

The impact of social media content marketing (SMCM) towards Brand health

*Karthik P I- MBA., K.S.R. College of Engineering
PH –9524765036 E-mail - karthikragu952476@gmail.com
Tamilarasu P I- MBA., K.S.R. College of Engineering
PH –9659091912 E-mail - Tamildinesh91@gmail.com*

Abstract:

The emergence of Web 2.0 has created the new phenomenon in business strategies as it allowed two-way communications between companies and the consumers. Nowadays, the business practitioners tend to use the social media marketing to create awareness and promote their brands to the customers. Nevertheless, the main point in sharing the information through the social media is about the content itself to attract more consumers engage with the brands. Social media content marketing (SMCM) also plays an important role in conveying effective information to the consumers thus attract them to keep engaging with the brands. Meanwhile, brand health is the evaluation from digital audiences about the brands and products. It measures the awareness of the brand for long-term period thus develop the brand equity. There are few indicators in measuring the brand health such as time on site, repeat visitors, social likes, subscriptions, and bounce rates. There are still limited studies on the impact of social media content marketing (SMCM) towards brand health. The purpose of this study is to investigate the role of SMCM in increasing the brand health score.

I.Introduction:

In the present, the social media has become an important link to connect the people all over the world. They use the social media to connect and share something

with their friends through the conversation. According to Evans (2008), social media relates to a self-generated, authentic conversation between people about a particular subject of mutual interest, built on the thoughts and experiences of the participant. Otherwise, Touchette and Schanski (2015) defined social media as the ways of communication that involves two parties consist of users and web publishers that provide a space in which information is collaborative, and users can interact and participate collectively. Thus, the main function of social media is to link with others through the internet connection.

The evolutions in the business world have manipulated the functions of social media to become as one of the vital tools for marketing strategy especially in brand health and brand development. In the past era, the business practitioners only adopt the traditional marketing like brick and mortar concept as well as using the Web 1.0 that more functioning for shopping carts and only presenting the static web. So, it is difficult for the business

practitioners to measure their brand health through the engagement and audience growth. By now, the emergence of the Web 2.0 gives a big blast for the business world especially in marketing and make easier for the companies to

measure their brand health through the social media platforms. For example, with the favour of Web 2.0, it creates two ways communication between the customers and business communities thus provide the active interaction

among them. According to Constantine's* (2014), Web 2.0 is a set of economic, social and technology trends that collectively form the basis for the next generation of the Internet. Besides that, other sets are more mature, distinctive medium characterized by user participation, openness, and network effects. So, by having Web 2.0 the companies can monitor their customers awareness and preference about the brands by measuring their involvement in social media.

II.THE IMPACT OF SOCIAL MEDIA CONTENT MARKETING (SMCM) ON BRAND HEALTH

Social media content marketing (SMCM) play an important role in brand health as it is the medium for the consumers to gain the information about the brands. Figure 1 indicates social media content marketing (SMCM) that affect the brand health. A good SMCM can increase the brand health score. In the present, the business practitioners tend to use social media marketing to create the awareness about their brands to the consumers. Through the social media platforms, they engaged with their consumers and built active interaction among them. Hence, it is crucial for the companies to have good content marketing to attract more customers to visit their page, follow the update news and finally repeat the purchase.

According to Kilgour, Sasser and Larke (2015) content marketing is the active role of consumer participation for sharing and active in media space that become their interest. So, the main point of creating content marketing is to distribute valuable and the consistency of the content itself to the target audience to drive the profitable customer action. Baer (2013) urges that content marketing is a device used by companies to educate, inform or entertain customers or prospects by creating attention or

causing behavior that results in leads, sales or advocacy. Otherwise, social media is used by customers and prospects to communicate among themselves, and occasionally with companies. There are many platforms of social media marketing that can be adopted by the business practitioners to promote their brands. According to Edwards (2013) he stated that social media include networks (e.g., Facebook, Myspace, and LinkedIn), wikis (e.g., Wikipedia), multimedia sharing sites (e.g., YouTube and Flickr), bookmarking sites (e.g., Delicio.us and Digg), virtual worlds (e.g., Second Life), and rating sites (e.g. Yelp). Thus, the main functions of all these platforms are to interact with each other and to share the information about the products and the brands. Those platforms are tools to facilitate and encourage buzz and viral the campaign.

