



# DIGITAL BRANDING

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**Abstract :** Digital Marketing has emerged as a specialism over the large decade with its origins rooted in direct marketing. Digital branding develops a business Identity, visibility and credibility in the community that interacts with the business or through other digital mediums. This makes digital branding essential for creating and establishing a brand's story and presence in the digital world. Digital branding involves a complete digital media manipulation strategy that goes beyond standard online tactics commonly seen with internet branding like, posting daily tweets, promotional or email blasts. As opposed to digital marketing branding aims to create connections between consumers and the product or service being delivered so that brand recognition is established in the digital world. Digital branding discuss the professional implications of choosing to abstain from social media use and urge educators to recognize that the digital branding may be an emerging asset for young professionals in twenty-first century.

"Digital channels, and assets are used to communicate a brand's positioning (or purpose) as part of multi channel brand communication or engagement program".

**KEYWORDS :-** Social media, Positioning, Digital media manipulation, Internet branding.

## I. INTRODUCTION

Digital Branding revolves around the internet as a communication medium. Deploying the internet in marketing is often cheaper than using traditional media, as it is often easier to reach the core target group online and digital branding can capitalize on behavior intentions right away. Example:- Digital branding include affiliate marketing, email marketing and social networking. This section of knowledge resource center contains articles about research on digital branding. Now-a-days digital branding are becoming popular. Marketing people try to make their products as attractively as possible to maximize the chance of people purchasing it. Social media plays a key role in branding a product. The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interest. Recent technological and advances have created a digital age. Widespread use of internet is having a impact on both buyers and marketers who serve them.

Much of world's business today is carried out over digital network that connect people and companies.

Internet connects all types of users around the world. All kinds of companies now market online. Example :- Amazon uses digital branding during festive season more effectively which makes the customer to attract towards its products.

As consumes spend more and more time on internet, many companies are shifting more of their marketing dollars to online advertising to build their brands or to attract visitors to their web sites. Online ads spending will jump to more than \$42 billion in 2011 surpassing the amount spent on magazines and event television. Digital branding is a brand management technique that uses a combination of internet branding and digital marketing to develop a brand over a range of digital venues, including internet based relationships, device based applications or media content.

According to MABBL Y CEO, Hank Ostholthoff, digital branding is facilitated by multiple channels. As an advertiser one's core objective is to find channels which result in maximum two way communication and a better overall ROI for the brand. There are multiple online marketing channels available, namely. A brand name which is well-known and associated with high satisfaction levels provides an improved image and added value to the product which if digitally branded leads to success of the product. Brand names can be family brands were each of the company's products adopts the same brand name, such as the recent TAJ HOTEL branding exercise. When products are digitally brand it leads a great impact on customers mind and they will remember for long time.

## II. OBJECTIVES OF DIGITAL BRANDING

The digital branding main objective is to make awareness to customer about the product. Building your reputation online is similar to a networking breakfast, but it's not as easy and it takes more time. It makes the marketer to think innovatively and present the idea through online work. It leads to learn the technology which is rapidly changing day by day. Adoption of such new techniques leads to great success in this digital world. More and more companies are embracing open innovation and using social networking and web 2.0 tools. The internet has changed our lives in many areas. Not only the way information is provided, but also market structures and the role of consumers in the

market. Marketing professionals are turning to social media on an ever wider scale. Just think of discussions about a brand on a forum, a Face book page with thousands of fans or the use of brand names in blogs. But on some occasions, marketing pros are not the ones taking the initiative, but enthusiastic consumers are. Digital branding has long been recognized as an important concept in marketing. Brand image is the perception of products or brand by the consumer. It is a way to help companies to achieve the highest level of professional awareness. Digital branding use symbols to communicate value because they are often powerful than words alone. There's a reason, in fact, a picture is worth a thousand words. Digitally branding a product gives a these invisible, abstract mental constructions easier and more fun. Personification of brands appeals to one's imagination. The brand-as-person metaphor also makes understanding these invisible, abstract mental constructions easier and more fun.

Digital branding helps in making the superior quality product. Example :- Sony and BMW, which has developed a very strong brand image in the market because their products are known worldwide for their excellent quality.

A strong brand image goes automatically with quality and consistency. The confidence in the customers mind about the quality of product is the first step in developing a successful brand. Digital branding describes the characteristics of a product in easy and simple way where it easily conveys its message to the consumers. It show various attributes like (color, shape, size, form) which are tangible and (guarantee, after-sale services) which are intangible.

