

# How Social Media Marketing Strategies Drive Brand Development in the Digital Age?

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**Abstract.** The era of digital marketing has arrived and has grown accordingly. Among the many approaches to digital marketing, different marketing strategies have different factors for success and results. While many scholars focus primarily on measuring the effects of different marketing approaches, this paper focuses on analyzing the factors contributing to the operation and success of different marketing models. There are many digital marketing tools, and this paper selects two of the more used digital marketing tools for analysis and uses case studies to analyze how word-of-mouth marketing and interactive marketing have contributed to the development of brands and what the success factors are to provide more ideas for the development of digital marketing. The structure shows that several factors contribute to the implementation and success of all types of digital marketing, which are closely focused on target customers, digital platforms, marketing content, and methods, as well as on the tracking of data. Today's rapid development of digital media and technological innovations have also laid a solid foundation for the development of digital marketing.

**Keywords:** Social Media; Marketing Strategies; Brand Development.

## 1. Introduction

With the development of the Internet and social media platforms, online information influences consumer behavior, while digital marketing drives consumer growth. Digital marketing has better benefits than traditional marketing and is showing up more and more. More marketers are noticing the use of digital marketing to promote the development of brands. Effective digital marketing methods can break the time and space constraints and spend less money on marketing to get more customers. Various digital marketing approaches have emerged along with the development, such as word-of-mouth marketing, interactive marketing, content marketing, advertising display, etc. Each marketing method has its characteristics. How do you choose the right digital marketing strategy? And how do you use this strategy? And what are the factors for the success of these strategies? These are the challenges that brands and companies face in digital marketing.

Among the many digital marketing strategies, word-of-mouth and interactive marketing have received much attention and use by brands in recent years. Still, no significant amount of research has been done to analyze how different marketing strategies have contributed to the development of the brand and what benefits they have brought to the brand through specific successful cases...In this paper, we cite relevant successful cases to show how these two marketing approaches work and summarize and analyze the factors of success. This study provides a more systematic and in-depth analysis of how digital marketing, represented by word-of-mouth marketing and interactive marketing, promotes brand development, complements the in-depth study of these two types of marketing, and provides companies and brands with the opportunity to develop digital marketing in practice better.

## 2. Literature Review

In terms of word-of-mouth marketing, many academics have studied the importance and effectiveness of word-of-mouth marketing through data analysis. It has been found that Consumers' product preferences and purchasing behavior are influenced by word-of-mouth marketing [1,2], which also enhances the financial performance of brands and companies[3,4], with relevant e-commerce platforms and media data, and academic articles supporting this conclusion. And Previous

research has established that The key to word-of-mouth marketing is to discover the potential, influential nodes for efficiently spreading product impressions[5]. For instance, most marketing executives (61%) say that WOM is the most effective form of marketing [6].

Different scholars have different views on interactive marketing; Many scholars agree that interactive marketing is quietly on the rise. Studies show that The essence of interactivity is exchanged, and collaboration is an essential type of interaction[7]. Recent evidence suggests that it is growing especially fast in the United Kingdom, United States, and China and more slowly in France and Japan. The fastest-growing interactive marketing activities are permission e-mail and online promotions incentives[8]. Moreover, Prior Research has shown that.

Interactive marketing impacts engagement on positive word-of-mouth and referrals, and the intensity and variety of client participation during the service delivery process are predictive of positive word-of-mouth and referrals. Maintains that these results support interactive marketing management in the complex services field and can help create a specific service delivery system[9].AND recent evidence suggests that Applying newly developed technologies (AI, VR and AR, networking and recommendation systems, and mobile apps) in interactive marketing can facilitate success[10].

### 3. Word-of-mouth marketing

With the development of the Internet, people are beginning to be influenced by online information. Moreover, online communities have increased in size, number, and character, and marketers have recognized word of mouth's growing importance. Word-of-mouth marketing became an effective and popular social media marketing strategy.

Word-of-mouth marketing is a method by which companies gather consumers with common hobbies or similarities and provide them with personalized and diversified services. Through common interest points, they promote their products and services, convert them into consumption, and realize profits. The communication mode of word-of-mouth marketing is essentially interpersonal, an activity of exchanging information about a product or service with people based on interpersonal network relationships.

This paper will discuss how Word-of-mouth marketing uses 5T theoretical approaches in conjunction with successful cases. Companies want to do an excellent job of word-of-mouth marketing, 5T link is missing, including Talkers, Topics, Tools, Taking part, and Tracking(Andy Sernovitz, 《Word of Mouth Marketing How Smart Companies Get People Talking》 ).

