



ROLE OF DIGITAL MEDIA IN BRAND PROMOTION

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Abstract

Digital media and brand promotion nowadays are like synonyms. This paper stresses to comprehend, what is Digital Media, to identify with, what is Brand Promotion and to recognize the relationship between both the phenomenon.

Keywords: Media, digital media, brand, promotion, brand promotion,

What is Digital Media?

Digital media is everywhere and around the world people are using it to share their unique points of view. In a nutshell, Digital Media includes internet, E-mail, Mobile phones, Television, Radio and Social Networking.

What do we mean by Brand and brand promotion?

Brand: In Marketing Management, by Philip Kotler and Gary Armstrong, a brand is defined as 'a name, term, sign, symbol, design or a combination of them to identify the goods and services of one maker or seller of the product and to differentiate them from those of competitors'. For Example: Soap is a product and Lux is a brand.

Brand Promotion: Brand Promotion is all about creating differences. It involves creating mental structures and helping consumers organize their knowledge about products and services in a way that clarifies their decision making and, in the process, provides value to the firm. Goods, Services, Places, Events, and Organisations, persons or even ideas can be branded.

To establish the positive brand image is essential and beneficial for any company. It helps in promoting the business of the company. An entrepreneur can generate maximum profits for the organization. It also enables the entrepreneur to retain the customers for longer time (Customer Loyalty). This is feasible by creating an everlasting and positive impression on the mind of the customers. A marketer cannot prevent people from thinking anything about his company. However, he can certainly motivate them from thinking positive about the company. Therefore, the brand building and promotion are vital for an organization.

Prologue: We have heard of digital media, but we may have no idea what it is and how it can help us out when it comes to marketing. It's definitely important that we get up to speed so we can use this to benefit our business. Basically digital media refers to any type of electronic media out there. Today media can be accessed in many ways, including with hand held devices like mobile phones, laptops, desktops, mp3 players, and more as mentioned above.

Digital media must be stored in an electronic way, so there is a lot of digital content on the internet today, including

text content, pictures, audio content, as well as video content. Through the history of internet, digital media has been developing in various ways. Here's we'll take a look at how it has affected the Internet and ways that it may be integrated moving forwards.

One type of digital media is text; this in fact represented the very first explosion of this type of content out there on the Internet. When the Internet first got big, there was an explosion of content on the web, especially with all the text editors and word processing options out there today. Larger companies started to put data on computers instead of storing it in cabinets, and the internet definitely allowed a great way to share, transfer, and store content as well.

As the Internet grew, images began to appear. Instead of just text emails, soon people could send photos, and soon photo sites for sharing photos began to pop up. Then in the middle 1990s, audio began to become an important part of digital media with the mp3 files that could be easily used. Soon music and more was shared online with sites that allowed you to share audio.

Last in the digital media development was video. YouTube definitely made video sharing a hugely popular form of modern media distribution and this is continuing to grow as we speak today. Now with new technology seen in things like the iPhone, this new form of virtual media is available in handheld devices as well, and no doubt this sector is only going to continue to grow in the future.

Now that we understand a bit more about the technology side, we may be wondering how it can help our business. Well businesses are using digital media for marketing more and more today, realising that there is a huge marketing field out there and that it can help to draw in visitors and can even provide better search engine visibility with you.

Text content can be kept updated on your site and helpful content is a great part of good marketing. Expertise in your field can really help our business and get traffic flowing into our business website. Photos, charts, diagrams, and models are always popular online and will help us to get more visibility as well. Audio allows us to use music on pages or to do podcasts for our business. Creating videos is a popular method of digital media marketing today, and videos do very well in search engines.



With the popularity of digital media, it is definitely important that we continue to create and use it for good marketing and business results. Even if we have to hire someone to help out, the benefits will make it worth the money. So, knowing about and using digital media is definitely important for our business success today.

What are the Novel Trends?

Razorfish Report: The massive amount of time users of Social media consume “the majority of respondents (75%) indicate they spend at least one hour a week on the properties, with a large number (19%) spending more than SEVEN hours a week on social networking sites; and Consumers increasingly using Social Media to make buying decision “4 out of 10 consumers have made purchase decisions based on advertising they saw on a social media site, and 76% welcome advertising on social media”

Universal McCann group: It was written by Tom Smith who is the Head of Consumer Future. The report interviewed 17,000 people in 29 countries, and some of the most interesting findings are: Anyone can influence anyone: “We now trust strangers as much as our closest friends.” Everybody is an influencer: The power to influence no longer belongs to the experts or “those in the know”. The idea that we live in a simplistic world where there is a small group of “influencers” who dictate the agenda to everyone else is no longer true thanks to social media and digital technology. We all share influence today whether we actively mean to or not. Friendship is no longer local or face to face: “It’s becoming distant and virtualized.” New super influencers rise above the mass: Not all consumer influencers are equal. A new breed of “super influencers” has been created by the tools of the social media revolution.

Accelerated growth of new media: The fast-fragmenting media world offers new opportunities – and dangers – for brand promotion. Mass merchant customer databases and direct access to consumers positions mass merchants to become influential media owners at the expense of traditional players.

