

IMPACT OF DIGITAL MARKETING ON BRANDING

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1. Introduction

Digitalization is impacting every daily aspect and companies are revolutionizing their way of doing business, as they must face inevitably this new event and they must use the innovative tools offered by Internet and developed in the last few years. Moreover, research in this field is relatively new and is related to the development in virtual communication, many advertising and public relations companies, media monitoring, association of marketers, bloggers, well-known authors showing interest in popularizing the concepts related to communication with promotional purpose, made by means of modern electronic media. Every business is different. Therefore, every business must approach their digital marketing with a unique plan. Because everybody's path to success will be different, we didn't set out to provide a step-by-step guide to online success.(1)

However, it is clear that to achieve two-way communication, brands need to adapt their plans over time to the needs of the community members, to use simple mechanisms and even funny messages when approaching them, to accept that they cannot control everything consumers say and allow them to express, to prove that they care about them, to monitor how community evolves – not only through regular reports, but also in quality – and to present to the members the results obtained after interacting with them.(2)

1.1 Research objectives

This article aims to survey why important of influence digital marketing on branding.

1. Why digital marketing important in new era
2. Identify digital marketing strategy
3. How the digital marketing influence consumers brand trust, brand influence, satisfaction with the brand, and how that satisfaction in turn influence behavioural and attitudinal brand loyalty.

1.2 Research methodology

Quantitative research method were used to gather and examine this study's examination. These methods were suitable because of the nature of investigation (testing connections between different factors) and the reality that institutionalized instruments which have been tested and demonstrated reliable and valid were accessible to this study's factors.

1.3 Problem discussion

In this work, digital marketing helps identity brand in the consumers' thoughts, which permits the company to get faithful and willing to pay a premium for the brand. The personality and brand picture must be well characterized, with the point to recognize the customer to know and select the item that meets their needs in full. It was created an expansive number of studies on branding. This strategy can construct trust within the brands, which emphatically predicts satisfaction, which in turn can unequivocally secure attitudinal brand devotion and a greater probability of repurchasing of the brand within the future.

2. Literature review

It is important to investigate customer satisfaction through digital marketing channels, and to find solutions to problems that come with reaching customers. (International Journal of Engineering Technology Science and Research).

As a direct result, despite the limitations of the analysis, some brands have to strengthen the digital marketing process by trying to be consistent in all existing digital marketing channels. (Ch. Prof. Andrea Elloro & Ilaria Bortolato (2015|2016)).

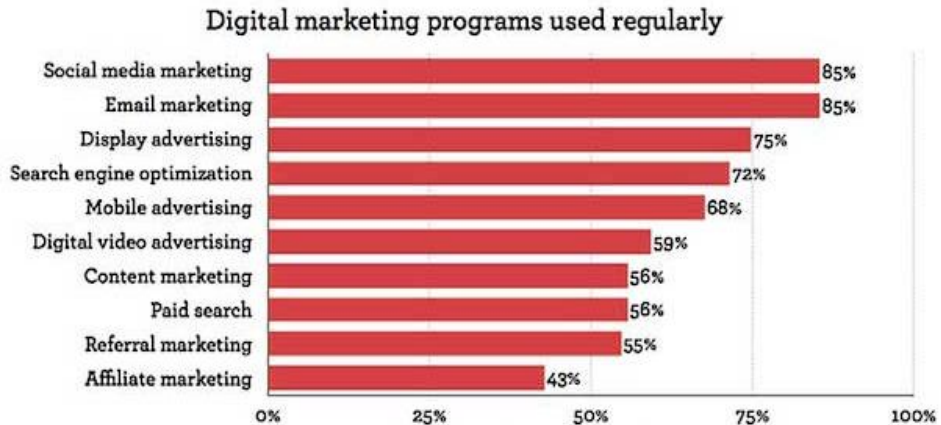
3. Digital marketing strategy

Digital marketing strategy builds on and adapts the principles of traditional marketing, using the opportunities and challenges offered by the digital medium. A digital marketing strategy should be constantly iterating and evolving. Since the Internet allows for near-instantaneous feedback and data gathering, digital marketers should constantly be optimising and improving their online marketing efforts. Digital marketing is that set of marketing techniques using new media to market and promote a product, a service, a brand or an organization, and so on. The first step to define a digital marketing strategy is the definition of qualitative and attractive contents: they represent the so-called content marketing, the most important part of digital marketing. Today contents are essential, because digital markets are places for conversation and interaction, in which customers must be attracted; moreover, at the same time, they help to define the product's main features. Anyway, in order to be impressive and effective, these contents must be also inserted into a well-designed website that, in turn, must be monitored and updated periodically through specific instruments. In other words, everything starts with the creation of the company's website: it is the first attempt to penetrate the digital world. It tends to strengthen brand image and to increase brand awareness, moving beyond traditional print media and reaching a wider target audience with efficiency.

