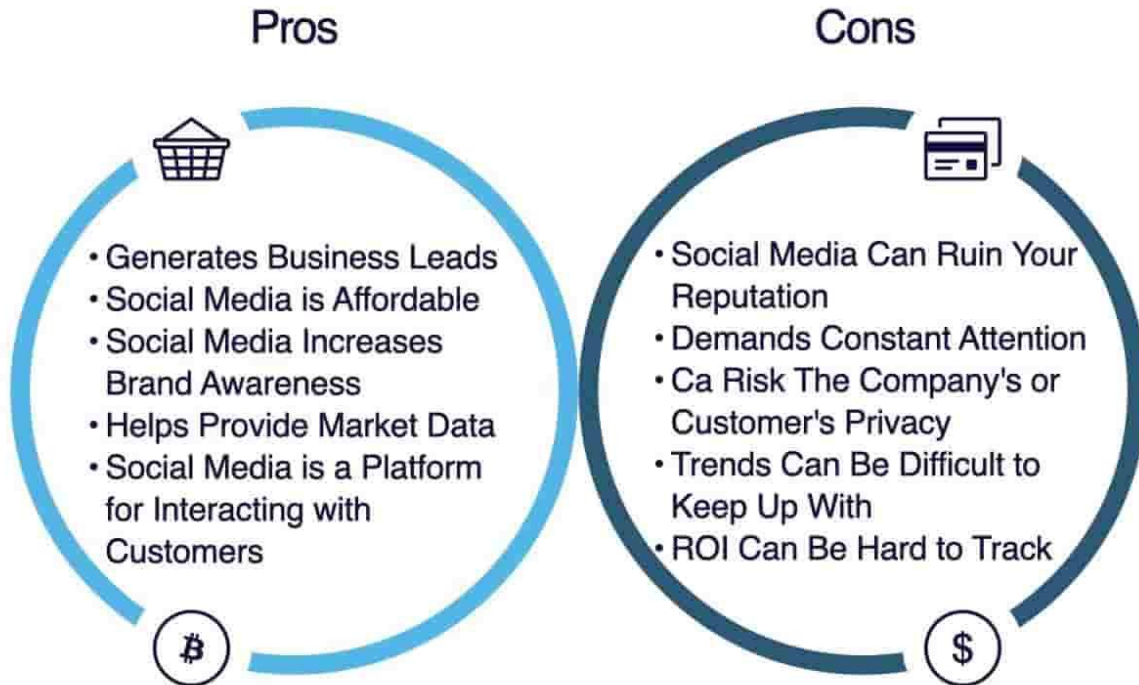


Figure 2.2: Pros and Cons of using Social Media in Brand Performance²

2.3 Performance Marketing and Brand Marketing

2.3.1 Performance Marketing

Performance marketing, as defined by the Performance Marketing Association, encompasses online marketing and promotional programs where advertisers (also referred to as "retailers" or "merchants") compensate marketers (also known as "affiliates" or "publishers") when specific actions, such as sales, leads, or clicks, are completed. This approach to digital marketing focuses on achieving quick and often

² <https://blog.reputationx.com/hsfs/hubfs/Social%20media%20pros%20and%20cons.jpg?width=1874&name=Social%20media%20pros%20and%20cons.jpg>

short-term results. By placing targeted advertisements on various performance platforms, we only pay for the digital platform when our desired customers actively engage. Over the past decade, performance marketing has gained significant prominence as it allows for reduced marketing expenses while maximizing returns.

On the other hand, brand marketing concentrates on establishing and enhancing positive customer perceptions of the brand, aiming to shape consumer affinity towards the company. It is a more gradual, emotive, and long-term aspect of our marketing strategy. In contrast, performance marketing serves as a swift and short-term tactic, particularly effective in generating immediate leads and sales.

However, it is crucial to strike the right balance between performance marketing and brand marketing, as overly focusing on performance marketing and bottom-of-the-funnel metrics can be detrimental to our firm or brand. Similarly, if we allocate excessive attention to branding and top-of-funnel initiatives, we may overlook actual sales opportunities. Additionally, branding efforts can contribute to the enhancement of our performance marketing campaigns.

2.3.2 What is Brand Marketing

Brand marketing involves the process of establishing and cultivating a connection between a brand and its customers. Unlike focusing solely on a specific product or service, brand marketing aims to promote the entire brand, with products and services serving as evidence that reinforces the brand's identity. The ultimate objective of brand marketing is to enhance the value of the brand, consequently increasing the overall value of the company.

A brand marketing strategy can utilize various channels, including social media, digital platforms, and paid search engine advertising. Employing multiple channels to create a diverse media mix is an effective approach to reach a wide audience. By implementing a brand advertising strategy supplemented by email and content marketing efforts, brand marketers can enhance brand recognition and attract potential customers across different digital domains. However, to effectively communicate with each audience in

these areas, it is essential to evaluate the distinctive features and characteristics of the brand.

2.3.3 Combining Brand Marketing & Performance Marketing

In an increasingly crowded marketplace, the importance of branding has become more crucial than ever. Branding enables businesses to convey their unique stories and shape consumer perceptions by offering something they can trust. It stimulates the interest of customers, prompting them to explore, learn about, and form a personal connection with the brand.

Branding goes beyond product specifications and features; it is about defining the core essence of a company and what it stands for. It focuses on making customers feel good, supporting the business, and establishing an emotional bond with them. Successful branding leaves a lasting impression, fostering long-term customer support and loyalty.

As per Statista, global digital advertising expenditure is projected to reach \$626.86 billion in 2023. In this ever-expanding landscape, brand marketing and performance marketing are becoming increasingly interconnected for businesses. Building customer relationships is just as vital as delivering targeted campaigns. Brands must adapt and evolve alongside the changing environment.

Staying competitive in today's economy requires a firm to excel in both brand marketing and performance marketing. Standing out from the competition necessitates a holistic approach. Only by doing so can a company achieve meaningful and sustainable growth, surpass customer expectations, and cultivate a strong brand that connects with consumers, prompts action, and encourages long-term loyalty.

Striking a balance between performance marketing and brand marketing is essential for long-term success and growth. Solely focusing on performance marketing to drive short-term sales without incorporating brand marketing strategies can limit a company's growth potential.

Intelligent marketing techniques now combine long-term brand building with more measurable short-term acquisition channels. Branding tactics like sequential storytelling

can be leveraged to optimize performance through avenues such as partner marketing or programmatic advertising.



Figure 2.3: Performance Marketing and Brand Marketing³

2.4 Influence of Social Media on Brand Awareness

The use of social media in marketing offers both advantages and challenges. Here are a few advantages of social media marketing which can have a positive impact on brand's awareness:

- **Personal and targeted:** Social media enables the development and exchange of one-of-a-kind material with specific people and consumer communities. It helps advertisers to tailor their communications to specific audiences.

³ https://www.silverbackstrategies.com/wp-content/webp-express/webp-images/uploads/2022/02/marketing_venndiagram.png.webp

- **Interactive:** Social media platforms enable marketers to communicate with customers and gain vital feedback. It enables organizations to create relationships with their consumers by facilitating two-way communication.
- **Communication in real time:** Social media allows for quick communication and the rapid transmission of marketing material. Marketers can keep up with changing client preferences and change their brand messaging accordingly.
- **Cost-effective:** Marketing through social media is often more affordable compared to traditional media such as newspapers or television. It provides a cost-effective way for businesses, especially small and medium-sized firms, to reach their target audience and achieve effective outcomes.
- **Engagement and social participation:** Social media platforms allow brands to create virtual communities where members can connect, share information, and enhance brand awareness. Users sharing content they enjoy can increase brand visibility and generate organic engagement.
- **Track and measure:** Social media marketing enables marketers to track, listen to, and evaluate user-generated content. By analyzing this data, businesses can improve service delivery and respond to customer needs effectively.

Regarding branding, active participation in social media platforms relevant to target customers can increase brand recognition. Social media can be integrated into the marketing mix to enhance brand visibility.

However, there are challenges associated with social media marketing. Some companies struggle to use social media effectively and measure its impact. Brands also have limited control over social media content, and negative information can spread quickly. Instead of intervening, marketers should engage in customer conversations to achieve valuable results [2.14], [2.15].



Figure 2.4: Influence of Social Media on Brand Awareness⁴

2.5 Evaluation of the impact of Social Media on Brand Performance

Because the brand is totally linked to the firm, measuring the absolute impact of branding is challenging. Instead, this word frequently refers to the influence of certain brand-related events or activities and how they have affected performance. For example, if a corporation runs a brand advertising campaign through social media, the firm hopes to obtain the return on investment created by this activity. Pixel tracking, social listening, panel surveys, marketing mix modeling, and A / B testing are all methods for determining the influence of branding on sales.

The influence of branding on several key metrics including KPIs (Key Performance metrics) may be quantified using proxies. Brand share of voice (SoV) is a popular concept among major advertisers since it has been found to correspond with market

⁴ <https://adoric.com/blog/wp-content/uploads/2021/01/build-brand-awareness-social-media.jpg>

share increases. Other brand awareness metrics include instant brand memory, brand mood, and purchase intentions. The click-through rate of your advertising and the conversion rate after clicking are standard measures for brand performance in a digital setting. The following are key markers for evaluating brand performance [2.16], [2.17]:

- **Brand awareness**

Brand awareness refers to the level of familiarity and recognition that customers have with a particular brand. It measures how well consumers know the brand, what it represents, and what products or services it offers. Brand awareness is an essential metric for evaluating brand performance because it directly impacts a customer's purchasing decision. There are various ways to measure brand awareness, including:

1. **Recognition:** This measures a customer's ability to recognize a brand name, logo, or other visual elements associated with the brand.
2. **Recall:** This measures a customer's ability to remember the brand name or logo without any visual cues.
3. **Top-of-mind awareness:** This measures the first brand that comes to a customer's mind when thinking about a particular product or service.
4. **Brand familiarity:** This measures the customer's level of familiarity with a brand, such as the number of times they have heard of the brand, seen its advertising, or used its products or services.

By measuring brand awareness, businesses can identify the strengths and weaknesses of their brand and develop targeted marketing campaigns to improve it. Increasing brand awareness can lead to higher customer engagement, better brand perception, and increased sales.

