



DIGITAL REPORT

AISSATOU DIALO GUEYE

STUDENT NUMBER: 2322604

18/04/2024

HOW SOCIAL AND DIGITAL MEDIA CAN HELP REACH A WIDER COSTUMER BASE

ABSTRACT

Communication with target prospects results cost to the company. In this highly competitive environment all marketers work on cutting cost. They try to allocate their marketing budget very carefully to create brand equity and achieve their marketing objective within the given budget. The selection of integrated marketing communication tools has become problematic task for marketers. This paper provides how integration of digital and social media within integrated marketing communication helps to create brand equity of hospitality and tourism industry in India. This paper also examines the effectiveness of each IMC tool to create brand equity. The nonprobability convenience sampling technique was used to gather opinions from 512 tourists of Himachal Pradesh state of India. The findings reveal that both social media and digital media are more effective than the traditional IMC tools. The study also found that the efficiency of Modern IMC tools is better than the tradional IMC tools. Smart PLS-SEM 3.0 software has been used to scrutinise data and validate conceptual framework.

Keywords: Integrated Marketing Communication, Social Media, Digital Media, Modern Integrated Marketing Communication.

INTRODUCTION

Though the first 'P' of marketing is product, but marketing starts with communicating products or services related information to target prospects. This creates awareness about products or services to the customers and helps in convincing them to buy the offered products (Naeem & Naz, 2013). As a marketer, we try every communication channel that helps to make effective reach of information to target audience.

Message reach has become a key aspect of successful marketing and helps to achieve objectives of the company and brand equity (Cvetkovic, 2019). Today, organizations are using various forms of media to reach target customers (Brunello, 2013). This has given birth to Integrated.

Marketing Communication (IMC). Integrated marketing communication is defined as a strategic process to choose, develop, execute, evaluate, and coordinate with all the stakeholders of organization for a given period (Belch. & Belch, 2007). Effective use of integrated marketing communication has recognized a valuation instrument to achieve marketing objectives. Marketers can use it strategically to gain competitive advantage, and increase sales volume, market shares, and brand equity (Mongol, 2014; Bao, et al., (2019)).

Integrating marketing communication tools is regarded as prime concern these days because of efficiency of these communication tools.

REVIEWS OF LITERATURE

Promotion and positioning of any product in the market needs several types of marketing communication channels. These marketing communication elements make clear understanding of the message and enforce brand image in the mind of consumers (Shakeel Ul Rehman & M Syed Ibrahim, 2014), although marketing communication channels need to be modified according to customers'

Promotion and positioning of any product in the market needs several types of marketing communication channels. These marketing communication elements make clear understanding of the message and enforce brand image in the mind of consumers (Shakeel Ul Rehman & M Syed Ibrahim, 2014), although marketing communication channels need to be modified according to customers'

Advertising

Unlike personal selling, advertising covers target market and mass potential customer base. It is basically a non-personal form of creating awareness (Victor A. Barger & Lauren I. Labrecque, 2013). The main concern of advertising is to disseminate the information to mass in a short time through various print and electronic media but major challenge was the selection of medium/ vehicle to advertise. Advertisement's effects or outputs are usually measured in terms of brand awareness (Selvakumar, 2014).

Direct Marketing

To bridge the gap between marketer and customer, direct marketing strategy works best to cover this gap and creates awareness about the product portfolio of company (Victor A. Barger & Lauren I. Labrecque, 2013). Various mediums or channels are being used to deliver personalized or customized promotional materials (Hilde A.M. Voorveld, 2019). In the modern era, direct marketing with internet covering wide range of customers globally whereas before internet of digitalization it was restricted to a location (Luangrath, Andrea Webb Peck, Joann Barger, 2017).

H6: Direct Marketing has positive impact on building Traditional Integrated Marketing Communication.

main focus of MIMC is to work and integrate traditional IMC with social media through digital platforms and focusing on cost effective and result oriented approach (Serić, 2017).

H2: Modern Integrated Marketing Communication has positive impact on building brand equity

Social Media (SM)

A rapid change in digital media is facilitating platforms for social communication with and without face to face interaction which is providing useful information and ease of use to customers. Social media is a key role player in influencing and attracting consumers' behaviour and perception towards products or brands (Duffet & Wakeham, 2016; Aydin, 2020; Ibrahim, Aljarah&Ababneh, 2020). Social media seems to be more influential than the normal or traditional marketing communication techniques (, Parsons and Berg, 2019; . Consumers search product's information and reviews on social media platforms (Cheung, et al., 2019). Some social media supports customised marketing of products and services offered to customer to consumer, business to business, and

finally results in brand building (Swani, Brown, and Milne, 2014; Fonseca, Duarte & Gustavo, 2020). Social media communication is being used by marketers in their marketing strategies. Surprisingly, more than 90 percent of businesses or marketers are using social media platforms like Instagram, Pinterest, Twitter, Google+, LinkedIn, Facebook, Youtube, Whatsapp, Tumblr and other social media to create awareness and attract the new customers (Yurdakul & Bozdağ, 2018; Khan, 2017; Shiva & Singh, 2019).