3.1 Implementing ways of digital marketing

The digital marketing industry has introduced various digital marketing channels which helps marketers target the right audience and attract them towards the product or service being marketed. It is this boom in digital marketing that necessitates the need for a brand to create a solid online presence and project an image in tandem with the platform being used as well as their vision and mission.

For this reason, it is important to understand not just what digital marketing can offer your brand or business but also the scope of various digital marketing channels and how best you can utilize these channels of digital marketing.(3) Concluding, despite the limits of the analysis, it seems rather clear that some brands must strengthen their digitalization process, trying to be present in a consistent way in all the digital marketing channels available and inspiring themselves from those other brands which seem to be efficient, which are present everywhere in a more efficient manner.(4)



Source: Extol and Gigaom Research, 2014

3.1.1 Email marketing

Email marketing, as the name suggests, is a digital marketing channel which is used to market brands and businesses through emails. While email marketing runs the risk of emails getting into the Spam folder, it is still a powerful means of increasing visibility of your brand or business. Email marketing is used not just as a means of brand awareness, but also to generate leads, highlight product offers, send out newsletters, and so on.

3.1.2 Search engine marketing

Search Engine Marketing or SEM covers the ground SEO ignores, paid traffic from search engines. With SEM you purchase advertisement space that appears on a user's SERP. The most common paid search platform is Google AdWords. Next, is Bing Ads. The search engine charges a marketer a predetermined amount to display an advertisement in a number of places on a SERP generated from specific keywords or phrases.

One example of SEM is pay-per-click advertising or PPC. PPC refers to a digital marketing method wherein search engines charge a company each time their advertisement is clicked. Social media platforms began adopting PPC advertising in recent months. These ads show up in the news feeds of a company's target audience. This system is a great example of how the different types of digital marketing bleed into each other to form a complete digital marketing strategy.

3.1.3 Affiliate marketing

Affiliate marketing refers to the process of paying for conversions. Think of it like hiring a sales person for your product or service. That affiliate earns a commission. You determine the rate for affiliate marketing. You only pay for conversions. This means there is no upfront cost to affiliate marketing. Many bloggers or e-commerce websites use affiliate marketing. When you choose to use affiliate marketing ensure that all of your terms and boundaries are discussed beforehand. The affiliate represents your brand, so you want them to carry your brand's message close to them. Think about the kinds of words you want the affiliate to use. Of course, you need to make the deal work for the affiliate, too.

3.1.4 Influencer marketing

Influencer marketing is among the newer types of digital marketing. Influencer marketing uses people with an enormous online reach considered experts by your target market to drive traffic and sales. Influencer marketing is popular on social media channels like Instagram and Snap chat. Companies hire instagramers with large followings to promote their brand by posting one or more photos with the product. Companies now engage in Instagram or Snap chat "takeovers" where the hired influence controls the company's social media platform for a given amount of time, most often a day. These social media takeovers drive the influencer's following to your social media channels increasing your new followers and unique views. Always make sure to do your research on an influencer before you decide to do business with them. You might want to verify their Google analytics and make sure their following proves legitimate and not full of fake accounts.

3.1.5 Social media marketing

One of the most popular types of digital marketing is social media marketing. The rise of Face book, Twitter, LinkedIn, Instagram, YouTube and many other platforms has created a burgeoning marketplace where businesses can connect with audiences. As new platforms have appeared and evolved, each offers unique advantages brands can use to reach different markets. B2B businesses can benefit from using LinkedIn, while B2C businesses can choose from a range of platforms, depending on their audience preferences and the types of content they can produce.

3.1.6 PPC (Pay per click)

Search, also known as PPC, is the management of paid adverts in the search results of a search engine. These paid adverts are typically placed above, or to the right of the 'organic' search results and can be quite cost effective. Paying per click means you only pay when a prospective customer clicks on your ad. You can control your cost by setting a daily budget of say €5 per day.

3.1.7 Online advertising

Online advertising differs from PPC in that you are advertising on other peoples' websites. For instance, you may want to buy banner space on a specific website, and you would pay the website owner either based on the number of impressions, or the number of clicks the advert receives.

