



SOCIAL PRESENCE MARKETING

A QUALITATIVE RESEARCH ABOUT BRAND RECOGNITION,
CONTENT AND COMMUNICATION STRATEGIES
EXPLOITING SOCIAL MEDIA

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I hereby, Adil E.M. declare that :

- I did not submit my work through any professional or third party examination procedure.
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- My work is original and doesn't use any other sources than the ones cited in the reference list.
- I do not wish my work published or shared with the public or individuals of unrelated status to PIIMT.

[“Few delights can equal the mere presence of one whom we trust utterly”]

— *George MacDonald*

ABSTRACT

Main motives for this research were to target Brand Recognition online through Social Media Platforms, specifically how immersively effective communication and content are captivating an Audience, possibly driving a Loyal Community.

This research then covers Social Media Marketing roots and originally analyzes how today organizations are perceived by their audiences through the web, with a focus on ways organizations communicate their message and cultivate online presence by exploiting online Networks for advertisement purposes; besides identifying key variables that affect our audiences attitudes towards a brand, based on content substance and engagement.

To broaden our knowledge on the subject we dig into the impact of shareable and slightly promotional content on advertisement, how organizations built their communities and fan base through a strong brand image, highlighting it through their content and achieving a high level of brand recognition and online presence.

Our result show extensive links between communication, online presence, and consumer behavior with an immense influence by content and the shape of the communications, in other words the message and how we relay it in relevance to specific individuals on the other end of the social platform and their preferences.

More results hint at the importance of achieving customer satisfaction to collect long term engagement, and the platform’s ability to efficiently deliver targeted ads based on online history.

Thus, this study emphasizes the need to take into account the impact of these variables onto advertisement strategies that which to yield exaggerated online presence and thus Brand recognition thanks to Social media.

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TABLE OF ABBREVIATIONS

- **CRM_** Customer Relationship Management.
- **SM_** Social Media.
- **SMM_** Social Media Marketing.
- **IE_** That is/ For example.
- **AD/s_** Advertisement.
- **INFO_** Information.
- **VM_** Viral marketing.
- **P/S_** Products/Services.
- **ETC_** Et cetera.
- **CONT_** Continuation.
- **APP/s_** Applications.
- **UGC_** User-generated content.
- **FB_** Facebook.

INTRODUCTION

Upcoming generation of entrepreneurs are very aware of Social media's existence, mostly portrayed as destroying lives and making us unsocial, with proven benefits to leaving social media behind; In contrast, Academic research on behalf of the beneficial relationships between marketing and branding with the use of Social media platforms is relatively underdeveloped and the Importance of online platforms when it comes to adding value through content, engaging a community, and growing your brand is very unclear.

Therefore. Relevant Research on the interactivity between a brand and social media platforms is needed to understand how to exploit the platform to its full potential for exponential reach, online brand presence and customer satisfaction, regarding its impact on buying behavior and customer engagement.

Focusing on how Brands market and sell a feeling to a target audience, observations show Viewer's reaction towards content is also a direct result of many variables put to use that concord with interacting your audience or engaging your community, to influence their attitudes and final customer behavior.

And based on my findings, it could be said that Social media and marketing evolved together, these platforms come in many forms much like the audience they hold and their personal preferences, as well as expectations. Feedback added to information provided by the platforms are essential to developing strategies that cultivate a community and target specific audiences.

And evidently consistency when managing the Brand strategy and continuous successful engagement further yields Brand recognition through the relayed message by exploiting common interests and basic human needs to be social and share, achieving online presence;

Personal

I am fascinated with subject and obsessed/addicted with social media like many others.

In my educated opinion, the most valuable asset in this era is information, and with the ability to utilize it to your advantage creates the path for an exaggerated Brand recognition. Many organizations blow up on social media with an endlessly growing fan base, a brand never heard off is all of a sudden the center of conversations when other brands still enjoy nuking us by advertisements on Youtube, Instagram, AdWalls, etc.

Now as a future entrepreneur that wishes to take ownership of his social media strategies, learning about these implementation into Marketing, more specifically advertising and networking with a focus on social media, brightens my knowledge about Branding and possibly show advantages with my future content or communication methods when engaging my community and/or clients.

Research Objectives

- Marketing principles
- The meaning Branding
- Social media and social networks(Analytics, communication and advertising)
- Community and audiences
- How the customers/consumer base engages and feel towards brands online
- Contents creation and marketing a feeling
- Influencers role in advertisement and branding
- Engagements link to Customer satisfaction
- Targeted advertisement

Research Questions

- ❑ What are general or traditional media
- ❑ What is social media and what are social networks
- ❑ Why marketing embraced social media.
- ❑ what are genres and subgenres, where do trends lay
- ❑ What kinds of data can you collect and how valuable is the potential information provided by Social media, and how to put it to use.
- ❑ Understand The customers adoption of social media
- ❑ What are differences between an audience and a community.
- ❑ How do consumers view and engage brands online.
- ❑ What factors influence consumer behavior in terms of content and communications methods and how efficient each one of them are.
- ❑ What is the impact of customer satisfaction on engagement.
- ❑ What makes up viral content and its advantages for online presence and brand recognition.

Literature review;

Marketing is defined by Oxford dictionary as any businesses actions towards “promoting and selling products or services, including market research and advertising.”

