

## THE MODERN DIGITALIZATION OF MARKETING

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**Abstract:** The digital field is tilting towards the consumer power side. Today's consumers are looking for brands based on their own conditions. By creating their own online “consumer space,” they are able to demonstrate their values, the types of products they need, and what value they expect from the brand. From a brand perspective, consumers also want brands to be open and honest to them. Therefore, it is increasingly important that the brand understands this hope and enables it to be implemented in marketing messages and initiatives.

Now advertisers target more over to these media due to high rush in varsity of audiences. So they hire this as the ideal platform to communicate their brand and create an effective brand identity through highly effective and interactive communication strategy. Most of the advertisers present their ads in interactive form so that people tend more to check them and gain a little knowledge about the product. In terms of marketing digitalization here are various forms of brand communication available in social networking sites. The effective way of brand communication present in these networking sites would be the main aim of the study.

**Keywords:** advertising, audience, brand, strategy, consumer, digital marketing, social media, attraction, two-way relationship, technology.

## **Introduction**

In the beginning of the 21<sup>st</sup> century, our way of connecting, communicating, and interacting with the world was completely changed by social networks. Human social relations are bound by time and space. However, the evolution of information and communication technology tools has allowed people to share information inexpensively and reliably anytime and anywhere via social networks. It is easy to forget that Facebook, which was originally used only by American students, entered life only six years ago. Today it has over a billion active users all over the world. Companies such as Philips, HP and Microsoft have adopted seeding strategies that target powerful social media sites to launch new products [1]. For example, Twitter, one of the most popular social media technologies, has become a practical way to exchange views on almost all aspects of daily life. [2, 3].

Today, more than 340 million Twitter users post every day, and excluding Twitter, there are dozens of other social networking platforms. For many users, social media is a platform where you can show photos of homemade cakes, you can also share the "falling cat" video, and in the fast-growing digital situation, this platform has also become a marketer, an important part of the "toolkit".

The new potential of digitalization makes social media the fastest growing segment of the marketing industry. For those

brands that seek to establish an important relationship with consumers, the choice of digital marketing for brand building is due to the simplicity, cost and convenience of social media. The main attraction of digital marketing is participation and proper use, which can strengthen the relationship between brands and consumers, establish a two-way relationship, and create value for both parties.

Nevertheless, we cannot avoid one question, how to achieve successful digital marketing?

Just building a social networking account can't magically create a good relationship between the brand and the consumer.

You need to attract, communicate and listen.

To achieve effective digital marketing, brands must actively engage consumers, communicate with consumers, listen to consumers and respond, and the approach should be open, meaningful, and relevant. Social media gives the voice to consumers; consumers expect their voices to be heard and acted upon.

Let's take a look at how many of the world's top brands have established marketing teams that are only responsible for the digital realm. For example, Coca-Cola seeks to engage consumers, winning nearly 51 million Facebook fans and more than 100 million YouTube channel viewers following its brand. The Coca-Cola online event

encourages you to share photos and event videos of various events around the world. There is also a section called "Your Story" that calls on fans to show how they embrace Coca-Cola. This practice is not particularly creative and complicated, but its implementation is the most important.

Let's take a look at food producer Kraft Recipes. Its YouTube channel offers a large number of recipes and food tips for moms, and encourages interaction by asking users to submit questions about children's recipes and cooking. In this case, we have the opportunity to develop a two-way relationship where consumers enjoy the added value that the brand provides, and the questions and issues they raise also give the brand insight into what consumers are thinking about. Kraft's YouTube channel has more than 12 million page views [4].

Many brands also derive added value by encouraging consumers to share what they generate as users on the digital platform. For example, American footwear company Converse invites its members to post creative shoe photos on their digital platforms instead of telling consumers what they think of their brands. In the construction and development of leading lifestyle brands, Converse has incorporated these ideas. This builds a solid community spirit among brand fans. If you manage the law, you can almost achieve its own sustainable development, that is, the snowball effect.

### **Mobile boost**

The development of mobile technology has always been one of the key drivers of digital marketing. Mobile marketing began in the pre-smart phone era with the launch of SMS-based campaigns, and SMS services are still widely used mobile appeal platforms. Banks, such as Standard Chartered Bank, use this form of direct marketing to induce consumers to increase their use of credit cards. It is also a tool that, on the surface, is very efficient – receiving text messages is read in an average of four minutes.