Emergence of Marketspaces: Today we can distinguish between a marketplace and marketspace. The marketplace is physical, as when you shop in a store; marketspace is digital, as when you shop on the internet.

New Consumer Capabilities: The digital revolution has placed a whole new set of capabilities in the hands of consumers and businesses. Consider what consumers have today that they did not have yesterday as such a substantial increase in buying power; a greater variety of available goods and services; a great amount of information about practically anything; a greater ease in interacting and placing and receiving orders; and ability to compare notes on products and services.

New Company Capabilities: Companies can operate a powerful new information and sales channel; Companies can collect fuller and richer information about markets, customers, prospects and competitors; Companies can facilitate and speed up internal communication among their employees; Two way communications with customers and prospects; Customise offerings and services; Improved internal processes and Creation of strong brands.

Role of Digital Media in Brand Promotion

While digital has become the most convenient and sought-after medium of communication, the importance of traditional media is still too pertinent to be dismissed. Brands and advertisers have their own unique set of priorities and target audience to cater to and the implementation of any communication tool depends entirely on that. Having said that, advertisers these days don’t really have inhibitions on experimentations. This is where the advertisers and digital media owners come together to create a unique experience for the users and ultimately secure for itself, a bigger chunk of the attention pie.

Comscore data for the month of June 2010 shows Yahoo! and Microsoft sites as the top two Indian names in terms of total audience that these websites attract. Yahoo! Had recorded 28,655,000 unique visitors, while MSN had seen 18,244,000 unique users on its sites, followed by Rediff.com India Ltd, whose numbers stand at 10,516,000. In terms of reach, Yahoo! reaches out to 73.2 per cent of the Indian population, while MSN envelopes 46.6 percent of it, a difference of 26.6 per cent. The same survey report also mentions that a person on an average spends 5 hours per week with TV and 8 hours per week with radio. Digital Media has become an irreversible part of our lifestyles.

The picture is very clear. Digital Media has to play a vital role in Brand Promotion. Merely having affordable and high-quality products and services aren’t enough for a business to become successful and profitable. The owners must have a marketing plan already laid out to let people know what they are offering. An effective and well-tested strategy in making people aware of our goods is by leveraging digital media for business marketing and brand promotion.

In leveraging digital media for business marketing and brand promotion, we can use these tools:

Social Networking Sites: Representing and promoting our business on social networking sites like FaceBook maintains an open communication between our business and our customers. If they have queries or problems regarding our products, they can send us messages and we can reply instantly. The exchanges are personal in nature and people appreciate businesses who reach out to them, not like those annoying customer service robots. The more personal we deal with our customers, the more



they will like us and eventually purchase something from us. Having a relationship with your consumer is also a key to building their loyalty to our brand.

Blog and Websites: A blog or a website is a very important component of digital media marketing. Customers are getting web-savvy and they often purchase the things they need from online stores. So it's highly recommended that we set up an online store for our business. What makes online selling an exciting venture is that we are catering to a global market not just to the population of the city or town where our offline store is located. Thus, it broadens the scope of our brand.

Internet and Mobile: Businesses and organizations of all kinds are making use of mobile marketing technique to promote their products or services. This marketing tool is in great demand nowadays. It has been an established fact that advertisers are making the best use of this tool for brand promotion and are experiencing huge profits. Probably the fastest developing digital media tools today are the applications for the internet and mobile or smart phones. Popularly known as apps, these applications are now flooding iPhones, Blackberries and the internet. We should take advantage of the power and popularity of these apps. Leveraging digital media for business marketing and brand promotion means using and being active in all these digital resources. Banner ads that's an advertisement appears on a Web page, most commonly at the top (header) or bottom (footer) of the page. It is designed to have the user click on it for more information. It makes brand part of customers' day to day life. Email marketing has also become popular as a marketing tool in the recent years.

As seen on TV: TV reaches a much larger audience than local newspapers and radio stations, and it does so during a short period of time. It reaches viewers when they're the most attentive. It allows us to convey our message with sight, sound, and motion, which can give our business, product, or service instant credibility. It gives us an opportunity to be creative and attach a personality to our business. Thus, it facilitates in creating Brand Personality and taking it to the hearts of customers through their

drawing rooms. Advertising on television allows us to show and tell a wide audience our business, product, or service. It allows us to actually demonstrate the benefits of brand ownership.

Radio: Radio ads can be produced very quickly, unlike television ads. And unlike magazine print ads, you do not have to wait for the next issue to come out. Thus, it can prove to be a very effective way to be in touch with our customers as it will keep our brand name echoing in their minds.

Digest: In the years to come, we can expect the basic trends to continue. There will be more media channels and more brands vying for attention on them. Clutter will increase and consumers will continue to filter out more brands than they take in. Therefore, we can reasonably expect brands to become more important, not less. As consumers are offered more choice, their preferences will become more important. Digital media has not emerged just as an apparatus of Brand Promotion, but also a podium to craft Brand Equity, Brand Personality and more importantly Brand Loyalty.

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