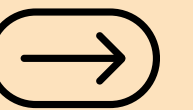


The 21st-century marketplace: Digital Branding in the Digital Era

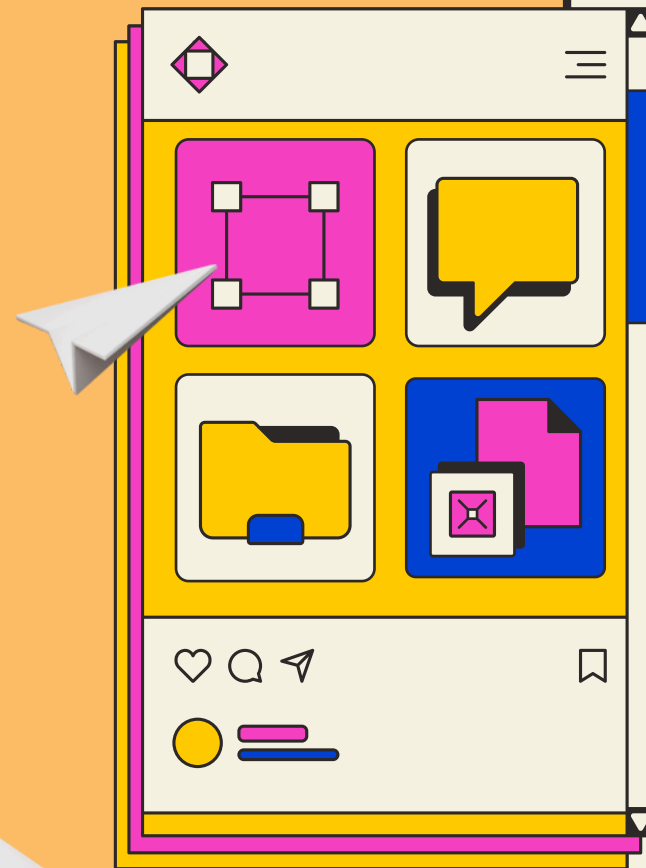


Mr. Roy Sharma is the Head of Communications & Customer Centricity Agency Business at Tata AIA Life Insurance. With over 21 years of experience, he is accountable for the development, integration, and implementation of a broad range of activities related to the strategic direction and positioning of Tata AIA-Dream Team Agency and Behavioural Change Catalyst for customer obsession.

Mr. Sharma has studied from some of the most premium institutes like Columbia Business School, Indian Institute of Management Ahmedabad as well as Indian Institute of Management Indore. Leveraging his expertise across disciplines, he is a Guest Lecturer, enabling transdisciplinary learning at institutions of repute. He was the recipient of Prestigious J.N.Tata Endowment Scholarship twice for UC Madrid and EFPM-IIM Indore and RD Setna scholarship for Academic Research.



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PhD
Head of Communications & Customer
Centricity Agency Business
TATA AIA Life Insurance

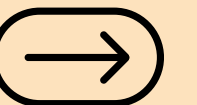


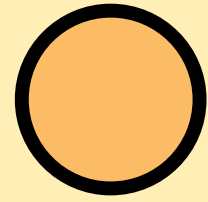
Celebrating web 2.0

The marketing industry has been disrupted by the digital revolution more than any other. Web 2.0 is appropriate time to examine how branding has evolved in the digital revolution.

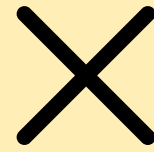
Constant evaluation of the digital assets is a on going process since firms are expected to adjust and realign their marketing strategies.

The literature on digital branding and the effects of digitalization on brand management, is largely in its nascent stage.



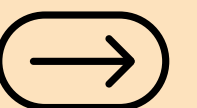


The evolution @digital branding



DB over several decades has been influenced by a range of factors and issues.

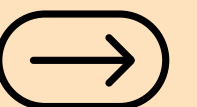
1. Technological advancements have been a driving force, providing new platforms and tools for brands to connect with their audience.
2. Shifting consumer behaviour, driven by increased empowerment and connectivity, has necessitated brands to adapt their strategies to meet evolving expectations.
3. The rise of social media has transformed brand-consumer interactions and the importance of user-generated content.
4. Globalization has expanded market reach, requiring brands to consider cultural nuances.
5. Data privacy and security concerns have emerged as critical considerations for brands, demanding transparency and compliance.
6. Content overload and attention span challenges have called for compelling and relevant content creation.