One of business's many necessities is to drive sales and awareness about your organization, for the public to know and buy from you. Attracting attention to products or services was primordial and meant directly advertising products and services through marketing campaigns, using general means of media such as radio, television, etc. Another option would involve third party marketing organizations to care for your campaign at the expense of the organization, and were favorable and offered great value due to the vast amounts of data already collected.

Communications was primarily responsible for actions or decisions made towards broadcasting your Products and services, and communicating your organization's existence as well as your offers and promotions. Advertisement and Public Relations at this time were both separate disciplines but efficiently delivered on the task at the time.

→ Advertising focused primarily on promotion and communication. Reach and appeal to the masses to grow your customer base and make sure they are aware of your offers, events, and proposed value;

→ On the other hand, Public Relations would aim to create and/or maintain good relations between your organization and the public, often stepping in to correct past or present issues, or promote future reputation;

Company => Consumer → One-way communication historically lead to low power in the hands of the consumers, very poor feedback, and costly research. The customer base also might show signs of low loyalty, due to the effectiveness of only distributing the message to the majority wich much like flyers hold no value anymore.

In order to develop a traditional media strategy for communication purposes, (Clow & Baack, 2010) you must successfully implement “**traditional**” **medias** as your channels, carefully Inspecting and identifying a portion of the market to be targeted, and a rudimentary understanding of various Influencing factors and their impact on their public audience.

Traditional media marketing would utilize channels like the following for communication purposes:

- **TV** advertisement usually is quite expensive and dramatically varies in terms of demand and eligibility of your offers, but proves noticeable reach. Other disadvantages is the litter of ads broadcasted during or in between programs, often disturbing the viewer.
- **Newspaper** ads mainly focus on factual information rather than spreading the message to the masses. to be considered when looking at effectiveness of high credibility offered to rational and increases the feasibility of a message being accepted.
- **Radio** ads allows for sharing audio content However, has a variety of drawbacks like the abrupt display time within 30 seconds; the lack of attention from the audience and overload of information also wildly affects their behavior towards the message;

Enormous **advancements in** computer **technology**, electronics and telecommunication such as massive improvements in Content production hard/software, Data storage allocated space and speeds, analysis accuracy and retrieval of heavy data weight, or communication effectiveness. This, in turn, has led to the growth of database technology with the according investments, that has allowed companies to collect very useful information on their potential or loyal customers and further shape their buying behavior. The first sign of this phenomenon came in the form of small organizations competing with bigger corporations on a undefeated local level that focused on listening to the people that comes in and find the best option for them, inspiring within many technologies, the need for CRM with all its applications.

Customer relationship management by Cambridge dictionary refers to technologies utilized by businesses to “encourage customers to like and buy from it”. Technologies like these manages together the relationship with your loyal and potential customers and according to VStacks Infotech, CRM can improve customer retention by 27%..

The goal is simple: Improve brand image, track and manage business relationships and communications; IE,

- Tracking and scheduling, as well as communications such as Customer or client follow up calls better relationships based on their purchases and evaluate satisfaction, closely managing the purchase, reaching or evaluating satisfaction for long-term relationships.

The attention paid to details to further enhance customer satisfaction and communication process provides us insight into how well the product served its purpose, sustainability of the design, an further aspect that go way further than the transaction aspect of interactions between businesses and the individuals, finally becoming a necessity for corporations around the world.

With the **Introduction of the internet**, the gap between interacting parties online has been bridged, allowing everyone to be accessible world wide at any time of the day, hence transformed Communication, and in this era the key is to create and develop direct relationships with your consumer base with a combination of public and personal communication.

“The unique aspects of social media and its immense popularity have revolutionized marketing practices”
(Hanna, Rohn, and Crittenden, 2011)

Public communication happens when Brands broadly interacts with groups of individuals, indulging in public dialogues, in order to deliver a message to a specific audience and be able to hear their insight. A few forms of public communication include live speaking events, newspaper editorials and billboard advertisements; In contrast, direct or **private communication**, or any telecommunication that create a comfortable sense of privacy and full attention, can reach its intended receiver through direct messaging through devices such as smartphones, tablets and personal computers.

Social media gave personal focus a global reach impossible before and has impacted every kind of traditional media and the population owning social media capable devices on reach.

Social Medias essentially are applications or websites that ease the creation and sharing of content and messages via virtual communities and social networks with common interests in genres and subgenres of that interest. According to Moore (2007), people now utilize the media in order to satisfy four additional needs that were previously obscure to marketers, because not felt by consumers

- To discover;
- To share;
- To participate;
- To express themselves.

These needs clearly express the necessity for marketers to engage consumers in more interactive forms of communication: forms of communication where the receiver himself is assigned a bigger importance, specifically in the internalization of the message and other parts of the communication process.

Social media platforms are specific technologies or websites that differentiate themselves on another plain in terms of content you watch, and purpose for which you seek in that platform. Social Platforms will generally offer ways to:

- Communicate like direct messaging, posting or tweeting.
- Update your community through posts, public message or “stories”.
- Share content by literally using the “Sharing button” or tagging others.

