

A STUDY ON IMPACT OF DIGITAL MARKETING IN BRAND AWARENESS

Vyadeshwari N

UG Student, SOEC, CMR University, Bangalore

Vandana H M

UG Student, SOEC, CMR University, Bangalore

Vinutha M

UG Student, SOEC, CMR University, Bangalore

Ms.Aishwarya P

Assistant Professor, SOEC, CMR University, Bangalore

Mr. Balagopal P K

Assistant Professor, SOEC, CMR University, Bangalore

Abstract

This study investigates the influence of digital marketing strategies on brand awareness among consumers. Through a comprehensive review of literature and empirical analysis, the study reveals the significant role played by various digital marketing channels such as social media, search engine optimization, and content marketing in enhancing brand visibility and recognition. The findings suggest that companies leveraging digital marketing effectively experience higher levels of brand awareness compared to those relying solely on traditional marketing approaches.

Introduction

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Digital marketing has revolutionized brand awareness, offering an array of tools and strategies to connect with consumers in a digital- first world. From social media engagement to content marketing and SEO, brands have more opportunities than ever to make their mark.

It became clear that internet marketing influenced brand building by supplying text- based product information. Digital marketing was primarily about selling products, but this has changed as the internet has been more widely used. Advertisement and customer service are both accomplished through this medium. The manufacturer may use digital marketing to build a brand for their products. An immense variety of products is available. Creating a distinct brand identity is the responsibility of any company, regardless of size or location. It is not possible to exaggerate the value of a company's brand image. A strong brand image may assist any company. In response, businesses are placing more focus on establishing their brand in the minds of their customers.

A company's pledge to its consumers may be summed up as its brand promise. As a result, establishing a brand might be characterized as offering value to customers. It encompasses everything a customer encounters when using the product. A company's success depends on its capability to build a strong

brand. To develop a strong brand, it's not enough to just put the product's name in buyers' thoughts. This study examines the digital channels and assets used to represent a brand's positioning as part of a multi-channel brand communication or engagement campaign, where digital marketing is referred to as digital branding or digital communications.

Brand awareness refers to how a company's target market can recall and recognize its name and logo. Customers familiar with a company's name and products are more likely to buy from them. More than six hours online in the modern world are spent by people, making it impossible to ignore the internet as a location for digital marketing to enhance brand awareness. Guest Blogging: Brands need to run their blogs and build their followings to get the most out of these assets. It's here that the idea of a guest blog is introduced. This is all about writing and pitching blog posts to a different publication. Do a little digging on industry-specific blogs and periodicals using search engines like Google and social media. Guest post guidelines and 'guest post by' can also be used to find sites that accept guest submissions. To understand more about a website's target audience and how they engage with its material, look at its blog posts, comment sections, and social network accounts. To be successful, you'll need to be able to produce content that both complements and stands out from the rest of the company's offerings. Create new blog article ideas, incorporating your original and helpful insights. The best way to get your ideas in front of editors is to follow their submission rules, construct a whole article, and tell them when it's finished. A new audience is reached, and free content from a fresh industry voice can be provided to the magazine where you guest blog using these tactics.

Review Of Literature

1. Christian Hoffmann and Lisa Weithaler (2015) examine the transformation of brand identity into positive brand reputation. The study focuses on how consumer perception is influenced by online communication channels and does help the consumer in the decision making process towards the particular brand. The study finds out the brand reputation elements are differentiation, trustworthiness, recognition, willingness-to-support, responsibility, reliability and credibility. These elements are interconnected for the consumer perception towards a brand in the digital era. (Weithaler, 2015)
2. Nan Feng(2014) in his study explains the necessity for building the strong brand among the customer. The four factors are brand positioning, the brand name selection, brand sponsorship, and brand development. These four factors have positive impact on building a strong brand and highlight the brand development process which can be done through line extensions, brand extensions, multi-brands, or new brands. (Feng, 2014)
3. Maxwell Winchester, Jenni Romaniuk, Svetlana Bogomolova (2008) The paper seeks to conduct an exploratory study into how positive and negative brand belief levels differ before, and change after, consumers defect from a brand or take up a new brand. This research contributes to the understanding of the brand belief-behaviour relationship using two very different longitudinal studies. It also investigates negative brand beliefs, which are rarely researched, and compares the effects of negative beliefs with that of positive beliefs. (Maxwell Winchester, 2008)
4. Adheer Goyal, Sakshi Bhong, Pranav Kumbhare and Riya Bharadkar(2021) This Study deals with Digital marketing being the core concept of marketing. It is all about selling services and goods through the

internet. Digital Marketing helps to reach a targeted audience to analyse their demands to promote their goods and services through digital platforms. In India, digital marketing has a vast scope in the future. This Research explains the result of anyone searching in the team of keywords, then you traffic on get organic your website SMM (social media marketing) Social media platforms like Instagram and Facebook have a vast audience.

Statement Of Problem

The rapid evolution of digital marketing channels and strategies presents both opportunities and challenges for businesses aiming to enhance brand awareness. However, amidst the plethora of digital marketing techniques, understanding the precise impact on brand awareness remains elusive. This research seeks to investigate the effectiveness of various digital marketing approaches in cultivating brand awareness and discern the factors that contribute to their success or failure.

Objective Of The Study

Identifying the key demographic segment that are most responsive to digital marketing efforts in terms of brand awareness. Analyzing the impact of digital marketing content and messaging on brand perception and recognition. Examining the comparative effectiveness of digital marketing versus traditional marketing in driving brand awareness.