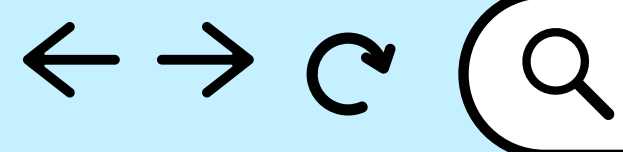




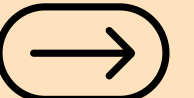
- 7. Influencer marketing and user-generated content have disrupted traditional approaches
- 8. measurement and analytics have enabled data-driven decision-making.
- 9. Personalization and customer experience have become pivotal in building brand loyalty.
- 10. Continuous adaptation and learning have been essential for brands to remain competitive in the dynamic digital landscape.

By understanding and addressing these factors, brands can navigate the evolving digital branding landscape successfully and build a strong and impactful digital presence.





- The digital era is a fascinating opportunity to be alive, one brimming with opportunities to expand businesses and build brands online.
- The 21st-century marketplace and its consumers are connected digitally as an innovative and inquisitive technique of information gathering.
- In the first two decades of this millennium, the proliferation of digital media and increasingly mobile Internet connectivity have undoubtedly had a significant influence on brands and brand management.
- Innovations have ushered in a brand-new epoch known as “the digital era.” This golden age has fostered a few unique challenges that aim to approach branding in novel and interesting ways.





- **5.56 billion people utilize the internet worldwide.**
- **Internet usage rising by +2.5% yearly**
- **67.9% of global population present Online.**
- **Users spend 6.26 hours every day browsing, sharing, and mining information v/s 2 hours a decade ago. (Highest in Africa Lowest In Japan)**

Brands must create a digital identity for their business in today's technology-driven economy to sustain consumer awareness.

Maintaining an online presence is essential for businesses to continue being successful and relevant considering the increasing amount of time that customers are spending on digital platforms nowadays.

The digital era is an exciting moment to be living since it offers a wealth of chances to expand enterprises and create online brands.

Evolution @ Digital Era



- The “traditional way of doing business” is no longer viable for marketers as the touchpoints have evolved and been restructured.
- The battle to be relevant in a society that is overflowing with innovative media channels and borderline aggressive engagement, where information has become the most valuable asset.
- Consumer behavior and buyer-seller connections has shown a fundamental shift in how customers interact with brands.
- The Internet has not only evolved and arisen as a tool for people and businesses, but it has also become a necessity for everyday living.



- The Internet is the go-to source for information about virtually anything, with people spending more time online than offline, businesses from all niches and ages are being compelled to take their online presence and digital branding seriously.
- As the influence of the digital world grows, any communication strategy, brands today need to understand the significance of the ever-expanding and adaptable digital world.
- Consumers increasingly seek to connect with brands online as a result of the increasing growth of digital devices.
- Hence, digital branding has emerged as a distinct field with just as many, if not more, specializations and subcategories as traditional branding.



What is a brand ?