- **Brand loyalty**

Brand loyalty measures the degree to which customers are committed to purchasing and using a particular brand over time. It reflects the customer's preference for a brand and their willingness to remain loyal to it even in the face of competition or changing market conditions. Brand loyalty is an important metric for

evaluating brand performance because it is a strong predictor of customer behavior and repeat purchases. There are various ways to measure brand loyalty, including:

1. **Repeat purchases:** This measures the number of times a customer has purchased from a brand over a given period.
2. **Customer retention rate:** This measures the percentage of customers who continue to purchase from a brand over time.
3. **Net Promoter Score (NPS):** This measures a customer's likelihood of recommending a brand to others on a scale of 0-10.
4. **Brand advocacy:** This measures the degree to which customers actively promote a brand through word-of-mouth marketing, social media, or other channels.

By measuring brand loyalty, businesses can identify their most loyal customers and develop strategies to retain them. Increasing brand loyalty can lead to higher customer lifetime value, increased revenue, and a stronger brand reputation. In contrast, low brand loyalty can signal a need for improvement in customer experience, product quality, or marketing efforts.

- **Brand equity**

Brand equity refers to the overall value and strength of a brand, based on how it is perceived by customers and other stakeholders. It reflects the tangible and intangible assets that a brand possesses, including its reputation, brand awareness, customer loyalty, and intellectual property. Brand equity is an important metric for evaluating brand performance because it can impact a brand's financial performance, market share, and long-term sustainability. There are various ways to measure brand equity, including:

1. **Brand value:** This measures the financial value of a brand, based on its market capitalization, revenue, and other financial metrics.
2. **Brand strength:** This measures the overall strength of a brand, based on its reputation, market position, and customer loyalty.

3. **Brand associations:** This measures the positive or negative associations that customers have with a brand, based on its messaging, advertising, and other marketing efforts.
4. **Brand personality:** This measures the personality traits that customers associate with a brand, such as trustworthiness, innovation, or excitement.

By measuring brand equity, businesses can identify areas where they can improve their brand's value and strength. Increasing brand equity can lead to higher market share, increased pricing power, and a more favorable reputation. In contrast, low brand equity can signal a need for improvement in product quality, marketing efforts, or customer experience.

- **Customer engagement**

Customer engagement refers to the degree to which customers are actively involved with a brand, including their interactions, feedback, and loyalty. It measures how well a brand is able to capture and retain the attention of its customers, and how it creates a two-way relationship with them. Customer engagement is an important metric for evaluating brand performance because it can impact a brand's reputation, customer satisfaction, and overall success. There are various ways to measure customer engagement, including:

1. **Social media engagement:** This measures the level of activity and interaction that customers have with a brand on social media platforms, such as likes, shares, comments, and mentions.
2. **Customer reviews:** This measures the feedback and ratings that customers provide about a brand and its products or services on online review sites.
3. **Customer surveys:** This measures the level of satisfaction and feedback that customers provide about a brand's products or services, as well as their overall experience.
4. **Customer loyalty:** This measures the degree to which customers are committed to a brand, based on their repeat purchases, advocacy, and referrals.

By measuring customer engagement, businesses can identify areas where they can improve their customer experience, product offerings, and marketing efforts. Increasing customer engagement can lead to higher customer satisfaction, increased loyalty, and a stronger brand reputation. In contrast, low customer engagement can signal a need for improvement in customer experience, marketing efforts, or product quality.

2.5.1 Factors that Affect Brand Performance

- **Customer experience** refers to the total impression that a customer has of a brand, based on their interactions with the brand across all touchpoints. It includes factors such as product quality, customer service, website usability, and brand messaging. Customer experience is a critical factor that can impact brand performance because it can directly affect customer satisfaction, loyalty, and advocacy. There are several ways that customer experience can affect brand performance [2.18], [2.19]:
 1. **Customer satisfaction:** A positive customer experience can lead to increased satisfaction, while a negative experience can result in decreased satisfaction and even customer loss.
 2. **Customer loyalty:** A positive customer experience can increase customer loyalty and retention, while a negative experience can decrease loyalty and result in lost revenue.
 3. **Brand reputation:** A positive customer experience can enhance a brand's reputation and lead to positive word-of-mouth marketing, while a negative experience can damage a brand's reputation and lead to negative reviews and social media comments.
 4. **Customer lifetime value:** A positive customer experience can increase the lifetime value of a customer by increasing the likelihood of repeat purchases and cross-selling opportunities, while a negative experience can decrease lifetime value and result in lost revenue.

By focusing on improving the customer experience, businesses can improve brand performance and increase customer satisfaction, loyalty, and advocacy. This can be done by implementing customer-centric strategies, such as providing personalized experiences, listening to customer feedback, and investing in customer service and support. Ultimately, a positive customer experience can be a key differentiator in a competitive market, leading to increased brand performance and long-term success.

- **Brand reputation** refers to the overall perception that customers and other stakeholders have of a brand, based on its actions, messaging, and behavior. It includes factors such as brand values, trustworthiness, transparency, and social responsibility. Brand reputation is a critical factor that can impact brand performance because it can directly affect customer loyalty, advocacy, and overall brand perception. There are several ways that brand reputation can affect brand performance:
 1. **Customer loyalty:** A strong brand reputation can increase customer loyalty and retention, while a poor reputation can result in decreased loyalty and lost revenue.
 2. **Customer acquisition:** A strong brand reputation can attract new customers and drive customer acquisition, while a poor reputation can deter potential customers and result in lost revenue.
 3. **Brand value:** A strong brand reputation can increase brand value and lead to higher market share and pricing power, while a poor reputation can decrease brand value and result in decreased revenue.
 4. **Employee engagement:** A strong brand reputation can increase employee engagement and satisfaction, leading to increased productivity and a positive work culture, while a poor reputation can result in decreased employee morale and retention.

By focusing on building and maintaining a strong brand reputation, businesses can improve brand performance and increase customer loyalty, advocacy, and revenue. This can be done by implementing ethical and socially responsible business practices,

being transparent and honest with customers, and investing in reputation management strategies, such as monitoring social media and online reviews. Ultimately, a strong brand reputation can be a key differentiator in a competitive market, leading to increased brand performance and long-term success.

- **Marketing and advertising** efforts refer to the various tactics and channels that businesses use to promote their brand and products or services. It includes activities such as advertising, social media marketing, influencer marketing, content marketing and public relations. Marketing and advertising efforts are critical factors that can impact brand performance because they can directly affect brand awareness, customer engagement, and overall brand perception. There are several ways that marketing and advertising efforts can affect brand performance:
 1. **Brand awareness:** Effective marketing and advertising efforts can increase brand awareness and visibility, leading to increased customer engagement and loyalty.
 2. **Customer acquisition:** Marketing and advertising efforts can attract new customers and drive customer acquisition, leading to increased revenue and market share.
 3. **Customer engagement:** Marketing and advertising efforts can create opportunities for customer engagement and interaction, leading to increased customer satisfaction, loyalty, and advocacy.
 4. **Brand perception:** Marketing and advertising efforts can shape and influence brand perception, either positively or negatively, depending on the messaging and tactics used.

By focusing on effective marketing and advertising efforts, businesses can improve brand performance and increase customer engagement, loyalty, and revenue. This can be done by developing targeted campaigns that resonate with the target audience, using data and analytics to measure and optimize performance, and investing in a range of marketing channels and tactics. Ultimately, effective marketing and advertising efforts can be a key driver of brand performance and long-term success.

- **Market competition** refers to the level of competition and rivalry that exists within a particular industry or market. It includes factors such as the number and strength of competitors, the number of equivalent products or services, and the bargaining power of customers and suppliers. Market competition is a critical factor that can impact brand performance because it can directly affect market share, pricing power, and overall brand perception. There are several ways that market competition can affect brand performance:
 1. **Market share:** Strong competition can lead to decreased market share and revenue, while weaker competition can lead to increased market share and revenue.
 2. **Pricing power:** Strong competition can limit pricing power and lead to decreased profitability, while weaker competition can lead to increased pricing power and profitability.
 3. **Product differentiation:** Strong competition can make it more difficult to differentiate products or services, while weaker competition can create opportunities for product differentiation and innovation.
 4. **Brand perception:** Strong competition can affect brand perception, either positively or negatively, depending on how well the brand performs compared to its competitors.

By understanding and adapting to market competition, businesses can improve brand performance and increase market share, pricing power, and revenue. This can be done by investing in product differentiation, innovating new products or services, and developing pricing and marketing strategies that are tailored to the competitive landscape. Ultimately, effectively navigating market competition can be a key driver of brand performance and long-term success.

Chapter 3

Effective Social Media Strategies for Increasing Brand Awareness

3.1 Understanding the Psychology of Target Audience Behind Branding

Brands have the potential to elicit emotional responses by connecting themselves with good or negative associations. For example, the term "love" produces pleasurable sensations, but "death" suggests grief and loss. Furthermore, companies may build a feeling of authority and strength, allowing customers to identify with them and feel a sense of belonging or connection, offering a comforting experience.

Another attribute associated with brands is personality, which can be considered positively or negatively. Coca-Cola, for example, is typically associated with a happy and healthy temperament. Because of their strong status-related connotations, brands may also imply prestige, as demonstrated in Bentley's link with money.

Brands are more trustworthy than people since they are frequently associated with long-standing enterprises with a respected past. Consumers trust that brands will be there for them when they need them, providing quality and dependability. Furthermore, brands provide a feeling of continuity and stability, presenting a personality that helps people feel at ease and secure in their presence.

Brands are effective instruments for advertising products and services, and they provide several benefits. Understanding the psychological components of branding is critical for the successful implementation of branding initiatives. [3.1], [3.2].

