

The Implementation of Digital Marketing in Brand Promotion

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Abstract. Digital marketing is an innovative marketing model or means of marketing. With the emergence and development of the Internet and Web 1.0, the concept of digital marketing was first proposed and began to be developed. This research analyzes how to use social media, search engine and brand promotion to implement digital marketing and how these three aspects bring advantages to digital marketing. The necessity of social media to enhance brand value is determined and flexibly meet the diverse needs of consumers. Social media conforms to the 4C marketing method, user service capabilities, marketing service costs, marketing interaction and marketing promotion channels. The huge traffic contained in popular short videos is the embodiment of the most common marketing model on social media. The search engine is an important part of digital marketing. It mainly helps companies to gain benefits and brand value by providing users with a large amount of expected content. The exposure brought by social media can provide the engine with a large number of customers and clicks further transform into commercial value. Brand promotion in the digital age usually appears in the form of video, pictures and audio and is presented on social media and search engines. These advertisements will be accurately pushed to potential customers on social media and search engines to generate benefits. In general, social media, search engines and brand promotion can help companies and organizations effectively implement brand promotion.

Keywords: Digital marketing; brand promotion; advertisements.

1. Introduction

Digital marketing is a fresh marketing mode or marketing method that accompanies the emergence and development of the Internet and Web 1.0. [1]. Digital marketing is a business or company marketing or promoting products and services to consumers. Compared with traditional marketing, digital marketing has a wider range of services and provides consumers with more choices [2]. Social media and search engines are the main channels for various companies to implement digital marketing. This study conducted a detailed analysis on social media, search engines and branding. Social media is one of the important parts of digital marketing [3]. Social Media channels conform to the basic elements of user service capabilities, marketing service costs, marketing interaction and marketing promotion channels mentioned in the 4C marketing method. The recently emerging short video has become the main operating mode of social media channels, because the traffic contained in short videos related to brand value is huge and there is a close connection between short videos and consumer behavior [4]. Short videos can filter out each user's favorite areas and preferences brand to increase the closeness between the brand and consumers. The user screening of short videos has brought huge commercial value to the brand and enhanced the brand value of the brand in the industry [5]. Search engines provide consumers with more accurate and expected answers [6]. Search engines have the memory to help brands find their potential customers and further convert potential users into loyal users. Search engines combine website content, URL and metadata through basic keywords and buzzwords to match consumers with corresponding products or brands. The exposure and extensive relevance of search engines are extremely important for brands because higher exposure can help brands find more potential customers. Brands can improve brand awareness by providing brand

product and service information and related vocabulary exposure on search engines and the value of backlinks [7]. This study suggests that brands should Find the most matching phrases with the highest attention in order to increase the exposure of each brand in search engines. In addition, optimizing the content and structure of the brand website such as titles, images, internal links and metadata can also increase the corresponding exposure. Brand promotion is also extremely important for a company's digital marketing. Brand promotion in the digital age is usually presented on social media and search engines in the form of marketing articles, videos, pictures, and audio visualizations [8]. Advertisements in social media such as Instagram and Twitter and advertisements pushed in search engine webpages are all digital brand promotion. Digital marketing provides customers with a more personalized shopping experience and thus improves brand loyalty such as personalized recommendations, personalized advertising and personalized after-sales service [9]. However, user privacy leakage is a defect of digital marketing. As a result, a lot of spam emails from brands are received. Brands should show users how to collect personal data and promise to protect consumers' personal information so as to further enhance brand loyalty and consumer trust.

2. Ways to Promote Brand Value

2.1. Social Media

A brand needs to increase its value, and one of the inevitable solutions is social media. In this society where consumers are led by the Internet, the vast majority of companies will adopt traffic dividends to attract the attention of the public. Drive brand value in the general environment and enable consumers to actively change the social rhythm. 4C marketing model is a kind of marketing management theory proposed by Robert Lauterbaum, an American management scientist, in 1990. Guided by consumer demand, this model systematically analyzes the variable factors that play a decisive role in marketing activities. The first is user service capability. 4C marketing model holds that marketing subjects should establish a marketing service network system on the basis of systematic identification of user needs, so as to maximize the satisfaction of user expectations. Marketing service cost fully reflects the seller's production cost and promotion cost, as well as the user's purchase cost. 4C marketing model advocates that marketing subjects should improve the openness and connectivity of products, and open up the relationship between pre-sale, sale and after-sales service, so as to bring convenient experience to users, which is known as marketing integration. Marketing and promotion channels are the guaranteed condition of the 4C marketing model. Marketing subjects should build an omni-channel communication and promotion matrix to improve the economy and accessibility of marketing activities [10].

