Multimedia Advertising and Marketing Methods in the Context of Digital Communication

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Abstract. This study uses a longitudinal multi-case study design and the objectives of the study are: 1. to explore the application of digital content marketing (DCM) strategies in the context of digital communication; 2. to identify the communication objectives used in their DCM strategies for social media using luxury car brands as a case study; 3. to assess the engagement (reactions, shares, views) of each brand on social media; 4. to use Facebook as a case study to examine the type of media used for his advertising content (text, links, photos, videos, hashtags). The analysis included identifying marketing communication objectives through media content types, social media content marketing strategies and social media indicators. The research results show that brand awareness, brand personality and brand distinctiveness are the most frequently used goals in multimedia advertising and marketing, which makes the focus of digital content advertising marketing used by brands on social media more visible and recognizable, and humanized features and attitudes are reflected on social media.

1   Introduction

Marketing communication is one of the most important components of modern marketing, although it is difficult to develop, and it is facing strong changes. In recent years, driven by the explosive growth of new digital media options, this challenge has become more complex. As one of the digital media platforms, social media marketing is often used to contact customers. Creating digital content marketing (DCM) for each brand is an important ability to develop social media platforms. DCM refers to the management process responsible for identifying relevant digital content, forecasting customer needs and profiting from it. As with advertising, DCM intends to cultivate brand awareness and sales by expanding consumer participation, increasing consumer trust and relationship. However, this is different from advertising, which aims to promote sales. At present, the biggest challenge facing marketing managers is how to develop DCM for brands, so that they can improve social media awareness, participation and sales indicators. The actual results of social media metrics refer to measuring, monitoring, reporting and computing social media content. Nevertheless, as the metrics have not yet reached standardization, it depends on the target of marketing objectives, and the most appropriate indicators for specific measurement standards.

Any DCM strategy in social media must be formulated in the framework of marketing strategy, communication objectives as part of brand integrated marketing communication (IMC) are also included. Although many researchers have explored the concept of DCM as a content strategy, they have theoretically explored the relationship between DCM and marketing communication goals in social media marketing. Although the previous research has put forward the specific goals of social media marketing, it has not been discussed in depth from the perspective of strategic marketing in the IMC programme. It is widely indicated in the relevant marketing literature that the communication strategy must reach the communication goal set in the comprehensive marketing communication plan [1]. In view of the relationship between the content strategy used by the brand on social media and the marketing communication target (part of IMC), it is very meaningful to analyze its content strategy [2]. The objective of study is to analyze the types of marketing communication goals reflected in the DCM strategy of social media marketing and the social media participation indicators of this content.

The marketing communication objectives that can be applied to the traditional and digital marketing platform IMC plan are used in this study. There is no doubt that one of the most influential topics in the future of advertising is how to design, implement and evaluate the comprehensive marketing communication plan. IMC coordinates and integrates multiple communication channels, through which companies can provide consumers with clear, attractive and consistent information about their products and brands [3]. The goal of the IMC project is to integrate all marketing and promotion platforms with the organization's traditional and digital media.

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2 Marketing Communication Goals

The eight marketing communication objectives of IMC plan were applied to this study, and these marketing communication objectives are the basis of all communication marketing work in IMC plan.

Creating prominence and awareness. Establishing awareness is the basis of brand and marketing work, which can make the brand get certain attention and thinking in the right way at the right place and time. Therefore, it is easy for them to often recall [4].

Deliver detailed information. To enable consumers to rely on brand performance, they need to agree with products or services and understand why brands can better provide these benefits, because product attributes, features or characteristics can be used as evidence.

Create personality and imagery. Various imagery can be created according to the type of consumers using the brand, when and where to use the brand, etc. Brand personality is a reflection of the humanized characteristics that consumers give to a brand, which can have a certain impact on how consumers view themselves and the brand relationships/connections they form.

Building trust. There are more and more attempts to influence consumers and suspect marketers, and the desire for the authenticity of products and information is also growing. More and more people use social media to communicate, which shows that information from similar and reliable sources, rather than from remote and motivated sources, is becoming increasingly important [5].

