POWER OF DIGITAL MEDIA IN MODERN ERA

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ABSTRACT

The advent of digital media has revolutionized the manner in which we communicate, exchange information, and consume content. This powerful tool has enabled individuals, corporations, and governments to connect with a worldwide audience. Digital media has transformed the way we access and share news, entertainment, and educational resources, while also facilitating greater inclusivity and representation of marginalized voices in the media. One of the key strengths of digital media is its capacity to democratize information, establish communities, and empower people to become creators and contributors in their own right. Nonetheless, the immense influence of digital media brings with it significant responsibility, and its impact on society is not without its challenges and controversies. To ensure a positive future for digital media, we must use its potential for positive change while also addressing any potential drawbacks. In this regard, expertise in search engine optimization (SEO), search engine marketing (SEM), and digital marketing will be essential.

Key words: SEO, SEM, Digital Marketing

INTRODUCTION

Digital media has revolutionized the way businesses and individuals interact with their audiences. With the emergence of the internet and social media, digital media has become a vital tool for businesses to connect with consumers, build brand awareness, and create long-lasting relationships with their audience. However, the rise of digital media has also brought about new challenges, such as the spread of misinformation, privacy concerns, and polarization.

In today's market, consumers seek a connection with the brands they use, looking for values and promises from them. Traditional marketing techniques have become obsolete, and businesses have shifted their efforts towards digital marketing. Digital marketing offers a range of promotional activities that extend beyond social media, including mobile marketing, display advertising, search engine optimization (SEO), and other forms of digital marketing.

Social media has transformed the way brands interact with consumers, providing them with new ways to engage with their audience and promote their products. Platforms like Facebook, Twitter, and Instagram have become an integral part of businesses' marketing strategies, allowing them to reach millions of users and interact with them in real-time. However, the challenge is to exploit the full potential of social media and use it to create value for the brand.

The study aims to understand the impact of digital marketing tools, especially social media, on brand management in a dynamic environment. The study will focus on millennials, who exert tremendous pressure in the market movement, and examine their behaviour and changing perception towards brands with the introduction of social media advertising. The study will identify the characteristics of social media advertising and establish a link with the essence of brand management.

LITRATURE REVIEW

Digital platforms utilised for brand advertisement Digital marketing tools are considered as the best way to interact with the customers and sustain the reliability of the organisation as it matches the pace of dynamic needs of customers **(Wymbs, 2011).** Digital marketing is an umbrella term which includes all the digital techniques which are efficient in acquisition, relationship building, brand promotion and retention of customers and in effect boost the sales. The advantages of the online marketing have not been limited to the small companies but is utilised by the brands like Louis Vitton, Amazon to name a few. These companies use online marketing platforms to communicate about the history of the brand, employees and their upcoming events. The major role is to convince customers to be a part of the journey by the medium of storytelling **(Greenhill, 2011)**. Blogs has become the important communication medium and used by big corporates for brand advertisement as this tool has ease of use, knowledge sharing component and identifies a community (Ho et al., 2015). A study by **Vrana and Zafiropoulos (2010**) suggested that instant messaging, blogs, recommendations and online reviews has replaced word-of-mouth. **Xiang and Gretzel (2010)** indicated that blogs are useful in sharing experiences and adding trustworthiness and are therefore, considered as the most efficacious marketing intelligence technique. **Hartemo (2016)** documented in the study that e-mail marketing is a tool which allows personalised communication and empowers consumers by converting consumers into active consumers. However, the study indicated that currently markets are not updated and does not exploit e-mail marketing to its full potential**. "Beyond the Rack"** is an e-commerce retail company which drives its 16.2% of the traffic from the e-mail marketing campaign as the content is resonating enough to attract consumer's attention. Consumer and brand relationships are important to reinforce participation of communities and embark their presence. Mobile marketing focuses on relationship building as it reciprocates communication among the brand and consumer. Furthermore, it is not affected by the location and time barriers. It is also referred to as wireless advertisement. It incorporates "opt-in" services and SMS alerts. The study highlighted that SMS has a positive impact on the brand personality and brand involvement. People who received SMS alerts of **"pret a porter"** clothing, created a perspective towards the brand and enhanced their experience with the brand **(Bouhlel et al., 2011).** In context of luxury brands and digital media platforms, **Jain and Schultz (2016)** conducted a study which concluded that to increase the sales of a luxury brand, it is necessary to understand the consumer's behaviour and it can be only achieved through digital platforms. Furthermore, consumers use digital media extensively with the sole purpose of comparison among the brands and evaluating the alternative brands available. Search engine is used widely for information