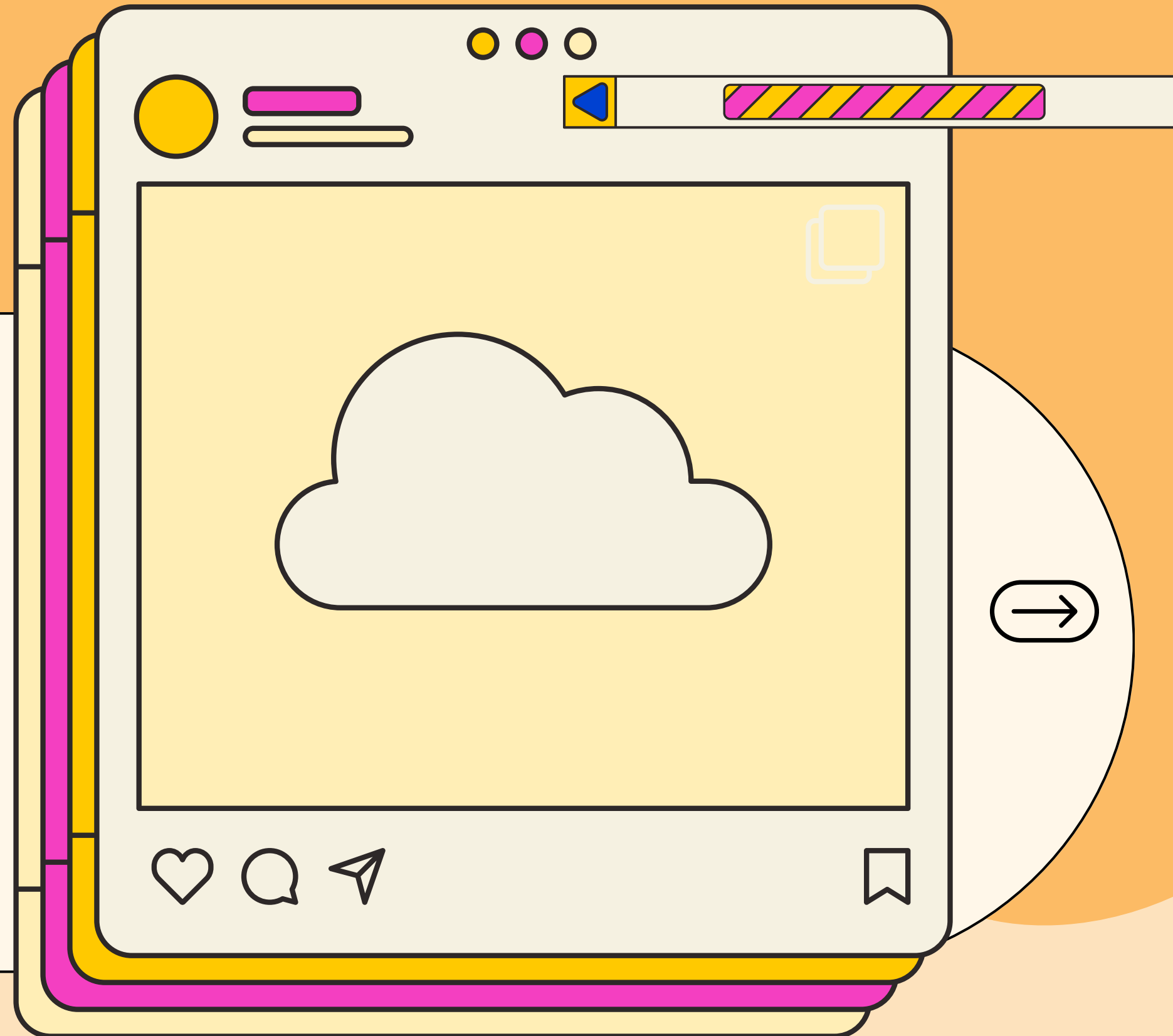
A brand is made up of all the components that set a company apart from competitors, including its logo, colour scheme, typography, taglines, symbols, etc. To distinguish a brand from its rivals in the market, it may be a service, a good, or even just a concept that can be communicated to the public. Branding is the process of creating any product, with the aid of numerous components, with a unique and distinctive personality (Ress, 2022).

