



Study and Analysis of the Impact of Social Media Advertisement on Digital Marketing for Building New Brands

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Abstract:

Social media advertising offers several advantages for new brands looking to establish themselves in the market. First, social media platforms offer sophisticated targeting capabilities that allow to target the specific customer on the basis of demographics, interests, behaviors, and other factors. This can increase the relevance and effectiveness of their advertising messages and ultimately drive engagement, leads, and sales. Social media advertising is generally more cost-effective than traditional forms of advertising. Advertisers can set their own budgets and pay only for the clicks, impressions, or conversions that they receive. This makes it easier for new brands to launch and scale their advertising campaigns without breaking the bank. The authors also highlight the various ad formats available on social media platforms, such as videos, carousels, and stories, which can capture the attention of audiences and drive engagement. They note that these formats offer a visually compelling way for brands to showcase their products or services and communicate their unique value proposition. This helps them to identify what's working and what's not and optimize their campaigns accordingly to achieve better results.

Keywords: Digital Marketing, social media, Brands, Facebook, YouTube

Introduction:

Digital marketing can help to increase business's connect with their specific customers in a way that was not possible with traditional marketing methods. With the help of digital marketing, the company quickly reached customers, thanks to the reach of social media platforms and search engines. Digital marketing is generally more cost-effective than traditional marketing methods, as businesses can target specific audiences and measure the efficiency of their campaigns in real-time [1]. It can be tracked and analysed the success of their campaigns and adjust their strategies accordingly. Digital marketing allows businesses to engage with their audience in a more meaningful way through social media, email marketing, and other channels, leading to increased brand loyalty and customer retention. It is way to connect more effective and cost-efficient way, leading to increased brand awareness, customer engagement, and ultimately, business growth. Digital marketing is an essential tool for building new brands [2]. It can help in creating content marketing can help to create a strong online presence for a new brand. This, in turn, can help to attract potential customers and build brand awareness. Digital marketing is based on many factors. By doing so, organizations can tailor their marketing efforts to reach the customers, who is interested for their products or services. Digital marketing can help to build brand credibility by showcasing the brand's strengths and values through content marketing, influencer marketing, and customer reviews. This can help to establish the brand as a trustworthy and reliable source of products or services. The search engine optimization (SEO) can used as digital marketing tool like Google. This can make it easier for potential customers to find the brand and learn more about its products or services. This can help to identify what's working and what's not, allowing businesses to adjust their strategies accordingly and optimize their marketing efforts for maximum impact. Social media advertising is one of the most powerful tools in digital marketing for building new brands. Social media platforms like Facebook, Instagram, Twitter, and LinkedIn offer sophisticated targeting capabilities that allow advertisers to reach specific audiences based on demographics, interests, behaviors, and other factors. This enables brands to deliver highly relevant and personalized messages to their target audience, increasing the likelihood of engagement and conversion. Social media advertising is generally more cost-effective than traditional forms of advertising. Advertisers can set their own budgets and pay only for the clicks, impressions, or conversions that they receive. This

makes it easier for new brands to launch and scale their advertising campaigns without breaking the bank. Social media platforms have billions of active users worldwide, making them a powerful tool for reaching a large audience quickly. Brands can use social media advertising to build brand awareness, drive traffic to their websites, and generate leads and sales [3]. Social media advertising offers a range of engaging ad formats, such as videos, carousels, and stories, that can capture the attention of audiences and drive engagement. Brands can use these formats to showcase their products or services and communicate their unique value proposition in a visually compelling way. Social media advertising offers robust performance to enable their brands to track the performance of their promotions in real-time. It can help them to identify what's working and what's not and optimize their campaigns accordingly to achieve better results.

Research Methodology:

Search relevant research articles, books, and other sources of information using specific search terms and criteria. After that, we selected literature and on the basis of analysis have been done. Then this article has been formulated.

