



Digital technologies in Branding

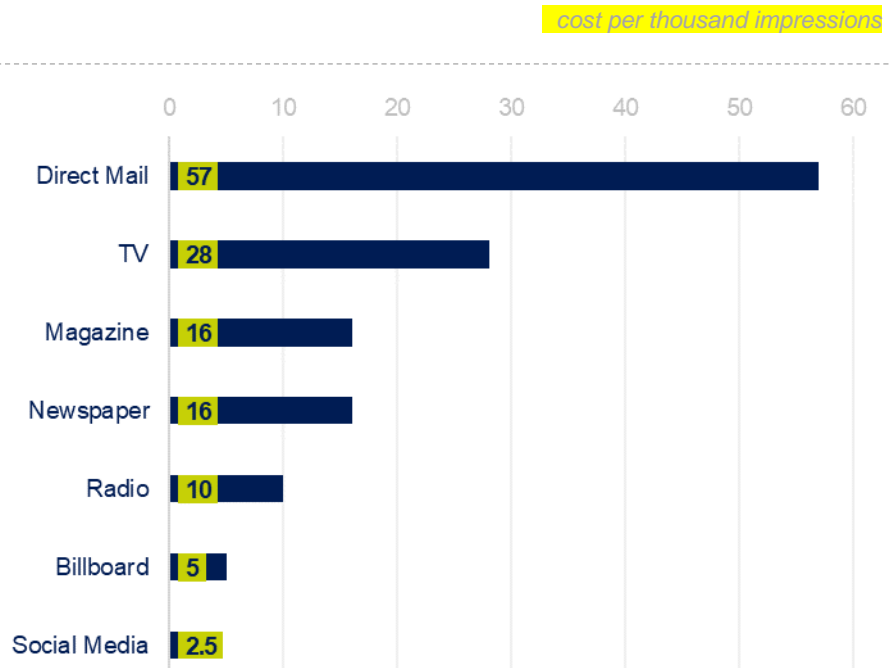
Digital technologies in Branding

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In recent years, the term “digital technologies” has become central to modern markets. Digital technologies, as a term includes many variations of technologies - these can be used both separately or in combinations with other technologies. Subsequently, they have become central to modern branding and marketing efforts.

Effective branding helps create successful marketing. The process of marketing a brand helps organizations target potential customers to develop its position within its chosen market - new, exciting, and efficient communication technologies have always been fundamental to such efforts. In the past, these technologies took the form of print media, radio, and television. However, over the last decade, these traditional marketing methods have declined in importance, replaced by modern digital technologies.

Social media allows organizations to reach a large targeted audience quickly, branding goods to different people in different ways. The attraction of new digital marketing strategies is increased by the relatively low cost of advertising compared to more traditional marketing methods. The below graph details the cost per thousand people reached by advertising methods, highlighting the value for money that social media marketing compared to other methods.



Source: lyfemarketing.com

Using social media to brand and market an organization or goods has many advantages beyond simply cost and reach. Effectively accessing social media markets is beneficial due to the time spent on social media platforms by consumers. This provides elongated exposure for companies and products to potential customers or clients. Furthermore, being on these platforms maximizes marketing efforts as it reaches audiences at times

of the day when they are most likely to engage with new goods, ideas, or services. Studies show that people are more receptive to new information in the morning; this is also when traffic on social media platforms is at its highest. Furthermore, digital marketing on social media platforms provides high-quality communication with customers. Advertising can be more engaging, take a multitude of forms, and interact with its audience. Digital marketing crosses digital platforms. It allows organizations to reach customers on their computers, phones, or tablets.

Digital technologies give organizations and people flexibility in their approach to marketing; it allows brands to express originality. Successful branding is the process of creating associations, attitudes and feelings with a specific product or organization. Digital technologies broaden the ways of achieving it.