On social media, user online choose whether they want to be part of your audience, and are given the ability to leave your community at any time. On facebook they are your friends, on Instagram and twitter they are your follower and on youtube, other news forums or blogs they are you subscribers and view your content based on your brand.

Each of them offer various interactive ways to communicate with your audience, as well as **analytic tools** that analyzes and translate gathered data from social platform to examine your audience or viewership, similar to:

- Geolocation statistics
- Click output rates
- New followers in a period of time
- Viewerships over a period of time

The kind of information given by analytic tools is necessary to understand where your audience is most present and focus on that platform and its demographic, not to potentially waste productivity where your audience does not watch your content.

Social networks are dedicated platforms through which well constructed webs of interactions between two ends, enabling like-minded online users to communicate and interact with each other based on their preferences or relationship status. this tech is for many a common channel to stay in touch with relatives but also clients, customers and influencers all round up in one intricate network.



Now; Buffardi and Campbell (2008) argued that,

“ *Narcissists* use social network sites because they function well in the context of shallow relationships and highly controlled environments, where they have complete power over self-presentation.”

Honestly I predominantly disagree with the last statement, purely based on the radical changes Social media has and will ongoingly have on the world of marketing because they grant businesses the exclusive ability to create and model their pages with total control over their self-representation and online brand image. As such, the ability to grow an audience, interact with them and turn them into an engaged community that shares common interests, to promote recognition and reputation, in addition to receiving and providing instant feedback or support. These tasks will take the effort of the whole organizations to ensure the values are unscarred, and to deliver on what is expected of us.

The most popular SM Platform based on global audience size is **Facebook**. This social network knows so much about all of us as individuals, it is terrifying; But as a business, FB is predominant in terms of advertisement:

Samsung, Coca Cola and Mcdonalds are all some of the biggest organizations in their industries that vouch for Facebook’s effectiveness and utilize it as their main social platform for marketing purposes. The platform can selectively target individuals based on much more than basic information like age, gender, or location, but also among others: Job position, Salary, Family members, Online behaviors, Personal preferences, etc

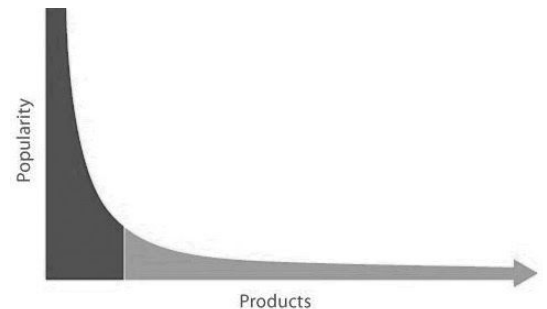


From there FB simultaneously compares and cross-analyse the found data to figure out valuable information on the demographic, like exactly who and where these customers are, as well as their average income, quality standards and again personal preferences. This information is priceless for any marketing advertising strategies, profiling your potential customers pointing out the target market to focus on, filters unprofitable pricing strategies, aids in product design and content creation though paying attention to feedback.

The Theory Of The Long Tail.

(The New Rules of Marketing and PR). “The web shifted focus from mainstream products and markets at the head of the demand curve to a huge number of niche markets at the tail ”


So Targeted goods and services can be advertised similarly to mainstream products at the head of the demand curve. Leaving behind one-size-fits-all pages, and going with many different offers with content targeted to specific demographic groups based on their personal interests, with a certain different degree of freedom when creating content or communicating it on each platform. Now that we derive from mainstream broadcast marketing and selectively engage with individuals from different demographics, we need to assess provided info from the platform’s analytics where our community is active. From there we familiarize ourselves with their preferences and standards or trends in the market.




To which I add that addressing the supply and meeting the demand is an easier task when you are handed instant and direct/indirect feedback from your audience/active online viewers.

As a fact, generalizing needs shows no effectiveness in this age. More successful ways consider designing and marketing products or services to different demographics based on their preferences. In this case focus is directed towards the individual, and what they want, all through a discussions with the customer.

Social media platforms are the best middle grounds for this to happen, as well as your own page or website from which customer provided feedback proves or nullifies your proposed value as the best solution for their problems.

★ Online retailer,  blew up on social media thanks to their original idea. selling matching sets of human and dog pajamas, a memorable event that again exploits the need to share.

★  runs a successful YouTube channel with original content on the latest tech releases and the related industry news. Newegg knows what their customers want to see, making their business strategy successful.

Social Advertisement much like digital advertising in short are creative approaches to creating and delivering infomercial ads to reach targeted audiences through social media platforms based on what they like to see.

From the Cambridge dictionary **content** is the “substance that is displayed in creation, and what ideas it displays” to the online viewer. We can then say that in a sense, advertisement or promotional Content needs to contain a message and impact the viewer in a way to first, to captivate their attention so they watch the content.

- Creating high-quality viral content to share will take some investment in regards to hardware and software which indubitably vital tools besides audiovisual tech, photo or video editing tools; But in this case creativity is key.

Content must be a mixture of informative and entertaining items, with a hint of shareable promotional material to wrap a message around triggering stimuli like music, acting, editing, or *uniqueness additives*, and creatively rely these to the viewer in a creative and synchronized way to reach into their emotions by implying core values and directing at positive factors like family and culture, fun and *catchyness factors* like travel and sports to catch their attention and maintain it throughout the advertisement. Feel free to reinforce your brand values in the message.