Digital Marketing

Digitalization has brought a revolutionary change in data management, media management and finally in business. Digital media at global pace was estimated around 38.3 percent in 2017 and mobile advertising which is the most popular medium accounts for 63.3 percent of digital advertisement spending (eMarketer, 2017). Digital marketing provides wider coverage of customer base and provides insights to even smaller segment of

customer base (Selvakumar, 2014). Content marketing is an integral part of digital marketing which focuses on creating and distributing relevant, consistent and valuable content to attract new customers and retain them (Rocha et al., 2019; Dinis, Breda & Barreiro, 2020). In fact Search Engine optimization (SEO) and blogs are also growing its presence among customers (

. Approximately 72 percent marketers state that search engine optimization is the most effective tactic, whereas approximately 32 percent consider content marketing as an effective tool in digital marketing (Yurdakul & Bozdağ, 2018;

Adeyinka et al., 2020).

H8: Digital Marketing has positive impact on building Modern Integrated Marketing Communication.

Advertising

Before digitalization, advertising elements of IMC were totally dependent on physical materials and one way communication or non- personal communication. The current situation is totally different in terms of communication, customers' level of information, needs and wants of information in advertising and moreover customer seeks everything quick or immediately (Michael John Valos Fatemeh Haji Habibi Riza Casidy Carl Barrie Driesener Vanya Louise Maplestone, 2016). Modern era of technology provides these all solutions and multi-fold results in terms of quick information about new launch, interactive- two way communication, after sales service (Ogechi Adeola, Robert Ebo Hinson, 2020). Digital marketing including social media has proved to be a great support in modern advertising which provides all solution at one place (James G. Hutton, 2010).

Digital marketing facilitates advertising in terms of widespread and personalization of messages, time and cost effectiveness, more impactful, targeted, more interactive and responsive, building strong brand with less time frame, less use of resources and finally results in more return on investment (Michael J. Valos, Vanya Louise Maplestone, 2017).

H9: Advertising has positive impact on building Modern Integrated Marketing Communication.

Sales Promotion

Promotion through social media and other digital marketing tools provides a wide range of customer and work on multi-dimensional approach using digital self-promotional tools, products reviews, price based promotion campaign, loyalty programmes, drop shopping incentives and reseller promotion (Michael John Valos Fatemeh Haji Habibi Riza Casidy Carl Barrie Driesener Vanya Louise Maplestone, 2016). Traditional sales promotion was a short term increment in sales and has covered only a particular market segment whereas digital sales promotion is constant and having wide coverage because of

huge traffic on social media platforms with less expensive and fast results (Kalyan Raman and Prasad A. Naik, 1991).

Public Relation

Modern digital marketing tools are focusing on building professional network between salespeople and company and / or corporate to corporate (Hilde A.M. Voorveld, 2019). These modern tools of integrated marketing communication tools also support marketing research, strengthen buyer- seller relationships, focusing on public flow of information on development in corporate governance, and promote customer relationship management (Wang, Pauleen, and Zhang, 2016). Digital content marketing is supporting significantly in public