search and online shopping. The display results of the search engine are categorised into keyword ads and organic ads. Many businesses are integrating keywords search ads into their business model to reach targeted **audiences (Ghose & Yang, 2009). Yoo (2014)** concluded in the study that keyword search ads are effective tools in creating brand recognition and also assimilates the brand image. Another digital marketing tool which has gained considerable attention is viral marketing, which is used by brands to circulate information by creating buzz, network marketing and leveraging the media. By exploiting social media channels, awareness about the brand or business can be leveraged along with an increase in the brand visibility **(Raja, 2012).** With the expansion of the social media channels, the influencers community is able to communicate more and holds significant power over creation of brand perception. The study of **Booth and Matic (2011)** contemplated that the influencer community is effective in targeting traditional audiences and its integration with social media is a marketing strategy adopted by companies to optimise brand equity. The study also suggested that just the companies do not control their brand as it belongs to customers. However, the brand presentation can be controlled by the companies, so a presence over Facebook or twitter would not produce optimum results, however complete control over these platforms is required. Internet-based activities which have high influence over the brand perceptions are banner advertising, viral marketing, SEO, widget development to name a few. The success of these platforms is dependent upon the quality of relationship maintained between the consumer and brand. E-commerce has influenced the brand equity and justifies profit margins. The internet has transformed the way information is assessed and consecutively influences the buying behaviour. **Mohapatra (2012)** pointed out that companies which deal in computers such as IBM, Apple and Dell will have upper hand in e-commerce in comparison to Tesco and Big Bazaar. The success of e-commerce sites is dependent upon the reputation of the company or any creative strategy adopted. Moreover, the success of a brand is affected by the degree of the consumer's involvement, which highlights the success of Amazon. Com. Brand names like Hyundai and Maruti Suzuki have created a domain name and offer discounts if the purchase is made from online sites, with the aim to leverage brand equity.

Social media advertisement to communicate brand Last decade, remarkable appearances had been made by the **Web 2.0**, especially in the field of social networks. The social network has a large number of users which attracted many industries to use it as a marketing tool. The benefits are extended in terms of the free services, and the revenue generation is dependent upon the content and the advertisement. Web 2.0 fulfils the purpose of information exchange between the website and the user and social platforms are attracting attention from many scholars as it defines the profile of an individual, social information about the consumer is available and information is useful in understanding their behaviour. Platforms are used for creation and dissemination of information to a larger consumer base. Moreover, social media creates numerous opportunities for brand promotion and transforming the consumer's perspective towards a particular brand **(Mata & Quesada, 2014)**. **Chua and Parackal (2009)** suggested in the study that blogs are majorly used for understanding the philosophy of the leaders, however in this era of cut-throat competition, Facebook, twitter and Instagram have become crucial instruments of branding. Twitter and Facebook have helped brands in maintaining a robust connection with consumers and fosters a sense of belongingness among them. They fulfil the human desire of engagement, and associating themselves with the brand they are using presently **(Yan, 2011). Lipsman et al. (2012)** investigated the power of social advertisement on branding and contemplated that social media can help in performing various functions from brand perspective such as content sharing, connections re-sharing the content and "sponsored stories", which is an advertisement unit of Facebook (FB).

The branded content is extensively consumed in the new feed's category of FB. It majorly covers two type of audience, which is fans and connections of the fans. FB platform gives opportunity to brands to realise the benefits from untapped consumer segments. Social media has altered the marketing in the marketplace, and especially the social network such as groups of users and blogs. **Hutton & Fosdick (2011)** projected in the study that brand's official websites were losing their audience in 2009 due to emergence of social media marketing, which is seen as a pervasive marketing technique. Social media has improved the overall capability of a brand in context of sharing images and content. Blogs have taken special place and microblogging evolved as a fuel which flourishes the phenomenon of media meshing. Media meshing stands for the event, when the consumer utilises two platforms to generate required information. It helps in the enhancement of overall media experience. Due to extensive opportunities presented by the social media advertisement, brands were forced to join the wave. Brand communities are established by the brands and its users, which expresses the expression and needs of end consumers. The brands are advocated by the consumers and likely to increase the sales ultimately. Brand narration has gained significant importance in the current market to create clear consumer memory by compelling stories or content. Brand narration helps in building awareness, empathy, brand-consumer relationship, recall and specific meaning to a brand. Illustration of firms which generated brand advertisement through brand story campaigns such as the '*Real Beauty*' campaign by Dove and the website of *Ben & Jerry's* stresses on the company's origin (**Singh & Sonnenberg, 2012**).