There is a correlation between short video traffic and the value of the brand itself because the video traffic captured can reflect how much consumers care about and love the brand. Higher traffic can lead to more business opportunities, which increases the value of the brand. However, to truly influence brand value, other factors need to be met, such as content quality, brand image and reputation, and fit with the target audience.

In the Internet era, Internet celebrity city is a popular cultural phenomenon. The rise of short videos has changed social forms, consumption habits, media ecology and so on. Meanwhile, the established images of cities are also quietly changing [11]. Short videos can be a powerful tool for building brand awareness and engagement, especially if they are entertaining, informative, or otherwise memorable features. Celebrity endorsements, product showcases, and inviting influencers can all be used to help brands drive traffic. By sharing short videos or posts on social media and other platforms, brands can reach a large and diverse audience and project a positive image for themselves.

On the other hand, the correlation between the traffic created by short videos and the question of brand value depends on the quality of the film and the audience's perception of the film. Poorly made or unappealing movies can be bad for a company, while well-made, entertaining videos can be beneficial. Brands must scrutinize the quality of their films and their impact on the brand.

Traffic can help increase brand awareness, especially when traffic comes from sources like search engines, social media, and Twitter sites. By reaching more potential customers, brands can become more recognizable and established in the market. All consumers realize that the value of a brand is the first priority. The main purpose of marketing on social media is to bring consumers closer. So having a good brand reputation is most essential.

2.2. Search Engine

Improving a company's website to make it more attractive to search engines and target consumers can increase its visibility and relevance. This can be achieved through a variety of methods, each of which plays a crucial role in the success of the website.

Firstly, it is important for brands to conduct thorough research to identify the most relevant and popular search phrases related to their products or services. Incorporating these phrases into website content, metadata, and URLs can help increase the website's visibility on search engines, making it easier for potential customers to find. Ensure that the website is search engine friendly and optimize it using relevant keywords.

It's crucial to optimize the content for search engines and offer high-quality information to target audience if the improvement of the exposure and credibility of the website is needed. Also, use social media sites to share material about the company, the products, and services. The targeted audience should be entertained and inspired to share and connect to this information on the website. By doing this, the value of the backlinks coming from reputable websites may be boosted, which will benefit the website's domain authority and search engine positioning. Lastly, respond to any queries the users may have and provide them with value-added services.

The relevancy and exposure of a website can both be improved by starting and maintaining a blog. By consistently releasing top-notch content, organizations may increase their website's organic traffic and show that they are experts in their field.

Furthermore, it's critical for businesses to continually provide new, pertinent material to their websites. This might contain fresh product or service offerings, client endorsements, or news and information about the business. Brands can increase their search engine results and draw in return visitors by keeping their websites updated.

To find the most relevant and widely used search phrases related to brand, conduct extensive keyword research. Use programs such as Google Analytics or Google Keyword Planner to do this. To make websites more understandable and indexable by search engines, optimize its content and architecture. This includes optimizing titles, images, internal links, and meta descriptions.

Continually monitoring and evaluating the performance of SEO program and adjusting as needed, tracking site's traffic, rankings, and performance with programs such as Google Analytics will allow companies to identify areas for improvement and enhance strategies over time. The process of building a brand involves influencing consumers' knowledge, opinions, and experiences of the product, combined with a good experience can capture the consumer's heart to the greatest extent [12].

By implementing these actions, companies can increase brand awareness, improve search engine rankings, and attract specific types of customers. Keep in mind that search engine optimization is a long-term process that requires frequent testing and modification to achieve optimal results.

3. Responsible Brand Promotion

In this digital age, digital marketing can provide consumers with more personalized shopping experiences, such as personalized advertising, recommendations, and communication with customers, making customers feel more valued and increasing brand loyalty. As such, establishing a brand is a critical component of business success [12]. By collecting information about customers' lifestyles and consumption habits through the Internet and then pushing advertisements to them, companies can also push advertisements related to their searches to customers.

With more information available, consumers can now study goods and services online, read reviews, compare prices, and decide what to buy with more knowledge. Consumers can now shop online and have products delivered directly to their doors, which can save time and energy. Although this provides convenience for people's lives, it indirectly changes people's lifestyles. Reducing consumers' offline shopping behavior indirectly affects consumers' behavioral habits. Some companies have become more stressed in logistics and delivery.

Digital marketing has brought convenience to people's lives, but this often comes with some negative effects. Many products and brands use consumers group psychology. Typically, people are more inclined to buy products recommended by others or products with high sales, and the sales of these products will continue to increase. Consumers are likely to buy many unnecessary things. At the same time, because there is too much information available, consumers may feel overwhelmed and find it difficult to make purchasing decisions.

