

How Can a Brand Utilize Social Media to Achieve Impressive Promotion

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Abstract: Diversification of consumer consumption attitudes is becoming increasingly evident. In the modern era of social media, brands have a greater propensity to engage in effective communication via the Internet, motivated by goals such as enhancing brand recognition, revitalizing their public perception, and boosting sales performance. This thesis discusses how can brand utilize social media to achieve impressive promotion and concludes that brands can accomplish efficient, in-depth publicity and marketing in the following three ways: First, employ creative and forward-thinking promoting techniques without overemphasizing utilitarianism. Gradually introduce consumers to the depth of the story and expertise. This leaves a lasting impression. Focus on doing the right thing, not immediate sales numbers. Second, build effective customer communication. Brands and consumers are linked by their connection. Brands can cultivate positive relationships to comprehend consumer desires. Third, always prioritize sustainability. Raise consumer awareness of sustainability. It's important to stick to the green development idea and give it enough time to prove it.

Keywords: social media, brand promotion, propaganda strategy, live stream

1. Introduction

The exponential growth of social media platforms has significantly enhanced the convenience experienced by consumers. In contemporary times, customers have expanded their use of social media platforms to encompass a multitude of objectives that extend beyond mere social engagement. The proliferation of social media platforms has dazzled the public with the amount of news feeds and constant updates. Viewers have access to a wide variety of videos and articles daily. An increasing number of corporations and businesses have recognized the great business value of social media and have embarked on content marketing. When compared to traditional promotional strategies, content marketing employs a distinct approach that captivates individuals through the provision of important and engaging information, influencing their perspectives and actions. At this point, using social media has undeniably emerged as a significant advancement in brand communication and marketing. In the age of information explosion, consumers have displayed a diminished interest in vacuous commercials and slogans. Instead, they are more inclined to pay attention to brand stories that include unexpected elements, vividness, and depth. Brand storytelling has emerged as an effective means for enterprises to shape their brands and convey brand messages.

The current state of research regarding social media and brand has a big diversity. There has

research on the need to be aware of the “echo chamber effect” in the communication of brand symbols and image building in the social media environment. The negative aspects of social media need to be taken seriously, and brands should think about how to make consumers better able to distinguish good sources of information. By creating differentiated brand symbols and telling good brand stories, brands can create a better Internet environment for consumers [1]. Research on the influence of social media on internet-famous cities shows that social media has a positive impact on internet-famous brands. There are differences in the impact of different types of stakeholders on city brand awareness and loyalty [2]. Research on brand co-branding marketing in the age of social media demonstrates brands are more proactively opting for co-brand marketing. Creative strategies can make co-branding burst with energy [3]. The field on the strategies employed by brands on social media platforms to effectively execute notable promotions is predominantly comprised of analytical discussions, lacking in empirical case studies. This paper will employ suitable examples to elucidate the points.

The research methods used in this essay are mainly case study methods. Collect brand-specific information and profiles. Make a detailed analysis, induction, and summary of these materials. Conduct a specific and in-depth analysis of the selected cases, trying to find out the methods and innovations adopted by the successful cases in the process of brand development. And use these cases as the basis for the article’s theoretical research as a strong support.

2. Case Description

Social media can be a double-edged sword for brand development. Brands are continuously searching for fresh and inventive methods to utilize social media to achieve success. ARC’TERYX is an outdoor brand founded by Dave Lane and Jeremy Guard in Canada in 1989. When it comes to promoting the brand, ARC’TERYX has an in-depth approach to both live programs and brand partnerships. He Chuan is a representative figure of Chinese folk “climbers and an iconic big wall” climber. On August 24, 2020, ARC’TERYX set an unprecedented collaboration live streaming with He Chuan. The show was climber He Chuan’s latter-stage journey up the north wall of Potalaka Peak. The live broadcast lasted for about eight hours and attracted the attention of more than 700,000 people. At 18:25 that day, He Chuan successfully climbed Potalaka Peak, taking five days and five nights, becoming China’s first climber to climb the north wall of Potalaka Peak [4]. Within six years before this time, He Chuan was challenged six times. In 2017, his foot bone even fell into a comminuted fracture [5]. He Chuan’s indomitable spirit has infected many people. Although many people do not climb mountains, they still harbor feelings of yearning. Chuan also has the same pursuit of doing one thing to the extreme as ARC’TERYX. He wore the ARC’TERYX’s apparel, which offered exceptional professional support. In addition to the live broadcast of the climbing scene, ARC’TERYX also invited several senior outdoor climbers to bring related explanations to the audience. Distinguished from the regular mode of live streaming with product selling, ARC’TERYX focuses on the quality of the content, which is profound. The live streaming enhanced the visibility of the brand.