4. Branding strategy

Today organizational systems of value depend on market behaviours. Suitable way of shaping the branding strategy is the precondition for wished market positioning as well as for the satisfied customers. Most of the tourist companies today do business with only a part of total capacity. Suitable practical model of shaping branding strategies is a presumption that a tourist company does business with the full capacity. Branding strategy should be primarily focused on possible future growth of sale and doing business as well as on operational models of managing tactical market operations in relation with the competition and with all important levels of public on the market. Shaping of exact branding strategy means a good quality informational system about all development and business possibilities of the product. That way, branding activities are placed on the position between the market environment and the company.

Consistent, strategic branding leads to a strong brand equity, which means the added value brought to your company's products or services that allows you to charge more for your brand than what identical, unbranded products command. (5)

Choosing a right branding strategy for the brand management is paramount for achieving a substantial growth that ensures a steady future development of the national income of tourism. Some specialized tourist products are nearby crowded tourist route, some others are far from there. The branding strategies for each of them need to be different. Specialized tourist product is a promise for a kind of the magical vacation, sometimes on very attractive destination. Branding strategy needs to interact with the brand identity of such destination. (6)

4.1 Types of branding strategies

Branding is the process of developing a unique name and identity for a product or business. brand equity and solidify its place as an established brand. Some companies employ multiple Branding ensures awareness and credibility for a brand, creates customer loyalty, among other advantages. Building a brand takes time and involves a lot of resources. It is however an important marketing tool for stimulating recognition.(7) A product, service, person or place that is branded automatically develops a personality as well as reputation. Businesses and individuals can as such take advantage of the various types of branding that are available. There are many different types of brand strategies that vary based on target audiences, marketing campaigns, and budgets. A well-received brand strategy has the potential to build strategies to increase the odds of a successful campaign. (8)

4.1.1 Product branding

This is the most common and easiest type of branding. Product branding is a symbol or design that identifies and differentiates a product from other products. Product branding is very easy noticeable when you walk through a supermarket filled with different products as most products are branded with a unique colour, design and logo.

4.1.2 Personal Branding

This type of branding is very common among politicians, athletes and celebrities. Personal branding makes it possible for famous people to reflect a good image of themselves to the public. Politicians for instance use personal branding to create a good impression and convince voters that they are right for an office.

4.1.3 Corporate branding:

This type of branding is used by businesses interested in creating and maintaining a good reputation. Corporate branding thus cuts across an organisation's services, products, employees, corporate culture as well as corporate social responsibility. Every activity carried out by an organisation has a positive or negative effect on its reputation. A wrong decision can in fact have an adverse effect on the corporate brand.

4.1.4 Geographical branding:

This type of branding is used for specific services and products that are peculiar to a particular region. Geographical branding is commonly used in the tourism industry. Various countries and regions try to brand things that make them different from other areas. Landscape, cuisine, tourist centres within a popular region are usually advertised and eventually become associated with the region.

4.1.5 Retail branding:

Retail branding is mostly used by industry giants to increase the interest of consumers and make product sales outpace the competition. A lot of money is spent to develop unique brand images that convince consumers to select their brand instead of others. Retail branding however requires a lot of planning. The right strategy needs to be adopted to ensure its success.

4.1.6 Co-branding:

Co-branding is a type of branding that associates the brands of two or more companies with a specific product or service. It can also be described as marketing partnership between two or more brands such that the success of one brand rubs off on the other. Co-branding is effective in building business, increasing awareness and breaking into new markets.

5. Concept of Digital Branding

Today, with the rise of internet and social media, branding has evolved to its next stage. But unlike the past, internet has enabled customers to not just consume with the advertisements but also to participate with the companies. This is why digital branding is more important than ever before for both B2C & B2B marketing. Digital branding is what's enabling corporates to stand out in the mind of the audience especially since they are bombarded with marketing messages all over the internet.

Digital branding is today's key to unlock customer happiness which is why it should be different than traditional ideas of branding. A brand can't just tell what it represents without living up to its assertions. Digital branding enables the brand to communicate its value to the customers. (9) Digital branding should be considered throughout the brand building process. Regardless of an authentic and ordinary identity, specialized and detailed meaning, or positive response, a true relationship cannot be built if the brand does not consider user objectives. The more the brand understands its current or possible customers, the more relevant and preferred it can become. (10) By continuing digital branding you will realize that in this fast changing environment it's easier to expand your brand's appeal. Digital media allows versatility than any other traditional mode of marketing but you should make sure to cultivate a habit to unify brand identity both online and offline.

