A Comprehensive Investigation into the Impact of Digital Marketing Strategies on Augmenting Brand Awareness

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Abstract

Digital marketing, or advertising that is handled online, has received widespread recognition for the groundbreaking effect it has had on companies and the significant consequences it has had on brand-consumer interactions. Given these realities, this study assesses a wide range of effective digital platforms and practises to determine whether or not they may be used to increase worldwide brand awareness. This study uses a survey approach with a total sample size of 200 people to show that small and medium-sized enterprises (SMEs) may benefit greatly from adopting digital marketing as it paves the way for global development and quickly becomes a defining feature of the digital era. The findings also show the rapid and noticeable growth of certain digital marketing tactics aimed at different types of consumers. In the end, the study discusses the conceptual and administrative consequences of the findings and recommends other avenues for additional study.

Keywords – Brand Awareness, Digital Marketing, Advertising, Digital Attribute.

Introduction

In today's digital era, increasing brand recognition is mostly dependent on using digital marketing methods. Key ways in which these tactics influence and strengthen brand recognition include:Digital marketing's worldwide reach is unmatched by any other kind of advertising. Brands can reach more people in more places with the help of digital marketing strategies like social media, search engine optimisation, and email blasts.By producing and disseminating useful material like blogs, videos, infographics, and more, a company may position itself as an

industry leader via content marketing. In turn, this raises the company's profile since more people will want to learn about it and spread the word.

Brands can have one-on-one conversations with their customers thanks to social media platforms like Facebook, Twitter, Instagram, and LinkedIn. A well-executed social media strategy can do wonders for a company's profile and fan base.Search engine optimisation (SEO) helps businesses increase their visibility online by ranking higher in organic search results for related product or service queries from prospective clients. This boosts the profile of the company and its products simultaneously.Pay-per-click (PPC) advertising on search engines and social media sites enables businesses to zero in on certain user bases and keyword phrases. Getting your message in front of the appropriate individuals may significantly boost brand recognition.

Email marketing is a great way to keep your company's name in front of your consumers' eyes and ears. Sharing promotions, news, and updates via email marketing also helps build brand recognition.Through influencer marketing, you may connect with influential people in your field or specialty and get access to their audiences. Endorsement from an influencer who already has a solid reputation may do wonders for your brand's visibility.Using display advertisements, retargeting, and video ads in your online advertising campaigns, you can make a visual impact and provide your audience a memorable experience with your brand. These advertisements are great for boosting recognition of a business.You may reach a wider audience when you distribute your material via channels like guest blogging, content syndication, and content partnerships.

User-generated content: Getting consumers involved in creating material about your business or goods and sharing it on social media can do wonders for both trust and exposure.Analytics and Insights from the Data: With digital marketing, businesses can do in-depth data analysis to learn what strategies perform best. Brands may increase the effectiveness of their brand awareness campaigns over time by constantly analysing and tweaking their strategy.Brand awareness may

be increased by mobile marketing tactics including mobile app promotion, SMS promotion, and location-based marketing, thanks to the proliferation of smartphones.

All things considered, digital marketing methods provide a diverse method of establishing and expanding a brand's visibility. Brands may expand their reach, foster client loyalty, and establish a long-term foothold in the digital world by using a wide variety of online platforms and technologies. The digital marketing environment is always evolving, so it's important to maintain your methods flexible.

Literature Review

Companies have a hard time getting their target audience invested in their brand and keeping them loyal despite the fact that digital media has made it easier for them to communicate with their customers. On November 12, 2012, Coca-Cola reinvented their corporate website as a dynamic digital magazine called Coca-Cola Journey, which included articles on a wide variety of topics and user-generated material (Coca-Cola Journey, 2016). The site has been up for six years, but nobody visits it and it doesn't even make the top 20,000 websites global list. This is only one example of the widespread phenomenon in which customers have positive attitudes towards a brand but show limited enthusiasm for the content the brand produces (Holt, 2016). Content can only be effective if it evokes positive associations in the minds of readers (e.g., Keller, 1993; Sirgy, 1982; Winchester, Romaniuk, &Bogomolova, 2008) and is reinforced by reviews written by those who have personal experience with the brand (BrightLocal, 2018).