III.BRAND HEALTH

The brand is very important for the company as it depicts the identity and the image of the company itself. Before the companies can achieve the brand equity level or want to sustain their brand equity, it is crucial for them to consider about the brand health. Brand health is very important to determine the performance of the companies in terms of sales and demand from the consumers. Berg, Matthews, and O'Hare (2007) stated that brand health linked to current and future value with consumers. Besides that, brand health also has a competitive position and it is tangible as well as important in managing brands and business performance on a forward-looking basis.

The brand health is determined by the interaction and the response from the consumers. In brand health, some business practitioners measured it through the Resilience and the responsiveness of the consumers. According to Stutzman (2011), there are four elements of digital influence in brand health that consist of volume, velocity, visibility and the volatility. Nevertheless, the other business practitioners more emphasis on brand audit as a key in determining the brand health. There are few close examinations in brand audit for brand health that

encompassing the internal and external stakeholders, competitors, brand positioning, brand identity, brand equities, brand architecture, communication, and budgeting. Based on Dawson (2011), a comprehensive brand audit will often reveal new growth opportunities for brands. It creates new ways to make the brand resonate with a new generation of target customers who will represent the brand's bigger future.

IV. Word of Mouth:

People trust the word of their peers more than a statement made by a brand, no matter how powerful that statement is. Therefore, keeping current customers satisfied and happy, is more valuable than acquiring new ones. Reviews by satisfied customers can have more impact than a million-dollar advertising campaign. Word of mouth in terms of social media is the feedback and reviews which can make or break a brand. A recent study has revealed that an average person spends more than half an hour per day on social media platforms. Therefore it has become imperative that social media strategies be a part of overall marketing goals.

V. Content Marketing and Social Media:

Content is king, no doubt about that, but in a fast paced world people don't really have the time to consume content the way it is intended to. Social media compliments content marketing through the use of images, shared content and reviews. Images grab more attention than text; shared content is trustworthy, and reviews are an instant insight into a product or service. Marketing endeavors can be amplified to a large extent by social signals. A share on any social media platform is a clear reflection of trust. People don't share posts they are skeptical about, as it is a reflection of their personalities. Social media users have the power to promote a brand by sharing, writing reviews and providing feedback. This, in turn, creates awareness about the brand, which eventually results in more conversions.

VI. The Process of Developing the Consensus

Definition :

1. It was recognised that the definition would be a consensus statement; it would not seek to limit or curtail debate about the nature of Social Marketing. The consensus definitions purpose would be to enable the supporting associations to develop a common narrative about the nature of Social Marketing that would assist in furthering their collective aim of capturing and spreading good practice.
2. The definition should focus on both the purpose and nature of Social Marketing practice.
3. It should be as short and succinct as possible.
4. The definition should be as unambiguous as possible and it should be capable of translation into languages other than English without loss of its substantive meaning.
5. The definition should be subject to on-going refinement to reflect the dynamic and developing nature of Social Marketing theory and practice.

Show Me the Metrics

Measurement is essential if you want to demonstrate the value of your campaigns. How will you know if your content marketing is working? A When you produce content, you want to know which investments are making an impact and which are not. There are advances in technology that can provide end-to-end tracking from first impression. You'll want to develop meaningful benchmarks to compare results when assessing the effect of your campaigns. Measures should ideally be designed to offer developmental feedback to improve future campaigns.

Whether your choices are driven by which networks your audience lives on, analytical data, or how best to showcase your content, you'll want to leverage the potential of social media and content marketing together. Ultimately, the success of your campaign will depend on

the quality of your content. However you'll quickly find out that social media and content marketing are more impactful when they work together.

VII.CONCLUSION

This study is attempted to contribute the roles of SMCM in branding strategies that can help the firm to increase their brand health score. Brand health score can be the indicator for the firm to measure their brand awareness among the digital audiences. Thus, the companies need to focus more on SMCM to attract more consumers to engage with their brand.

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