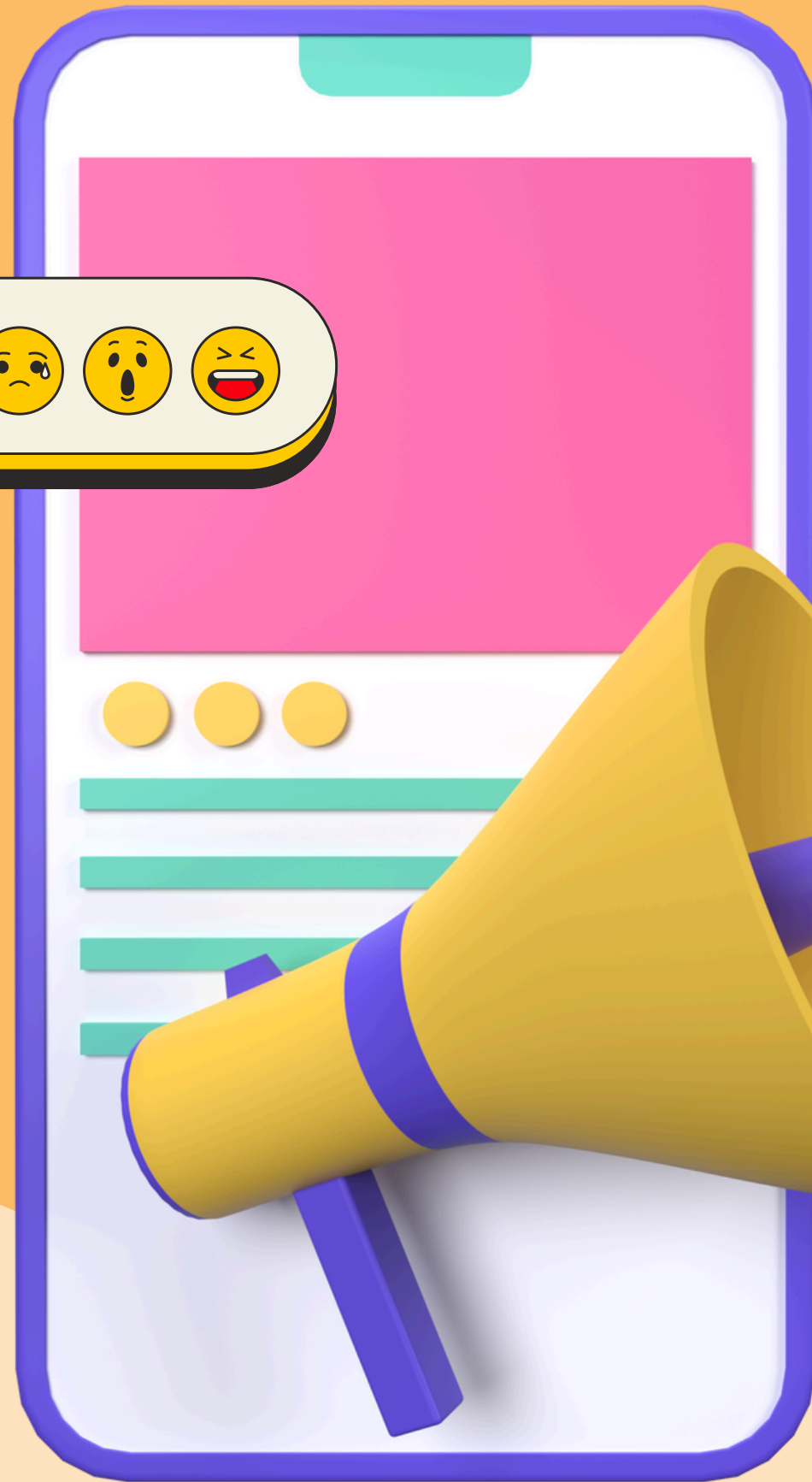
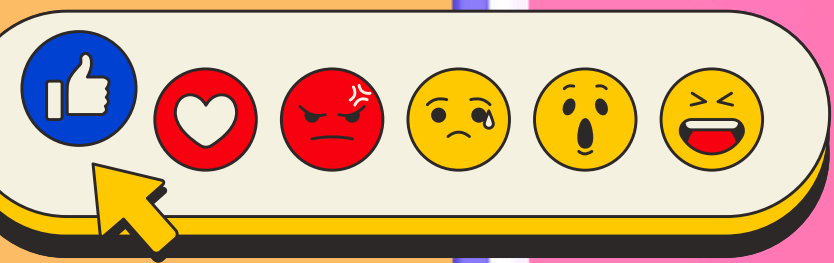




Evolution @ Brand

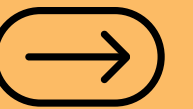
The concept of branding emerged after the advent of competitive markets. This stemmed from a mismatch between supply and demand. The only distinguishing feature that could be detected as supply began to expand and suppliers were offering comparable goods was the branding of their goods. The essence of branding has completely revolutionized with the development of technology. The world of branding has altered significantly as a result of firms attempting to impress customers by telling stories, developing personas, and establishing a distinct brand identity (Mergel et al., 2019).