On the other hand, this approach is risky, especially if there is no previous association between the consumer and a brand, then the information will be considered redundant and may even be considered annoying spam.

The same is true for social media information transfer. It enables the connection to more content and digital information supply, and allows consumers to dig deeper into the relationship with the brand. However, on another level, consumers are given direct choices and they can decide whether or not to accept such marketing information. This empowerment means that information must be strictly targeted at consumer preferences, otherwise the information is at risk of being ignored, and even worse, it is possible to alienate consumers.

This is largely due to a basic understanding of technology and its application. It seems simple, but in fact many

marketing activities are far removed. For example, the development of mobile technology has also promoted the application of scannable QR codes (matrix two-dimensional codes). As a tool, QR codes connect traditional media activities to online content. The key is that, on the one hand, it first motivates the consumer to scan the QR code; on the other hand, the technology places the QR code in the right place.

The QR code is decorated on the side of the off-road racing car body. It is used on the poster on the back of the high-speed rail car, and the QR code dragged by the aircraft flying at high altitude. In fact, it reflects the misunderstanding of the QR code and the thinking about its use is not deep enough. .

How can I scan out any such QR code?

Consumer empowerment. Successful digital marketing has opened up two-way communication. Because social media is both convenient and direct, and it does not lead to embarrassing confrontation, it is particularly prominent for such interactions.

Think about how you can use digital marketing. At the same time, the power of social media to empower consumers also makes consumers more active. Consumers want to play an active role in the information creation process. Although this may seem to be a daunting prospect, brand building can still benefit from attracting consumers to participate and understand consumers. In any case, the brand still needs more consumers, rather than consumers who need more

brands. Studies have shown that consumers make purchase decisions based on their emotional connection to the brand or based on what they feel about the brand.

Take Coca-Cola as an example. Coca-Cola asked fans questions, such as when and where to drink a cola is the most comfortable. Using the recovered information, Coca-Cola can rely on its own distribution model. But at the same time, the painstaking demand of consumers has also raised the role of consumers. Consumers become stakeholders who are important to the brand.

The digital field is thus also tilting towards the consumer power side. Today's consumers are looking for brands based on their own conditions. By creating their own online "consumer space," they are able to demonstrate their values, the types of products they need, and what value they expect from the brand. From a brand perspective, consumers also want brands to be open and honest to them. Therefore, it is increasingly important that the brand understands this hope and enables it to be implemented in marketing messages and initiatives.

Of course, at the same time, disclosure also carries risk factors. Recently, fast food chain McDonald's launched a Twitter event #McDStories, hoping to attract consumers to share the unforgettable moments associated with their brands. Counterproductively, it was hit by a lot of criticism on the quality of

chain foods on Twitter, and it also led to some complaints related to McDonald's [5]. Whether these Twitter users say that we are true or not, when the brand decides to venture into the digital world, we must understand that the activities will lead to fire, so we should be prepared to damage the control plan. As with any business decision, it is important to weigh the risks and benefits. Once there is a total failure, it is important to have an exit strategy.

However, the status quo is usually that many brands do only a little more than digital work in digital participation. For example, the survey showed that as many as 95% of Facebook's wall reports on the brand page did not respond.

Many brands believe that the key to digital marketing is to send out a large number of text messages, or simply create a social network account as a supplement to traditional marketing activities. Some brands also view their web presentations as just a reflow tool, which is to return existing offline activities to their social network accounts without adding any added value to consumers.

This is not a must. Digitization opens up a new dynamic platform that goes beyond the traditional marketing top-down model and creates a two-way channel. Digitalization is not only a tool for launching branded products and services. In the digital field, brand building continues to strive to attract consumer participation and success. Despite

this, social media has a wide reach, and although the potential is blasting, most brands rarely use it to actively attract consumers. At least 51% of consumers believe that idle or boring social networking accounts are a negative reflection of the authors, and brands may lose a lot of business and valuable consumer intelligence [6].

#### Targeted attraction

In fact, in many cases, brands pay little attention to their social networking platform, causing the platform to become a forum for consumer complaints. Therefore, the consequences of improper use of digital media may be between the two extremes of no impact and real damage. Therefore, for all brands, large and small, the first step is to carefully examine your management commitment to the digital community and then develop a plan for how to respond to the generated information.

Take the express delivery company DHL Express as an example. The company has trained its own digital marketing team to become a consumer service support team, actively attracting consumers who use Twitter or post negative experiences. They are trained to raise follow-up questions and are also dominant in solving problems.

