

UNIQUE VOGUE VIA. DIGITAL ADVERTISING: AN IMPRESSIVE NOTION OF BRANDING BEYOND CUSTOMER CENTRIC

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Abstract—This article brings into limelight about Advertising, a precise method but a distinct theory of marketing. When it comes to digital marketing, it's totally a different ideology in marketing as it changes the whole process of it. Frequently rejuvenate in the approaches and shift in the demand of the customers will continue to challenge the brands so that they can focus on changing experiential marketing. The quality of the product, its value and durability, all these features combine the choice of brand and its customer involvement. The technology provides the opportunity to various brands, to cultivate the advanced form of marketing and commit the new content to the generations. Every second a new mechanism is defined, so every second is crucial for marketing point of view. Without the support of the customers, the progression of a new brand of marketing is beyond the reach. Therefore, for a competitive and comprehensive result, the company needs to put their brand offerings into a successful, and strategic presence for a knowledgeable and optimized customer. For bringing the customers into a real business, the company needs to provide a lifetime value to the devoted customers. Advertising the brand digitally, inspire the customer to reach adjacent towards the brand loyalty and recognition of the same. Some of the rare and promotional elements will help the digital advertising to access something diverse. As the connection with the competitors begins from the test match till the end of the results. Therefore, to acquire and retain the customer, the company needs to overtake the competitors and its various other factors aside, so, customer-centric is the first believer in today's business. At last but not least, for building a brand opportunity, customer service and their relationship for the future is a must.

Keywords: *Experiential Marketing, Lifetime Value, Brand Loyalty.*

1. INTRODUCTION

Branding presents a distinct view of thinking because nowadays it not only persist up to advertising but also offers an exclusive look to their products simultaneously, which begins the new trend of fashion. The pattern of advertising i.e. digital will make the brand stronger. Therefore, advertising the various brands digitally through diverse modes delivers immense and peculiar ideas to the customers. They prepare the customers to feel the brand every second because without any brand advertisement they won't acquire anything. It should be targeted to the right influencers as, awareness of the brand is

the must. Word of mouth advertising is being the solution to branding. The various perception of the product, its quality, reliability, and durability affect the customers to like or dislike the brand. The feeling of purchasing reflects the services or products to customer-centric. Offering something varied gives a celebrating experience altogether.

Considering customer support is the foremost factor in digital advertising. So, experience modification builds a focused branding which plans the business or products more successful. The world is full of customer-centric, without it no business can be accomplished. Therefore, brand recognition is a must in customer-centric. Without the love of the brand in the mind of the customers business can't be spurt further. The emerging technology gives an insight story of the customer behaviour towards the brand or a product, which not only provide the sentiment to the customers but also help them to endorse the brand to other customers as well. Guiding the customers through great message will not only revamp the business but also extends the ladder of success towards it.

Offering and delighting the customers is the primary service in retaining them for a longer term. Customer service towards a customer-centric will compete for the brand with other competitors in the market. Therefore, designing the need of the business according to the customers will give your brand a reason, to never turn back. So, the several technologies used in the digital world will keep the brand engaged with the customers. Reducing the communication time with customers will not only help the digital business to understand their issues but also persuade them to communicate freely. Digital Technology drives, market research to go live. It implements the huge opportunities to refresh the customer's behaviour. Blog customer experience makes the digital transformation as festivals of marketing.

1.1 Proficiency of Banding

Branding is not only an identity but a strategy that create a company to advertise accordingly. Same as, customers not only discuss the brand but they also promote it from the lower

value to a higher one. Branding delivers the product by retaining loyal customers. It promises the customers and commits them, a reason to choose the best. Branding distinguishes the product in terms of its title, design, logo, and services, etc. All these characteristics wrapped up the branding, which forms every business distinct from one another. Sometimes it also confuses with other brands and offers the customers to presume differently. Therefore, branding strategy guides the customers so that they could easily locate as to which product they need to purchase. For Example: Pepsi and Coca-Cola, are the two different companies of beverages but some customers are connected more towards Coca-Cola and some towards Pepsi. So, as many choices as many customers, is the strategy of branding with every company. Pricing, location and various other factors also reflect the part of the branding which is the vital role of it.