IE, Coca Cola for the 2010 South Africa tournament featured Cameroonian football legend Roger Milla with The combination of that year's World cup and summer track 'Wavin Flag' with footage of players celebrating a goal for their team The video from start to finish is entertaining to watch with the fitting iconic background music, and conveyed the message of unity and friendship. This message is reinforced attractively with the ad's ending line: **'Coca Cola, Open Happiness'**



The *video content* puts out online on the other hand revolves around extreme sports like skateboarders, snow sports, etc. Red Bull has cultivated an incredibly recognisable and powerful brand, largely through efficient use of online videos and stealth marketing.

``When you are physically tired, Red Bull will awaken you``

The point is to first understand the demographic we are dealing with and its respectful preferences are, to deduce a psychological profile of their audience. From that the socio-physical needs of their customers.

Now with added originality in every piece of content makes the message go viral, It makes for renownedly aggressive advertising strategies.

Like viruses, **Viral Marketing** strategies take advantage of rapid multiplication to explode the message, Creating a buzz or domino-like effect where One viewer shares the post his peers, and those pass the message onto others inevitably yielding exponential online brand presence, exposing the message to millions of users online.

Elements of an effective VM strategy are:

- Communication and promotion
- Exploit common motivations and behaviors
- Utilize existing communication networks
- Takes advantage of others' resources


Officially, Red Bull like many other organizations do not benefit much from broadcasting their product directly to their community, but often attract as much or even more attention indirectly advertising their products and communicating or relying their content and message with subtlety.

Stealth Marketing

Andrew M. Kaikati and Jack G. Kaikati say that “anchored around that word of mouth, or peer group recommendations and is the ultimate marketing weapon”.

With an ever-increasing number of ads, viewers tend to put up walls when they are being sold something. therefore you must rely on more subtle methods of communicating your message to your consumers.



→ The platform , is (Twitch.tv) the world's leading live streaming platform for gamers and the things we love. Professional Streamer and online personas would have Red Bull cans in a fridge on display in the background at cool temperatures. They would often get a can and drink it ahead of a live audience of sometimes 60000+ viewers.

> This results in impressive reach through the entertainer, or streamer's own resources and community which he cultivated through hard work like Viral marketing strategies. It also takes advantage of the common game practices and motivations for precision and hardcore gameplay to link their interest with the brand image and message, emphasizing Red Bull's brand image around performance and impressive performances.

Social Media Influencers (Steven Woods) represent independent third-party entities who shape an audience's attitudes through (Buyer)" high social clout and credibility", by using Social medias to engage their own audiences. They are individuals or people just like you and me that have grown, retained and engaged their own community through personal branding. They have the unique ability to target niche audiences that previously were unreachable and sell them the feeling, truly influencing their community's buying behavior and overall decision making. They achieve just that by engaging their communities daily, creating or sharing promotional and entertaining content with the organizational goal of yielding followings and credibility, whilst enhancing their final presence in the genre.

Personal branding can be shortly simplified by You, in addition to your interests and values. Embrace your flaws and achievements, history and perspective, when driven by purpose to engage with your social network, focusing on depth of the relationship rather than the span of the network. The last thing that is is superficial or manipulative but more so carries out honesty and relayed through your voice and tone, With the intent to cultivate or curate a relationship with each

It applies to every single individual and seems to be directly related to sales, in a scene where as a professor you are selling a better education and future, as well as a Everyone has a value and can add to it, and benefit from it.

Influencer Marketing

As organizations and their respective communities get bigger, their active customer base is more valuable than newcomers in the market. For example when researching online about a business you choose the one with a more valuable set of viewers or vouches backing them up, in the form of reviews or feedbacks according to price. Hence the analysis of the customer targets quality over price including feedback and brand image, which means any individual in the era would go to the busiest and best-regarded restaurant in town rather than the empty one.

Even if a business does everything right, it is perpetually competing with organizations that have been at it for years, ending with a competitive disadvantage.

To overcome this obstacle, further communication strategies and promotional tactics are needed to target influencers in your industry, and use these influencers power to spread the word, and directly influence their attitude to want to check it out.

We should definitely **utilize influencers** as ambassadors for our organization since research points towards the effectiveness to have a voice that may connect you with communities and engage them for you. Plus it is natural to say that humans react better to another being when they can relate with their decision compared to a corporation spreading the word about how great they are (this only reinforces the hypothesis for the need for better communication approaches).

You can **identify** these **influencers** among your social network and audience, see who engages with your brand and what frequency. You can sort these out in lists that are easy to work with in order of most valuable, most engaged and of course their content quality, personality/credibility and geographic location; Moreover, comparisons between their viewership value, and pricing for promotional posts will additionally provide qualitative aspects to the transaction.

The aim of SM Influencer marketing is to calculate the value of their total reach by figuring out things like the quantity and quality of their viewership and full engagement potential. With provided content, skilled influencers can do plenty in the matters of reaching a new audience to engage with online, and shape their attitudes toward the brand to enhance recognition. A possible disadvantage of this pursue is that the reached audience might match your original audience and prove no difference, wich in this case tends to be more effective for Startups since the point is to grow their already low audience, reducing the probability and the risk of coming across common viewers. Another example may include any organization that does not already use that specific platform to heighten their growth rate, but may find better result by using other networks that may use the same platform.