Second, every brand engaged in digital marketing should focus on effective interaction with targeted communities.

Regardless of the brand-related issues, just asking a question like "What is your

schedule for the weekend?" is not enough. The ultimate situation in which consumers engage in branding may even include giving consumers the right to participate in brand decisions. The decision can be the color of the new product, the slogan or even a new logo. Unlike in the past, today, in the digital world, consumers are the real kings.

As one of the world's largest advertisers, P&G's bold innovations and entanglements in digital marketing have repeatedly reflected the typical dilemma of most traditional corporate marketing digital transformations—from the conflict between endogenous genes and digital marketing environments.

Around 2008, along with the rhetoric of former CEO Ray Fuli, "Where are consumers, where we must be," P&G blew the horn of a comprehensive advancement into digital new media. But unfortunately, P&G's decisive and ambitious digital transformation has surrendered the answer to the decline in sales revenue for the two consecutive fiscal years in 2015 and 2016. In the face of lost market performance, P&G had to start to reflect on its digital transformation decision-making and began to return to the traditional TV advertising marketing model.

There have been many analysis of the reasons for the failure of P&G marketing digital transformation, and most of the opinions are concentrated on two types. The first is that the products covered by the P&G

brand group are low-volume consumer goods, and are not suitable for emerging social media with user lifestyle and community interest as the aggregation model; another category is considered to be "broadcast" (broadcasting) "marketing does not fit into the network of communication through interaction and sharing.

Neither of these views touches on the endogenous conflict between P&G marketing genes and the digital marketing environment, so it lacks insight into the structural barriers that traditional companies represented by P&G are on the road to digital marketing transformation.

For P&G, its own brand strategy structure and the resulting marketing economic foundation are the internal obstructions that hinder the digital transformation of marketing [7].

Multi-brands eat up market size dividends. Multi-brand strategy, as the pioneering and successful application of the enterprise-level brand strategy of P&G, objectively promoted the emergence of positioning theory: P&G's multi-brand strategy is not a successful practice under the guidance of positioning theory. On the contrary, P&G's multi-brand strategy is positioning theory. Can be summarized into the case base.

Because of this, P&G's multi-brand strategy has always been the focus of the company's relish and the attention of marketing experts. The focus of P&G's brand

group and its overall structure, and ignore this strategic model for the company. This marketing economic base includes the marketing economy of two aspects created by the multi-brand strategy for the enterprise.

### **Large-scale coverage**

First, multi-brand strategies cover a broader market for companies with diverse brand communities. The implementation of the multi-brand strategy provides support for P&G to meet different market segments and consumer needs. P&G's different brands target different target markets with differentiated functional appeals and image strategies, which in turn create a strategic result for P&G to aggregate large-scale market demand. It can be said that the multi-brand strategy is the best means to eat the market size dividend.

### **Massive replication**

Second, on the basis of large-scale coverage, the multi-brand strategy has also opened up opportunities for P&G to replicate media strategies and creative strategies on a large scale. As we all know, P&G's media strategy has always insisted on TV advertising. Such a singular and obvious media strategy has greatly simplified the advertising cost of P&G's multi-brands. At the same time, P&G has always adhered to the problem-solving in TV advertising creativity. The "creative" creative model also facilitates large-scale copy marketing campaigns.

For example, companies only need to strategically solve the functional positioning of the Head & Shoulders brand "removing dandruff" and the resilience brand "smooth hair", so that it can be quickly and easily imported into "the dandruff solved with Head & Shoulders" and "hair knotted with floating Softly solve this kind of modular creativity and carry out large-scale, high-frequency marketing communication through standardized TV commercials.

In theory, large-scale coverage and large-scale replication together create the scale advantage of P&G. As long as it finds and locks in a market demand, P&G can mobilize brand marketing to quickly match this demand. Therefore, low-cost scale is the economic basis behind the success of P&G's multi-brand strategy.

### **Deconstruction of Multi-brand Strategy by Digital New Media**

Brand is the tool of enterprise differentiation management, and also the identification tool of consumers. The realization of this tool function is based on consumers' understanding and classification of brand information. Digital new media has constructed a new marketing communication environment, reshaping the mental model of consumers' understanding and cognition of brands, and has dispelled the economic foundation of P&G's multi-brand strategy.