The success of Saturnbird coffee, a Local instant coffee brand in China, lies in the proper use of word-of-mouth marketing. In China's 2020, network sales ranked first. And In June 2021, it completed a new round of financing of hundreds of millions of yuan, valued at 4.5 billion.

#### 3.1 Talker

Companies want to find customers willing to consume products, and the first thing is to clarify their market positioning. According to market research, the primary consumers of three and a half Saturnbird coffee are concentrated between 18-35, with 78.8% of female users. Seeing the brand targeting young people, they are also the main force of the current social media platforms and the leading customer group of online consumption. So the brand seized the characteristics of young people, cultivated the discussants of the product, and launched word-of-mouth marketing.

Word-of-mouth marketing relies on the consumer crowd to spread, and the use of koc(critical opinion consumer) is also very significant. Its influence is greatest when consumers buy a product for the first time. Also, they can influence the attitudes of most people. Saturnbird coffee was chosen for the Kitchen app, a food-sharing platform where people are passionate about food and have strict standards. At first, it let this group of people try the product for free. This crowd naturally became the first fans. Recognized and promoted by food professionals, the coffee spreads quickly and has many talkers, laying the foundation for success.

In conclusion, brands that use word-of-mouth marketing can do so by positioning themselves in the market and finding customers whose hobbies are relevant to the brand as talkers. Firstly, it brings its topic.

### 3.2 Topics

Topics are essential to word-of-mouth marketing, and exciting issues give talkers something to talk about. Using good topics can drive more traffic to a brand, increase exposure and help attract more consumer attention.

There are many ways to create a good conversation, including the product itself and the discussion started by the brand and related to existing trending topics. The packaging of Saturnbird coffee realized Facilitates the effect of media communication of the product. Unlike traditional instant coffee in strips or bags, it adopts a very characteristic small cup, making it stand out among similar products. At the same time, it also makes consumers desire to take photos and share, thus making the product gain free traffic, thus further promoting the brand to break the circle on social media platforms- secondly, Saturnbird coffee their topics. For example, the coffee brand launched a challenge on social media to make various drinks from the coffee product, which interestingly promoted the development. At the same time, the topic gained a lot of people s participation. At the same time, Saturnbird coffee responds to the current issue of environmental protection of people, sharing the secondary use of coffee cans on social media, attracting more people consumers' likes and practices. In summary, whether it is their own or manufactured topics, they can provide better ideas and guarantee the brand's success.

### 3.3 Tools

The tool is the communication platform, and word-of-mouth marketing requires a suitable communication platform. Choosing the right platform is good for spreading brand news quickly and improving communication efficiency. The number of social network media platforms is gradually increasing in the new media era.

Focus on platform promotion and the rest of the platform to assist is the platform tool strategy of Saturnbird coffee. It chose the Little Red Book platform that focuses on life sharing, a platform that gathers more target customers who focus on better quality of life. The choice of this platform predestined the brand to attract customers' interest. According to statistics, as of 2021-11-06, the number of fans of Saturnbird coffee on the Little Red Book platform exceeded 26,000, content likes surpassed 12,000, and total interaction exceeded 18,000.

The brand also needs to look for suitable marketing models for this platform. Regarding the overall pace of placement, we can see the determination of Saturnbird coffee for long-term plowing. The average number of notes added to Little Red Book reached 5-7 per day, which is more than most brands.

To sum up the platform selection, today's brands using the platform for promotion should have Internet thinking, create a full range of platform marketing approaches, focus on advertising, focus on the subdivision of each platform, and ultimately achieve the state of mutual diversion, expand the fan base, and provide a more efficient channel for word-of-mouth marketing.

### 3.4 "Taking Part"

Andy points out that to conduct successful word-of-mouth marketing, companies must be involved in word-of-mouth marketing. Engage more with customers and create a connection. Online platforms give companies more ways to interact with their platforms in the new media era.

Saturnbird coffee uses the public number to inform the audience of the "event preview", "new product launch" and create the "return program", and then uses the return program to allow users to make reservations for the event and The return program is a way for users to make reservations for events and to learn about the theme of the event and obtain thematic materials. It seems to be an ordinary online interactive activity setting to promote users. Still, the brand uses the "return program"

to deposit online users in the private domain of public numbers and minor programs, which is the process of building personal user assets.