Brands are also using social media to experiment and promote in many ways. ARC’TERYX takes co-branding and cultural influence into consideration. In July 2022, ARC’TERYX started a five-year partnership with Songtsam. Songtsam is a Tibetan-style lodging and cultural tourism brand that specializes in high-altitude areas. The essential for these two brands to collaborate is that they both pay close attention to the sustainability of humanity and nature. ARC’TERYX has set up a store at Songtsam Linka Retreat Shangri-La. Shangri-La’s natural beauty and unique geographic location attract many hiking enthusiasts. Moreover, the “Kawagarbo” collection co-branded by ARC’TERYX and Songtsam is inspired by China’s mountain ranges and local culture, making the design and core of the project meaningful. The collection includes the BETA AR JACKET MEN’S, GAMMA MX HOODY, and AERIOS 15 BACKPACK. The color palette Oracle and Daze Yellow, Bordeaux Red, and Kingfisher Blue all reflect nature. Arcteryx also considered elements in the local “five-color

culture”. The “Thirteen Peaks” graphic on the BETA AR JACKET represents the 13 peaks of the Meili Snow Mountain Range, the highest of which is the theme of the co-branding, Kawagarbo [6]. Tibetan models chosen for the runway show also incorporated Tibetan ethnic clothing and accessories into their looks while interpreting the products. The collaboration between the two brands inspires the public to explore the endless charms of the outdoors. The audience was impressed by the vitality and cultural sense of the co-branding.

Because of the rise of social media, which has made people feel more connected to their country, people have more national pride and a stronger sense of who they are. Brands apply culture to make their marketing campaigns more targeted and to capture the orientation of social media users. So how can brands utilize social media to achieve high-quality, meaningful, and heartfelt communication?

3. Strategies for Brands to Attain High-quality Development

3.1. Focus on Promoting Brand Connotations

Brands need to be innovative in their communication tactics. To draw in and arouse the emotions of viewers, many brands use large body movements and emphasize words in their live streaming. Dynamic music, repeated readings of countdown counts, and reminding of remaining stock also encourage viewers to place orders. While this kind of live streaming invokes the buying behaviors of hesitating viewers, the live room style will cause the audience to get visually and aurally fatigued easily. Fast-paced advertising can undoubtedly boost product sales in a specific period, but it lacks the soul and vitality to sustain long-term brand recognition. Some situations may occur: consumers realize that they bought something they don’t need on impulse after the live broadcast ends; consumers only remember the product and the exaggerated streamer but have a vague impression of the brand.

New Oriental’s bilingual and knowledge-based live streaming is refreshing. New Oriental, is a comprehensive education & technology group founded on November 16, 1993. By some coincidence it has opened up a new track: e-commerce live streaming. They mainly promote and sell high-quality agricultural products and high-quality books via live streaming. The new mode of English instructors to streamers plays a significant role in grabbing people’s attention. Their live broadcasting room does not use intensive sales jargon and compact rhythm but a slow, deliberate pace of dialogue. Besides the introduction of goods, what the streamers present to the audiences are historical narratives, philosophy, perception of life, beautiful poetry, etc. New Oriental can expand its scope beyond the description of products and delve into the diverse range of knowledge associated with them. Additionally, it includes the instruction of commonly used English vocabulary. The audience’s motivation for consuming has shifted steadily from product-oriented practical consumption to self-satisfaction-oriented value consumption. People’s spiritual requirements will become more important to them as their standard of living rises, which will impact how they judge the quality of goods. What they will gain and learn during the time they stay in the live streaming room will be within the scope of inquiry [7]. In campaigns, brands can focus on the requirements of the audience by immersing them in narratives that resonate with them. Moreover, ARC’TERYX’s live streaming is also a breakthrough. For instance, ARC’TERYX’s live broadcast of He Chuan’s climbing and the popularization of outdoor knowledge has attracted a considerable amount of people to participate in outdoor activities. The public’s understanding of the brand is enhanced through comparable live streaming. Consequently, the audience will gradually come to know and appreciate the brand in addition to learning new things and viewing wonderful natural wonders.

