

# ***Brand Marketing Strategies under Social Media***

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**Abstract:** In the digital era, social media has become an essential component of people's everyday lives, serving as a primary platform for information acquisition, interaction, and communication. The consumption patterns of individuals have experienced remarkable transformations, necessitating advancements in standard brand marketing methods in today's world. Brand manufacturers should align with current development trends, leverage social media platforms, implement appropriate marketing strategies, fulfill market expectations, and attain their own objectives. This study utilizes literature research and analysis methods to examine the formal aspects of brand marketing strategies on social media. It also evaluates current successful cases of brand marketing strategies on social media to assist brand manufacturers in maximizing their utilization of social media platforms, enhance brand recognition and influence more effectively, and foster the positive growth of corporate brand marketing.

**Keywords:** Social media, content marketing, marketing strategy, internet celebrity marketing

## **1. Introduction**

In recent years, the advancement of Internet technology has introduced new innovations and difficulties to brand marketing through social media platforms. Tiktok, Xiaohongshu, Weibo, and other internet social platforms have emerged as the primary arena for brand producers to compete. In recent years, the ongoing advancement of Internet technology has introduced new innovations and difficulties to brand marketing through social media platforms. In the current age of digital technology and overwhelming amount of information, the key challenge in brand marketing is how to distinguish oneself from the crowd, successfully capture the attention of the intended audience, and strengthen brand recognition and credibility.

Based on the research conducted by Lexing Yu scholars, it has been found that while brands are capable of conveying information to consumers through social media, thereby increasing customer brand loyalty. There are certain biases in the understanding of social media among businesses and marketing personnel. These biases can hinder effective communication between brands and consumers through social media platforms [1]. Hence, it is imperative to utilize social media platforms appropriately and judiciously, while also giving due consideration to engaging with consumers and fostering equitable interaction with them. This study utilizes literature research and analysis methods to examine the formal aspects of brand marketing strategies on social media. It further analyzes current exemplary cases of brand marketing strategies on social media. This paper

aims to offer practical recommendations to brand manufacturers on effectively utilizing social media platforms to enhance brand awareness and foster consumer loyalty. Additionally, it aspires to contribute to the advancement of brand marketing strategies for companies.

## 2. Overview of Social Media and Brand Marketing

### 2.1. The Development History of Social Media

Social media and the Internet are inherently interconnected. As Internet technology advances, social media is becoming increasingly significant in people's lives. Since the advent of QQ and MSN, and the subsequent emergence of Tiktok and Weibo, social media has not only revolutionized communication methods, but has also had a significant impact on society.

Social media emerged as a result of the rapid expansion of the Internet throughout the late 20th and early 2000s. During the Web1.0 period, individuals started to create personal web sites and online forums, such as blogs and forums. By the year 2000, around 100 million individuals had acquired Internet connectivity, leading to a widespread prevalence of online communication. Subsequently, Myspace has gained popularity as a platform for generating profiles and establishing friendships. The rapid expansion of social media was made possible by the emergence of the Web2.0 era in 2004. The advent of social media platforms such as Facebook, Twitter, YouTube, and others (table1) has introduced features like photo and video sharing and the dissemination of real-time information. As smart phones gain popularity, social media is adapting to the mobile trend and incorporating new features like location information and AR technologies. This enhances the user experience significantly. In 2014, China embraced the 4G era, leading to the rapid emergence and development of short videos on mobile networks, which quickly gained popularity. Short video platforms like Tiktok and Kwai, which have gained popularity in recent years, were created based on this foundation.

Table 1: The birth time of several representative social media [2]

Birth time	Social media forms
June 1993	The prototype was generated and named blog by 1999
January 2001	Wiki creation
August 2003	Myspace appears
In early 2004	Flickr generation
February 2004	Facebook establishment
February 2004	Dig generation
February 2005	YouTube appears
March 2006	Twitter establishment
September 2016	Tiktok appears

### 2.2. Purpose and significance of brand marketing

Brand marketing, in essence, aims to firmly establish the brand image in the minds of consumers. The essence of brand marketing lies in identifying a unique and tailored brand core value that has the ability to captivate customers. This value should be effectively communicated to consumers via various forms of publicity and promotion in order to stimulate consumption. Brand is crucial for organizations, particularly in the current era of the Internet. In the current era of data explosion, a product that lacks brand effect would have significant challenges in gaining recognition and success.

Consumers exhibit a tendency to favor brands with which they are familiar when making purchase choices. Brand marketing has the potential to increase brand recognition, establish a strong brand presence, enhance brand reputation, and facilitate consumer advocacy, thus amplifying brand impact.

