Chapter 91
Using Social Media and Digital Marketing Tools and Techniques for Developing Brand Equity With Connected Consumers

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ABSTRACT

This chapter provides a theoretical analysis on the role of digital marketing, social media, and digital marketing tools and techniques (DMTT) in developing customer-based brand equity (CBBE). The chapter discuses different types of digital marketing tools and techniques. The review has found that the consumer's behavioural engagement with brands via social media has a positive effect on customer-based brand equity. Digital media has a positive effect on buyer's intentions because it creates a strong connection between customers and business. Web 2.0-based technologies let users create and collaborate and exchange information and values. This has further led to consumers participating in the process of production of goods and services, as co-creators. Customer engagement, co-creating, and sharing of information via online platforms enhances customer relationship and brand equity.

INTRODUCTION

The advent of Digital media and social media has brought in various challenges and opportunities for marketers throughout the globe. Social networking sites such as Facebook, Linked In, Instagram, Twitter, You-Tube has revolutionized business environment. Marketers are using brand pages on social media

for connecting with then customers (Acker, Grone, Akkad, Potscher, & Yazbek, 2011). Organizations are getting closer to their customers through continuous interactions on social media (Hutter, Hautz, Dennhardt, & Fuller, 2013). Over the years there is an exponential growth of social media users and it is predicted to increase about 300% in the coming years (Dossier 2014). This growth has motivated marketers to include social media into their marketing strategy for promoting their brands to reach their customers (Mangold & Faulds, 2009; Korschun and Du, 2013).

Earlier organizations used one-to-many marketing communications, to reach their consumers (Hoffman and Novak 1996) but with the revolution brought by the internet, customers are also participating in the functioning of the organization, thus it requires many to many marketing (Kuksov, Shachar, and Wang 2013).

Social media has empowered the customer to raise their voice against the organizations which are not redressing their issues. For instant is a case of Dave Carroll, whose guitar was broken by baggage handler of United Airlines. The Canadian singer sang a song by the name "United breaks Guitar" and uploaded its video on social media platform You-tube. Without social media, the story of Dave Carroll would have got little response, however, with the help of social media the video went viral and as on April 2019, the video has roughly 19.1 million views and 152,000 likes. These stories are directly associated with the image of the brand (Holt 2003) and according to the public press, the episode of Dave Carroll with United Airlines had a negative financial impact on United Airlines through increased negative word-of-mouth (McCarthy 2009).

LITERATURE REVIEW

The term "social network" is synonymous with Facebook, although the big-picture concept applies to most major social sites. The purpose of social media like Facebook, LinkedIn, Twitter, Instagram, Pinterest, Imgur, Snapchat and video sharing sites are Youtube,Vimeo, etc. is to provide users with a platform to connect with others. Boyd and Ellison (2007) defined social network sites "as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system."

Social Media and Digital Marketing

Digital marketing is a 'form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications, etc.' (Kotler and Armstrong, 2009). It has its very own attributes and elements, which ought to be comprehended so as to have the option to choose viable showcasing strategies and methodologies. Advanced directs can be grouped in different ways. One approach to group the channels is to show them dependent on the perspective of which gathering controls the correspondences (the organization or the intended interest group) and whether interchanges is the single direction or two-way.

In recent times social media marketing is the manner in which promoting practices are done; the conventional showcasing rehearses by and large are negatively affecting the firm (Hennig-Thurau et al., 2013). As per Mangold and Faulds (2009), online lives have pushed customary media on the back foot for learning search. Customers view web-based social networking as a reliable and trustworthy premise

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