ROLE OF DIGITAL BRANDING IN MARKETING STRATEGIES

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ABSTRACT

Digital branding plays a key role in marketing Strategies because it gives an identity to a product in market. What are the key factors of branding considered while preparing marketing strategies? Branding is the part of marketing strategies which differentiate their product with Competitors in the market. Through Branding we create aunique identity in the market so while preparing marketing strategies we keep so many things under consideration that should not be revoked for making more money. Company communicates with customers, prospective customers, employees, Partners, General public etc. through a set platform which needs aproper marketing strategy to maintain their brand identity. To grow in market, it is necessary to prepare branding strategies very carefully with marketing strategies. So, Brand building strategies bring consumers closer to the brand so that they can feel and experience the brand.

KEYWORDS: *Branding Strategies, Marketing Strategies, Digital Branding.*
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Introduction

Branding is used to identify and differentiate one product from the other. Marketers believe that brands are very important because they shape customers decisions and ultimately create economic value for the business, the corporation, and for the shareholders. Marketing philosophy is changing with the change in the market dynamics. The whole concept of brand marketing has evolved over the years from an era when it was synonymous with selling to the present era when it means everything to the business. Primary step for creating a brand should be a detailed brand analysis that should include customer analysis, the company analysis, the competitor analysis and environmental analysis. Various business organisations develop strategic and marketing plans but not brand plans in that case brand can't reach at full potential of market growth. Brand power is made up of brand awareness, quality of the product or services and the customer positive beliefs are linked to brand. According to Dan Herman, "The brand's role in the realm of marketing has changed dramatically during the past decade. Today brand building no longer constitute a mere manipulation of the consumer's perceptions and desires, but it is a creation of system that on the one hand makes promises and arouses anticipations, while on the other hand it delivers and realises the promises that it makes."

- Now in 21st century traditional branding is converting into Digital branding due to massive development of technology. "Digital branding is a brand management technique which revolves around internet marketing and digital marketing". Digital branding includes website, social media channels, Content, paid digital advertising. Today's young generations are connected with internet which makes easily approachable to mass consumer via internet. Digital branding marketing campaign saves lots of time and money of business organisation. Digital brand allow business to spread via different online platform such as online advertisements, chat sites, and social media. The various methods used for branding purpose:

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- Search Engine Marketing including SEO, PPC/AdWords
- Social Media - Vine, Snapchat, Instagram, Facebook, Twitter etc.
- Influencer marketing
- Content Marketing
- Digital Publicity - press releases to online publishers and guest blogging
- Display Advertising - programmatic advertising image, text and video ads on other websites - Re-marketing is a sub function of display.
- Digital Broadcast - digital radio, podcasts, webinars, video blogs (vblogs)
- Internal websites - everything to do with the content on websites under your control

Literature Review

The American Marketing Association (AMA) definition of a brand is "A name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors".

McKinney and Quinn, (2012) argue that the image that audiences have of a company's brand affects all departments and aspects of that company. Thus knowing how to leverage digital capabilities such as reaching audiences, building relationships with them and engage them and inciting their loyalty to a brand will ultimately be beneficial for a company's bottom line. Therefore, "companies that can use technology to learn and engage with their current and future customers, as well as their fellow employees, can dramatically outpace the competition." (McKinney and Quinn, 2012). Hence it is imperative for companies to invest in these technologies.

Strong brands can yield price premium, as well as act as a stimulant to relationship building and maintenance (Kapferer, 22 2012). According to David A. Aaker, "Brand Equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to subtract from the value provided by a product or service to a firm and or that firm's customers".

Objectives of the study

- Digital branding objective is to inform the mass consumer via cost effective method.
- It alsoaims to impart knowledge tomass young consumer.
- Branding of small-scalebusiness.
- Building a strong Brand image.

Importance of Branding

Through branding Seller have the opportunity to attract a loyal profitable set of customers, Brand loyalty gives some protection from the competition. Brands help to build strong corporate image which helps in launch new brands and gain acceptance by distributor and consumers. Branding helps the seller segment markets. Brand name and trademarks gives legal protection to the unique products. Branding enables seller to process order and track down the issues. Digital branding allows customer to get feel and create a unique customer experience through interaction with clickable banner ad on certain sites or creating GIF. Brands are easily promoted through the action of other i.e. like, feedback, shares, recommendations, etc.

Research Methodology

The research method is totally based on secondary research.

Tools for Digital Branding

- **Audio Branding**: Audio Branding aims at building solidly a brand sound that represents the identity and values of a brand in a distinctive manner. The audio logo, branded functional sounds, brand music or the brand voice are characteristic elements of Audio Branding.
- **Video Branding**: A video that connects to a target audience and influence the demand for their product.
- **Visual Branding**: It gives the brand unique identity in a crowded market.
- **Content Marketing**: content marketing is focusedon creating and distributing valuable, relevant and consistent content to attract and retain a specific audience and ultimately drive to profitable customer action.

- **Brand Activation**: Brand activation is method of distributing free samples to the target audience at the specific place. It is one of the best methods to promote the product and get feedback immediately from the consumer.
- **Event Branding**: Event branding is the collection of elements that make up the image of the event.
- **Word of Mouth:** Consumer may promote brands satisfaction in their daily dialogs.

Limitations of the Study

- Bulk mail can reason of ignoring the E-mail.
- Rural areas still not equipped with internet facilities.
- Security reason
- Dependability on technology

Conclusion

Digital branding plays vital role in modern marketing. The important component of digital marketing is website, social media channels, content and paid digital advertising. Digital media is the best place where two way communications between brand and customer occurs. There are several brands online and they are presenting their image or brand via different mode but few of them are strong brand image such as Google, you tube etc. Important parameter of digital marketing success is Marketing, Email, SEO, Pay-per-click, social media and website. A unique digital branding strategy always understand the brand reputation and keep updating their features so that they always keep maintaining their demand for long term growth.

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