Brand marketing can also contribute to the improvement of a brand's competitiveness. Brands can effectively showcase their distinctive selling propositions in order to differentiate themselves from the fiercely competitive market, thereby capturing the attention of consumers seeking such attributes. Implementing brand marketing strategies can lead to a boost in sales. Brand marketing utilizes advertising, promotion, and other strategies to rapidly attract a larger consumer base, resulting in increased product sales and profits.

To summarize, a firm possesses a unique brand image that is synonymous with its fundamental competitive advantage. If a company is able to successfully convey its brand image to customers, resulting in their ability to identify the product when selecting a brand, and recognize the company when choosing a business partner, then the brand marketing efforts of the company can be considered successful.

### **2.3. The role of social media in brand marketing**

The exponential expansion of social media has transformed the internet into a fierce arena for brand competition. A poll performed by the University of Massachusetts found that the majority of the world's top 500 corporations have embraced social media as a means to effectively promote their brands [3].

Social media enables firms to not only advertise items, but also disrupt the conventional "one-way" communication approach. Brands can effectively engage with consumers, enabling them to gain valuable insights into consumer preferences and promptly adapt their products and marketing approaches accordingly. The primary feature of social media is its ability to promote brands while simultaneously increasing customer participation and transforming ordinary individuals into communicators. Social media platforms have a worldwide reach and boast a substantial user base. Social media has an extraordinarily rapid diffusion speed, enabling individuals from various countries to communicate with one another. Brands have the ability to not only gain local promotion, but also capture the interest of individuals globally. Brands can leverage the benefits of social media for communication, gather data from various audiences for analysis, more accurately identify their target customers, and tailor promotions to the intended group, thereby enhancing brand visibility and recognition. Brands can engage with individuals on social media platforms by conducting interactive question and answer sessions, voting activities, forwarding and lottery events, and other methods to encourage more users to participate and increase customers' focus on the brand.

## **3. The forms and characteristics of brand marketing strategies on social media**

### **3.1. Social media advertising and marketing**

When comparing advertising on social media platforms to traditional media advertising, there are two clear advantages: personalized push and user involvement that is prompted by social scenarios [4]. Social media advertisements enable people to interact with them by clicking and commenting, so enhancing user engagement and fostering deeper relationship between users and brands. Furthermore, social media platforms possess a substantial quantity of user-specific personal data, including but not limited to consumption patterns, preferences, and age. Moreover, it is accurate to determine which users have lately been engaged in discussions or showing interest in material pertaining to their items. By configuring the information collection in this manner, the social media advertising system aligns the advertisement with the user's personal page and the frequently appearing AD position on the page [5]. This enables firms to rapidly identify their target customers and enables audiences to obtain the advertising information they require. When compared to advertising methods that are not well-known and cover all aspects, social media is more cost-effective and leads to higher rates of converting viewers into customers.

### **3.2. Social media content marketing**

In the age of information proliferation, individuals typically exhibit a reluctance towards overt advertising, therefore presenting a significant obstacle in effectively conveying brand information to clients. Content marketing is a marketing strategy that involves using photographs and videos to deliver important information about a company. It is a type of marketing that allows clients to receive information without traditional advertising. Brands have the ability to provide valuable, intriguing, and reliable material for social media platforms. This content aims to assist users in resolving issues or fulfilling their requirements, ultimately capturing the attention of potential customers. Content marketing is a more enduring approach than advertising, as it involves long-term strategies rather than focusing solely on short-term tactics. Consistency is a fundamental characteristic of content marketing. Over time, the consistent delivery of material allows audiences to build up their understanding of a brand and reinforce their perception [6]. In the current era of short videos, companies have the opportunity to create concise videos that highlight key themes, effectively utilizing people's limited free time. By consistently delivering relevant information, brands may enhance their recognition and awareness.

### **3.3. Social media influencer marketing**

Influencer marketing involves identifying individuals who possess significant personal reach and influence within a certain domain, with the aim of leveraging their influence to promote and accomplish marketing objectives. Internet celebrities cultivate their personal brand by sharing customized material on social media platforms, ultimately enticing particular users to become their devoted followers. An inherent element of web celebrity marketing is the elimination of the need to actively seek for target clients. This is because the primary customer base for internet celebrity marketing consists of the devoted admirers of these internet celebrities. Based on official data, the number of individuals who gained fame on the internet and had over 100,000 followers climbed by 51% in 2018 compared to the previous year. Additionally, the growth rate of internet superstars with more than one million followers reached 23% [7]. Internet celebrity marketing, in comparison to traditional marketing strategies, offers a more targeted audience, allowing more precise ad placement and enhanced marketing efficiency.