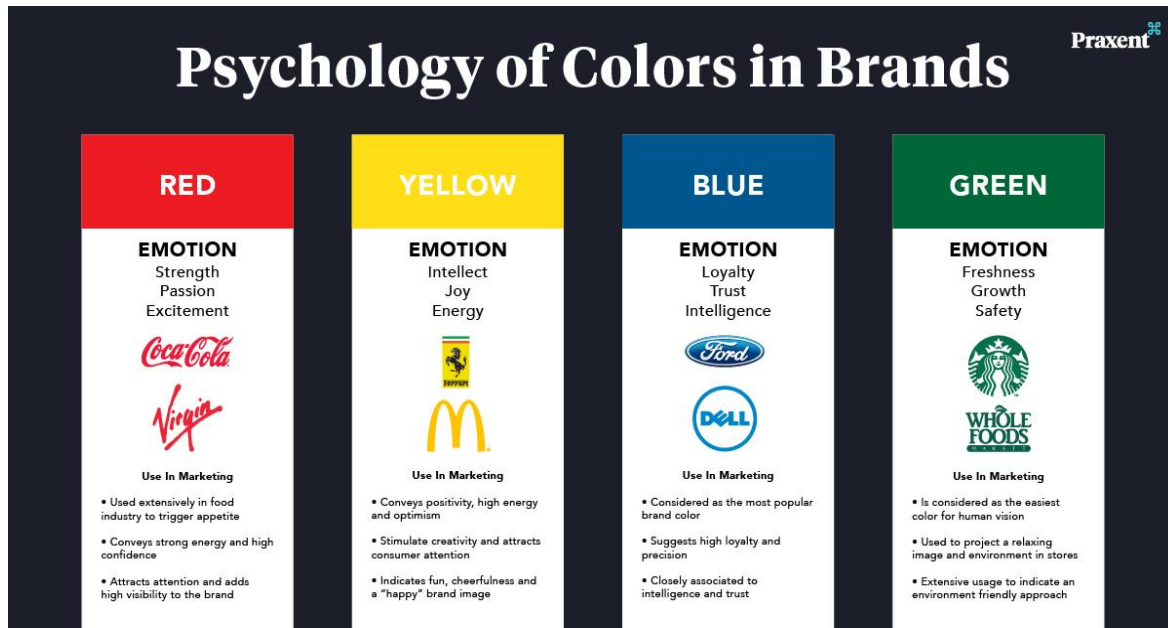


Figure 3.1: Psychology of Colors in Brands⁵

3.2 The Impact of Branding on Consumer Perception & Behavior

The two main categories of brands—intrinsic and extrinsic—have a substantial influence on customer perception and behavior. A brand that is intrinsic inspires an emotional reaction in customers by standing for something important to them, as opposed to a brand that is extrinsically intended to elicit an emotional response in consumers. It has been observed that consumers frequently make purchases without consciously thinking about brand's impact on their perception. However, brands do possess substantial power and can significantly influence both conscious and subconscious consumer perception and behavior. Familiar brands tend to garner more consumer trust and preference compared to unfamiliar ones.

The relationship that is shaped between the brand and the consumers is extremely important. This relationship affects heavily and maximizes the possibility that the consumers make a purchase. By comprehending the intricate dynamics at play, businesses can leverage this understanding to plan compelling advertising strategies

⁵ https://praxent.com/wp-content/uploads/2014/04/Color_psychology_of_brands_InfoGraphic_1200x628-01.jpg

that have an impact on their target audience, ultimately driving higher engagement and conversion rates. By uncovering these “secrets” the firm can unlock the full potential of consumer perception and behavior, and embark on a journey towards unparalleled advertising success [3.3], [3.4], [3.5].

3.2.1 Why Brands Fail to Attract Target Audience

Branding messages and advertising efforts play a significant role in influencing consumer behavior. Companies invest heavily in branding to create a distinct identity and perception for their products or services. By establishing a strong brand image, they aim to differentiate themselves from competitors and position their brand as superior or luxurious. Branding messages often emphasize unique selling characteristics, such as quality, innovation, or exclusivity, to persuade consumers that their brand is superior to others in the market. These messages are designed to create a positive perception and association with the brand, which can quickly capture the attention of consumers.

However, despite these efforts more than often companies fail to attract a target audience. One reason for brands failing to captivate consumers is their perception of themselves as commodities, leading them to expect a specific lifestyle associated with their products. If this anticipated lifestyle fails to materialize, consumers may feel deceived or let down.

By understanding consumers' diverse needs, beliefs, and goals, brands can tailor their messaging, products, and experiences to create meaningful connections and foster brand loyalty. Moreover, being authentic and transparent in their actions and communications can help brands attract customers who share their values and forge long-term relationships based on trust and mutual understanding.

Another reason why companies struggle to draw in customers is because they conflate the target market with a larger demography. When a company has made a name for itself as a lifestyle brand, this frequently happens. In these situations, the brand makes the assumption that appealing to one particular set of customers (for example, women or those under 30) would automatically appeal to another group (for example, males or those over 30), which is not always the case.

Finally, when brands are unaware of how consumers react to them, they struggle to draw in customers. The brands that people interact with have a big impact on them because our brains are programmed to react more positively to familiar stimuli.

In summary, brands struggle to attract consumers due to various reasons including the following: brands perceiving themselves as providers of a specific lifestyle, targeting the wrong audience, confusing the target market with a larger demographic, and a lack of understanding regarding how people respond to brands [3.6], [3.7].



Figure 3.2: Why Brands Fail ⁶

3.2.2 How to Communicate Your Brand's Value with Target Audience

Businesses today compete fiercely for customers based on their product characteristics and cost. Customers are getting more informed about the things they purchase as well as more conscious of the businesses they choose to support. Businesses must thus develop tactics to raise brand awareness. In today's fast-paced environment, consumers have less faith in companies and are more inclined to forego purchases if they don't

⁶ <https://blmlc.com/wp-content/uploads/bottomline-marketing-why-brands-fail-miro-copic-1080x600.jpg>

recognize a brand's worth. To ensure that customers understand the value of your brand, it is essential to explain it clearly [3.8]. The process of communicating your brand's value begins with understanding your customers' perceptions of your brand:

- **Gain insight into customer perceptions:** Understanding how your customers view your brand is vital for properly communicating its value. Establishing stronger interactions is made easier by understanding their viewpoints. People may have preconceived notions about your brand when they think about it, such as that it is pricey, unreliable, or sluggish. By having access to this crucial information, the brand will be able to address and reduce any unfavorable associations.
- **Analyze brand strengths and weaknesses:** Analyzing your brand's strengths and shortcomings is vital after learning about customer impressions. Identifying weaknesses allows you to focus on improving them, leading to more effective communication of your brand's value. A valuable approach is to directly ask customers about their likes and dislikes regarding your brand, as well as their expectations. This feedback helps you create a more valuable product.
- **Highlight unique brand qualities:** Analyzing brand strengths and weaknesses and comprehending consumer perceptions are essential first steps. However, it's equally crucial to highlight the distinctive traits that set your business apart from rivals. You may build a strong relationship with your consumers by emphasizing these distinguishing qualities. Outstanding customer service, for instance, may distinguish your brand. It is critical to focus on and emphasize these characteristics in your marketing messages.

To summarize, in the digital age, businesses must compete through raising brand awareness and successfully expressing the value of their brand. Understanding customer perceptions, examining brand strengths and weaknesses, and stressing distinctive features that distinguish the company from rivals are all required.



Figure 3.3: Brand's Value⁷

3.2.3 The Power of Brand Associations to Target Audience

Brands that effectively employ brand associations to build long-term relationships with customers have a competitive edge. There are several types of brand links, each with its own significance and effect.

Customers' connections with brand names might be positive or negative. When a brand is associated with a certain item or service, its reputation and trustworthiness rise. Customers' confidence in the brand's capacity to produce high-quality goods or services contributes to its reputation. However, caution is advised because bad brand connections can potentially impair a brand's impression among customers. Careful consideration must be given to creating associations that align with positive attributes.

Likewise, consumers have their own perceptions that play a crucial role in shaping their behavior. When consumers associate a brand name with a particular product, they are more likely to choose that brand for specific purposes. Positive brand associations with quality products influence purchasing decisions.

⁷ <https://www.hospitalitynewsmag.com/wp-content/uploads/2021/06/branding-1200x600.jpg>

Understanding how brand names are linked to specific products is vital. Consumers form brand associations based on the brand's image and the products it offers. Several brand associations impact consumer behavior [3.9]:

- **Brand lifespan:** Consumers associate the brand with longevity when it is linked to long-lasting products. If they believe the brand provides good service or products, they expect the same level of quality over an extended period.
- **Product quality:** Associating the brand name with high-quality products signifies that the brand consistently delivers products of the same caliber. Most individuals prefer brands associated with quality.
- **Price:** Consumers may believe that a brand is supplying lower-quality goods when the price is unexpectedly low. As result people begin to link the brand with low-cost goods.
- **Brand reputation:** When a brand has a good reputation, customers anticipate receiving high-quality services or goods from it.

The power of brand associations is complex and varied. While some individuals may prefer not to associate a brand with anything specific, most consumers appreciate brand associations with high-quality products. To boost sales and revenue, it is crucial to align the brand with quality products.

In summary, effective utilization of brand associations helps build strong consumer relationships and provides a competitive advantage. Brand names create positive associations when linked to specific products, enhancing credibility. Understanding customer perceptions and the influence of brand connections is critical to success.



Figure 3.4: Brand Associations⁸

3.3 The Importance of a Good Brand Identity to Target Audience

Brand awareness is growing in today's culture, but it's crucial to remember that a brand is more than simply a logo. This is the personality that a client connects with a specific product or brand. Branding may be used to market a company's service in addition to physical items. This is true for hotels, restaurants, websites, and a wide range of other enterprises that require high brand recognition. [3.10].

So, what exactly is the significance of brand identity? There are various strong arguments [3.11]:

1. **Connecting with the target audience:** A brand may assist firms in connecting with their target audience. By developing a distinct brand identity, a company may successfully deliver its message and build a positive image among its customers.

⁸ <https://brandmarketingblog.com/wp-content/uploads/2018/10/brand-association-concept-linked-to-a-brand-via-memory.jpg.webp>

2. **Fostering trust and loyalty:** A brand may help customers create trust and loyalty. Companies may establish long-term relationships with their clients by consistently delivering on their promises and maintaining a strong brand identity.
3. **Establishing a positive reputation:** Effective branding may boost a company's reputation. By consistently providing exceptional service and linking it with a recognizable brand name and emblem, a firm may build a positive reputation and drive customer satisfaction and loyalty.

Finally, a well-developed brand identity may assist firms in connecting with their target audience, generating trust and loyalty, increasing marketing efforts, and achieving a fantastic reputation. Companies that use branding well may boost their market competitiveness and build long-term relationships with their customers.



Figure 3.5: Brand Identity to Target Audience⁹

⁹ <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.freelanceghostwriting.com%2Fpost%2F4-effects-of-your-content-on-brand-identity&psig=AOvVaw1mBMKbZ0K8PSBVf7PkWEhL&ust=1686641749066000&source=images&cd=vfe&ved=0CBEQjRxqFwoTCiLiKScvf8CFQAA AAAdAAAAABAE>

3.3.1 Why Your Brand Should Have a Purpose

You are cut off from your brand's genuine meaning if you are unaware of its underlying motivation. The brand of your firm comprises all of its operations, including its goods and services. It is the most powerful instrument for establishing your company's identity, and its importance cannot be understated.