Functional dimension: traditional classification logic

"Classification" is the basic paradigm of consumer information processing. The cognitive structure and mental model formed by classification determine the shaping path and development structure of the brand. [8]

P&G's multi-brand strategy is based on the traditional mental classification model in which consumers use product features as a dimension. Just as the "Haifeisi" brand represents dandruff, the "rejoice" brand stands for suppleness, and the "Pantene" brand stands for toughness. The brands of P&G have formed a coverage of almost all functional subdivisions with images representing different functional values. The brand group of the market.

Under the influence of the pyramidal "broadcast" media, P&G uses the "instillation" function of the mass media to inculcate consumers' top-down brand information and establish a brand information cognition framework with functions as the dimension. Under this structure, the function becomes the cognitive standard of consumers, and it is also the barrier between brands. Consumers identify different functional products according to the brand.

This strategic model of function as the logical structure of the brand is also highlighted in the brand extension of P&G. As we all know, P&G highlighted the endorsement of the P&G mother brand in its daily brand group, but in the spread of the potato chip brand "Pinke", it deliberately

played down its connection with the parent brand. This method of operation is to prevent consumers from confusing the daily brand that represents various cleaning functions with the food brand that represents the "delicious" function [9].

Emotional Dimension: Emerging Classification Logic. New Internet-based media shifts the overall information flow paradigm of society from top-down pyramidalization to networked communication. In this turn, the communication structure of all people to all people has led to the birth of social groups with interest as the focus of convergence. The dynamic mechanism of communication has shifted from traditional institutionalized media to socially driven, which has gradually reshaped consumer-to-brand information.

Mental model.

Different from the psychological cognition that traditionally functions as a dimension of differentiation, consumer brand information cognition in the digital media environment begins to turn to the emotional dimension, that is, the recognition of the brand with the recognition of emotional resonance and attitude. Consumer groups use brand-based emotional values and ideas as dimensions for dealing with brand information separately [10]. Under this mental model, emotion is the primary dimension for consumers to identify a brand, and functional differences are secondary factors, even factors that are no longer



considered. Therefore, if a brand can emotionally impress consumers, then any product that is launched in line with its "brand temperament" will be sought after by the target consumer group.

This situation is happening to almost all Internet upstart brands: "Google" brand products from search, Wi-Fi, hardware to artificial intelligence, etc., cover almost all areas related to Internet technology; "Millet" brand is moving from mobile phones Extend to non-high-tech various daily necessities; the products of "Luo Ji Thinking" brand launched from the listing so far can also be described as diverse...

Multi-brand strategy and multi-product strategy. It is the transformation of the consumer's mental model in the era of digital new media that makes P&G's multi-brand strategy of the past no longer has economic advantages and market base.

First of all, consumers no longer use functions as the standard for the classification structure of brand information, which makes P&G's brand barriers and overall architecture established by functional structure face serious challenges, and this cannot be changed simply by using digital media. [11]

Second, creating a brand in the age of social media requires powerful emotional resources, and emotional resources like the founder's personal IP can often be met. The economic foundation of relying on the television industry to replicate the brand

group on a large scale like P&G has collapsed.

Therefore, the original brand in the digital media era or the traditional brand that has successfully transformed is adopting a new brand and product architecture, that is, a multi-product strategy under a single brand. Under this strategic model, the brand will first choose a product that can represent its brand spirit to be "explosive". Most of the time, the core function of this type of explosion is to obtain the emotional identity of the consumer group rather than profit. The brand will realize the realization of profit by product extension based on the emotional identity of the consumer group. Under this new product and brand logic, P&G's traditional multi-brand strategy is particularly old-fashioned: it lacks the rich emotional resources to build a brand group, and is not good at emotional communication with the consumer groups in a new communication environment driven by social interest. This is the root cause of P&G's digital transformation.

Perhaps, P&G should abandon the multi-brand strategy and choose a brand as the experimental object of digital transformation. Create a brand through content, and then achieve profitability through product line extension. But after all, this is a completely different business model from the P&G multi-brand strategy. It seems that another set of organizational structure and operational culture is needed as the soil.

Perhaps this is an endogenous obstacle to P&G's digital transformation.

With the increasing degree of network in Kazakhstan, the development of the network is impossible to describe. E-commerce also follows this, with millions of companies noticing the opportunity. At this time, viral marketing gradually covers the mountain chains of network marketing with its own characteristics and advantages. Just marketers should not forget that the virus is a double-edged sword.