Literature survey:

The survey is an important part of any research articles. Because, initially we have look at past research or literature on your topics. Here is a literature survey on the Strength Of Digital Marketing In Building New Brands: A Review Of Social Media Advertisement [4]. In their study, "The Impact of Social Media Advertising on Brand Attitude and Purchase Intention: A Case Study of PepsiCo," Khare and Joshi (2020), they concluded that advertising can be building brand awareness and driving sales. The "Social Media Advertising Effectiveness: A Review," Khezrian and Benbasat (2020) conducted a meta- analysis of 29 studies on social media advertising effectiveness. They also found that targeting and personalization were essential factors in the effectiveness of social media advertising. "The Effectiveness of Social Media Advertising: A Review," Nguyen and Nguyen (2021) analyzed 20 studies on social media advertising effectiveness [6]. The study "Effectiveness of Social Media Advertising: A Review of the Literature," Azam and Farooq (2020) analyzed 25 studies on social media advertising effectiveness [7]. They also found that targeting, personalization, and credibility were good important factors in the effectiveness of

social media advertising. It is significant study, "The Effect of Social Media Advertising on Brand Loyalty: A Systematic Literature Review," Gogia and Sachdeva (2018) analyzed 18 studies on social media advertising and brand loyalty [8]. They also found that interactivity and user-generated content were essential factors in the effectiveness of social media advertising. The literature survey suggests that social media advertising is an effective tool for building new brands. It has a better impact on brand, brand attitude, purchase intention, and brand loyalty. Targeting, personalization, engagement, interactivity, user-generated content, and credibility are essential key factors in the digital market advertising.

Social Media Platforms:

Social media are used to advertise digital marketing. The popular social media platforms have been discussed in detail as follows.

Facebook: It is one of the most used social media platforms for advertising digital marketing because it has approximately 2.8 billion users.



Fig. 1. These are the types of social media components and processes of advertisement

(ref

10).

Instagram: Instagram is a photo and video sharing app with over 1 billion active users. It offers various ad formats, including photo, video, carousel, and story ads, and has advanced targeting options based on demographics, interests, behaviors, and more [11].

Twitter: It also has more than 330 million active users. It offers various types of advertising digital marketing ad in different formats Such as photos, video, and keywords. It has advanced targeting options based on keywords, interests, and demographics.

LinkedIn: It is a certified platform for professional people. It has more than 700 million active users. It offers various ad formats, including sponsored content, sponsored messaging, and sponsored InMail, and has advanced targeting options based on job title, industry, company size, and more.

YouTube: In recent times, it has been the most used for advertising digital marketing on social media platforms. Because it has more than 2 billion active users. It is viral social media platform and accessible to everyone, who wants to join this group. It has advanced targeting options based on demographics, interests, and behaviors.

TikTok: TikTok is a short-form video-sharing app with over 1 billion active users. It offers various formats such as video and sponsored hashtags and has advanced targeting options based on interests, behaviors, and demographics.

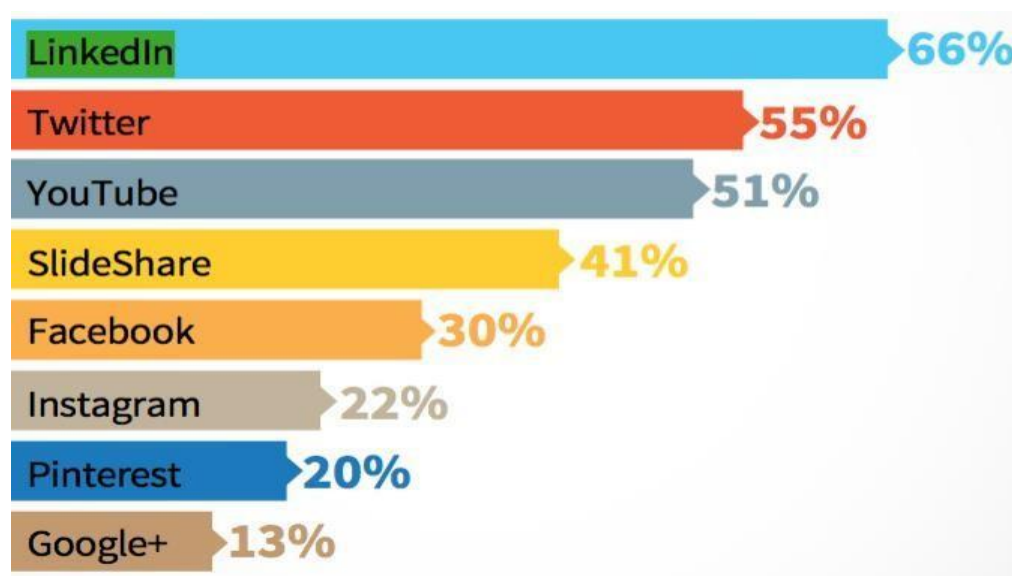


Fig. 2. Statics of social media active users

Pinterest: Pinterest is a visual discovery platform with over 450 million active users. It offers various ad formats, including promoted pins, promoted videos, and promoted carousels, and has advanced targeting options based on interests, behaviors, and demographics.