The crucial question facing business owners today is: Why should customers choose to purchase goods or services from their company? How can they achieve this sense of purpose, then?

The key understanding of brand purpose is as follows: People are investing in brands rather than just buying items. They are looking to integrate into a greater whole. How then can brands create this bond with customers?

How can people tell their tales in a powerful way and establish deep connections with others? The answer is to link your brand with a bigger goal, one that goes beyond your company and has a wider influence. Although the idea of brand purpose is still relatively new, it is picking up steam quickly. Over \$30 billion was spent on purpose-driven businesses in 2022 alone.

By embracing a clear and compelling brand purpose, you can elevate your brand above mere transactions and inspire customers to engage with something meaningful. This connection to a larger purpose has the potential to drive success and differentiate your brand in today's competitive landscape [3.12].

3.4 Making Strong Connection with Target Audience

What encourages customers to buy your product? The connection people have with your brand is the key to the problem. Nobody will likely buy your stuff if your target market doesn't connect with your brand.

Capturing your audience's attention is the main goal of branding. Therefore, it is crucial to comprehend the relationship your audience will have with a new product before introducing it [3.13].

The following techniques can help you connect strongly with your audience:

- **Thorough understanding of your audience:** Before creating your brand, it is essential to have a solid grasp of your intended market. Learn about their preferences, requirements, and interests. Analyze the market and do research to learn more about consumers' purchasing patterns.
- **Competitor research:** Investigating your rivals is a great way to pick up new skills. If you see that your rivals have a better relationship with the audience, research and learn from their strategy.
- **Effective language use:** Language is essential to branding. It's crucial to use the proper terminology to keep your audience engaged. It is advised to choose a certain language that connects with and is understandable to your target audience.
- **Product focus:** It's important to shift your attention back to the product itself if you're unsure about the one you're launching. The success of your brand is strongly impacted by the caliber of your goods. Make sure your product stands out from the competition and builds trust with your target market.

In conclusion, customers purchase your goods because they identify with your brand. Understanding your customer, investigating the competition, employing the appropriate language, and keeping a laser-like focus on the product are crucial tactics to employ in order to forge this connection.



Figure 3.6: Making Strong Connection with Target Audience¹⁰

3.4.1 Building Your Own Brand Strategy

While all businesses strive for success, there are several ways to get there. The creation of a strong brand strategy is one effective way to improve consumer perception. A brand strategy includes the method through which businesses pursue their goals. Building a solid reputation needs consistency and dedication to basic principles. The following essential elements are often present in a well-crafted brand strategy [3.14]:

- **Outlining your brand's mission:** The overall aim and purpose of your brand should be stated clearly.
- **The value proposition should be defined:** Establish the distinctive value and advantages that your brand provides to customers.
- **Creating extensive profiles of your target consumers** to better understand their requirements, interests, and habits.
- **Identifying and segmenting your target audience:** Identify and segment your target demographic to successfully customize your brand messaging and marketing activities.
- **Creating brand positioning:** Create a distinct and compelling market stance for your brand, separating it from rivals.
- **Creating the marketing mix:** Strategically plan and integrate several marketing components such as product, pricing, place, and promotion to successfully reach and engage your target audience.
- **Design visual components and resources for your brand, such as logos, colors, fonts, and other design elements.**
- **Create a brand promise:** Make a clear and compelling promise to your customers that demonstrates your company's commitment to giving value. How to communicate your brand promise through advertising and marketing: Consistently and successfully communicate your brand promise across several marketing channels and communication platforms.

¹⁰ https://sp-ao.shortpixel.ai/client/to_webp,q_glossy,ret_img,w_959/https://assets.designhill.com/design-blog/wp-content/uploads/2023/01/960x0.jpg

Many firms have failed due to a lack of a defined brand strategy or an inability to implement it efficiently. Consider the following ideas for creating an effective brand strategy:

1. Set up clear brand goals.
2. Develop a distinct brand personality that has an impact on your target clients and differentiates you from the competition.
3. Develop a reliable brand “dialect” that passes on the identity and standards of your company over all channels of communication.
4. Analyze and carefully create your brand values to guarantee they align with the beliefs and desires of your target audience.
5. Develop a strong brand story that connects your brand with your customers.
6. Transfer your brand’s value at every “touchpoint” with your customers.
7. Identify your client’s deeper needs and adjust your brand’s values in order to satisfy them and align with them.
8. Conduct broad competitor analysis to find opportunities to separate your brand from competitors and create competitive advantage.
9. To remain relevant in a changing commercial environment, keep an eye on the developments of the field in which your brand belongs and adjust to them as quickly as possible.
10. Ensure consistency in message content, visual stimuli, and client involvement over all brand touchpoints.
11. By putting these proposals into action and creating a well-defined brand methodology, you'll upgrade brand awareness, create a solid brand reputation and increase your chances of long-term victory.



Figure 3.7: Building Your Own Brand Strategy¹¹

3.4.2 Using the Language of Brands to Get Your Message Across to Target Audience

Customers' views and beliefs about firms have a big impact on their purchasing decisions. Consumers commonly evaluate brands based on visual elements such as logos, websites, and social media profiles. As a result, it is critical to understand your brand's underlying ideas as well as the variables that impact customers' decisions to choose your goods or services over competitors.

¹¹ <https://www.practicebuilders.com/blog/wp-content/themes/pbblog/postimg/2017/may/build-strong-brands1.jpg>

This understanding will help you develop a unique brand identity and position your organization as a market leader. Finding your target market is the first step in creating a successful brand. This phase is crucial since it offers understanding of the function of your brand and its communication goals.

Next, it's critical to establish the personality of your brand. Understanding the personality of your brand is essential because it helps you successfully recognize and respond to the requirements and wants of your target audience. Your brand's personality should successfully communicate to your target market the advantages and distinctive selling characteristics of your product. Your audience's affinity for your brand will be determined by the brand personality.

Creating a thorough brand strategy is the next step after determining your target market and defining your brand identity. By integrating your brand with your company's mission and fundamental values, this method establishes a distinct and unified brand vision.

It's critical to customize your brand strategy for your target market. For instance, if students are your target market, you should create a brand strategy that speaks directly to them. This can entail developing original and imaginative marketing techniques that successfully sell your brand and convey its advantages to your target market.

It's crucial to properly communicate your brand across all touchpoints after designing your brand strategy. To successfully communicate your goal and brand essence, you must use your brand personality. Additionally, it is critical to maintain a constant brand experience throughout the consumer journey. A successful brand experience makes sure that your brand personality is continuously expressed and generates memorable client encounters [3.15], [3.16].

3.4.3 The Importance of Visual Communication with Target Audience

Customers and consumers have a significant impact in the world in which we live, thus firms must adapt to properly engage with them. A key element that may catapult a firm towards exponential growth is understanding the customer and their wants.

A fundamental component of every commercial activity is communication. Understanding client demands and offering the best solutions to meet those needs are crucial for building great relationships with customers.

Consumers often dislike businesses with poor graphic marketing. Everyone agrees that compared to text-based communication, visual communication has more effect and resonance in customers.

Research has indicated that when consumers find themselves in inadequately lit environments, they struggle to read written content and recall information effectively.

Furthermore, it is imperative to acknowledge that consumers devote a significant amount of time to the internet, where visual communication prevails as the primary means of conveying information. Thus, if visual communication falls short in quality, it can become an obstacle for businesses.

Visual communication plays a critical role because consumers tend to be visually-oriented individuals who seek out the most appealing visuals. Consumers are more likely to invest their money in products or services that are accompanied by high-quality visuals [3.17], [3.18].

3.5 Selecting Appropriate Social Media Platforms

Brands often underestimate the ease of maintaining an active presence on multiple social media platforms. They carelessly and quickly create pages and accounts on popular platforms but fail to make an impact due to their lack of planning. Merely relying on Facebook and Instagram is insufficient; there are other platforms that can be valuable for brand promotion. Social media marketing is indispensable for both brands and businesses, but effective strategies can only be developed by understanding where and how to implement them. Hence, selecting the most suitable social media platforms is crucial. While Facebook, Twitter, and Instagram are commonly included in brand marketing strategies, there are other platforms deserving of attention [3.19], [3.20].

3.5.1 Guidelines for Choosing the Right Social Media Platforms for the Marketing Plan

In today's competitive digital landscape, brands are increasingly realizing the importance of a strong social media presence. However, with numerous social media platforms available, it can be overwhelming to determine which ones are best suited for their marketing plan. To make informed decisions and maximize their marketing efforts, brands need to carefully consider various factors when choosing the right social media platforms, as following [3.21]:

- **Understand your target audience:** Each social media platform attracts a unique user demographic. Choosing a platform means selecting a specific audience for your marketing plan. Analyze your brand's goals, objectives, and offerings to determine who should be aware of your products or services. Social media analytics tools can assist in audience analysis, enabling better decision-making.
- **Define your campaign objectives:** Each social media platform possesses distinct features that can support different types of content. Your brand's objectives and goals should align with the capabilities of the chosen platform, ensuring a harmonious fit for your campaign needs.
- **Assess your competitors' platform choices:** Competition on social media is fierce, as every brand strives to capture the attention of the audience. By examining the platforms used by your competitors, you can gain insights into effective strategies and make informed decisions.
- **Consider your planned marketing strategies:** Engaging the audience requires employing various marketing strategies. The strategy you plan to adopt will influence the choice of platform. For example, brands relying on influencer marketing tend to gravitate towards Instagram.

These factors significantly impact the selection of social media platforms. Before delving into the specifics of each platform, it's important to briefly explore what they offer.

