

Analysis on the Role of Social Media in Business Brand Building

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Abstract: With the change of The Times, social media had taken a place in our daily life and work, and many companies also integrated social media with the business well. Although many enterprises had been engaged in social media marketing for many years, why could social media replace traditional marketing and become the mainstream marketing means in this era? How did social media work in a business? What role did it play and what good does it do? Through the research, we could find that through the counter-communication between the company and customers on social media, the company gradually penetrates its brand influence, leaves its unique brand logo on various social media platforms, and further guides consumers through the strategies of star spokespeople, diversified comments, etc., so that the brand could operate successfully and finally form a perfect closed loop in order to make a profit. This paper gives a preliminary understanding to small and medium-sized entrepreneurs who have not yet understood how social media works in business, and popularizes it to people who are interested in social media and business, so that the product of social media in the new era will continue to thrive under people's understanding.

Keywords: Social media, business, brand influence, brand building, marketing, advertising

1. Introduction

Social media, an online platform, makes it possible to communicate with customers and share information in real time. Social networking is now an absolute necessity for businesses. It is one of the easiest ways to reach your customers, acquire valuable insights, and grow your brand. One of the effective strategies for organizations to attract plenty of prospects is social media marketing. Customers learn about, discover, and follow as they shop from different brands on social media. Business administrators need to join platforms like Facebook, LinkedIn, Instagram, and Twitter to grow their brands. Great social media marketing can positively impact your business, creating dedicated brand promoters and robust sales and leads [1].

Social media requires a good strategy with goals such as maintaining and enhancing your profile, following and interacting with followers and, customers and influencers to build a strong community all over your brand, posting pictures and videos related to your brand to attract relevant customers. This paper explores the benefits of social media, how it operates, how it brands influencers, and how companies make money through online media. Through this paper, entrepreneurs can have a preliminary understanding of how social media marketing which is a new and popular strategy in

contemporary society. This paper also provides supplementary knowledge and expands the role of marketing programs for entrepreneurs who have not started or just started.

2. Analysis on the Role of Social Media in Business Brand Building

2.1. How Social Media Operates in Business

Social media operates through some strategies; general knowledge of the groundwork is essential to a successful presence. The strategy makes it possible to provide engaging content while engaging with various clients at the appropriate time and generating sales [2]. Using social media to accomplish communication goals is defined as social media strategy. The media also describes the platforms and resources needed to accomplish the objectives. Following strategies and avoiding overwhelming customers with unnecessary posts is a way to success. Companies should focus on reaching specific goals and alter their message on these. Social media helps you interact with your customers and know what people say about your brand [3]. Some use social media for advertising their products and promoting their sales. In the past, people used only one-way communication; hence social media gives a two-way interaction with customers. Social media platforms enable one to converse with consumers, develop web content and share information easily [2]. Social media involves blogging, instant messaging, networking sites, wikis, widgets, podcasts, and more. Joining these platforms, one creates room for growth since social media is a worldwide media. Operating a platform needs a logical strategy on how you want to do with your product or services. Strategy is the key to using an online platform. Social media gives identity to a brand, for it will get known to a large group of people, making a product sell well to the consumers [3].

2.2. Social Media and Brand Influencers

Brand influencers are social media strategy businesses use to promote their products and services to partner with known social media bloggers. Brand influencers are essential since they promote your product without acting like they are promoting a brand. They usually figure out how they can relate the product to themselves and discuss it in their ideas. Their content strategically places your brand in a conversation; hence, it is tricky for a customer to notice a product is being sold to them on an unconscious level [4]. Influencer content includes your product or services relating to customers' problems, making it relevant and believable in the context living the customers entertained. The use of Hashtags improves discoverability since when a customer searches for hashtags on social media, it results in the most popular content. Hashtags show that social media enables a brand to meet influencers who will create a range that is easy to discover when a customer searches for a relevant hashtag, giving a chance to reach out to many people [5].

Influencers expand social media outreach for customers who want to communicate with your brand. Influencers use the commonly used social media platforms, for they are the perfect channels for a brand to interact with many customers [1]. Online feedback is essential if your company is selling products. A genuine product review from an influencer from a commonly used platform can do wonders for a brand and even convince your followers to try your services [4]. In addition, influencers boost brand authority by becoming thought leaders in your company with the help of influencers. Employing influencers who are good at your domain is essential when they create content involving your company and is a way of vouching for you hence helping the product achieve more authority.

Influencer marketing enables you to be a content-rich brand since one has to create quality content relating to the brand. Consistency is essential, making the product reach many consumers who click your business with great content [5]. Influencers enable a brand to go viral, flooding your website with visitors and increasing your consumer base. Going viral increases visibility to

customers. Influencers need to have strategic content for a brand to go viral. They also help maintain a brand reputation. Influencers help deal with negativity from the public surrounding your product. Influencers help a brand gain buyers' loyalty and trust. Customers' needs to trust a company for them to buy your product [4]. Influencers have loyal followers; hence easy for them to believe in whatever they promote, and since they show how a brand has helped them, they easily convince their followers, making them want to use the product on themselves. After using the product, they become loyal to your brand if they get customer satisfaction. A brand pays influencer to market its products or services. Celebrities lie best on the influencer level since they are known, have many followers, and can easily convince a person of a product.