Research Methodology

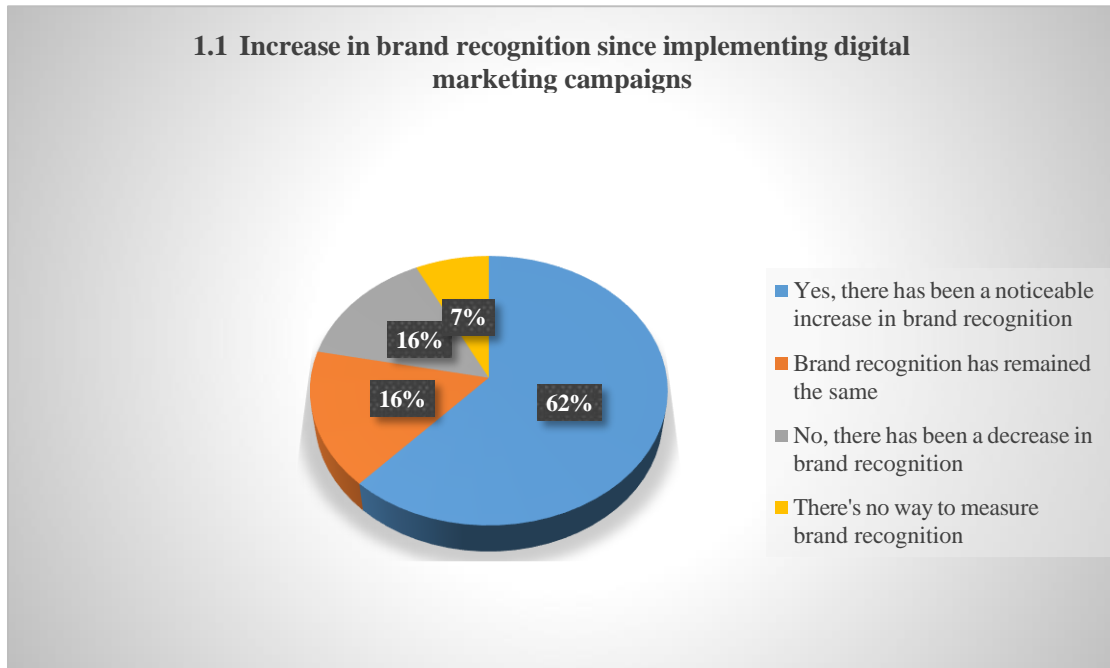
This report has been prepared on the basis of experience gathered during the period of research and my own learning and understanding. The entire process has been made by collecting primary data which played a vital role and easy to write down the report and secondary data was needed for supportive build up to the report. Primary data is collected through Google Forms and organized and planned analysis are the main sources along with personal experience. Secondary data are collected from journals, publications etc.

Analysis and findings.

Increase in brand recognition since implementing digital marketing campaigns.

SLNO	CONTENT	PERCENTAGE
1	Yes, there has been a noticeable increase in brand recognition	61.8%
2	Brand recognition has remained the same	16.4%
3	No, there has been a decrease in brand recognition	14.5%
4	There's no way to measure brand recognition	7.3%
	TOTAL	100%

Graph Analysis:



Interpretation

As per the above information collected whether the digital marketing campaigns have increased the brand recognition and the reply suggest that, 61.8% people agree that "yes, there has been a noticeable increase in brand recognition". 16.4% people agree that brand recognition has remained the same. 14.5% people agree that "no, there has been a decrease in brand recognition". 7.3% people agree that there's no way to measure brand recognition.

Findings

Research on the impact of digital marketing on brand awareness has revealed several major findings:

Digital marketing allows brands to reach a larger and more diverse audience compared to traditional marketing methods. This Digital Marketing contributes to increased brand awareness as more people become exposed to the brand's message. Digital marketing enables brands to target specific demographics, interests, and behaviors, ensuring that their messages are delivered to the most relevant audience. Targeted advertising can significantly enhance brand awareness by reaching individuals who are more likely to be interested in the brand's products or services.

Conclusion

In today's hyper-connected world, where consumers are inundated with information from various sources, the role of digital marketing in driving brand awareness has become more crucial than ever. Leveraging the vast landscape of online platforms, digital marketing strategies have the power to transform the visibility and recognition of brands, ultimately shaping consumer perceptions and driving business success. Digital marketing encompasses a myriad of tactics and channels, each offering unique opportunities to engage with target audiences. From search engine optimization (SEO) tactics that improve a brand's visibility in organic search results to engaging social media campaigns that foster direct interaction with consumers, the digital realm provides a diverse toolkit for brands to amplify their presence. One of the key strengths of digital marketing lies in its ability to deliver tailored content to specific demographics. By understanding the preferences, behaviors, and pain points of their target audience, brands can create compelling content that resonates on a personal level. Whether through captivating videos, informative blog posts, or interactive quizzes, digital marketing enables brands to captivate and connect with consumers in meaningful ways.

Digital marketing plays a pivotal role in driving brand awareness by leveraging various online channels and strategies to reach and engage with target audiences effectively. Through targeted advertising, social media engagement, influence collaborations, and search engine optimization, brands can enhance their visibility and recognition among consumers. By delivering tailored content, optimizing for search engines, and analyzing data to refine strategies, digital marketing enables brands to continuously improve their impact on brand awareness. Ultimately, in today's digital landscape, investing in digital marketing is essential for brands seeking to establish and expand their presence in the marketplace, ensuring that they remain top-of-mind and relevant to their audience.