Digital branding helps in highlighting the main motto of product which companies want to convey to the ultimate consumers. Example:- COLGATE toothpaste –fluoride-telling benefit of whitening teeth, MOOV- 'Aah Se Aahaa Tak'. Digital branding add value to the product where it studies how human motivation goes beyond the psychological and emotional needs. Human being can be described in terms of psychographic, i.e., the psychological and behavioral construction. In order to relate well with the customers, marketers now probe their prospect with psychological make-up before developing brand and advertisement. A deeper probe into the reasons as to why brand is bought by the customers using a series of 'why' questions, generally, reveals the end states of existence that are aimed to be reached at. For Example, Wrinkle removing cream, giving value in health and fitness.

Organizations are discovering the benefits of associating their brand with other images, icons, and especially other brands. Digital branding associations can be very helpful consumers in their processing their information about a brand. Starbucks associated with Marriott, Nike with Michael Jordan, McDonald's with Disney, and Intel uses a distinctive audible tone to help consumers relate to their brands products and services. The old

saying, "you can tell a person by the company she keeps" applies here. The most often forgotten driver in building brand equity is brand loyalty. There is nothing like a satisfied customer to tell a brand's story and influence others. Other proprietary assets such as patents, trademarks, and unique attributes can be very helpful as well when consumers must sift through the clutter of choices that exists in today's marketplace. Customers can be characterized by a variety of loyalty descriptions. On any given day, a brand will likely have customers in each of the four primary loyalty segments outlined.

### III. NEEDS AND IMPORTANCE OF DIGITAL BRANDING

Digital branding is a huge industry right now, and several trends have emerged that, when adopted, can help companies boost their visibility and build a reputation online. Today's problems are more complex and challenging than those of twenty years ago, number of brands were relatively lesser, and the options for a product category were limited. It was easier, therefore, to design different communications for each brand. It was possible to do so with the concepts like positioning. However, with the proliferation in the number of brands, it is no longer possible. Thus, there is a need for more refined concepts. Such a concept is the concept of brand identity. Thus, the first need for brand identity is explained by the problem of communication.

Deal with the problems of Marketing Similarities: This is explained by the problem of marketing similarities. When a brand is created, it defines a new standard of brand existence. Other brand follow the suits, because they will be left behind otherwise. This creates me-too products. Hence, the need for branding acquires.

A focus on ranking: While digital branding used to be primarily focused on helping customers understand a company, the modern version of digital branding is also focused on creating positive rankings. Because customers everywhere ranking. Because customers everywhere are placing increasing levels of confidence in Google, brands who want their digital branding efforts to succeed are required to put some serious legwork into ranking well at the same time.

Authenticity: In these days of old-fashioned marketing, companies who wanted to make a splash with their customers turned to sales-y advertisements effort to optimize their content for mobile. And for good reason, too: as it stands now, 40% of consumers will leave landing pages that aren't optimized for mobile platform.

Scrolling: While we used to navigate web pages with the help of a mouse, most of today's web content is designed with scrolling in mind. This allows for a smoother user experience and can help enhance a company's branding strategy.

Mobile optimization: In the modern digital branding world, the medium is the message, and more and more

companies are taking the time and putting in the get-go are better prepared to build a strong customer base and a memorable brand.

Social media: Right now, more than 78% of the U.S. population has at least one social media profile. With this in mind, it's clear why social media has become such a critical platform for digital branding. When companies begin to develop a digital branding strategy, social media is generally one of the first places they turn.

To attract more customers: Some customers look for a well-defined company, and "look and feel" may be one of their criteria in making a purchasing decision. Others are "wowed" by professional-looking materials, and the logo may impress them into buying.

#### IV. SCOPE OF DIGITAL BRANDING

You want your brand to stand out from the crowd, everyone and their pet dog are competing for your customers attention. A new innovative approach is required to build a loyal customer base and at Digital Scope, we use an integrative approach to ensure success in getting your brand recognized. Digital Scope will help you unleash your brand's organic potential, through our in-depth brand analysis, you'll discover your unique brand identity, brand value and the 'I M Brand' strategy to achieve success.