User-generated content is any content created by individual, rather than brands. Creating their own content and share posts featuring you, exposing your products and services to their audiences. Better yet, you can share that content with your own audience, additionally boosting your own credibility in the process. For many brands, Instagram is the primary platform such content.

UGC and traditional content altogether cover first an *Original aspect* or gimmick factor, and secondly an abused or *unexpected aspect* which directly attracts the viewer based on something memorable within the content.

Online Interactions exist because An individual customer has his own preferences and needs, when the internet only allows sellers to establish a continuing dialogue with customers, and extend customer interactions keeping in mind that you are indeed dealing with a customer. Engaging a community online can be easier than in the past due to access to the community but the act of engaging the audience is complicated. Tapping into this knowledge shared among users is a good basis to lead your market research since interaction online mainly stream through:

Commenting and sharing content motive =>	Social and Informative;
Passive content consumption motive =>	Entertainment;

From the given information through social media feedback, we can engage the community based on the motive for their interactions, provide wished for content and accurate support, while further analyzing the given feedback In the specific genre they are interested in. From which we can fortify our brand image through these interactions and their motives for interacting with us.

Content falls through a selection of **genre classifications**, something like this:

- **Broad Genre:** Much like the industries they are broad but different subjects that accurately focus interests. IE technology, arts, adventure, entertainment, etc
- **Specific genre:** Types of content are more specific to the content and to the community's more specific interests. IE Gaming, Pc components, Music, Travel, Shows and films, etc
- **Subgeras:** Are original takes or different application of ideas and strategies that gives its own style to a creation within a genre. IE Online Streaming, Tech releases, Controversial shows, etc.
- **Trends** mentioned most often on a social media website or a news website at a particular time.

Companies these days are spending (statista) above one trillion usd every year in advertisement, yet in comparison to reaching a certain degree of the market awareness of your brand, in this age it proves no impact whatsoever on who we buy from or who we are loyal to. Price, P/S, availability and such are expected as a bare minimum standard, much like good ethics, responsibility and care for employees.

A study by Info-graphics puts forward that over half of Twitter and Facebook users agree they were more likely to talk about, recommend or purchase products after they began engaging with the company on social media. So, Before purchasing online, your average customers will usually inform themselves about the brand they are dealing with, the brand image and reputation, p/s quality and the added value that comes with from the genre like forums, the business own websites and homepage, Facebook or Instagram accounts, and peer reviews.

Customers establish their decisions on much more, and heightened understanding of the impact of interaction over time on loyalty further improves how we are seen.

This **Customer's brand analysis** that will conclude how they behave towards your organization based Both consciously and subconsciously on how content they see attracts and maintains their attention and how memorable the event was in addition to how well the brand fits their lifestyle as well as how it makes them feel.

Fiona Harris stated that **corporate branding** is based on reputation. The organization's culture and values are communicated to their audience to create With their interests in mind for the organization a personality, further building the brand towards achieving a specific degree of value and add onto it by engaging and efficiently communicating these values will only strengthen your brand reputation and recognition. For example, You would usually hear people refer to paper tissues as “kleenex”, like Plastic wrap is commonly said “Seran wrap”, Almost like the brand reinvented the product.

Brand is a name, design, logo, symbol or other branded specifics that identify the seller's goods or services in distinct to others.. First apparition or this would date farther back than branding animals in farms, or banners and flags. All the way back to first civilizations symbols that represent an image or translates into an image or idea like the paintings on walls. The fact is that they stick to their origins and message is consistent through time.

Today **Social lifestyle changes** in the public's behaviors gave rise to a need for change in communication, or the way companies communicate with their audiences. I.E Millennials have more spending power than past generations, and are more than happy to express their interests by supporting a favorable brand.

In the past, Technology has evolved Branding to tap into information to extend our communications from a functionality value to the customer's emotional and rational values. First implication would be the organization itself, how it operates and its originality and appeal to the community playing on a basic targeted market's main values such as availability, functionality, suppliers etc.

More successful strategies target more specific demographics, like at home moms, teenage culture, College students, etc based on their wants.

This in theory is because it isn't about how efficiently you can deliver anymore, yet how you make them feel. It's a human aspect that creates a path for your community to relate to, further believe and trust in . Through social networks and the internet, branding has again shifted or further evolved from humanizing and personalizing aspect of offers to influencing people's attitudes toward the brand and reinforce their message, focusing on an older premise in which people do business with people or organizations they already know and trust.

Denote that if you do not improve and manage, or even care for your reputation or brand image, it will be done for you by your customers and competitors, for that we ask ourselves not only what are we known for nut also what do we want to be known for. Now if you do business based on good ethics, talent, reputation and deliver, they will come again and the words will spread about your organization. This reputation leads customers to come to you instead of you running after them.

Engagement (happens inside the consumer, not the medium”, Elliott, 2006)

(Marci 2006) “The combination of audience synchrony plus intensity” relates the attention factors to a *Cumulative emotional impact*, where to an extent the audience uniformly changes their emotional state in addition to the intensity of the impact when exposed to a social stimulus.