In addition, Saturnbird coffee wants to build the relationship between brands and users more directly and efficiently and form their private data assets, and now you can try to use the “one thing, one code” for product empowerment to speak; attach the exclusive QR code for the product, you can complete the direct access to the user path, to help companies establish a “weak relationship” with the user. The digital technology form of “one thing, one code” can open up the membership points system and extend users’ motivation to scan the code by classifying users and stratifying their rights and interests. Here, it can provide to send gifts market so that brands can expand the richness of points reward gifts at the channel purchase price and improve the usefulness of points.

So an excellent online interaction can promote a good brand image while promoting it more effectively and finding more accurate target customers.

### 3.5 Tracking

The final part of word-of-mouth marketing is tracking, tracking the customer’s attitude, and responding to product issues. Efficient and timely tracking facilitates the brand’s progress and promotes long-term development.

Tracking is not only on the feedback of data but also on the response to public reflection. Saturnbird coffee makes a good example; as the packaging is a small can, many consumers pointed out that this is not an environmentally friendly waste of resources; in response, the brand promptly apologized to the public online and explained that the can is made of biodegradable materials. At the same time, recycling coffee cans were launched to give gifts program activities. This initiative enabled the brand to gain public understanding and resolve the crisis while raising the brand’s environmental image and gaining many customers’ support.

Timely and efficient tracking is an essential step in good brand word-of-mouth marketing and is one factor that enables brands to grow in the long run.

In the perspective of the 5t theory, word-of-mouth publicity for doing a good job every link is not only enough to attract more customers and improve the economic effect of brand sales but also to establish a good corporate image, show the corporate culture, enhance customer adhesion and other social effects, and promote the long-term development of enterprises.

## 4. Interactive marketing

In the era of the rapid development of the Internet and new technological innovations, the emergence of various social platforms provides a suitable carrier for interactive marketing, making interactive marketing a marketing strategy that cannot be ignored.

Interactive marketing is a process of building relationships with each other and interacting with each other. In the early days, limited by the network and technology, interactive marketing may only be limited to businesses and consumers; for example, enterprises holding activities such as sweepstakes is one the simple interactive marketing methods. Nowadays, in the digital marketing era, marketing strategies are more closely combined with new Internet technologies, which can be networked and intelligent and connect brands with platforms, platforms with consumers, and consumers with each other, with timely interaction of information and diverse forms of mutual interaction—more varied forms of exchange, a more comprehensive range of activities, and better marketing effects.

Many examples of successful interactive marketing cases reflect interactivity, entertainment, and dissemination characteristics. Interactivity is robust, can make your activities want to spread like a virus, and your interactive marketing is half successful. Interactive marketing attracts more consumers to your brand and is an excellent opportunity for brands to get to know their customers and build their brand image. This feature reflects the interactive two-way nature of this marketing

approach. In this article, a very famous interactive online marketing can show the success factors of interactive marketing and the benefits generated.

A successful interactive marketing case is Burger King's "Obedient Chick" video game. It is a lively, engaging, highly communicative interactive marketing that was a massive success for Burger King. Initially, Burger King was second only to McDonald's as a fast food chain in the US, but they saw severe problems with their marketing in the past. For this reason, in early 2005, they replaced their famous 4A advertising agency. They unexpectedly transferred a \$360 million advertising agency contract to a small, unknown company, Crispin Porter, and expected them to break away.

A whimsical idea that created an interactive marketing boom at the time. Burger King launched its first interactive online video game, "Obedient Chick", to promote its new chicken nugget fast food. It ultimately abandoned all traditional TV commercials and relied on online interaction. Through this successful interactive marketing, Burger King made its latest product, Chicken Nuggets Burger Express, a huge success. According to the survey, at least 1/10 of internet users who had visited this website went to enjoy Burger King's Chicken Nuggets Express, which is a real innovative communication case of promotion through interactive viral marketing.