Our company values are shaped and influenced by 'personal development, leadership training and coaching'. We assist clients in gaining a better understanding of their business. We intuitively and instinctively resonate with the life of the brand. We immerse ourselves in the culture of the brand so that we are able to best serve its desired outcomes.

Corporate branding: Each client is unique, and the branding of your company is the blueprint for its growth and viability. We work closely with our clients to ensure that we provide them with the knowledge, expertise and tools required to support them on their journey to discovering "what is present" and "what is missing" within the brand architecture, brand identity, brand personality and brand promise.

Marketing consulting: Each brand has its own specific key factors that may limit or increase its potential for growth and profitability. We help our clients identify potential markets, devise clear marketing strategy, foster customer loyalty and retention, and generate ROI.

Social media: We help clients identify their brand voice, create engagement and to authentically connect with their followers. Our team assists with Social Media Marketing, Campaign Development, Ad development and design. We also offer full and partial Social Media Management services.

Live Streaming: We help clients monetize the "Power of Events" by offering high quality LIVE events streaming services with scalable options to broadcast an event

anyplace, anytime.... Our LIVE event streaming service will empower your company to have a boundless global impact and reach millions of followers and customers.

#### V. RESEARCH METHODOLOGY

The research approach and knowledge have been made through secondary data presentation. Unstructured interviews have been conducted to check the reliability and concepts of the secondary data presentation.

#### VI. LITERATURE REVIEW

Review of literature shows the previous studies carried out by the researcher in this field. Previous studies are reviewed in order to gain insight into extent of research. The research problem can be more understood and made specific referring to theories, reports, records and other information made in similar studies. This will provide the researcher with the knowledge on what lines the study should proceed and serves to narrow the problem. The main objective of the study is to measure Brand Awareness of TNPL products among the people and the reviews are as follows:

#### VII. BRAND

A traditional definition of a brand was: "the name associated with one or more items in the product line, that is used to identify the source of character of the item(s)"(Kotler, 2000).

The American Marketing Association (AMA) definition of a brand is "A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors"

Brand Equity (Rooney, 1995)

Defines Brand Equity as a set of assets and liabilities linked to a brand's name and symbol that adds to or subtracts from the value provided by a product or service to a customer. However, many factors can be attributed to the value of the brand for example awareness, recall and recognition. Brand equity as a differentiating factor that can influence consumers' response to brand's marketing activities. In an attempt to define the relationship between customers and brands, the term brand equity in the marketing literature emerged There have been different perspectives or considering brand equity; the customer-based perspectives, the financial perspectives and combined perspectives. The first perspective of brand equity is from a financial market's point of view where the asset value of a brand is appraised (Farquhar, 1991). Customer-based brand equity is evaluating the consumer's response to a brand name. While this study focus on the customer based perspectives. ( KELLER ,1993 )

#### VIII. RECOMMENDATIONS

Related recommended Expert member resource

- Brand Story telling guide - This practical guide will help you understand the fundamentals of creating brand stories for PR, branding, advertising, sales and general marketing.
- Guide to Digital Transformation - the latest thinking, research and recommendations on how to manage change in larger organizations to deliver more value from digital marketing.
- Example digital marketing plan - our members asked us for example plans - you can now download this example to help get an idea of how your plan should look.
- RACE Digital Marketing Qualification - the first unit in this course gives a video introduction to the RACE planning process.

#### Typical Brand Guideline Structure and Content

##### Brand Overview

- Definition – Provide an explanation of the brand name or wording. Where did it come from?
- Brand Values – Reasons behind creating the particular brand. What does it do to improve the business?

##### LOGO VISUAL GUIDE

- Logo Design – Show the official logo and any variations of colors, black and white as well as with and without a strap-line, etc. if they exist
- Correct Use – Show examples of using the logo on different coloured or photo backgrounds (if permitted)
- Incorrect Use – Examples of the logo being adjusted away from it's standard format, some examples include:
  - Change in orientation
  - Adding beveling or embossing
  - Change in logo colors
  - Cropping the logo
  - Adding glow effects
  - Adding outline effects
  - Adding drop shadow
  - Changing position or size of logo elements
  - Stretching or squeezing of the logo

##### LOGO SPACING

Illustrate the right amount of whitespace around the logo. This can make a big difference to it's appearance and recognition. Many people use the rule of a text character's (from the logo) width and height spacing around the edge to give it some relation to the logo.