5.1 Superiority of Digital Branding

Today's customers are internet savvy and use online platforms which includes social media, online search, mobile apps etc. to ease their purchase decisions. The main advantage of digital branding is that a targeted audience can be reached in a cost-effective and measurable way. Other digital branding advantages include increasing brand loyalty and driving online sales. (11)

Here some of the main ones:

- *Multichannel: having your brand strongly vested in digital branding allows for a convergence of different platforms. Imagine your brand's identity being unified across multiple online platforms (social media, email, online advertisements, chat applications) with different display mediums; all in unison, preaching one message yet customised to every customer.*

- *Virality: it has come a long way and has been misused many times. Having your brand go viral is a post result instead of a pre-planned process. There are viral elements to potentially push your brand towards a further reach in a short period of time but there is no guarantee. (12)*

•Sets You Apart from the Rest: in this day and age, competition is fierce in pretty much any sector and having something that sets you apart from the rest will secure your role in the marketplace in the future. Digital branding does that by bringing together all your business's strengths and successes. It will help to create an impression and to distinguish you from your competitors.

•Through digital media, the management of organizational communication becomes more efficient, both internally and especially, abroad. From this point of view, the greater the power of online technologies, the more open and transparent the organisations can be when they want to be understood within certain groups of consumers. In this way, temporal and spatial boundaries are discarded. On the other hand, however, there are challenges created by digital media and by new technologies, the most important being represented by the idea of information security, from this perspective occurring problems regarding the personal data of individuals.

6. Conclusion

Digital branding lets your brand to converge in multiple platforms. Your brand's identity unified among multiple online platforms including social media, email, online advertisements, chat applications etc. with different display mediums preaching one message yet customized to every customer goes a long way in customer experience. Digital branding enables your voice to reach to customers who discover, relate and interact with business online along with increasing your brand visibility, credibility along with business identity. Establishing a strong digital branding will also help a lot in customer acquisition, lead generation, content consumption and brand awareness. Digital branding enables brands to easily pick up speed by customer's engagement through shares, clicks, recommendations, feedbacks, social engagement and so on.

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XÜLASƏ

Rəqəmsal marketingin Brendinqə təsiri

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Xüsusilə, bu gün şirkətlərin fəaliyyətini dəstəkləyən və bir sıra üstünlüklər verən bir çox səmərəli vasitəyə güvənən rəqəmsal marketing kimi rəqəmsal fenomen sayəsində yeni biznes sahələri inkişaf etdirildi. Rəqəmsal marketingə dəyər verilməməlidir; ilk növbədə, böyük potensialına görə, eyni zamanda markanın tanınması və müştəri münasibətlərinin idarə olunması ilə birbaşa əlaqəli bəzi vacib narahatlıq və problemlərin də olduğu üçün. Başqa sözlə, şirkətlər rəqəmsal dünyanın verdiyi üstünlüklərdən tam istifadə etmək üçün yaxşı qurulmuş bir rəqəmsal marketing strategiyasını inkişaf etdirməlidirlər. Sosial şəbəkələr və bütün digər rəqəmsal marketing alətləri, qarşılıqlı əlaqə, icma və nəticədə görünmə baxımından yaxşı nəticələr əldə edərək sərfəli bir şəkildə. Başqa sözlə, yaxşı rəqəmsal performansla əlaqəli yüksək səviyyəli rəqəmsal fəaliyyətlərə sahibdirlər.

Açar sözlər: Rəqəmsal marketing, rəqəmsal marka, marka, marka şəxsiyyəti, istehlakçı

РЕЗЮМЕ

Влияние цифрового маркетинга на Брендинг

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В частности, новые отрасли бизнеса были созданы благодаря такому цифровому явлению, как цифровой маркетинг, который в настоящее время опирается на множество эффективных инструментов, поддерживающих деятельность компаний и дающих им ряд преимуществ. Цифровой маркетинг нельзя недооценивать; Прежде всего, из-за его огромного потенциала, но также потому, что он включает в себя некоторые важные проблемы и проблемы, непосредственно связанные с узнаваемостью бренда и управлением взаимоотношениями с клиентами. Другими словами, компании должны разработать хорошо структурированную стратегию цифрового маркетинга, чтобы в полной мере использовать преимущества, предлагаемые цифровым миром. Социальные сети и все другие инструменты цифрового маркетинга прибыльны, получая хорошие результаты с точки зрения взаимодействия, сообщества и, следовательно, видимости. Другими словами, у них высокий уровень цифровой активности, связанный с хорошими цифровыми характеристиками.

Ключевые слова: Цифровой маркетинг, цифровой брендинг, брендинг, идентичность бренда, потребитель