Direct Marketing

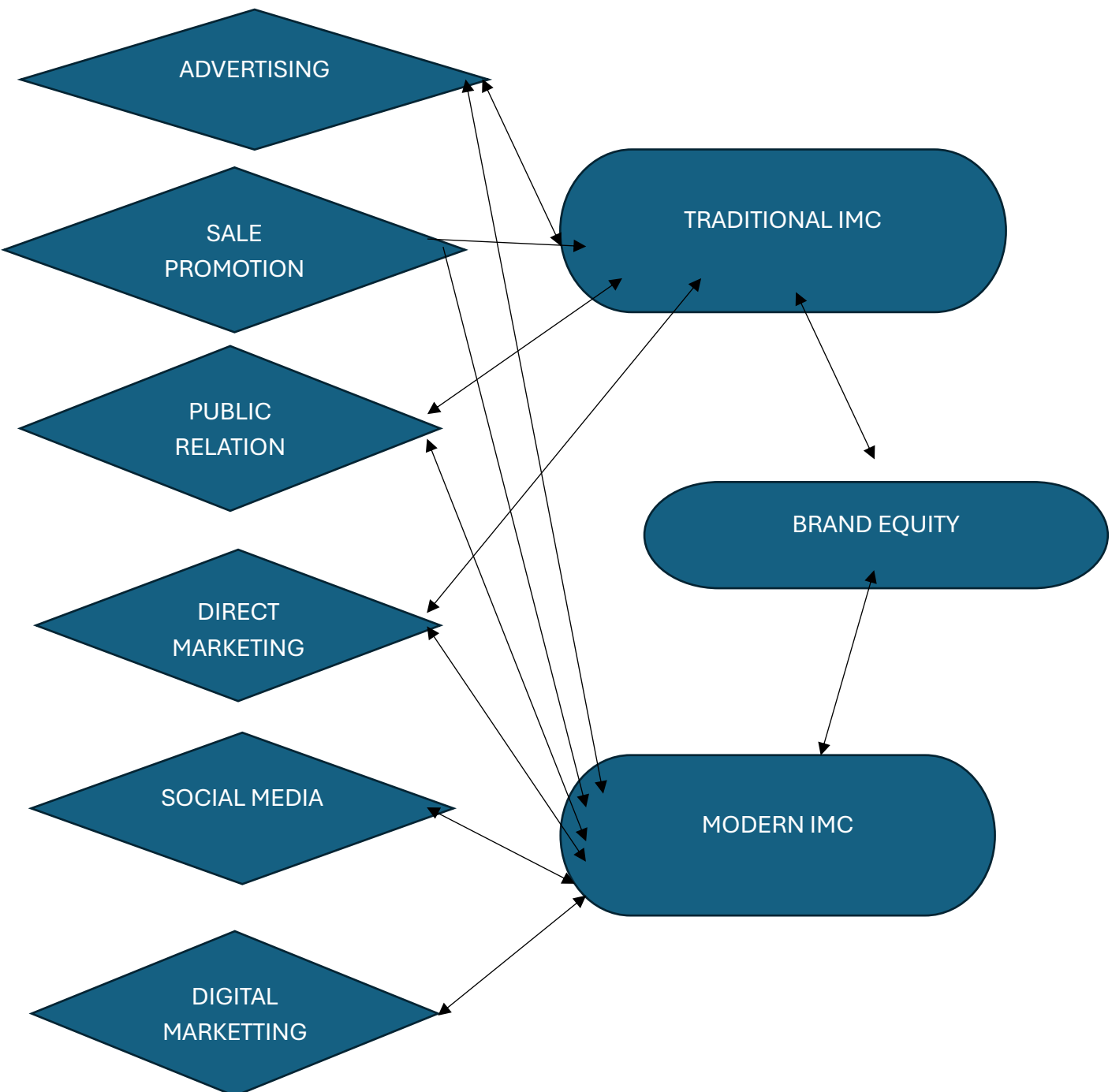
Digital marketing has been proved to be the best supporting element for direct marketing which is being done through emails, e brochures, and spreading information through social media to actual and potential customers (Michael John Valos Fatemeh Haji Habibi Riza Casidy Carl Barrie Driesener Vanya Louise Maplestone, 2016). In the modern era of technological advancement phase, marketers are using face to face communication and textual paralanguage (Hilde A.M. Voorveld, 2019). Textual paralanguage includes

nonverbal audible, visual elements that usually replace written language like symbols, images (emoji and stickers, etc.), and words like alternants (normally used in Whatsapp chat and differentiators like haha, ohh hoo)

(Luangrath, Andrea Webb Peck, Joann Barger, 2017).

H12: Direct Marketing has positive impact on building Modern Integrated Marketing Communica

Figure-1: Conceptual model and Hypotheses



CONCLUSION

The basic agenda of this paper is to add digital tools into the most practiced integrated marketing communication tools. The idiom 'old is gold' may not work for longer therefore we keep on modernising our existing system. The modern technologies are more efficient than older. Likewise, integration of social media and digital media into traditional integrated marketing communication have upgraded it to modern integrated marketing communication. This study concludes that both new tools of IMC contribute better than the existing tools therefore it is requirement of these days for successful marketing activities. Marketing managers should use modern IMC tools rather than continuing with the older one. These tools will help to reduce IMC budgets and achieve organisational objectives. The tools provide flexibility of payment and help to target audience more efficiently.

The limitations of this research is the location of study i.e. Himachal Pradesh state of India. However, the participants in this study are from every corner of India therefore, we can generalise the outcome in context of India. This study is focused on hospitality and tourism business which can also be studied on another segments of business like FMCG, Fashion, Automobile, electronics, etc.

REFERENCES : Aaker, D.A. (1991), *Managing Brand Equity*, New York: Free Press.