##### Brand Colors

List the official colours used for the logo and any promotional material, including the website. Colours should be listed in at least the following formats so that they appear consistent across print, screen and the web:

- Hex – for websites
- RGB – for TV and screen
- CMYK – for print media

##### Fonts/Typefaces

Branding can be strongly influenced by the use of a custom typeface both within the logo and on brand materials. It's important you list and supply a copy of the typefaces that need to be used and indicate what options are needed on top such as bolding, kerning, etc. Show examples of its use in materials if possible.

##### Copywriting Guide

- Brand Name – Specify how your brand name should be written. With capital letter? Combine the words into one? Adding .com to the end?
- Tone of Voice – This is important to relate your brand to the target audience. State examples of the way content should be written. Should it be casual and friendly if you are bakery or should it be professional and authoritative if you are a solicitors as an example.
- General Use – Optionally include some common grammar and punctuation examples so that fewer mistakes are made and your brand is not damaged by poor content.

##### Social Media

Now a very important public channel for your brand

- Usernames – State the preferred username to use across all profiles. Make sure it is the same for all profiles where possible. Use a tool such as Know them to check availability
- Company Descriptions – You may want to include a couple of long and short variations of company description so that users can work from these when registering new social profiles
- Contact Details – Provide the contact details you wish to publish on your social profiles as you may want to separate out contact from social media with the contact through print media for example
- Log In Details – You may wish to include the email address and passwords associated with your social media profiles or a place where employees may be able to find these. Only provide this information if the brand guidelines are going to trusted members of the organization!

##### Website

Including some information about your website so that employees /members know more about it. This will

help them to correctly promote your brand's website and content.

- Layout – What are the different layouts for pages on your site and sections like a blog or gallery. A consistent design will help your brand image.
- Structure and Content – Provide an easy to read sitemap of all the content so that employees/members are aware of what information is published on their own website
- Link Policy – This should explain your policy on linking out to other websites and rules about links to your own site in relation to the SEO. You could highlight bad link practices such as
  - Buying Links
  - Reciprocal Link or Link Exchanges
  - Duplicate Websites and Shared Content
  - Link Directory Submissions
  - Article Spinning

#### Compatibility

Make everyone aware on which devices their website can be viewed. Is there a mobile version of the website? Does it display correctly in all desktop browsers? If not, these channels should be targeted to maximize your brands exposure

#### Online Marketing Channels

Provide information on things like whether you advertise on platforms such as Google Ad Words or have listings on other websites. This helps employees/members monitor their brand advertising across the web

#### Glossary

Explanations of terms relating to your products or services and general website terms such as URL structure and site map. This helps employees/members understand everything about your digital business and improve your brand through their knowledge.

### IX. LIMITATIONS OF DIGITAL BRANDING

- Direct mail is often seen as “junk” mail. So if your marketing doesn't stand out and appeal in just the right way it might find its way straight from the letterbox to the bin.
- The law of 29 means you will need to do a direct mailing campaign many times before it has an effect.
- You risk annoying your customers by plaguing them with regular “junk” mail campaigns.
- Cold-calling, like junk mail, can have an unwanted effect as it has negative connotations. Unwanted

calls are often dealt with harshly and you might risk damaging your reputation.

- Technology is out there which is being used to block unwanted telemarketing calls. There is also legislation that needs to be abided by (Privacy and Electronic (EC Directive) Regulations 2003.)
- Costs may be more expensive than other forms of marketing, depending on your plan.
- Unless you are targeting a specific audience, you might have to push your advert across a number of radio and television stations to reach everyone you need to.
- An obvious disadvantage of radio and television marketing is the temporary nature of the advert. Unlike print, potential customers cannot go back to look for your contact information. So you will need to run the advert many times to get the best effect.
- Listeners/viewers may stop paying attention during advert breaks, which are essentially a disturbance to their enjoyment of the show.

All the above disadvantages will effect very badly and gives a negative impression to customers and consumers addicted to the brand.

### X. CONCLUSION

The successful completion of this article indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians. Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers. Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups. The research focused on the consumer buying behavior shows that, Indian consumers are highly information seeker and they will do research about a product before going to a retail shop. So brands want to give platforms to consumers to understand their product or to get a really feel of that brand. I honestly believe that this article will be most useful for marketers to understand the digital branding and also to plan for future strategies. I conclude my research by quoting

again that “Brands can’t sustain without digital presence”.

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