## **4. Successful cases of brand marketing strategies on social media**

### **4.1. Coca Cola Company Achieves Success through Facebook Advertising**

Advertising is a crucial marketing instrument employed by the Coca-Cola Company. The survey indicates that advertising accounts for 82.2% of the public's perception of the Coca-Cola brand [8]. The "Share a Coke" promotion by Coca Cola is widely recognized as a pioneering marketing campaign. The Coca Cola Company strategically utilizes Facebook adverts to precisely target and effectively reach individuals between the ages of 13 and 34. According to some marketing experts, the majority of Coca-Cola consumers are young individuals. In contrast to traditional media, individuals have greater exposure to the Internet, therefore aligning the utilization of advertising techniques with online media with the prevailing societal inclination [8]. Furthermore, the Coca Cola Company employed user data obtained from Facebook's social media platform and implemented a tailored marketing approach by creating a collection of Coca Cola bottles that featured individual user information. This not only boosted sales but also provided clients with more captivating experiences. Statistics indicate that Coca-Cola boasts a staggering 35 million followers on Facebook. Furthermore, between the years 2010 and 2011, the overall sales of all beverages falling under the Coca-Cola brand

experienced a notable increase of 6%, while the sales specifically of Coca-Cola witnessed a commendable rise of 3%.

#### **4.2. Taobao in the Forbidden City triggers user engagement and interaction through social media content marketing**

Cultural and museum items possess distinct benefits in the realm of content marketing as a result of their exceptional historical heritage. The primary challenge in the realm of cultural and artistic products lies in fostering innovation, namely in devising distinctive designs for commodities within a shared historical context. Additionally, ensuring the marketability of such products poses a significant concern for every seller in this industry. Using "Palace Museum Taobao" as a case study, the official WeChat platform of "Palace Museum Taobao" promoted a total of 19 story articles between 2015 and 2016, which were related to product and activity promotion [9]. In August 2015, the Palace Museum initiated an internet marketing campaign on Taobao. During the initial hour, a total of 1,500 mobile phone units were completely sold, while a staggering 16,000 orders were fulfilled within a span of 24 hours. Consumers who read articles and feel a sense of identification are likely to become enthusiastic about engaging in communication. In the age of social media, customers purchase things that hold particular meaning and frequently post them on social media platforms to connect with like-minded individuals. Individuals who view this article will respond by either like or commenting. Spontaneous interactive behavior has the ability to attract the interest of users, resulting in increased attention and involvement.

#### **4.3. Xinyang City Attracts Young User Groups through Internet Celebrity Marketing**

The city of Xinyang in Henan Province possesses exceptional natural circumstances, which present significant prospects for the growth of tourism. Internet celebrity marketing can expedite Xinyang City's visibility compared to conventional marketing tactics. The Xinyang Tourism influencer marketing aims to showcase Xinyang's unique tourism resources and generate viral internet content during the first Global Cultural Tourism Creators Conference [10]. During this period, prominent figures in the tourism sector, local creative professionals, and other individuals were sent invitations to visit Xinyang City. They shared their culinary adventures and experiences with intangible cultural treasures on social media, captivating numerous young consumers to visit. In Xinyang City, the tourist population rose from 23.26 million in 2015 to 4,834 in 2019, while the whole tourism revenue increased from 13.5 billion yuan in 2015 to 40.2 billion yuan in 2019 [10]. Xinyang city has implemented the "Intangible Heritage Partner" initiative, with the objective of establishing a widely accessed website in Xinyang, identifying and engaging with inheritors, and leveraging the Tiktok short video platform to enhance the promotion of the region's history and culture.

### **5. Conclusion**

Brand marketing via social media has become an unavoidable and prevalent trend in today's world. Exploring the utilization of social media for brand marketing is currently a significant and complex area of study. In the age of social media, businesses must precisely establish brand positioning and identify target customers in brand marketing. They should distribute valuable information on relevant social media channels and actively engage with customers to uphold client loyalty. Therefore, facilitating the improvement of brand marketing influence. However, presently, it is challenging to regulate the efficacy of brand promotion on social media. In this forum where individuals have the freedom to express their opinions, it is challenging to precisely forecast the course of events. Identical product and marketing strategies will yield varying outcomes at different points in time. The comprehension of the variables in marketing is not precise. This strategy should involve striving for



excellence in all aspect of marketing, being willing to embrace success with confidence, and having the bravery to face and learn from failure.

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