These kinds of stimuli can be generic like social gatherings, family setting, classroom or something closer to creative aspects or in other words something unique. They can go in deeper as we explore genres and subgenres where the brand and the specific audience or communities lay, we can target their common interests to effectively engage those individuals. After Instantly interacting with them you must offer a solution, only if you result in satisfaction will they stay connected and continue to interact with the business.

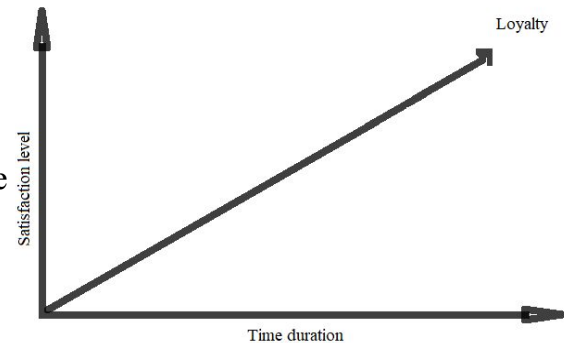
Customer retention usually happens once satisfaction over time has been achieved or highly positive emotions towards the brand have been shaped. Overall satisfaction from the brand emerges in form of recurring purchases and hints towards a long-term relationship between your org and the customer.

Consumer retention instead differs on specific uses of the product or service, surrounding how the user will enjoy the product during Short or long term usage as well as expectations and in which we see the buyers senses react differently, ending with a slightly different behavior.

So the point is to reach satisfaction with each individual through the relationship we created, and follow with communication to further strengthen bonds opening up on opportunities to engage them through time.

Greg Mcvov stipulates that money can buy many thing in life expect, Love, and time, hence brands that allow us to get a few steps closer these priceless factors are rewarded our loyalty. Individuals specifically reflect on time when they look for faster, convenient, highly personalised and more entertaining experience in life, in contrast to mundane and unattractive chores, IE challenging or boring research, waiting patiently for delivery, etc.

From the famous **Loyalty matrix** we can depict four main categories where customers feel a degree of pleasure over the time of interaction.



- First I would like to open with **Undead** brands, with by now are slow and undesirable, but can also fall into necessary chores or unattractive tasks; ie, DMV, insurance,
- On the faster end of things, **Convenient** brands offer Quick and accurate solutions focusing also on availability and functionality whilst, in a sense getting out of your way. ie your average groceries stores
- **Gratifying** Brands Radically indulge the customer in snappy and effective solutions or personalized offers that are slightly delighting, but still lands in the realm of simple or easier tasks you would rather be swift. ie BLD by nzxt.
- And the pinnacle of loyalty comes **Experience** brands at abundant satisfaction through out the time of interaction, such as a thrilling experience or memorable moment, ie (Electric Daisy Carnival) EDC Las Vegas

Behavior

Users behavior online or (Cambridge dictionary) the way that someone or something behaves in a particular situation under go online on social networks in their daily life for reasons such as previously stated.

Social media channels come in different forms such as social networking sites, content communities, online gaming sites, news sites, forums, and more. Each of these differs in types of audiences as well as content and expectations.

Now I wish to focus our engaged community, mostly the difference between fans and loyal customers and how their behavior change, based on how and why they interact with us.

- **Loyal customers** are categorized by their high relational exchange and low emotional bonds, distinguished by calculative engagement instead of being influenced by emotional attachment to the brand, hence their reasoning is purely rational.
- **Fans** have both a high relational exchange and high emotional bonds, The relationship specifies emotional attachment and rational processing towards the brand.

Communication of brand to users help create a favorable image of other users who read the information posted and consider them in their purchase decisions. “Interactivity with the target brand in social media is perceived differently by consumers depending on the message they convey” (Shin, 2008). And so any perceived purchasing risk in terms of how much money are willing to pay for a product or service also determines the user to think more about “the quality and the utility of the product”. (Ioanas, 2012)

(Elisabeta Ioanăs, Ivona Stoica)”Social networks have a role in influencing the behavior of consumers in the virtual environment, particularly when the degree of exposure of messages and the relation created between the variety of information given and the consumer who is about to make a purchase.”By improving the relayed information and message, or by developing the perfect product design or concept the business fortifies their relationship with customers who follow and engage with them on social media.

Pricing are in close relationship with strategies regarding the product and directly influence the behavior purchases of loyal customers; When in contrast, Brand Image and content prove effective with fans and others by providing added value.

Behavioral Targeting (BT) show great market advantages when used right;

Targeted ad delivery based on user information collected through each individual's web search and online browsing behaviors, is very underexplored, yet from previous research by Yan, Jun on "How much can behavioral targeting help online advertising" we find out that users who clicked the same ad generally have similar browsing and search behaviors and the users who clicked different ads have relatively different behaviors.

"**Behavioral Targeting** uses (Wikipedia)"information collected on an individual's web-browsing behavior", such as frequently visited pages or search engine searches to select what content to display to that individual, successfully delivering online advertisements to the users who predictably are most likely to be influenced by them in their decision making process.

This tactic consists of understanding the social platform targeting customers on key terms used when surfing the web, and what triggers their buying behavior based on their online history, and how we should further communicate and engage them.

"Recency Theory" the consumer will much rather watch an ad or promotion that actually fits their interest, informing them while also captivating them through content prior to the purchase becomes an influence, and that degree or level of influence diminishes over ad exposure time.