So, the source of the virus. Channels of connection. Communication facilities, if an enterprise can consider these factors and fully understand both the network environment and the power of network groups before they decide to use a virus, the power of viral marketing can really be involved.

The internet has always been fast. Google thought about how quickly it reached the search result, and became known in milliseconds. And, as we all know, the Internet has become even faster. Real-time communication channels, such as Twitter, are pushing the Internet to "real time." Where communication and information flow non-stop. This presents a dizzying array of opportunities and a complex number of problems for advertisers.

"Marketers" are built as battleships for a long, long war (but) this is a guerrilla war, "says Lisa Bradner, a senior analyst at Forrester Research [12]. One of the most

difficult problems is the new speed with which to create messages. Think about the advertisements that is in decline due to the almost unlimited supply of space that exceeds the demand for advertising. Thanks to the large market volume that moves to the dynamics in the market where advertisers, networks and agencies rely on placing ads on ie the people, not the page message and its permutations are increasingly to be performed "on the fly". And this, in turn, means more work ahead.

HP for example, using tools from Yahoo and Tumri. A campaign has recently been carried out with more than 20,000 advertising permutations. For this, said Katherine Pashkevits, director of demand generation. HP Direct, "you need to spend time thinking about your testing structure and the different things you want to test. You have a preliminary process when you launch and update campaigns." [13]

Another way to make display ads more real-time is to use live video. For example, this year Visa launched a live video ad banner that showed scenes from cities around the world. Last month they integrated live chat in their banners. GE CEO Jeff Immelt presented a public health webcast in banner ads on top sites. Both Volvo and Intuit broadcast Twitter into ad units.

Another problem for brands is that consumers now expect instant gratification when it comes to customer service, which is why marketers such as Apple, Bank of

America and Overstock.com now provide live customer service on their sites, it is almost a requirement in the real world. [14]

Help curb potential customers. Verizon uses data to report this when a live chat is required. For example, he knows that users usually leave if they spend more than two minutes on a step when registering with DSL and can send them an offer to chat in real time with a service representative in a minute. "If you can intercept them, you can not only save your problem in a matter of seconds, but also prevent them from falling into the way they interact with you." Cohn said. Consumers also expect marketers to respond quickly, no matter what the problem. Take the now infamous domino saga. In April. The consumer pointed to a video of two employees doing rude things for food.

This desire to get answers in real time, no matter where consumers are, is unlikely to change, said Andy Jacobs, CTO of MRM, Worldwide. "Our customers are in a very reactive world," he said, "they have to react to things, they need methods by which they can confidently and quickly publish information through the right channels."

For corporations, this requires new strategies. This means, for example, bypassing normal signing levels to get information to quell customer uprisings, - said Jacobs.

The so-called network marketing refers to a kind of marketing mode that is used by a company or marketing personnel using a

computer network, dataphone and digital switching media, and others to achieve a marketing goal. This is a component of the company's overall marketing strategy. In short, network marketing is a marketing activity that uses electronic information tools over the Internet. Network marketing is based on the popularity of electronic information technology and the development of the Internet. Therefore, to explore the features of network marketing, you first need to discuss the features of network marketing. [15]

First, the Internet has a global function. One of the natural instincts of the Internet is a global framework. The Internet can spread to anyone in the world, and anyone can achieve instinctive communication with other people anywhere in the world using the Internet. In other words, the effectiveness of the Internet also depends on its coverage ratio. The more users, the greater will be their value.

Secondly, another feature of the Internet is its virtuality. People on the Internet come together to meet a variety of goals and form a virtual society. The people who make up the virtual society may not exist as a real substance. In addition, the Internet has a direct function. The Internet may omit an intermediary link for instant information sharing and exchange between organizations and organizations, individuals and organizations, individuals and individuals.

Finally, the Internet has an interactive feature. This is reflected in the fact that organizations and organizations, individuals and organizations, as well as individuals and individuals can communicate with each other through two-way feedback with messages. This increases the degree of understanding between people and the order of accuracy of information [16].

Spatio-temporal breakthrough and immediate feedback

First, network marketing violates the time limit. In network marketing mode, the information system operates for 24 hours, and network marketing activity continues for 24 hours; the timeliness that the company transmits the marketing message and receives feedback from customers receives a good guarantee.

From an enterprise's marketing point of view, a marketing message cannot be limited to a time frame for transmission and can publish and update at high speed at any time, and customers can also receive the latest sales messages at any time; From the point of view of customer feedback, enterprises do not need to spend significant resources on collecting feedback information, and customers are no longer passive receivers of information.