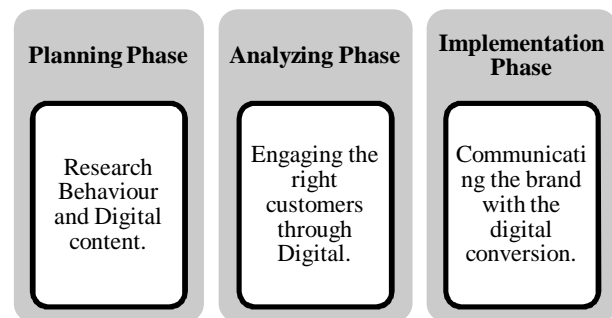
1.2 The Scope of Digital Advertising

Digital advertising, generally known as online or internet advertising, but advertising it includes a lot of new and emerging formats. It positively influences the customers, which is massively expanding now. Displaying the company's advertisement digitally, will not only grab the attention of the customer's but also furnish an attractive impression through text, graphics, and animations to the right audience by using the specific keywords. The 4 modules i.e. SEO, SEM, SMO, and SMM incorporates the digital marketing. All these elements constitute for the digital marketing, to become a successful parameter. SEO (Search Engine Optimisation) defines as increasing the visibility of your website by using natural search results. SEM (Search Engine Marketing) details in improving the positions of the website with the help of different approaches. SMO (Social Media Optimisation) is optimizing the visuality through social media platforms like Twitter, Facebook, Instagram, etc. SMM (Social Media Marketing) describes as marketing all the activities of the company, by accessing various social media platforms. E-Mail advertising, Mobile advertising, Content advertising are also one of the segments of Digital advertising, as it frames a rarer term in the advertising plans.

1.3 A Fusion of Branding and Digital Advertising Through Customer Centricity

The technology savvy has changed the objectives of marketing from customer-focused to customer-centric. So, the lot of protocols have been affecting the digital advertising. The lifetime value of the customers has changed through living realities. Digital advertising has not only changed the engagement with the customers but also switched the scope of the brand, in the mindset of the customers. Balancing both the hi-tech and new techniques are competing by the idea of old and modern. Some brands miss the connection with the customers because, for them, customers are still the inferior one. Therefore, maintaining the lifetime relationship with the

customer also work as a fuel in the car. Long term engagement strategy with the customers complete the lifecycle of their needs. Customers behaviour and forthcoming outlook can concede from the recent tendency of marketing. Through the use of digital technology, the brand not only focuses on customers but also preserves the retention ratio among them. The exploitation of various procedures and devices, used in digital marketing assimilate the strategy of push and pull collectively. Starting with the planning phase until the implementation phase of the customers, shuffled intensely with the new era of marketing because everything is digital these days. Without the mechanism of digital, no brand or product could be succeeded. Experiencing the variant channel of sales, it digitally focused more on the content so as to offer the demands of the customers. Email marketing, Facebook advertising, Twitter Information, Instagram commerce hold the pictorials and captions for interactive customers. For business professionals, LinkedIn, is the activity that works as a blueprint in digital marketing. Customers can switch advertisements on mobiles, laptops, etc.. The main highlight part in all these activities is the content, which needs to be robust and effective so, to capture the attention of the customers, as rapid as, like a pain killer. The valuable content makes the customer induced and, also viral it like a word of mouth strategy. Going viral is one of recent scenario used in these activities because everything is going actively prompt, which impact the customers. Without going for any expensive activities, the digital is outstanding in today's age. And, based on the type of business, the product or brand needs to be advertised.



2. OBJECTIVES OF THE STUDY

1. The paper represents that why the customers are relating digital, as their primary factor of need.
2. The use of Social media identifies the behaviour of customers.
3. The paper also tries to assert that for every successful business, activities of digital marketing are different.
4. It focuses more on customer-centric through using different modes of digital marketing mostly as SMM.
5. To understand the market digitally, the paper also outlines the business need as per customers perspective.

3. LITERATURE REVIEW

Literature review shows the two different aspects of branding and digital advertising in respect of customer's viewpoint.