This strategy works in symbiosis with the theory of the long tail and its success lies within the aptitude of the Social media platform itself to accurately profile online users, combined with the brand's ability to keep up original content and constant communication, while keeping watch for trends.'

When these factor align, a customer online trying to purchase a product or service will search online for similar products in that genre and revolving trends

The effect of targeted advertisement on already loyal customers might not prove effective in terms of sales, but might enhance brand presence all around, when proving more effective on competitions audience and other kinds of customers

Online Presence (Cambridge dictionary) “is the quality that makes people notice or admire you, even when you are not speaking”, meaning that even if not ongoingly broadcasting your message, it still effectively reaches the audiences by memory and emotions. We fall in love with the transparent personality and the shared history with the brand, the mission or purpose and human values it stands for.

Online presence is directly linked with consistently communicating with your fan base, while effectively relaying a message through our community, brand personality, logo, content, P/S, to fortify the brand image and provide a higher level of brand recognition. Humanizing your brand or giving a face to the organization will positively impact how the community engages with them or acceptance of the message.

Both logos and personalities impact memorable factors, with a heavier implication of content and experience, meaning reaching satisfaction over a period of time.

Therefore we go back to the need for core values and the necessity to relay them to the viewer in quality and stimulating aspects of what we offer, as well as our online communications in terms of advertisement and engagement. With the added benefit of word of mouth, all these effectively affect our reputation which then affects both:

- Your community's future attitudes. Your fans base will dramatically be affected by the brands reputations, when loyal customers will look towards factual negative connotations to lead their decisions leaving you for the competition.
- Your audience's present behavior, in terms of checking out your brand before considering the thought of engaging on social platforms.

Rome wasn't built in a day, and expecting to have a full-fledged community overnight is presumptuous. Attract and grow a community based on their needs for interactions, propose a certain valuable solution, reach satisfaction, hence engagement, and further build trust in the brand. As you engage, tend to drive your community as well as the current and future generations.

Utilize Social medias And the web to effectively communicate around the world with every and each one of them. This should build a healthy network but the depth of the connection itself is more valuable than the spread. Information we obtain through this network is essential for many other organizational tasks and departments, more so in terms of Marketing such as Targeting, Advertisement, Public relations, and branding

But these results from interacting and satisfying our customers will lose its effect and its due to the organization to engineer and continually maintain the domino effect in action, utilizing many means of communication and advertisement, as well as thinking out of the box and be original.

From there, brand recognition grows as well as your competitive advantage, and your message starts reaching audiences at an exponential rate, where the organization must step in to keep it growing counter to stagnation, and/or drop in the slope showing signs that the audience has lost interest, maybe frustrated or disgusted by the content/message. Many One hit wonders blew up on social media to just as swiftly disappear. Some trends come and go, and the ability to maintain this flimsy audience, historically sets in stone this trend and builds upon it a long term community, that won't die off with the brand.

This kind of **Online presence** is vital for smaller startups and larger organizations. The shape of this communication process is efficient because your content sets the ground for connecting you to your prospects and informing them of your differentiating aspects and added value, also including amazing deals(promotions), ideas (concept) and past achievements, furthermore fortifying your reputation or image through existing Social media platforms and finally capitalizes on common interests and motives for social media usage and puts your community to work as well, where your loyal fan base somewhat defends your brand and what the organizations truly stand for, influencing their final behavior.

To these I would like to emphasize the importance of content and the P/S offered, especially how you communicate it. Direct bombardments of advertisements are really distorting general attitudes towards a brand's image and this generation can see ads from a mile away. You must find ways to reach online presence and brand recognition through creative communication paths without annoying or disturbing the viewer, instead captivating their attention through custom tailored content created with the user in mind. Further on once the audience acknowledges the brands existence and familiarize themselves with the portrayed image, we must interact and indulge them.

Summary Of Findings

Social Media Marketing roots from older Marketing principles, based on Advertisement, Public relations, and Branding. These principles mainly focused on achieving massive audience reach with one-way communication only, sustain a healthy relationship with the public and additionally reinforce brand image around core values for the audience to relate to.

Now with the arrival of The web, Organizations shifted from traditional advertising channels towards Social networks due to its impressive potential for marketing purposes with the emergence of social platforms growing in appraisal due to the greatest audience in terms of active viewers, and analytic tools provided by social media enhance our information about the the audience`s common interest, possibly profiling these customers, enhancing our communication tactics and product design, effectively leaving behind One Way broadcasting to instead indulge the audience in an open conversation through social media, providing valuable information through feedback.

We analyzed arguments that antagonize social media from which the attention towards its benefits for an organization, granting the ability to shape your image online, reach and engage an audience with full control over self representation, as well as pointing out the efficiency of analytic tools for targeting strategies, profiling individual online users, and finally why cross analyzing the data teaches us about the demographics at hand. Further on we cover the theory of the long tail and provided examples like Fabdog and Newegg reinforce SM`s potential as a marketing tool for targeting markets based on the information we hold about our community.

Now we somewhat shift focus towards the provided Content and shapes of communications, booting things with viral marketing and exponential growth of the message in contrast to more subtle ways of communication like stealth marketing and more resourceful tactics like influencer marketing to spread the message about an organization and promote brand recognition.