So how does this interactive marketing reflect interactivity, entertainment, and dissemination? The interactive mode of "Obedient Chick" is straightforward today: on a web interface, there is a video window with a humanoid chick standing in it, and below it, there is an input field for participants to enter English words. When you enter a word, the chicken in the video window will make the corresponding action according to the meaning of the word you entered; for example, if you enter "RUN" When you enter the word "RUN" the chicken will raise its wings and run around the house like crazy. When you enter the word the chicken can not express with body language, the chicken will make the action to express its disbelief. Also, when you do not move for a long time, the chicken will take the step of wiping sweat to show its protest. The strong interactivity of this activity lies in the timely feedback; the chick can take action in time to reflect you precisely according to your orders, which is one of the critical factors for the success of interactive activities. Interaction lies in a time so that you can achieve better results in a short period. The brand gives the chick a vivid life. However, it is a virtual animal, a timely reflection of the times on the line like a real animal, providing people with entertaining interaction. Some happy Internet users even simply bookmarked the website to their favorites and visited the "chick" on the street at any time with wireless Internet access. This is the effect of interactive entertainment. These two factors also accelerate the spread, and customers are more willing to share fun activities with them, promoting success. The case started with just over 20 people informing their respective circles of friends about the URL, and then an unexpected miracle happened. Within a week after the website's launch, it reached 15-20 million hits, with an average stay of 6 minutes per visit. And many Internet users who visited the site would, in passing, click on the buttons below to go directly to Burger King's website to browse the latest chicken nugget burger fast food promotions. The audience easily filtered out the interruption advertising. Yet, the campaign, which cost almost nothing in media, was so successful that the audience did not filter it out but was even happy to be a part of the communication.

In summary, This interactive marketing case of Burger King is very successful, but it should not be copied again. If the same method is used again, the effect will be significantly reduced; learn from the ideas and factors, and I believe that in the era of creative marketing can find a better way of interactive marketing. Therefore it can be seen that the key to interactive marketing is to find a common point of interest for both sides to interact, find a way that customers are willing to accept and increase mutual communication and trust. Brands can also promote success by consciously conveying positive consumer perceptions in interactive marketing, increasing audience engagement, and subtly integrating their products into this communication process. A simple example is the aforementioned interactive chickens that Burger King used to increase their brand presence when it wanted to market its chicken nugget product.

Unlike direct product marketing, successful interactive marketing is often used to build exciting formats that create social and cultural benefits of communication, thus making an attractive brand image and attracting customers' attention to the brand, thus achieving increased sales.

## 5. Conclusion

This article analyzes how word-of-mouth marketing and interactive marketing promote brand development through typical successful cases and summarizes the success factors of these two strategies. What interactive marketing and word-of-mouth marketing have in common is that both are not successful overnight but require the brand to have a precise grasp of the market and innovative thinking, and most importantly, to be able to adhere to this strategy for a long time, which will achieve good results. Both word-of-mouth and interactive marketing can enable brands to gain economic and sociolect-cultural benefits, but both foci remain different. Compared with interactive marketing, word-of-mouth marketing is more direct in driving product sales and accumulating more customers in the short term. But interactive marketing can earn sticky customers for enterprise development in the long run and obtain more excellent social effects.

This article fully demonstrates through the successful case of three and a half tons of coffee that the key to word-of-mouth marketing is to gain the love of consumers and to play the role of people through the information recommendations and feedback from consumers. To achieve such results, we must pay attention to the importance of the 5T theory (taker, topic, tool, taking part, and tracking) in word-of-mouth marketing, where the five links are interlinked and indispensable to playing a role in influencing and promoting each other. For brand companies, better word-of-mouth marketing should first do good social and market research; using digital information to more accurately target customers and platforms is fundamental to success. Secondly, innovative thinking, creative content and topics, more positive interactions with customers, good brand IP creation, and finally, good data tracking to make timely adjustments to current strategies. Successful word-of-mouth is the key to a brand's smooth development and is worth business people's investment.

Interactive marketing is an essential strategy and method to create a strong connection with customers, and the Burger King "Obedient Chick" video game used in this article is a very successful case. It can be concluded that good interactive marketing is highly entertaining, communicative, and interactive, all factors consumers need to build a good brand image. Successful interactive marketing will then spread like a virus and gain more customers. With the advancement of technology in the past, simple interactive marketing has been unable to attract more consumers. In contrast, AR, VR, and other technologies have provided the hardware and software basis for brands to launch more online interactive experiences, providing more opportunities for brands to create.

In this paper, we have analyzed word-of-mouth and interactive marketing as typical cases, but there may be a lack of comprehensive instances. At the same time, in the era of digital development, more marketing methods deserve more exploration, and for brands to use a single marketing model can not be solid long-term development, how to combine a variety of marketing models, how to cooperate between multiple models, and jointly promote the growth of the brand is worth our future continuous exploration.

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