Brand @ 2day

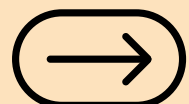
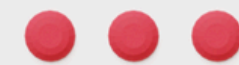
Branding has undergone tremendous change as a function of the proliferation of digital platforms and is continuously evolving. 25 years ago, branding was quite straightforward. Businesses would generate an enjoyable shopping experience, run TV commercials, advertise on billboards, play radio jingles, and purchase a sizable listing in the Yellow Pages (Ritter & Pedersen, 2020).



What necessitates branding in Digital Age?



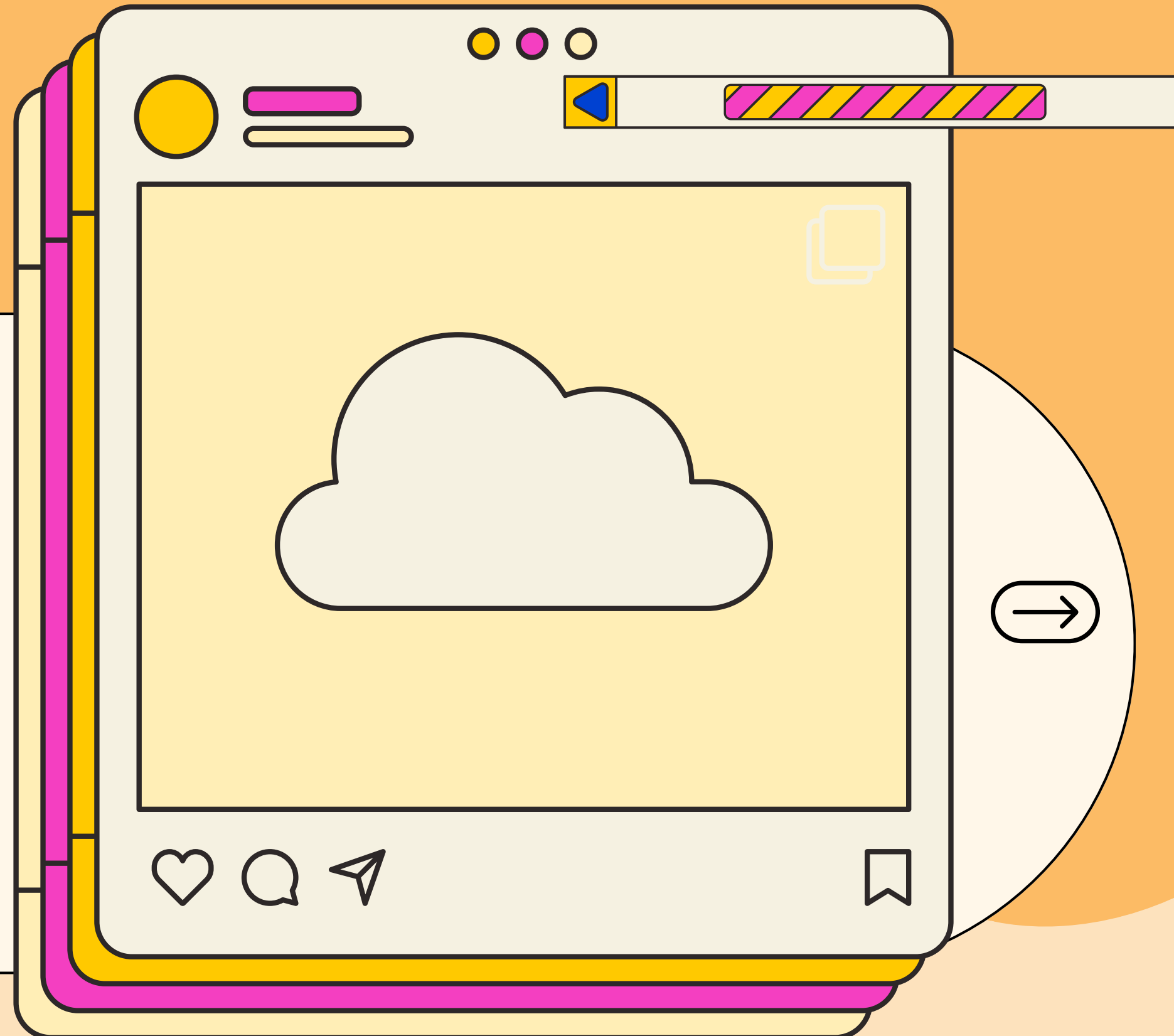
The necessity of branding in the digital age is as important as branding itself. Digital branding, also known as branding in the digital era, is a brand communication strategy that leverages the internet and digital marketing to strengthen a brand's characteristics, build its presence, and promote the brand (Jerez- Jerez, 2022).