OBJECTIVE

The objective of the study is to investigate the impact of digital media in the modern era and identify potential problems and challenges associated with its use. It aims to explore the implications of digital media for individuals, businesses, and society and provide recommendations for addressing problems and harnessing the power of digital media for positive change. Additionally, the study aims to assess the effectiveness of existing measures to address problems, analyse the role of digital media in shaping public opinion and political discourse, explore the impact on traditional media, investigate the relationship with globalization, and identify emerging trends and technologies in digital media.

METHODOLOGY

The statement outlines the proposed methodology for studying the power of digital media in the modern era, which involves a mixed-methods approach that utilizes both qualitative and quantitative research methods. The study aims to investigate the impact of digital media on various aspects of society, including business, communication, education, and social behavior. The methodology involves a literature review, surveys and questionnaires, interviews and focus groups, case studies, and data analysis. The study will also adhere to ethical guidelines to ensure the security and confidentiality of all data collected.

ANALYSIS

Digital media usage is evolving rapidly, with significant changes in device usage, channels, and content consumption patterns. The mobile-first approach is becoming more dominant, with people accessing digital media through smartphones, tablets, and wearables. Social media platforms are becoming primary channels for accessing digital media, while video consumption is gaining immense popularity. Personalization is also

becoming more prevalent, with digital media becoming more personalized to individual users' interests and preferences. Businesses and organizations need to remain adaptable and responsive to these changes to remain competitive. Internet and social media usage are growing globally, with more people accessing digital media through mobile devices, particularly in emerging markets. Traditional media consumption habits are changing, with people shifting away from traditional television and radio in favour of online content. Online communication platforms are also gaining popularity, particularly messaging applications.

Figure 3: Global Time Spent on Media Per Day, 2014

**Global time spent on media, by type**

In amount and percentage of time spent
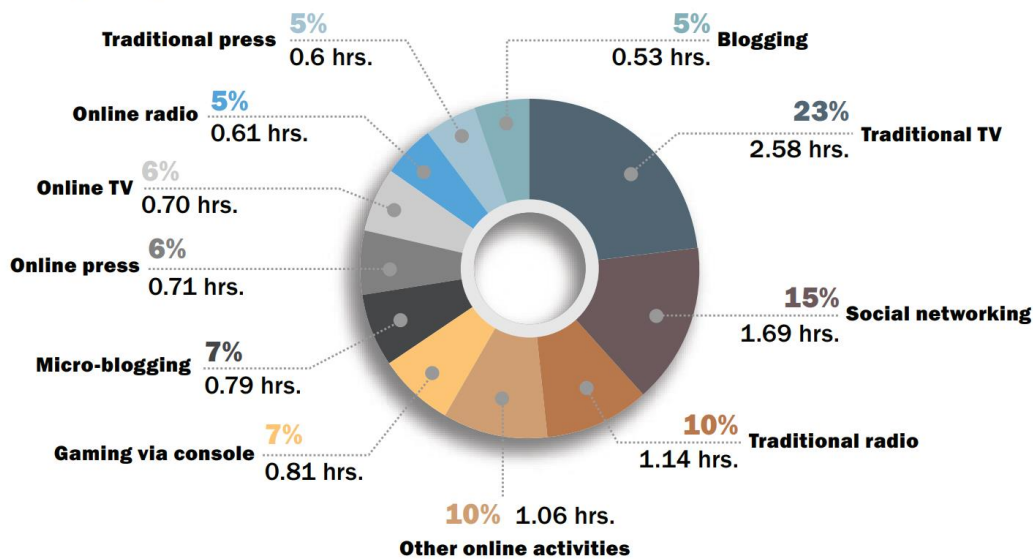
The Implications of Digital Media Survey found that users spend the most time connected online for work (32% spend more than 3 hours a day online for this purpose) and information or learning, followed by social interaction and diversion purposes (Table 3). For each of these purposes, private and professional digital media consumption has become less separated. Younger generations in particular expect to be able to interrupt work to organize private matters while also replying to emails on their smartphones even after working hours. Sharing content has become a very important element of using digital media. The Wave 8 study observes, "Sharing content has become a fundamental part of our self-expression and has become intrinsically linked with our online reputation. People use content, be it a YouTube clip or interesting article, as a way to keep in touch, make new friends or impress others". Participants in the Implications of Digital Media Survey are most likely to share content that is entertaining (46%), contains useful facts (43%) or is inspiring (36%).