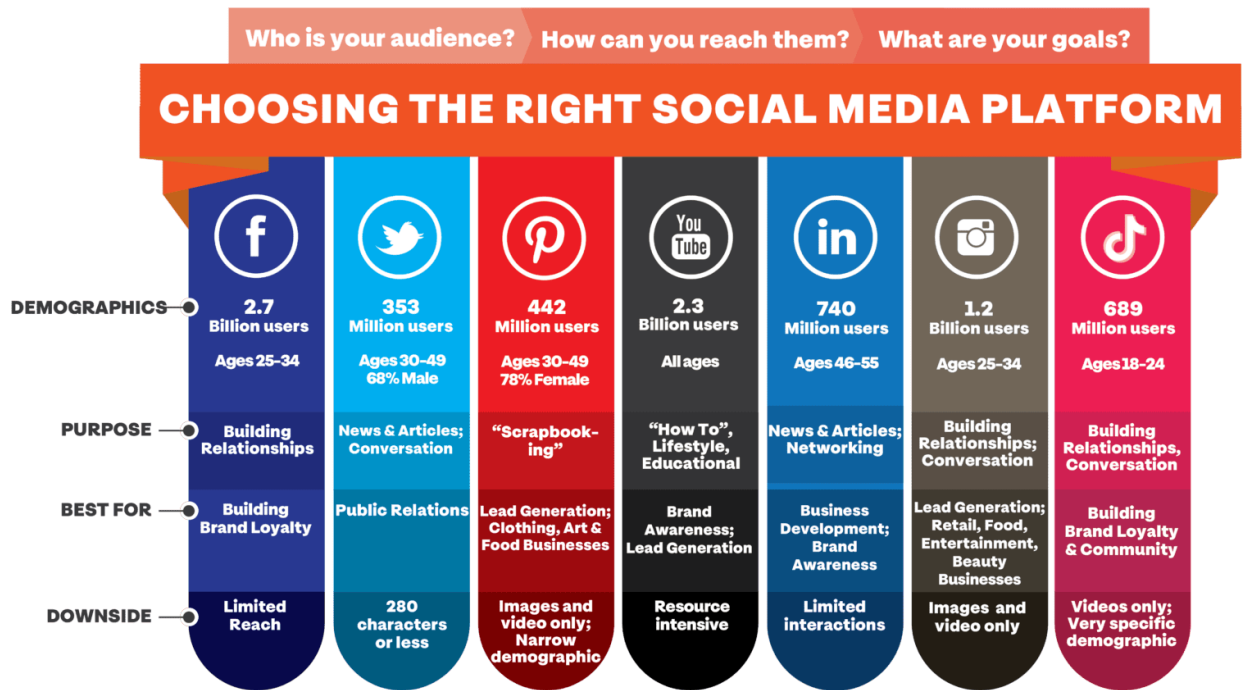


Figure 3.8: Choosing the Right Social Platform¹²

3.5.2 Recommended Social Media Platforms for Brand Marketing

When it comes to brand marketing, choosing the right social media platforms is crucial for success. Here are some recommended platforms to consider [3.22]:

- **Facebook:** Recognized as the world's largest social media platform, Facebook attracts a diverse user base from all corners of the globe. Businesses can easily expand their reach by creating a free account and running targeted ads. Facebook's features, such as the ability to add a website URL to your page, facilitate traffic diversion. A Facebook page is frequently preferred by small businesses over a website because it gives them access to a larger audience and increases traffic.
- **Instagram:** Instagram has surpassed Facebook in many ways and has emerged as the top marketing platform, including those involving influencer partnerships.

¹² https://aofund.org/app/uploads/2021/02/2.-WhySocialMedia_infographic-Updated-2021-1-e1618517623539-1536x944.png

This mobile-centric platform primarily appeals to millennials and teens. If your business relies heavily on visual content such as images and videos, Instagram is the ideal choice. Instagram's added features like Stories and Reels have further enhanced its popularity.

- **Twitter:** Twitter is an essential platform for brands, offering a sizable audience and the ability to boost brand awareness. Recent updates, such as Twitter Fleets (similar to Instagram Stories), have transformed the way businesses market on the platform. Twitter is particularly effective for customer service and encourages brand interaction through likes and retweets.
- **YouTube:** This video-oriented platform is indispensable for video marketing. YouTube hosts a vast audience and can significantly expand your brand's reach. YouTube Shorts, allowing for short 60-second videos, offers additional opportunities for creating video content.
- **LinkedIn:** While not traditionally regarded as a social media platform, LinkedIn has become an essential part of marketing strategies due to its professional user base. Brands are leveraging this platform to promote their brand voice and goals. Marketing on LinkedIn differs from other platforms, as the audience consists of professionals rather than potential consumers. Choose this platform strategically to ensure it aligns with your business's exposure needs.
- **Pinterest:** Although often overlooked by brand marketers, Pinterest deserves attention. Similar to Instagram, Pinterest is a visually driven platform that emphasizes images. Brands that regularly curate blogs can promote their content on Pinterest. Lifestyle brands have been successful in utilizing this platform, and other industries should also consider leveraging it to reach a wider audience.

In addition to understanding the major social media platforms mentioned above, it is essential to conduct social media analytics for each platform. Tools like Unbox Social can provide valuable insights into the performance of your brand on Facebook, Twitter, Instagram, and YouTube. By measuring your brand's performance and continuously improving your strategies, you can achieve the desired results.

Social marketers' top goals for social

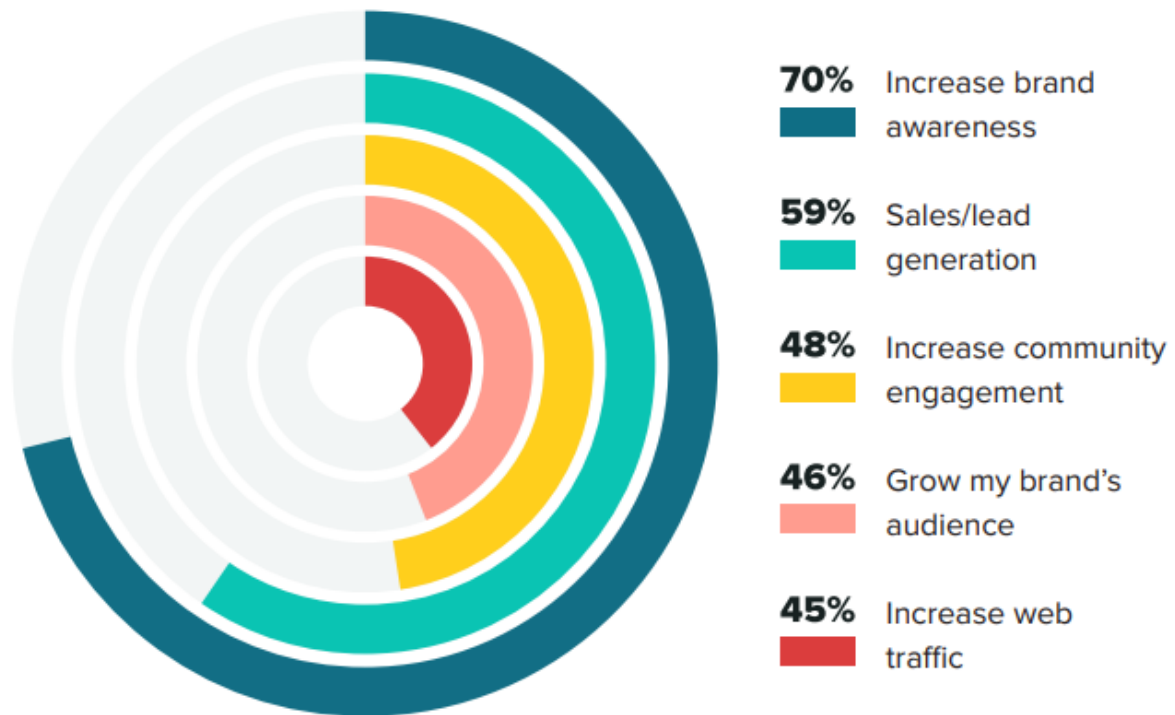


Figure 3.9: Social Marketers' top Goals for Social¹³

¹³ <https://images.ctfassets.net/19dvw6heztyg/4SUm2Zmxtx1KHon7ds4EpG/32f66aa010e860d9d83cfc62e72b18c5/1.png?w=1440&q=75>

Chapter 4

Framework of 4Ps and 4CS Models on Brand Performance and Case Studies

4.1 Explanation of the 4P model (Price, Product, Place, Promotion)

The 4P model, sometimes known as the Marketing Mix, serves as a framework for assessing and controlling marketing efforts. The four Ps are a "marketing mix" made up of four essential aspects when selling a product or service: product, pricing, placement, and promotion. Organizations often consider the four Ps when building marketing plans and strategies to effectively sell to their target audience. In 1960, E. Jerome McCarthy [4.1] officially created the four Ps. McCarthy noted there that the information in the book was "similar to that found in traditional texts, but the approach is not."

McCarthy's original strategy was inspired by Harvard Business School professor Neil. H. Borden's still-current "marketing mix" concept, which he proposed in the 1950s. Borden was inspired by James Culliton's 1948 study, in which the author equated business executives to "artists" or "mixer[s] of ingredients." Culliton and Borden observed that competent CEOs diversified several tactics in response to changing market conditions rather than employing the same approach on every occasion.

McCarthy condensed this concept into the four Ps - product, place, price, and promotion - to help marketers design strategies that reflect the changing social and political circumstances of their time and target market. In essence, the four Ps continue to serve the same purpose today that they did when McCarthy first published his book: "developing the 'right' product and making it available at the 'right' place, with the 'right' promotion, and at the 'right' price, to satisfy target consumers while meeting business objectives [4.2].

Despite the fact that there are several "marketing mixes," the four Ps are the most common and crucial for establishing a successful marketing strategy. In this essay, we'll discover more about their mission, history, and a comprehensive description of the four Ps. The 4P approach, when applied to brand performance, aids in identifying how numerous marketing variables contribute to a brand's overall success:

- **Product:** is the product or service being promoted to the target market. In general, successful goods meet a market need that is not presently being met or deliver a unique consumer experience that generates demand. For example, the initial iPhone satisfied a market demand for a streamlined gadget that combined a phone and an iPod, and the chia pet created a completely new hilarious experience for customers. While developing our product, we must keep our target audience and their specific demands in mind. Some questions to think about while developing a product include [4.3], [4.4]:
 1. What exactly is our product?
 2. What is the purpose of our product? Is the product filling an unmet need or offering a fresh experience?
 3. Which is the intended market for our product?
 4. What distinguishes our product from others?
- **Price:** When selling a product or service, it is vital to select a price that is both affordable to the target market and satisfies the organization's goals. Pricing may have a huge effect on a product's performance. For example, if we overprice our items for our target audience, only a tiny number of them will purchase them. Similarly, if we underprice our items, some clients may pass them up because they are concerned about the quality, limiting our expected profit margins. To set an acceptable price, we must first carefully understand our target audience their purchasing power and their willingness to pay for our products. Some of the questions we may consider while establishing the price of our goods are as follows:

1. What is the price range of our competitors' products?
 2. What is the price range of our target audience?
 3. What is an unreasonable price for our target market? What exactly is an unreasonable price?
 4. What is the best pricing strategy for our target market?
- **Place:** is where we offer our items and the distribution techniques by which we deliver it to our clients. Finding the right place to promote and sell our products, as well as the right price, is crucial to reaching our target market. We will most likely fall short of our sales objective if we position our goods in an area that our target client does not visit, whether online or offline.