Evolution @ Digital branding

Digital branding originates from direct marketing, and it is executed through specific digital platforms, including the Internet itself, mobile applications, social media, and most significantly, digital media content. Additionally, it includes all of the components, including the logo, colour palette, typography, taglines, symbols, etc. Effective branding can solely be viewed as a reflection of how the target consumer perceives a brand, whether it be traditional branding or digital branding (Niculescu et al., 2019). This effective branding contributes to enhanced brand positioning in consumers' minds.





Strategizing communication on digital platforms

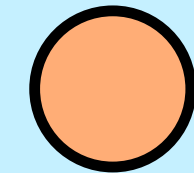
It is crucial to strategize communication on digital platforms in a way that resonates with the positioning that brands desire to establish. Digital marketing and social media have simplified the process to communicate with and engage with customers online, but they have also made it simpler for customers to modify their perceptions of brands (Denga & Sandip, 2022b).

Do's when branding on digital Platforms

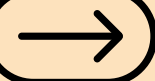
The brand guidelines, which specify the tone, colour, typography, and general appearance of brands must be adhered to, especially when done digitally it makes simpler for customers to relate. Brands must be as consistent as possible across all digital channels to boost their reputation, appeal, and customer loyalty.



The Concept of Digital Branding. (DB)



- DB is a brand management technique that employs a combination of internet branding and digital marketing to develop a brand over a range of digital channels, including internet-based relationships, device-based applications or media content (Ress, 2022).
- DB refers to the process of creating and managing a brand's identity and presence in the digital environment. It involves using digital channels, such as websites, social media, and mobile apps, to communicate the brand's values, establish relationships with customers, and differentiate the brand from competitors. Chaffey and Smith (2017),
- DB aims to forge relationships between customers and the services or products being offered to create brand recognition digitally. Digital branding strives to boost brand awareness, image, and style rather than necessarily generating sales.
- DB promotes long-term customer loyalty.





Four essential elements that go into digital branding establishment:

1. Creating a digital brand narrative,
2. Digital media and marketing creativity,
3. Forming digital relationships
4. Content distribution to channels based on consumer data and habits (Li et al.,2022).

Four essential elements that go into digital branding establishment: (Cont.)

Branding has been redefined in the contemporary day.

a. Today's consumers have far higher expectations from brands; therefore, they must constantly engage with them. Creating a digital brand narrative.

b. Marketers must keep an eye out for mentions of their brand online, reply quickly, and employ digital platforms expertly. Businesses not able to keep up with today's quick-moving, constantly growing digital platforms and dwindling customer attention spans will fall behind.

c. Contrary to earlier methods of one-sided communication, customers nowadays have a central role in brand co-creation. Digital media has transformed the form of communication from one to many to one to one, as opposed to conventional media's one-to-many. This means buyers now have access to more customized products, which enhances their post-purchase satisfaction.

d. In light of digital trends, the brand promise, brand identity prism, and brand personality are being reinvented. Takeaways from popular culture, knowledge of trending phrases, and social media monitoring have become essential for brands so these things aid in keeping brands relevant.



○ Four Cornerstones X

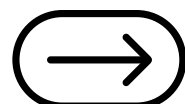
There are four cornerstones on which brands should base their branding as it evolves to keep abreast with consumers and purchasers in the digital age:

Brand

Technology

Audience

Communication



Brands may redefine their branding for the digital age and achieve success by focusing their attention on three integral domains:



**Brand identity
and unique
selling
proposition
(USP)**

**Visual
Branding and
Marketing**

**Audience- Creating
customer personas
alone is not enough
for effective digital
branding.**

**Thank
You**

Roy Kshemendra, PhD.

9820684745 (8 :00 am - 8 :00 pm)

<https://www.linkedin.com/in/dr-roy-kshemendra>