Figure 6: Different Motivations for Sharing Different Content

Question: Why do you think someone would share content that is inspiring/promotes a cause/is controversial?
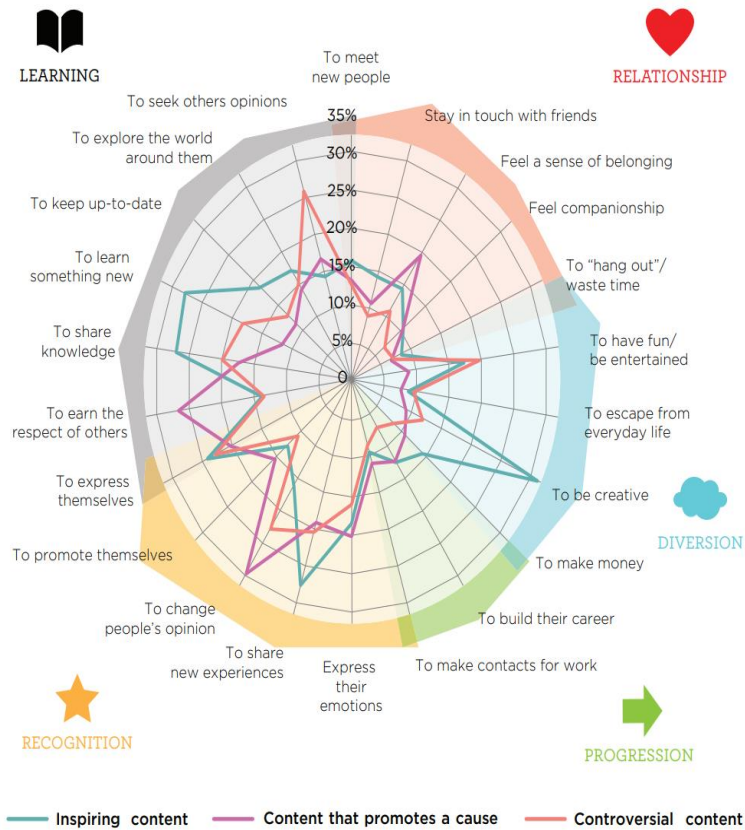
SUGGESTION

The article discusses the importance of businesses adapting to digital media strategies and suggests ways for businesses to improve their digital media usage. It highlights the need for a strong online presence, mobile-first strategy, high-quality and engaging content, utilization of data analytics, and staying up-to-date with emerging technologies and trends. The article also reviews the reasons why brands utilize digital marketing, particularly social media advertising, and the effectiveness of new advertising techniques. The study shows that social media advertising positively influences millennial behavior by providing personalization, empowerment, engagement, entertainment, expert opinion, and informative content about the brand.

CONCLUSION

In conclusion, the article emphasizes the importance of digital media strategies for businesses in today's constantly evolving digital landscape. It highlights the need for businesses to establish a strong online presence, develop mobile-first strategies, create high-quality and engaging content, utilize data analytics, and stay up-to-date with emerging technologies and trends. The article also reviews the reasons why brands utilize digital marketing, especially social media advertising, and how it influences the behavior of millennials. Additionally, the article discusses the challenges brands face in managing their image and the tools and platforms they use to engage customers, such as email marketing, influencer marketing, and social media advertising. Overall, the article suggests that businesses that adapt and embrace digital media strategies are more likely to remain competitive and relevant in today's digital landscape.

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