Using a social listening tool like Buzzsumo, a business can learn what types of content are most successful, identify content trends in any industry, and conduct a competitive analysis to better position itself in search results and attract more readers. The key to a successful content marketing plan is to create excellent material that other people connect to (Dean, 2016). This content should be brief, straightforward, to the point, and motivating. In addition, the largest

companies are using video content to expand their customer base. According to the Video Commerce Report (2014), promotional videos have better average order values and conversion rates than text-based material like articles or blogs, and they can be produced and ranked for less money. Despite the fact that content is crucial to digital marketing, it is not the purpose of digital channels to flood visitors with promotional materials. For maximal participation, it's important to be "active,""honest,""less formal," and "extraordinary" (Kaplan &Haenlein, 2010).

Objectives of the research

The study's goals are as follows:

(a) to learn about how customers use the internet;

(b) to learn about which digital media have the greatest impact on customers and create the greatest positive effect on customer participation;

(c) to learn about how a company can engage customers via arrangements of particular online promotional tools; and

(d) to learn about the requirements of a small or medium-sized enterprise as it seeks to expand its brand and its audience.

Research Methodology

It was decided that a survey approach would be most suitable for this study since it would help to provide a broad picture of consumers' online activities and preferences. There were four sets of questions in the survey, and they all had to do with the goals. At first, 300 questionnaires were sent digitally in an effort to elicit responses from as many people as possible around the globe. The awardees included both locals and visitors to Cyprus, who are regulars at the company's establishments. By expanding the scope of their digital marketing campaign to include people all over the world, businesses may learn more about their target audience's habits and adjust their approach to better suit local markets, leading to increased participation and brand recognition. The total useable sample size was 200 surveys.

Discussion

Findings show cultural shift towards smartphone culture, with 67% of respondents reporting primary Internet access through mobile device. Of the remaining 33%, 23% of respondents said they had more than one device, 7% use a desktop or laptop, and 3% use a tablet to access the web. The results showed that mobile instant messaging was the most popular internet activity, regardless of gender, with "find information and read news" coming in second. Men's reluctance to use online payment methods was also shown by their responses, since no one selected shopping-related pastimes. Of particular interest in terms of age groups is that although a majority of respondents across all ages seemed to favour online video watching, this preference was observed to decline with advancing age.

Commerce & Conversation

Participants' preferred channels for receiving news and offers from firms were also probed. Following the elimination of the "subscribe to receive email" and "receive via text messages" options, the "follow on social media" answer was found to be the most popular. In addition, participants were given a list of seven potential features of websites and asked to rank the relevance of each. Figure 1 demonstrates that among all respondents, 31% prioritised functioning as the most essential quality. In other words, a website has to be useful if it wants to keep visitors from leaving in disgust and vowing never to return. For 18% of respondents, content quality was the most important factor; for 17%, simplicity was most important. Great content and an intuitive layout are obvious necessities for a satisfying visit.