Digital marketing often involves collecting personal data, and many companies take advantage of this to send junk mail to consumers. This may cause concerns about privacy and security. Online shopping intentions might be impacted by privacy and security concerns and subsequent perceptions of trust [13]. The constant bombardment of digital marketing messages may distract attention and become addictive, which may lead to a decrease in productivity and happiness.

Enterprises can provide clear and concise information that is easy for consumers to understand. They can also prioritize the most important information to make it easier for consumers to make informed decisions. Filtering unnecessary information according to consumer preferences can avoid overloading consumers' minds with too much unnecessary information. Gaining the target audience's trust is a crucial component of successful branding and goes beyond merely marketing a product name [12]. The constant output of information to consumers will only bore them and indirectly create a negative impression of the brand.

If brands want to better address customers' privacy issues, they can transparently explain how they collect and use consumer data and provide options for consumers to control privacy settings. They can also comply with data privacy regulations and best practices to protect consumer data. Consumers can be suggested to try out and receive promotional emails from the company. By providing excellent customer service, exceeding their expectations, and providing personalized experiences as much as possible, customer loyalty can be increased. It is suggested to provide fast and reliable delivery options, and create value for customers through promotions, discounts, and other incentives.

Overall, companies should prioritize ethical and responsible digital marketing practices and put customers' welfare and privacy first. By doing so, they can build trust and loyalty with their audience and improve the overall consumer experience.

Brands with a lot of traffic tend to have a more positive reputation in the eyes of consumers. According to the logical line of group polarization theory: From the perspective of injured brands, it is proposed to investigate the impact of companies' adoption of pathological expression strategy on the polarization support of bystander customers. From the stand of spectator consumers, this paper proposes to study the impact of enterprises' use of victim migration appeal strategies on their group polarization support. In terms of individual infringing consumers, it is proposed to study the strategy of victim significance initiated by enterprises to eliminate the polarized opposition of bystander consumer groups caused by punishing infringing consumers [14]. Brand reputation is important to the brand itself, consumers, and individual infringing consumers. This is because traffic can indicate that a brand is popular and trustworthy, and boosting a brand's reputation is a noteworthy focus for the vast majority of businesses.

More traffic leads to more engagement because people are more likely to engage with a brand when they see that other people are also interested in that brand. Increased engagement can help build customer relationships and drive sales. Increase social media exposure by reaching target audience with content about brand, products, and services.

Brands that generate a lot of traffic are also more likely to convert visitors into customers. This is because traffic can show that a brand is relevant and credible, which can increase the likelihood that

visitors will take the expected action, and shopping is one of the obvious manifestations. It is shown that brand value indirectly affects brand loyalty through visit intention and brand image from the customer perspective. In addition, customer engagement is a critical attribute moderating the brand loyalty development process [15].

Overall, traffic can play a significant role in driving brand value by increasing awareness, improving reputation, increasing engagement and driving sales. By focusing on strategies that generate and attract traffic, brands can create a strong online presence that supports their overall brand value. The correlation between traffic and brand value depends on many factors, including the content of the video, the target audience, the platform on which it is shared, and the marketing and promotional strategies used to support the video.

4. Conclusion

Overall, social media, search engines and brand promotion play a significant role in the operation of digital marketing. Social media improves brand value and flexibly meets the diverse needs of consumers through visual forms such as videos, marketing copy writing and pictures. Search engines have tapped a large number of potential customers for the brand side and created huge business value because search engines can repeatedly combine keywords with website content, URL and metadata to accurately push product information to consumers. Brand promotion is personalized recommendation, personalized advertisements and services to establish loyalty between users and brands, and brand promotion is usually attached to social media and search engines. A large number of web browsers become brand users while displaying brands on social media and search engines. Social Media, the combination of search engines and brand promotion promotes the efficiency and effect of digital marketing, thus generating huge commercial value. This huge commercial value is not only the expenditure of consumers but also the possibility of converting a large number of potential customers into loyal users. The study confirmed the usefulness and promotion of social media, search engines and brand promotion for digital marketing. Digital marketing has the threat of information leakage and data abuse, and a large number of brands try to send spam to loyal users and potential users. Privacy leakage is an unavoidable problem in the development of digital marketing. This study suggests that brands disclose data collection methods and promise to abide by data privacy to ensure the security of user data. The improvement of data security can further enhance brand loyalty Degree. The future of digital marketing is huge because search engines and social media are still developing very rapidly. Brands from various countries are constantly joining in digital marketing and they are overly optimistic about the value brought by digital marketing. In the future, digital marketing may form a complete global marketing chain so that users have more choices.

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