Assume we're selling a custom-made athletic shoe. Because our target group is athletes in their early twenties to late thirties, we decide to promote our product in sports journals and sell it at specialty athletics stores. By focusing on sports stores rather than shoe stores in general, we are concentrating our efforts on a single place that best complements our marketing mix. To find the best place to market and sell our products, we need look into the physical and digital sites where our target audience buys and consumes information. Consider the questions below.:

1. Where are we going to market our product?
 2. Where does our target demographic shop?
 3. Which distribution methods are most effective in reaching our target market?
- **Promotion:** This is how we advertise our products or services. Through promotion, we will spread the word about our product using an effective marketing approach that interacts with our target audience. There are several strategies to sell our products. Conventional methods include word of mouth, newspaper advertisements, and television commercials. However, in the digital age, we have even more marketing channels at our disposal for advertising our products, such as social media marketing, email marketing, and content marketing. Some questions to consider while we work on product marketing include:

1. When is the greatest moment to communicate with our target audience?
2. What are the most efficient marketing channels for our target audience?
3. What are the most effective advertising tactics for our intended audience?

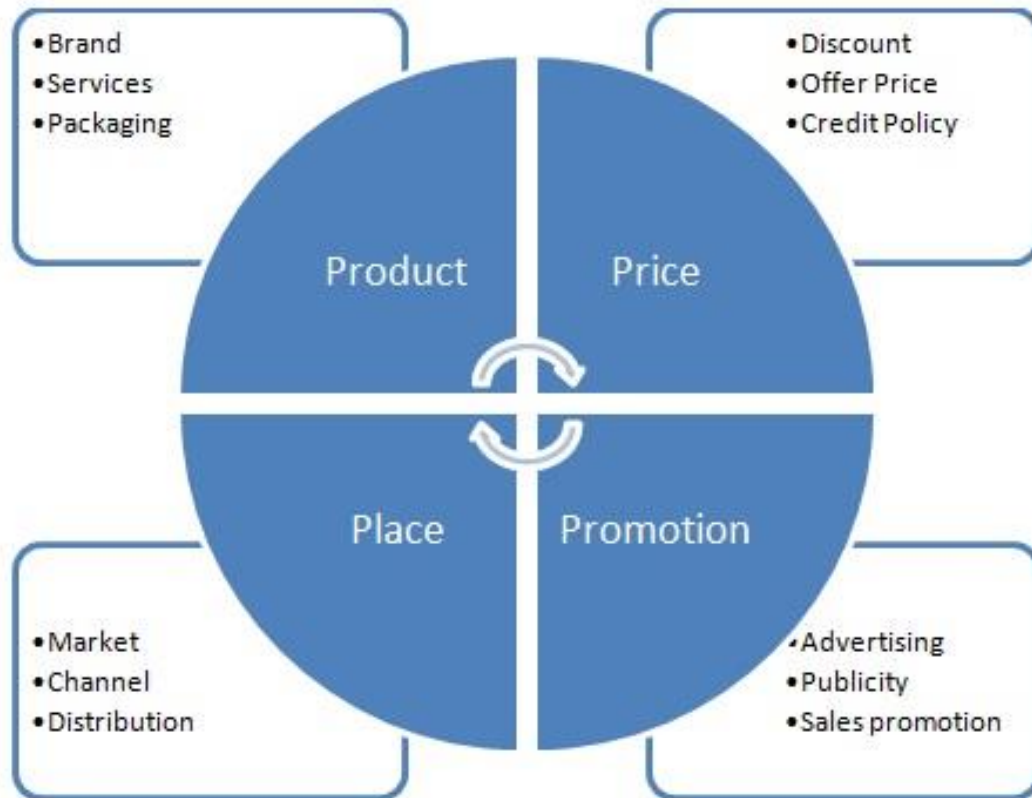


Figure 4.1: 4P Model¹⁴

4.1.1 Applying 4P Model (Price, Product, Place, Promotion) and the Influence of Media in Apple's Brand Performance

The 4P Model is a framework used to analyze and develop marketing strategies. It consists of four elements: Price, Product, Place, and Promotion. Let's apply this model to Apple Inc. and also discuss the influence of media on Apple's brand performance [4.5], [4.6]:

¹⁴ <https://neilpatel.com/wp-content/uploads/2020/06/4-ps-of-marketing-visualization.png>

- **Product: Apple's Impact on Product Perception** (Impact of Media on Product Perception).

The media has a significant impact on how consumers perceive a product. This research looks at how different media channels, such as social media, television, and internet advertising, influence customers' perceptions regarding the quality and overall value of a brand's product. Marketers may modify their strategy to fit with customer preferences and improve brand success by analyzing the influence of media on product perception and by analyzing data provided by various social media platforms.

Apple is well-known for its inventive and high-quality products, which include the iPhone, iPad, and Mac computers. The organization has effectively positioned itself as a premium, cutting-edge technology supplier. Apple has established consumers' perceptions of its products as fashionable, trustworthy, and technologically sophisticated through its elegant looks, user-friendly interfaces, and solid features.

ShotOniPhone is an innovative campaign run by Apple which aims to create awareness regarding iPhone's impressive camera quality. The campaign was launched more as a challenge where users worldwide were invited to demonstrate their photography work by sharing their best photos shot from their iPhones. As of July 2023, the hashtag #ShotOniPhone on Instagram has amassed 28.4m posts. The campaign is based extremely on user generated content and is a win-win situation as it demonstrates the quality of Apple's product and at the same time the participants have the chance to introduce their work in a huge audience otherwise inaccessible to them.

- **Price: Apple's Pricing Strategies** (Influence of Media on Pricing Strategies)

The influence of media on pricing strategies is undeniable, as it significantly shapes customers' perceptions of the prices set by businesses in their marketing endeavors.

Researchers have been investigating how advertisements or promotions impact purchasers' attitudes about different pricing methods applied by the firms.

The investigation tries to explore the strategic utilization of media influence in product launches, akin to Apple's approach, as this method holds the potential to yield greater returns on investment for marketers. Apple has a strategy that relies on the extraordinary quality and uniqueness of its goods by charging premium pricing for them. This enables them to enjoy high profit margins. When deciding on prices for various goods, R&D and manufacturing expenses are two important aspects to consider, along with many others such as brand positioning.

- **Place: Apple's Distribution and Brand Availability** (Media's Role in Distribution and Brand Availability)

The media may also have an influence on the distribution and availability of a brand. This research investigates how the media and marketing impact customers' awareness of and access to a brand's products or services. Understanding the function of media in distribution and brand availability may help marketers successfully expand market reach and brand performance.

Apple goods are sold via a variety of channels, including Apple retail shops, authorized resellers, and online platforms. The firm has purposefully created a global footprint to ensure that its products are available to customers globally. Customers may engage with goods and receive professional advice at Apple's own retail locations, which creates a distinct and compelling brand experience.

- **Promotion: Apple's Brand Communication** (Media's Effectiveness in Brand Communication)

Promotion is a component of the 4P Model, and media is an effective vehicle for brand communication. This research investigates how different media platforms may efficiently transfer brand messaging and impact customers' purchasing decisions. By measuring the efficiency of media in brand communication, marketers may increase brand exposure, engagement, and, ultimately, brand performance.

Apple's brand message is transmitted via several media platforms. The corporation spends a lot of money on social media, television, online platforms, and print media

advertising. In order to generate a sense of ambition and desire in consumers, Apple's marketing efforts usually emphasize the features, design, and user experience of its products. Furthermore, through public relations activities, product releases, and word-of-mouth marketing, the firm builds buzz and maintains its brand image.

By using the 4P Model to examine the influence of media on brand performance, marketers may gain significant insights into efficiently using media for product perception, price strategies, distribution, and brand communication.

Media plays a significant role in Apple's brand performance. Apple has been successful in utilizing both traditional and digital media channels to create brand awareness and engage with its target audience. The company's marketing campaigns receive widespread media coverage, generating buzz and creating anticipation among consumers.

Apple also leverages social media platforms and influencers to extend its reach and connect with customers. The company engages with its followers on platforms like Twitter, Facebook, and Instagram, sharing product updates, customer stories, and promotional content. By managing its social media presence, Apple can shape its brand perception and maintain a strong online presence.

Furthermore, media coverage of Apple's product launches, events, and key announcements contributes to the brand's performance. The anticipation and excitement generated by media outlets and technology enthusiasts help create a halo effect, driving sales and enhancing the brand's reputation.

Apple's ability to consistently generate media attention, coupled with its well-crafted marketing strategies, has played a crucial role in shaping its brand performance. The media serves as a powerful channel for Apple to communicate its brand message, highlight product features, and maintain its position as a leader in the technology industry.

4.2 Explanation of the 4C Model (Customer, Cost, Convenience, Communication)

The 4C model is a strategic marketing framework that focuses on the customer's point of view and helps with brand performance analysis and enhancement. It consists of four essential components: the customer, the cost, the convenience, and the communication. Using the 4C approach to brand performance, we may get insights into our customers, improve pricing techniques, promote convenience, and maximize communication efforts. Regularly review and change these characteristics to boost our brand's overall market performance [4.7], [4.8]:

- **Customer:** The goal of marketing is to meet the needs and wishes of customers. This can be accomplished by advertising, sales promotions, or product creation. Marketers might do research to find out what their consumers want and need. It is crucial because it helps businesses satisfy the demands and wishes of their customers while also creating strong customer connections. Customer understanding is important for brand success. Determine the requirements, preferences, and behavior of the target audience.
- **Cost:** is a crucial C in marketing since it affects our return on investment. For instance, if we invest \$100 on a product but it only sells for \$50 when it is released, we will have lost \$50. As a result, cost must be addressed while making investment decisions. Another way that cost affects our ROI is through influencing our target audience. It means that if we design a product for young people who are interested in fashion, we may sell more than if we target adults who like sports. As a result, while designing our marketing plan and defining our ideal target audience, price is a critical issue. Finally, when deciding how much money to spend on advertising or what discount rate to use for financing, cost is an important factor to consider.
- **Convenience:** Examine the ease of use and accessibility of our brand. Convenience refers to the consumer's purchasing experience. It is something that everyone needs on a regular basis, if not constantly. It simplifies life and is one of the elements that customers evaluate when making a purchase. We need to know if a consumer prefers to buy online or in-person. If a consumer prefers to make a

purchase in person, our store should be easily accessible. Convenience is important in marketing because it impacts people's decisions to buy or not buy a product or service. It makes their lives easier and boosts their chances of purchasing from a company that understands their needs.