### **Research methodology**

In order to analyze and find the effectiveness of a digitalization strategy in the development of a brand, communication through social networking sites was carried

out using the survey method and content analysis.

### **Data collection methods**

The survey method helped determine brand reach among the target audience, ways of influencing, using these social networking sites and accessing this form of communication. Content analysis is another method used to analyze the digitalization strategy of various social networking sites with certain parameters among the three leading Indian social networks, which are combined with the results.

### **Study design**

In this study, content research and analysis was conducted to find the effectiveness and impact of communication when branding any product or service in the target market through social networking sites such as Facebook, Twitter and Orkut.

The survey was conducted randomly among users of Facebook, Twitter and the Orkut user community, sending a questionnaire over the Internet to collect individual opinions from respondents.

### **Sample selection**

The fuzzy sampling method is used to collect opinions from online respondents. The total population is a community of users of social networks, but for collecting effective data, the sample is limited to the target population, for example, young people, graduates between the ages of 16 and 30 years. The sample size is one hundred.

Table 1 - Usage of Internet

Sample number	Once a week(%)	2 to 3 days a week (%)	1 or 2 hours a day (%)	More than 3 hours a day(%)
1	12	19	30	39

Table 2 - Awareness of social networking sites.

S/N	Yes (%)	No (%)
1	98	2

From this result it can be seen that almost 98% of Internet users know about social networking sites, and only 2% of them are ignorant. Although the concept of computer communities goes back to the beginning of computer networks, only a few years after the emergence of Internet social networks public and commercial in a sequential manner. At the most basic level, an online social network is an online community in which people interact, often through profiles that present themselves to others. Social networks grew rapidly, and some, like Facebook, Orkut, reached the mass market and penetrated several months after they were created, such applications violated their

users in a different strategy to interact with more people (Table 2).

Ads in different social networking sites From the earlier mentioned, it is found that 45% of the users find Facebook as a well communicated social networking sites, which promotes more brands and advertisements, gives information about product and service which is useful for the young user community in an interactive way to learn more about the particular brands, 12% user suggests Twitter, please follow one pattern all here small words has effective communication of advertisements. 28% of users find Orkut as the second option in communicating brand advertisements (Table 3).

Table 3 - Ads communicated in these social networking sites.

S/N	Facebook (%)	Orkut (%)	Twitter (%)	Others (%)
1	45	28	12	15

#### Exposure of different kinds of ads

From the data, it is found that 32% of respondents have come across web banner ads in these social networking sites like Facebook, Twitter and Orkut; whereas 8% cut

across pop up ads and flash ads in various websites and 31% of users found video ads in YouTube and in other sites. Google, Yahoo and News International have bought themselves a presence in the social

networking arena with different communication strategy to have innovative appearance in content and display (Stroud, 2007). The detailed rationale for these acquisitions differs, but all have a common theme of essential access to the enormous audiences of these sites (Table 4).

**Communication creates trust on ads**

From the survey data, it is understood that 38% of user agreed and satisfied with

ads appearing in social networking sites, whereas 11% of the user disagreed and unsatisfied with certain communication of information. Only 51% of the respondents found it neutral. The web has proved a catalyst in bringing the changes forward and amplifying their scale in creating trustworthiness (Table 5).

Table 4 - Exposure of different kinds of ads.

S/N	Web banners (%)	Pop ups (%)	Flash ads(%)	Video ads(%)	Others(%)
1	32	8	31	22	7

Table 5 - Communication creates trust on ads.

S/N	Agree (%)	Neutral (%)	Disagree (%)
1	38	51	11

As seen earlier, the various brand communication factors involve in these kinds of social media advertising and day by day competition among the brands increase. So, to survive brands, the communicators come up with more and more innovative, interactive and interesting kinds of brand communication messages which make the users to access them and develop closeness with the different brand communication strategy with attractive name and its service.

1. The finding of the study states that the audiences respond more to interactive marketing than the traditional ads followed in internet advertising.

2. Almost everyone is communicated through social networking sites.

3. Nearly 70% of the audience has impact through ads in social networking sites and half of them access these ads e.g. games, quiz, events, etc.

4. Users remember the brand by the way they advertise. They respond to any new form of advertising which interest them.

5. Social networking sites will become the primary arena for highly targeted marketing and advertising. Social networking sites present a plenty of opportunities to build a brand.

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