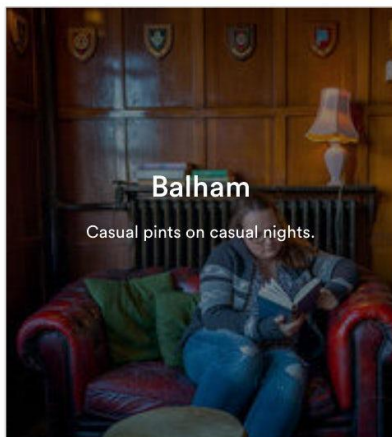
An excellent example of this is Airbnb. UX (User Experience) has played a huge role in its success with its simple, intuitive website and a mobile app. It simplifies booking a place to stay worldwide. Furthermore, the app provides a simple visual insight into the interesting events or places to visit at the destination of the customers travels.

Find a Neighbourhood in London

What kind of neighbourhood are you looking for?

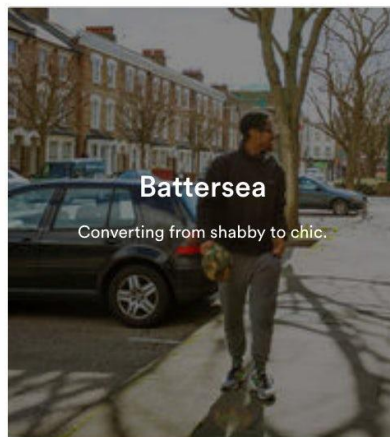
Museums & the Arts 15	Shopping 19	Touristy 20	Peace & Quiet 13	Loved by Londoners 18	
Dining 23	Great Transit 28	Artsy 12	West End 9	Nightlife 13	Along the River Thames 13

47 neighbourhoods. [See all listings](#)



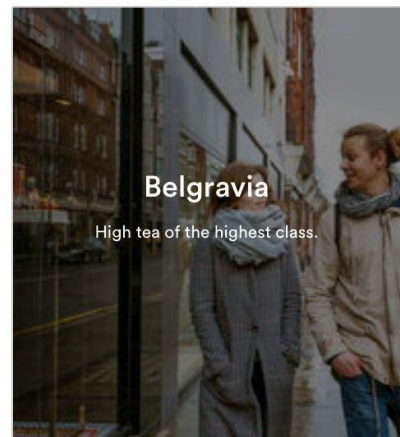
Balham
Casual pints on casual nights.

Tasty Food • Village Life • Family Friendly • The Bedford Club



Battersea
Converting from shabby to chic.

Battersea Arts Centre • Green Parks • Riverside • Yummy Mummy

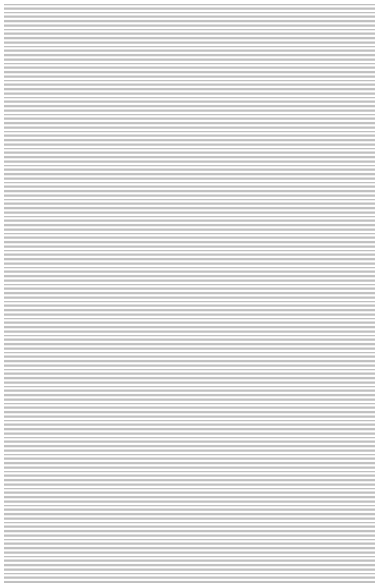


Belgravia
High tea of the highest class.

Residential • Fashionable • Grand White Terraces • Foreign Embassies

Another example of successful marketing using digital technologies is Pepsi's 2014 Football World Cup campaign. Pepsi created 250 million virtual reality cans, which allowed fans to play virtual football with five of

the world's top players. It was highly successful and resulted in over 60,000 hours of public engagement with Pepsi's product at a low cost.



The famous cosmetic company L'Oréal, with its application, Makeup Genius, allowed customers to try and then buy specific products online. It used a virtual mirror to show what the make-up would look like; meaning customers could shop securely for new products without going to a store.



Digital technologies allow organizations to reach potential customers in a more direct, personal, and effective way. This means building brand trust and developing positive emotions associated with a name and product no longer requires companies to invest heavily in old-media advertising. Technologies have lowered the cost and minimized the distance between customer and company more than ever before.

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