3.2. Enhancing the Level of Interaction Between Brand and Customer

Another point that can be made is the interaction between brands and customers. With the prevalence

of modern social media, consumers who share the same values can easily navigate to and interact with content that interests them. Brands have the potential to pick the appropriate trending topics to connect with and guide consumers according to their brand identity and consumer focus. The significance of community about a brand is readily apparent. It is part of the brand culture, the basis for increasing user stickiness, and the strength of the brand's core [8]. A brand has the potential to create a platform that can seek public opinion, and actively respond and address it. On one hand, the general populace is capable of promptly accessing knowledge, while on the other hand, they possess the ability to actively articulate their viewpoints on subjects of personal interest. By engaging in online conversations with consumers through a range of channels, brands can gain a deeper understanding of what consumers are thinking. From the consumer's point of view, this approach makes each individual feel strongly involved and identified with the brand's vision and values. It is a necessary factor for the brand to be able to go further in the future.

3.3. Concentrate on Sustainable Development

The integration of sustainability is crucial during all stages of a brand's development, as it forms an inherent element of the brand's self-conception and operational requirements. Brands need to conform to the guidelines prescribed by the laws of nature. Avoiding excessive exploitation of natural resources and prioritizing the use of materials that exhibit little energy consumption. Demonstrating empathy towards employees, and establishing a cohesive and aesthetically pleasing atmosphere inside the workplace. Reduce pollution emissions, promote a low-carbon lifestyle, and develop advanced technologies. Establish a harmonious relationship between humans and nature. Listen to customers and fulfill their reasonable expectations and demands.

The persistent occurrence of natural disasters, the piling of waste, the contamination of water sources, and other challenges serve as ongoing reminders that to achieve progress, individuals must actively pursue a state of harmony with the environment. Consumers nowadays will pay more attention to and be more passionate about brands that respect nature and have a sense of responsibility [9]. ARC'TERYX team's ReBIRD program focuses on the exploration of fabric technology and has been committed to practicing more environmentally friendly manufacturing for many years. The entire ReBIRD program consists of Reduce (choosing greener materials and optimizing production processes), Reuse (recycling, making the best use of what they have), Repair (repairing or replacing damaged garments or parts of fabrics to restore their original functionality), and Respect (respecting the natural environment and contributing to environmental projects) [10]. The brand's dedication to sustainability is accompanied by a social media campaign that promotes environmental protection and the multiple use of resources. In the long run, the brand and its followers share the same state of mind and have a close relationship.

4. Conclusion

This thesis discusses how can brand utilize social media to achieve impressive promotion and concludes that brands can accomplish efficient, in-depth publicity and marketing in the following three ways: First, the implementation of inventive and forward-thinking promotional strategies is recommended, while simultaneously avoiding excessive emphasis on utilitarianism. Gradually immerse consumers in the profound relevance of the narrative and knowledge. Thus leaving a distinctive memory point. Leave the momentary sales numbers behind and focus on doing the right thing. Second, customer communication should be as effective as possible. The core tie between brands and consumers lies in their connection. To have a deeper understanding of consumer needs, brands need to cultivate and maintain a positive connection. Third, maintain a steadfast focus on the principle of sustainability throughout. Increase consumer awareness of sustainable concepts. Once

the fundamental concept has been created, it is crucial to stick to it consistently and allocate sufficient time to substantiate its authenticity.

This thesis only briefly analyzes and discusses how brands can use social media to communicate efficiently and deeply, and there are still some shortcomings. In the future, the research on branding can be more detailed: First, the features and presentation of brand social media interfaces. Examines the impact of functional arrangement on visual primary and secondary elements. Second, examination of the product supply chain. Brands adhere to corporate ethical standards to enhance the credibility of their sustainability initiatives. All of these topics require more investigation in further studies.

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