- **Communication:** is defined as the transfer of information and ideas from one individual or group to another. Written, oral, and visual communication are all possible. We can effectively communicate our message if we use strong communication skills and make sure that the proper individuals hear it. In marketing, communication is exchanging information about our firm and its products with potential clients. This might be performed by traditional advertising, social media initiatives, or word-of-mouth. We will be able to reach our target audience more effectively if we have a thorough understanding of both the technical and non-technical aspects of communication. When we acquire the trust of our target audience, they are more likely to buy from us rather than our competitors. Understanding our target audience's language and applying suitable messages will help us increase sales and build trust. Brand performance is dependent on effective communication. Make a clear and consistent brand message that resonates to your target market.

By using the 4C paradigm to brand performance, we can build trust and drive sales by speaking the language of our target audience and executing appropriate messaging. Brand performance is dependent on effective communication. Make a clear and consistent brand message that resonates to your target audience.



Figure 4.2: 4C Model¹⁵

4.2.1 Applying 4C Model (Customer, Cost, Convenience, Communication) and the Influence of Media in Apple's Brand Performance

The 4C model, a strategic marketing framework, centers on the customer's perspective, aiding in the analysis and improvement of brand performance. Let's apply this model to Apple Inc. and also discuss the influence of media on Apple's brand performance [4.9], [4.10]:

- **Customer** (Impact of Media on Customer)

Understanding the customer is essential for Apple's brand performance. Media has a significant impact on shaping customer perceptions, preferences, and behavior. Apple utilizes various media channels, such as social media campaigns, online ads, and TV commercials, to target and engage its customers effectively. By

¹⁵ <https://www.onlinemanipal.com/wp-content/uploads/2022/09/THE-4-C-MODEL-OF-MARKETING-TIPS-TO-USE-THEM-FOR-GREATER-BENEFIT-1024x525.jpg>

carefully crafting messages and visuals, Apple creates a strong brand image and fosters customer loyalty.

Apple's brand success is based on a thorough understanding of its target audience. The organization has constantly focused on meeting and surpassing the demands and preferences of its customers. Apple products are noted for their user-friendly interfaces, elegant designs, and seamless device connectivity. Apple has built a devoted customer base by continually offering new and intuitive technological solutions. Customers appreciate Apple's attention to user experience and customer happiness.

- **Cost:** Value Proposition and Pricing Strategy (Influence of Media on Cost)

Media influences the perception of cost and value for Apple products. Apple's premium pricing strategy positions its products as high-quality and exclusive. Media coverage, including reviews, comparisons, and advertisements, plays a crucial role in establishing the perceived value of Apple's products. Positive media coverage highlighting product features, innovation, and user experiences can justify the higher price points and enhance brand performance.

Apple's brand performance is directly related to its value proposition and pricing strategy. While Apple products are priced at the high end of the market, the company emphasizes the value customers receive for their money. Apple goods are well-known for their high quality, innovative functionality, and seamless ecosystem integration. Customers think that the overall user experience, dependability, and long-term value provided by Apple goods justify the high price.

- **Convenience:** Seamless Integration and User Experience (Role of Media in Promoting)

Apple's brand performance is mostly determined by convenience. The company has concentrated on developing a seamless environment in which its goods may coexist peacefully. Apple's technologies, such as iCloud, AirDrop, and Handoff, enable data sync and transfer across devices straightforwardly. Furthermore,

Apple's retail outlets offer a straightforward and customized shopping experience, with experienced employees and the opportunity for hands-on product research.

Apple strives to provide a seamless and convenient user experience. Media platforms, especially digital and social media, play a vital role in promoting Apple's products, services, and ecosystem. Through targeted advertising, media reviews, and influencer endorsements, Apple ensures that customers are aware of the convenience and ease of use offered by its products. Moreover, media coverage of Apple's retail stores and online services contributes to the overall convenience factor associated with the brand.

- **Communication:** Effective Brand Messaging and Engagement (Media channels as tool communication)

Apple excels in communication, interacting with clients via a variety of ways. Apple's marketing efforts are centered on storytelling, emphasizing the emotional rewards and one-of-a-kind experiences that come with using Apple goods. Apple's website, social media platforms, and advertising channels communicate product features, enhancements, and the overall brand concept efficiently. Brand endorsement and word-of-mouth marketing are also aided by the company's extensive network of devoted customers.

Media channels act as communication channels for Apple to engage with its customers. Apple leverages media to communicate its brand values, product features, and corporate messaging. Media coverage of product launches, events, and key announcements generates buzz and anticipation among consumers. Additionally, Apple's strategic use of public relations, press releases, and media interviews helps shape public opinion and build a positive brand image.

A typical example that demonstrates how Apple leverages social media as a communication medium with its customers is their accounts on Twitter. Social media and in the present case Twitter provide immediacy, quickness and transparency which make it a perfect platform for customer service. The @AppleSupport Twitter profile offers tips, tricks and helpful information about Apple products to customers all over the world.

By applying the 4C Model to analyze Apple's brand performance, we can see how the company successfully addresses customer needs, provides value for the cost, offers convenience through seamless integration, and communicates effectively to build a strong brand image. Apple's commitment to delivering exceptional user experiences has helped it establish a prominent position in the technology industry and maintain a devoted customer base. In summary, media plays a crucial role in influencing Apple Inc.'s brand performance through the 4C model. It helps Apple connect with customers, shape perceptions of cost and value, promote convenience, and facilitate effective communication. By leveraging media effectively, Apple enhances its brand equity and maintains its position as a leading technology company.

4.3 Comparing 4P Model and 4C Model on Apple's Brand Performance

Comparing the 4P Model and the 4C Model in relation to Apple's brand performance provides insights into how the focus areas and perspectives differ between the two frameworks [4.11], [4.12]:

- **Price (4P Model) vs. Cost (4C Model)**

The focus on price in the 4P Model investigates how Apple strategically positions its goods in terms of pricing relative to rivals. Apple's premium pricing approach is intended to communicate a sense of exclusivity and greater quality. Product differentiation, which stresses advanced features, appealing design, and a coherent ecology, justifies higher cost. In contrast, the emphasis on cost in the 4C Model takes into account the customer's opinion of value for money. It explores how customers value Apple products in relation to the benefits and overall experience they receive. Customers may see the cost as justified given Apple's ability to provide exceptional user experiences and a large ecosystem.

Apple's media influence plays a crucial role in supporting its pricing strategy. Through effective marketing and advertising campaigns, Apple has established itself as a premium and desirable brand in the eyes of consumers. The media

coverage, endorsements, and positive reviews contribute to the perception of value associated with Apple's products. This strong brand image allows Apple to maintain higher prices and still attract customers who are willing to pay a premium for the perceived quality and innovation.

Apple's media influence shapes the perception of Cost in several ways. Firstly, through effective communication channels such as social media, advertisements and media coverage, Apple highlights the value and benefits of its products, making customers perceive the overall cost as justified. The media often portrays Apple devices as high-quality, reliable, and innovative, leading customers to believe that the benefits outweigh the monetary cost.

Furthermore, Apple's media presence contributes to the convenience aspect by providing information, reviews, and comparisons that help customers make informed decisions. By having a strong media influence, Apple can shape the narrative around its products, addressing potential concerns about cost and emphasizing the value proposition.

In summary, both the 4P Model and the 4C Model play a role in understanding Apple's media influence in brand performance. The 4P Model emphasizes the pricing strategy and how Apple's media influence helps support its premium pricing by building a strong brand image. On the other hand, the 4C Model focuses on the customer's perspective and how Apple's media influence contributes to the perception of overall cost by emphasizing the value, benefits, and convenience associated with its products.

- **Product (4P Model) vs. Customer (4C Model)**

The 4P Model's examination of Apple's products demonstrates the company's dedication to innovation, design, and technology. Apple devices are well-known for their user-friendly interfaces, cutting-edge technology, and elegant design. The 4C Model's emphasis on the consumers considering their wants, preferences, and experiences. Apple's ability to recognize and anticipate client demands has enabled the business to create goods that are appealing to its target demographic. Apple fosters great customer loyalty and happiness by delivering intuitive user experiences and resolving pain areas.

The 4P Model (product) emphasizes product development, features, and positioning. In the case of Apple, media influence plays a crucial role in shaping customer perceptions of its products. Through media channels, Apple showcases its product innovations, design aesthetics, and technological advancements. Media coverage of Apple's products generates excitement, builds anticipation, and contributes to the overall brand performance.

The 4C Model (customer) shifts the focus to the customer and emphasizes building customer-centric marketing strategies. Apple's media influence helps create a strong customer desire for its products. By highlighting the benefits, unique features, and user experiences, media channels generate customer interest and aspiration. Apple's media influence helps communicate the value proposition of its products, justifying the premium prices by emphasizing quality, performance, and status. Apple's media influence contributes to the convenience aspect of the customer experience. Through media channels, Apple communicates the seamless integration of its products, the user-friendly interfaces, and the ecosystem benefits, enhancing convenience and ease of use for customers. Apple's media presence facilitates two-way communication with customers. Through media platforms and advertising campaigns, Apple engages with its customers, addresses their queries, and provides information about its products. This communication creates a sense of connection and loyalty, positively influencing brand performance.

In summary, the 4P Model primarily focuses on product development, features, pricing, and promotion, while the 4C Model shifts the emphasis to the customer's needs, cost, convenience, and communication. Both models have their relevance in understanding Apple's media influence on brand performance. The 4P Model highlights how media influences product positioning and promotion, while the 4C Model emphasizes how media shapes customer perceptions, addresses their concerns, and enhances convenience. Together, these models provide a comprehensive understanding of the impact of Apple's media influence on both product and customer aspects of brand performance.

- **Place (4P Model) vs. Convenience (4C Model)**

The 4P Model's study of Apple's brand performance in terms of place focuses on distribution methods and the availability of Apple products through multiple channels. To guarantee widespread availability and accessibility, Apple deliberately maintains its distribution network, which includes Apple retail locations, authorized resellers, and online platforms. In contrast, the 4C Model's emphasis on easiness takes into account Apple's flawless integration and user experience. Apple's ecosystem allows users to quickly sync and move data between devices, increasing ease and establishing a consistent user experience. Furthermore, Apple's actual retail shops provide a simple and customized buying experience.