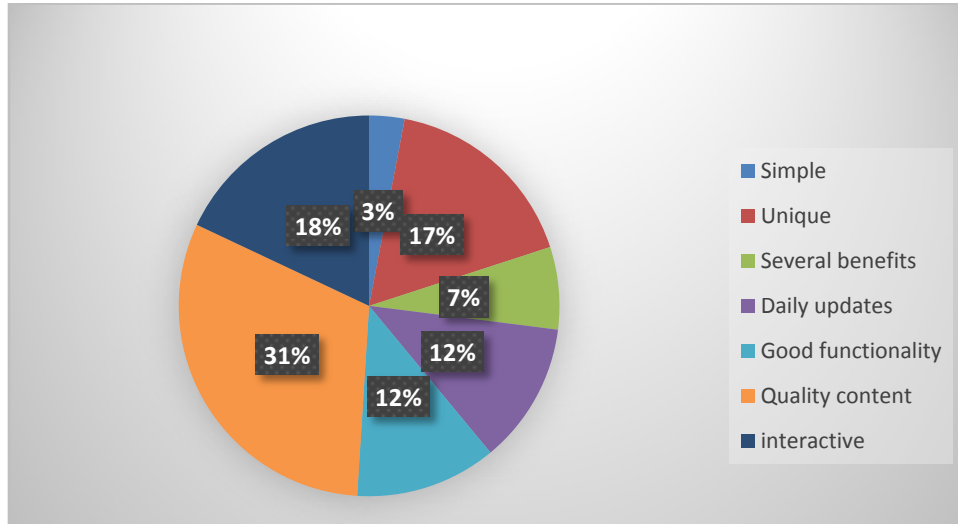**What are the reasons that you continue visiting a website?**

Figure 1. Percentage distribution of sample visits to a company website based on the factors that keep customers coming back.

Studies have indicated that the typical smartphone user owns roughly 30 applications on his mobile phone, but only uses three or four of them regularly (Ingram, 2016). This is despite the fact that thousands of apps have never been downloaded. The results of the survey corroborate this theory, showing that just around 13% of respondents are interested in receiving information through mobile app. Insight into what motivates respondents to download an app was gained from the penultimate question. Not surprisingly, 28% of respondents said they most enjoyed using social networking apps, followed by 17% who said they most enjoyed using music apps and 14% who most enjoyed using shopping apps (see Figure 2).

In the last question, participants were asked to elaborate on the conditions under which they would be willing to download an app. Figure 3 shows that over half of respondents indicated "free" as the primary reason for installing an app. After "word of mouth and recommendations," the choice "I have a specific need/interest that can't be met by a mobile website" (17%) came up at number two. It seems that respondents dislike having to pay for applications, and if they are persuaded to do so, it is most likely because the app will have lasting value for them or because of recommendations from others.

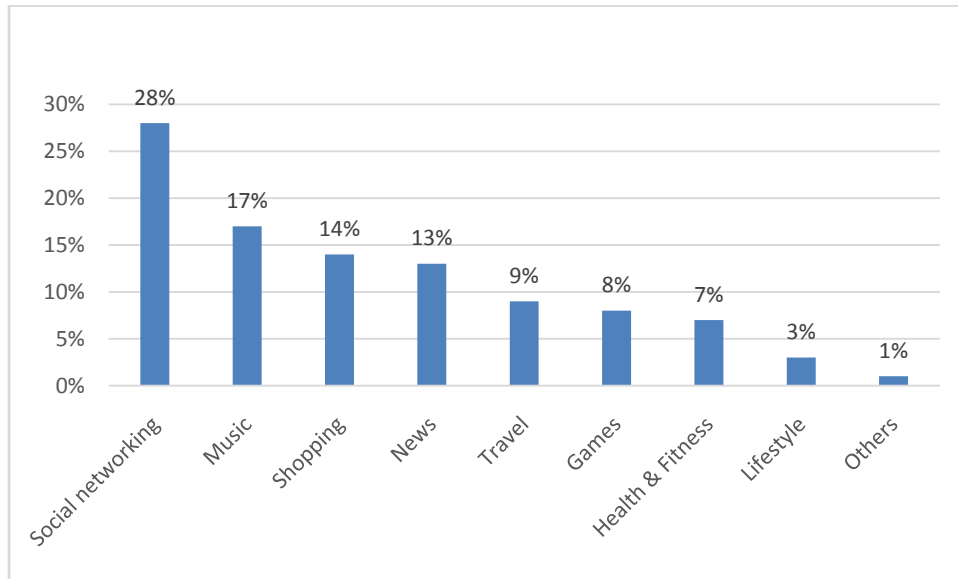Options according to your preferred category that would urge you to download an application.