These tactics are successful because they utilize existing channels and exploit a common socio-psychological need for sharing. Content in this form of communications informs and entertains the community at the same time to catch their attention and captivate them throughout the content.

Going over branding we can agree that the symbols or Brand logos for global brands rely comfort that it is the same experience anywhere around the world through consistency and reliability. With further innovations in the matter, Personal branding shows how reputation plays an important role by being human, honest about your history and values, and personal about your business.

Furthermore we adhere to the importance of consistent online Engagement and reaching Consumer Satisfaction in addition to understanding how they affect consumer behavior to enhance our behavior targeting strategies exclusively through Social media platforms due to its efficiently at profiling online user and deliver targeted ads based on users online history.

In Conclusion, my research points towards a healthy and beneficial relationship between organizations and social media in terms of online presence and brand recognition. We can further safely say that communication methods and content both play an important part in any Social media marketing strategy and as they convey and share your message. How instead of casting a wide net, our deductions point at the efficiency of these platforms giving brands exact directions leading us where to fish and what lures to exploit.

It furthermore becomes evident throughout my research that the advertising content itself, how it is communicated and perceived by the audience are dominant factors besides many other variables that results in the audience's portion of active viewers attitudes towards the brands reputation and its offerings (products and services or support) based on emotional and rational triggers, next to other influencing factors like social media influencers and online ratings.

Concluding with social media's essentiality for many marketing and advertising driven strategies, ending with communication methods and contents tremendously advantageous influence on *Brand recognition* and *Online presence*.

In the future farther advances in technology and automation will affect many thing expect the need to communicate, interact, relate and trust in a brand, meaning it will always need a human aspect.

Further academic research on the subject of Behavior and Behavior targeting is needed to be provided based on advertisement content. This data would substantially help towards concluding content and message communication's impact on behavior when dealing with a brand entirely online. This information would further conclude the degree of importance social media has on the viewer and its advantages in terms of fanbase retention and engagement.

Pointing out other possible uses of social media feedback and provided information from analytics tools would greatly improve knowledge of the direct use of social platforms to communicate with your audience its link with customer satisfaction and product design.

To add, Research on how a spokesperson, or the face of an organization and its possible benefits to brand recognition, and Social Media advertisement. Plus in depth knowledge about the differences and similarities between a community and an audience to improve our understanding of the longevity of communities and effects on such strategies.

Finally, Future researchers should tremendously consider dissecting other Social platforms such as Youtube and its algorithm, content, and impact of interactivity (through live chat, streaming, like button, subscribe button, and playlists. Plus Google influence on youtube). In addition to Instagram influencing (as well as uses of posts, stories, and other specific uses for networking) and other platforms like Twitch, Twitter, Reddit, etc.

Methodology

1. To truly approach the subject from an original point of views, a Focus group built of three individuals besides myself would meet for Forty-Five minutes to One hour each sitting and Share our knowledge openly on the subject of social media and went in-depth on key terms regarding brand image and recognition, in aspect to advertisement, to which Down the line I devised a set of key points and triggers that happen between interaction including organizations and customers, to visualize and perfect my understanding of social media`s place.
2. Data collection was mainly based on many Articles found online, AudioBooks furnished online and my Campus Library; which provided quality information.
3. Dictionaries were also put to use to define terminologies in relation to the subject, These sources consists of Cambridge and Oxford dictionaries.
4. A quiz was devised to tackle brand recognition through their logos, and how well was their message received but was discarded.
5. Online surveys were made to tackle content consumption based on platforms used to enjoy or share and connect with brands or find business brands online as well as recreational ones, that still hold brands that are more directed towards content, further reinforcing our information of needed Aspect in content for it to be captivating. Yet the results were discarded due to a low sample size.
6. Original Observations and personal knowledge or experiences were included in addition to general or trivial information but kept limited.

Limitations

Within many complexities while writing my thesis has been challenging in every aspect. Never less My research wasn't compromised by minor obstacles but more so by the limited academic research on the subject and low quality data like Online Statistics databases which were used to choose our examples based on their coordinance with the research but their statistics were somewhat outdated and kept out of mention.

Financing and time schedules were sparse and also impacted my work, an added the Coronavirus (Covid19) outbreak, my research became demanding in terms of stress, confinement and meeting people.

It also rendered any future meeting and interviews or surveys exclusively based online if any, which can be a good thing for sampling reasons, but I personally still came in short in the total amount of people surveyed and I couldn't appropriately check for the quality or legitimacy of some of the information due to the short attention span my audience had, and the their at-home distractions for instance.

Uses of research

- i. This research can result helpful for Content Creators Showing benefits when focusing on growing and maintaining their community on the main platform where they viewers exist, applying their effort to engage them and provide quality content.
- ii. For start up Brands in all industries that which to introduce social media into their strategy for marketing purposes in terms of managing a community or targeting demographics, as well as creating content and adding value.
- iii. For Online Influencers who wish to see their position and potential in between interactions connecting organizations to audiences, and why businesses in a close future will possibly look at these influencers as valuable assets for their strategies.
- iv. And finally, for Researchers that which to push the academic knowledge of the subject further and implement their original opinions and provide different issues to tackle.

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