In the 4P Model, Place refers to the distribution channels and locations where customers can access and purchase a product. In Apple's case, they have created an extensive distribution network, including their own retail stores, online platforms like the Apple Store, and authorized resellers. Apple strategically places its products in key locations to ensure easy availability and accessibility for customers. Their retail stores, known for their sleek design and exceptional customer service, play a significant role in enhancing the overall brand experience. The physical placement of Apple stores in high-traffic areas contributes to their media influence as they create buzz and attract attention from both customers and media outlets.

Convenience, on the other hand, is a core component of the 4C Model, which focuses on meeting customer needs and providing a seamless experience. Apple excels in offering convenience to its customers in various ways. Firstly, their product ecosystem is designed to integrate seamlessly, allowing customers to easily connect and synchronize their Apple devices. This convenience enhances the overall user experience and encourages customer loyalty. Secondly, Apple's online platforms, such as the Apple Store and the App Store, provide a convenient way for customers to browse, purchase, and download products and services. Apple Pay, their digital payment service, also adds convenience by enabling quick and secure transactions. Additionally, Apple's emphasis on user-friendly interfaces and intuitive designs across their products and software contributes to the convenience factor.

While Place in the 4P Model mainly focuses on the physical distribution of products, Convenience in the 4C Model encompasses a broader range of factors that enhance the overall customer experience. Apple's media influence in brand performance can be attributed to both their strategic placement of physical stores (Place) and their relentless focus on delivering convenience through seamless integration, online platforms, and user-friendly interfaces (Convenience). These factors work together to create a positive perception of the Apple brand and contribute to its overall success in the market.

- **Promotion (4P Model) vs. Communication (4C Model)**

The 4P Model's promotion study looks at Apple's marketing strategy and brand communication activities. Apple invests heavily in advertising efforts, utilizing a variety of media platforms to highlight its products, services, and brand image. The corporation conveys its brand message well, stressing the emotional advantages and one-of-a-kind experiences connected with Apple goods. The emphasis on communication in the 4C Model, on the other hand, extends beyond typical marketing activities. It considers how Apple engages with customers across a variety of touchpoints, including online interactions, social media involvement, and

customer support. Apple's powerful brand community and word-of-mouth marketing promote communication and advocacy.

In the context of Apple's media influence, the Promotion element is particularly relevant. Apple has been known for its effective promotion strategies, leveraging various media channels to create awareness and generate interest in its products. Apple's media campaigns, such as social media advertisements, television commercials, online advertisements, and product launch events, play a crucial role in promoting their brand and products to the target audience. These promotions highlight the features, design, and unique selling points of Apple's products, creating a desire among consumers to own them.

Apple's media influence in brand performance through the 4P Model's Promotion element involves creating compelling marketing messages, utilizing celebrity endorsements, showcasing product demonstrations, and emphasizing the benefits and quality of their products. The aim is to persuade consumers to consider and ultimately purchase Apple's products.

In terms of Apple's media influence on brand performance, the Communication element becomes essential. Apple recognizes the importance of effective communication with its customers and engages in various communication channels to establish a strong brand-consumer relationship.

Through the 4C Model's Communication element, Apple strives to communicate and connect with its customers on a deeper level. Apple uses media platforms, such as social media, websites, online forums, and customer support channels, to engage in two-way communication. They actively listen to customer feedback, address concerns, provide assistance, and build a community around their brand. Apple's media influence in brand performance through the 4C Model's Communication element involves fostering transparency, trust, and loyalty with customers, leading to positive word-of-mouth and long-term customer relationships.

While the 4P Model (Promotion) emphasizes Apple's efforts in creating persuasive marketing messages and driving sales, the 4C Model (Communication) highlights

the importance of customer engagement, relationship-building, and effective two-way communication. Both models play a role in Apple's media influence on brand performance, with the 4P Model focusing on traditional promotional activities and the 4C Model emphasizing customer-centric communication strategies.

4.4 Optimal Use of the Framework 4P Model and 4C Model on Apple's Brand Performance

Apple can successfully use both the 4P Model and the 4C Model to increase brand performance. Here's how the firm can take use of these frameworks:

- **Incorporating the 4P Model:**

- ✓ **Product:** To preserve its reputation for high-quality goods, Apple should continue to prioritize innovation, design excellence, and user experience. Apple can respond to changing customers' wants and preferences by constantly improving product features and introducing new technology.
- ✓ **Price:** To find a balance between perceived value and cost, Apple should carefully evaluate pricing tactics. Market research, rival pricing analysis, and knowing consumer price sensitivity may all help Apple optimize its pricing decisions.
- ✓ **Place:** Apple should make its products available to customers through a variety of distribution channels. This involves increasing the number of Apple retail locations, fortifying relationships with authorized resellers, and enhancing the online buying experience.
- ✓ **Promotion:** In order to effectively convey its brand message, Apple should invest in targeted and captivating marketing campaigns. By utilizing various media platforms and employing compelling storytelling techniques, Apple can foster emotional connections with its customers, ultimately enhancing brand awareness and engagement.

- **Applying the 4C Model:**

- ✓ **Customer:** Apple should continually gather insights into customer needs, preferences, and pain points. Conducting market research, analyzing customer feedback, and utilizing customer journey mapping can help Apple understand and anticipate customer expectations, allowing the company to develop products and experiences that meet and exceed customer needs.
- ✓ **Cost:** Apple should attempt to provide good value for money by highlighting the advantages and entire experience of its products. Apple can sustain client loyalty by regularly reviewing the perceived value and justifiability of its price in respect to consumer expectations and market realities.
- ✓ **Convenience:** Apple should prioritize ease throughout the consumer experience. This includes seamless device connectivity, user interfaces that are easy to use, efficient purchase procedures, and great after-sales support. Apple may also investigate new methods of providing convenient services, such as subscription-based models or tailored product suggestions.
- ✓ **Communication:** To ensure consistent and effective consumer communication, Apple should employ a range of strategies. This includes engaging with customers on social media platforms, offering comprehensive product information on its website, and delivering exceptional customer service. Encouraging customer feedback and cultivating a vibrant brand community can further enhance communication and foster advocacy.

Using the 4P Model and the 4C Model, Apple may link its product strategy, pricing decisions, distribution efforts, and promotional activities to consumer wants, preferences, and expectations. This complete plan will help Apple improve brand performance, enhance consumer loyalty, and sustain a competitive advantage.

Chapter 5

Conclusions on

Impact of Social Media on Brand Performance

5.1 Summary of the Study

Chapter 2 of the book explores the role and significance of social media in the creation of brands. Different approaches towards branding on various social media platforms have been explored. The creation of personal branding on these platforms has also been presented. Additionally, the advantages and disadvantages of employing social media in promoting a brand have also been addressed. The benefits range from heightened brand exposure and interaction with consumers. However, social media branding comes with its downsides, including feedback that may not be pleasing and a compromised brand message delivery.

It further examines performance marketing and brand marketing, defining and exploring both concepts and their respective goals. Additionally, it highlights how combining various tactics can optimize overall brand performance. Of particular focus is how social media platforms play a significant role in impacting brand recognition and reach through their influence on awareness.

Chapter 3, emphasizes the significance of understanding the target audience's psychology. It delves into how brand perception influences customer behavior and why businesses may fail to reach their intended target audience. The chapter also explores effective tactics for communicating a brand's value and investigates how consumers' attitudes are shaped by their associations with different brands.

It stresses the importance of establishing a strong brand identity that deeply connects with the intended target audience. The chapter elaborates on how having a brand mission could draw in and engage potential customers. It examines various strategies for building a solid brand strategy, leveraging branding language, and utilizing visual communication to effectively correspond with the target audience.

It offers guidance on social media platforms suitable for brand promotion. It helps marketers select appropriate platforms based on marketing objectives and target audience characteristics. The chapter recommends specific social media platforms, which enables informed decision-making regarding their social media presence.

Chapter 4 introduces the 4Ps (Price, Product, Place, Promotion) and 4Cs (Customer, Cost, Convenience, Communication) model as a framework for assessing brand performance. It details how each element impacts brand performance within these models. The practical relevance and usefulness of these models are demonstrated using Apple's brand performance as a case study.

Finally, the chapter contrasts the 4P and 4C models, assessing how they affect Apple's brand performance. The thesis compares the advantages and disadvantages of each model, finding which framework is best suited for assessing and enhancing brand performance in various settings.

5.2 Overall Evaluation of the Impact of Social Media on Brand Performance

According to research on the impact of social media on brand performance, it has had a tremendous impact on the branding environment, emerging as a potent instrument for driving corporate success. The theoretical foundation of the study stresses social media's vital role in brand growth, emphasizing the benefits of enhanced brand awareness, improved consumer involvement, and wider worldwide reach. However, the study recognizes the difficulties that firms confront, such as unfavorable feedback and limited control over brand marketing.

The study emphasizes the need of merging performance marketing and brand marketing tactics to meet short-term and long-term brand equity goals. Social media platforms play an important part in this integration because they enable businesses to increase brand recognition, promote consumer loyalty, and boost sales and conversions all at the same time.

Furthermore, the study emphasizes the influence of social media on brand awareness, stressing how these channels contribute to brand recognition while also broadening its

reach. The study looks into successful social media techniques for growing brand recognition, such as understanding the psychological aspects of the target audience, successfully communicating the business's unique value proposition, and exploiting brand relationships. It is critical to choose appropriate social media platforms based on the marketing strategy and characteristics of the target audience in order to optimize the impact of brand marketing activities.

The study provides the 4Ps and 4Cs models as frameworks for analyzing brand performance, offering in-depth insights into how price, product, place, promotion, customer-centricity, cost considerations, ease of use, and communication all contribute to brand success. A case study of Apple's brand performance is used to highlight the practical relevance and usefulness of these models in analyzing and enhancing brand performance.

The study underlines social media's revolutionary impact on brand performance, allowing firms to communicate with customers in novel ways, increase brand awareness, and nurture customer relationships.

It highlights the importance of detailed preparation, strategic execution, and adaptability in order to efficiently traverse the ever-changing social media ecosystem and maximize brand success potential. The study's goal is to provide valuable insights, practical guidance, and intellectual contributions to the understanding of social media's impact on brand performance, assisting marketers and businesses in leveraging social media platforms to achieve marketing goals and gain a competitive advantage in the digital era. This research contributes to current information on the issue by addressing its aims and offering a thorough perspective, allowing organizations to prosper in the dynamic arena of social media and branding.

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