1. Digital channels have been described as routes of communication between an organisation and its customers (Edelman 2010). Explicitly, digital channels are defined as technology-based platforms that use the Internet to connect customers, provide a range of different content for various purposes and facilitate communication with a range of various interaction levels (Straker et al. 2015, 114). From the evolutionary technologies such as social media and mobile Internet have emerged technology-based communication channels often referred to as "digital channels". Besides, digital channels have contributed largely to the body of innovative discourse by providing round the clock online connectivity and by playing a huge role in digital transformation (Straker et al. 2015, 111). Digital channels are redefining how businesses engage and interact with customers by creating new online orientation and communication platforms as emphasised in the work of Straker et al. (2015, 112). By engaging customers actively through digital channels, customers are able to contribute to design strategy, seek assistance, lodge complaint, voice their concern and most importantly, being empowered to debate and publish their perception of values with or without permission of the company (Kietzmann et al. 2011). In order to identify the number of digital channels available for a retail chain such as Halonen, an analysis conducted by Straker et al. (2015, 111) produced 34 digital channels otherwise referred to as touchpoints. In addition to that, four-channel typologies based on shared features among typologies have also been created. The appropriateness of the typologies prescribed by Straker et al. (2015, 111) require that touchpoints adopted be defined by objective of the individual company and the need of the customers.
2. According to Borowski (2015) customer experience management would benefit leaders if they focused on specific part of customer experience: the digital side. Digital customer experience includes only those experiences through digital environment, like computer, tablet or mobile interface (Borowski 2015). Comparing products online, using brands applications or seeing celebrities use products on social media are all examples of digital customer experiences. When implementing customer experience management into digital innovations managers must notice that offline and online consumers are very different (Borowski 2015). For example, offline consumers don't usually mind waiting for a service few minutes but online con- Customer experience innovations 29 consumers are far less patient: A study found that ten second load for page to open can make 50% of consumers to give up and leave the page. Consumers expect and want their online services working without problems, so

for consumers, there really isn't any satisfactory excuse for poor digital customer experience (Borowski 2015). Of course, still needs to be admitted that digital side is still only part of the coherent customer experience. But what can be learned from companies and their customers is that it is the one most deserving of immediate attention and investment (Borowski 2015). The "old way of doing business" has become unsustainable as the internet has upended how consumers engage with companies and their offerings (Edelman 2010). Digital innovations have revolutionized our lifestyles and taken over traditional business (Burrus and Mann 2011; Edelman 2010; Kressel 2007). Still, one thing has still remain the same during digitalization of industries: Even if the product or service is digitized, customers still want a clear brand promise and offerings they value (Edelman 2010). The online streaming service Netflix is an excellent example of digitized innovation which has used customer experience management through its all touchpoints and offered consumers value, considering their 100 million subscribers worldwide (Netflix 2017). According to a statement given by Netflix's Vice President of Product Innovation, Todd Yellin (2014), Netflix focuses on managing their customers' experience from the moment they sign up to the whole time they stay subscribers. Through collected big data Netflix gets to know its users and make their customer experience more customized and efficient, and therefore more valuable (Grenci and Watts 2007; Netflix 2017). Converting enabling technologies into opportunities for creating customer value can be seen as a key challenge in ecommerce and e- Customer experience innovations 30 services (Wheeler 2002), but also as an ideal prospect since those digital experiences can be efficiently mass customized for customers (Wells and Gobeli 2003).

4. CONCLUSION

The review of the study brings the foundation as digital advertising is the most crucial in the customer's lifestyle. Social media therefore delivers new messages and content for customer interaction. Customers lifestyle has affected a lot of behaviour in the digital advertising era. The impact of digital marketing not only sustains the future but also delivers a lot of new benefits through it. Customer's engagement gives an opportunity for the business to promote the brand, with various routes of digital marketing. It is further studied that digital marketing is not only the new gen but benefits in fulfilling the needs of the customers. Marketing the brand is not a simple exercise, but with the help of technology-driven, it makes it more competitive. Advertising online captures a large share of a market in today's gen y. At last but not least, handing and capturing a convenient market, digital advertising and branding go hand in hand so that the customer can be retained for a future course of action.

5. LIMITATIONS

1. Marketing the product or brand digitally sometimes leads to the fraudulent of the companies or faking and fooling the consumers jointly.
2. Some customers are not aware of the brand online because they are not educated about it which is a severe drawback of digital advertising.
3. Establishing and engaging the customers sometimes lead to wastage of time and money of the companies because they are not interested in testing and using the product even for a single time as well.
4. To challenge the brand in this competitive world with another brand is also one of the limitations of digital technology.

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