Figure 2. Proportion of the Sample Represented by the Most Popular Classes of Mobile Apps

Since 97% of respondents claimed they go online at least once a day, it is clear that the Internet has permeated many facets of consumers' everyday lives. This staggering number indicates a tremendous opportunity to expand into new foreign markets and raise brand recognition. More than two-thirds of respondents named their smartphones as the primary tool they use to access the web, indicating a move away from desktop and notebook computers. These results demonstrate the need of optimising a whole business for the mobile-centric environment in order to better engage with an audience, not only investing in a mobile presence. To capitalise on the rising number of mobile web users and connect with its intended audience, businesses must use mobile marketing strategies at every point of the purchasing process. A corporation may tailor its advertising to the specific environment and cultural norms of each region in which it operates by reaching out to customers directly via their cellphones. A firm with limited resources may compete more successfully with multinational corporations by using location-based advertising strategies.

The Internet is now an indispensable resource for a wide range of tasks in both professional and private life. The results showed that mobile instant messaging was the most popular online activity among the three favourite social and informative online activities. With messaging applications seemingly replacing other forms of mobile communication, businesses need to come up with novel approaches to connecting with consumers in this new medium. The fact that no male respondents elected to engage in any kind of buying activity (bill paying, shopping, etc.) is also noteworthy. Because of this, it is crucial for a digital campaign to demonstrate brand expertise and sincerity, so that customers will see the business as reliable and trustworthy and feel safe providing sensitive information, such as their credit card numbers, online. Because people of various ages have varying online habits, it's not enough for a business to target clients geographically; they also need to divide their target market into subsets based on demographic variables like age, gender, and hobbies in order to provide them relevant, personalised information.

Over eighty-four percent of respondents indicated they log in to at least one social media platform every day, with Facebook being the most popular. Males and females of all ages and from all over the world agreed that social networking applications were their favourite kind of mobile app. To reach the always-on people in target countries and across all devices, businesses must use the power of social media and Facebook's dominance, as well as Facebook's ad targeting possibilities. Having a strong social media presence and constantly showcasing one's business is essential in order to develop trust, raise brand recognition, and eventually create connections with customers on a global scale. The results of this study support this view by showing that social media is the most preferred channel for receiving promotional information from firms, followed by email and other channels.

Conclusions

There are limitations to this study, just like there are to every investigation. At the outset, the poll provides a snapshot of the demographic makeup and one-time online preferences of an organization's audience. Considering that customers' digital behaviours may change over time and digital marketing is evolving, future research should focus on a long-term investigation, that will provide unique insights into how customers' demands and behaviour vary on an annual basis. If not, the company will keep operating in the past and will eventually fail. Second, the results show that men and women really do behave differently. There has to be more research done on the distinctions between men and women so that advertising strategies may be tailored to both sexes. Third, there is a limit on what can be discovered by hard data analysis. The survey was limited to customers of the company under scrutiny. Researching the buying behaviours of a more representative sample of consumers, particularly those in other nations, might help generalise the findings to other fields. Since digital marketing is evolving at different speeds and in different forms around the world, more research is required to establish how a company's location influences the effectiveness of its well-known brand campaigns, with a particular focus on international discrepancies. Digital marketing is a challenging topic in both the corporate and academic worlds. Many perspectives on the topic have been considered. There are numerous unanswered questions about how small and medium-sized businesses (SMEs) can engage with customers throughout the world via several channels and devices. In addition, a gulf is widening between client expectations and what businesses are capable of offering in this era of constant change. Several surprising results came from this study, confirming results from current, pertinent research and showing that SMEs may increase their reach by using digital marketing. These insights might be very useful for businesses and marketers in helping them bridge the gap between client preferences and the actions done to engage them. There has been a lot written on digital marketing in the marketing and consumer study literature. The most beneficial research, however, will be that which strives to deepen our understanding of unique occurrences and creates theoretical frameworks in locations were any currently are present provided the fast expansion of the world of the internet.

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