2.3. Importance of Social Media on Brand Building

Social media consists of platforms best used for building a brand by creating brand awareness. Having many people on different platforms makes a product meet potential consumers, for many say that they discovered a new product on a social media platform [6]. Partnering with influencers helps in building a brand. When you get someone who can talk about your product on this platform, it is easy to build company awareness and sets up a product for more sales. Utilizing social media platforms for business has several advantages, one of which is the ability to customize your brand and create a genuine human connection [7]. Make sure your product functions properly in everyday situations and demonstrate how you prioritize the needs of your clients and staff. Valuing customers is essential, for they are the main target of your products, and the way you interact with them signals a message to each follower.

Customers help in building a brand since they give a review on the product and attract different customers attracted to the product [6]. How you embrace your company matters to the customers, who depend on how you value your brand. The majority of social media users only log in once a day. As a business owner, you must spend the most of your time online because the platforms let you connect with new followers each time you log in. By keeping your material entertaining, you can keep your followers informed about new posts in their feeds, stay at the top of their minds, and become their first choice when they need to purchase a connected item [7]. By deploying blogs and adverts to promote your website, you may expand your brand while also increasing website traffic. It is advisable to share excellent material from your website on your social media platforms to attract people as soon as you publish a new piece.

2.4. Benefits of Social Media on a Brand

Social marketing creates several benefits for a brand, including cost-effectiveness. One of the most economical forms of advertising is social media marketing. Creating an account on most social platforms is free, and any paid promotions you need to invest in are affordable compared to any other marketing techniques [8]. Being cheap benefits the company in that they can see monitor returns on investments and retain a large budget for business and marketing expenses. If you use a paid advertisement on a social platform, it is wise to start small and see what to expect. Gaining market insights since you can keep track of profile activity and discover customers' interests and opinions that you otherwise wouldn't be aware of if you didn't use social media [6].

Using social media sites as a research tool in addition to traditional sources might help you learn more about your company. Once you gain more followers, you can choose to use additional tools to examine the demographic of your customers. The extra tools allow you to measure conversations based on posts on different platforms to create the perfect blend for creating income. Improved customer satisfaction. Creating a voice for your company through social media is vital in enhancing one's brand [8]. Customers like it when they know that leaving a comment on your page will result

in a response rather than an automated message. If you can respond to every comment, it shows that you care about what your consumers want and work to give them the best experience. Every person who interacts on your business page is a potential opportunity to show your love for your consumers widely.

2.5. How Social Media Businesses Generate Revenue

Social media businesses have a variety of revenue streams. These companies make money through advertising products [9]. There is a reason why the platforms are designed in an addictive manner, meaning that the more you watch, the more adverts you expose to them. One advertisement might appear repeatedly in many videos, indicating that these social media sites charge businesses to advertise their goods. The price varies depending on the length of the advertisement, its content, and the number of viewers [10]. Suppose a company requires their product to reach a wide range; they have to pay more money and their product advertised for a more extended period. The users will turn off too many uses of adverts. Advertising is the best line to tread. Secondly, user data is another income platform, and a contentious one is collecting and selling users. What social media platforms sell is accumulated and anonymized usage forms. Twitter sells API to companies, so they view all historical tweets and filter them. Thirdly, premium membership on most social platforms enables one to create an account for free. However, other platforms lock in additional features, hoping you will pay for these premium memberships. Many users do not pay for these premiums, which is why the base account is free. Fourth, fees for transactions and digital goods. Some platforms offer services for people to sell through them, meaning they will have to receive transactional costs [9]. Virtual products can be seen on Tumblr, where users pay for blog themes.

In addition, diversifying meaning when a platform grows more extensive enough, it focuses on diversifying. For the media with enough capital becomes easy to buy from other companies. Diversification extends beyond just purchasing other brands and, lastly, through venture capital. Venture capital refers to private financing; that is how most companies start. This type of company earning is when an investor thinks a start-up business has capabilities. They decide to invest a certain amount of money in business shares [10]. The larger the claims in the company, the more influence they have over the decisions made. The biggest dream of investors is to get their money back and more as the company expands and starts to turn a profit.

3. Conclusion

As a business administrator, this paper advises companies to grow their businesses and brands through social media platforms. Most of the growing companies sell physical and online, too, creating a bigger chance of growth. Companies should come up with a powerful strategy for successful expansion. Social media is not an option in today's world since most people buy their goods online. Since social media allows users to engage and share ideas, thoughts, experiences, etc. with others, it has come to play a significant role in the lives of many people in today's society. Social media refers to a multitude of websites and apps. Even marketing and advertising for different businesses have demonstrated its effectiveness. It might act as a hub for both entertainment and business.

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