Each platform has its own strengths and weaknesses, and choosing the right platform depends on your target audience, marketing goals, and budget. A good strategy is to test different platforms and ad formats to see which ones work best for your brand.

Social Media Activity:

Social media activities are of different types that can be used for digital marketing and social media advertisement. Here are some of the most common ones [12]:

Content Creation: Content creation is an essential task for advertising digital marketing on social media platforms. When adequate and high-quality content is created. Then it has to upload on any social media platform.

Social Media Advertising: The created contents have to go on Social media. It has creating and promoted ads on social media platforms to reach a specific target audience.

Social Media Management: Social media management teams are involved in managing social media sites for his company [13].

Community Management: Community management involves building and managing a community around your brand on social media sites.

Social Media Analytics: Social media analytics involves analysing social media activity such as how many people see, and like comments. How the social media customer thinks about our products. Each type of social media activity serves a different purpose and can help you achieve your digital marketing and social media advertising goals. A good strategy is to use a combination of these activities to create a comprehensive social media marketing plan that meets the needs of your business and target audience.

Social Media Contents

The various types of social media content that can be used for digital marketing and social media advertisement. Visual content such as images can be used to promote products,

services, events, and other marketing initiatives. High-quality images can help capture in generate engagement [14]. Videos are a powerful way to promote your brand, showcase products, provide tutorials, and share behind-the-scenes content. Videos can be short or long-form, and can be involved on various social media sites e.g. Facebook, Instagram, and YouTube. Blog posts can be used to share informative and educational content related to your industry, products, and services. They can help establish your brand as an authority in your niche and generate traffic to your website [15]. Live streaming on social media platforms such as Facebook and Instagram can be used to host webinars, Q&A sessions, and product launches.

Challenges and Future Scope:

Challenges:

Social media platforms are constantly updating their algorithms, which can impact the reach and visibility of your content. It can be challenging to keep up with these changes and adapt your marketing strategies accordingly. With the abundance of content on social media, it can be difficult to generate engagement and build relationships with your audience. Brands must continually strive to create high-quality, engaging content that resonates with their target audience [11]. As social media advertising becomes more prevalent, audiences are becoming more immune to ads, resulting in ad fatigue. Brands must be creative and strategic in their advertising efforts to avoid being perceived as too promotional.

Future Scope:

AI and Machine Learning: With the advancements in AI and machine learning, digital marketers will have access to more sophisticated tools for audience targeting, content creation, and personalization. AR and VR are becoming more accessible, which presents an opportunity for brands to create more immersive and interactive social media experiences. As more consumers use voice search, brands will need to optimize their content for voice search and develop new strategies for reaching audiences through voice-enabled devices. The rise of ephemeral content such as Instagram Stories and Snapchat Snaps presents an opportunity for brands to create more authentic, real-time content that resonates with their audiences [16]. The increasing popularity of social

commerce, social media platforms are becoming more transactional. Brands will need to optimize their social media content and advertising strategies to drive conversions and sales directly from social media platforms.

Conclusions:

In conclusion, the strength of digital marketing in building new brands through social media advertisement is evident. Social media platforms provide a powerful tool for brands to connect with their target audience, build brand awareness, and generate engagement. The variety of social media content types available also allows brands to create personalized and engaging content that resonates with their audience. However, as with any marketing approach, there are challenges that need to be addressed. The future of digital marketing and social media advertisement looks promising, with advancements in AI, AR/VR, voice search, ephemeral content, and social commerce. Brands that stay ahead of the curve and incorporate these developments into their marketing strategies will have a competitive edge in building new brands on social media platforms. The digital marketing and social media advertisement provide an exciting opportunity for brands to build new brands and connect with their audience in innovative and engaging ways.

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