Stimulate emotions. Brands can add to these benefits based on the functionality/practicality of their use, thereby increasing their overall perceived value. It is a good example that brand information can increase perceived value-added benefits through the transmission of cultural significance. Different benefits stimulate different types of emotions of consumers, thus affecting their decisions [1].

Motivated actions. Although the brand information received, processed and accepted may form brand preference and choice, there may be inherent disjunction between perception, emotion and behavior, which will not lead to final action. When inducing consumers who have a good understanding of the brand to take actions and behaviors, special information is usually required.

Instilling loyalty. When consumers actually consume, they evaluate their satisfaction and compare their expectations with the explained consumption experience, which may itself be affected by marketing communication. To enhance loyalty and avoid customer churn, building satisfaction is part of the goal[1].

Contact person. Since consumers cannot obtain tangible and credible evidence of product quality and credibility in other ways, brand promotion and word-of-mouth (WOM) are very important for service brands. In order to promote WOM communication and publicity, consumers need to engage and interact with the brand on a regular basis and develop a love for the brand is an important reason for making the brand symbolic and emotional. In addition, brands may need to send brand information to consumers regularly to encourage them to pass on this information to others [5].

Marketers must consider the following when selecting content and communication goals.

(1) The direct impact of the delivered content on consumers, and the types of emotions that may be triggered.

(2) How to complement the selected communication objectives.

(3) How do they contribute to delivering clear content through numerous brand messages [4].

3 Data Analysis

The luxury car brands used as case studies and their information are presented in detail below, along with a separate analysis of each brand. The five brands selected for analysis are shown in Table 1, which includes the Facebook page information of the brand; Including likes, fans and ratings

Table 1. Facebook page information of the brand (Table credit: original)

Facebook	the number of likes	the number of fans	Ratings
Acura de Puerto Rico	93,788	93,113	4.5 out of 5
Alfa Romeo Puerto Rico	2,878	2,907	0
Audi San Juan Puerto Rico	8,296	8,347	4.2 out of 5
Lexus de San Juan	16,448	16,488	0
San Juan Lincoln	10,206	10,242	0

Based on the collected data, the digital content marketing, social media participation indicators (comments, shares, views) and media types (hashtags, links, photos, videos, text) of each brand were analyzed.

During the observation period, Acura de Puerto Rico made 13 posts. According to the result, Acura de Puerto Rico's DCM focused on brand salience, brand awareness, and inspiring emotion through (7 posts) each. In addition, the second highest goal of brand use is to convey detailed information and brand personality, with 5 goals for each. The media types used by Acura de Puerto Rico are, hashtags (12 posts) and photos (7 posts). The other side of the shield, in terms of participation indicators, Acura de Puerto Rico received 150 shares, 1047 comments and 66333 comments on 13 positions in a total of 45 days.

During the observation period, Alfa Romeo Puerto Rico held 23 positions. According to the analysis results, Alfa Romeo Puerto Rico's focus on brand awareness and salience is the focus of DCM. Of the 16 posts reflected by the brand awareness, the brand awareness accounted for 10. Moreover, there are 11 inspirational feelings and 8 brand images. Hashtags (13 posts) and photos (21 posts) are the most commonly used media types of Alfa Romeo Puerto Rico. In addition, there were 451 comments, 369 comments, 67 shares of engagement indicators, and text was used in 23 posts.

During the observation period, Audi San Juan Puerto Rico established 48 positions. According to the analysis, brand personality (22 posts) and brand awareness (18

posts) are the main marketing goals of Audi San Juan Puerto Rico. His most commonly used media types are 47 article texts, 46 article tags and 7 article videos, generating 3939 views in total.

During the observation period, Lexus de San Juan published 15 posts. Brand personality and emotional brand (10 posts per post) are the most commonly used marketing goals in DCM strategy. His most commonly used media types are 15 posts and text with 14 posts.

During the selected observation period, San Juan Lincoln published 10 posts. The results show that brand prominence (7 posts) is their goal, and the most common media types are text (10 articles) and photos (9 posts).

Table 2 summarizes the results of this study. Through research statistics, Table 2 shows the media types selected by each brand and the social media participation indicators generated by each post.

Table 2. Overall analysis of media types and social media engagement indicators (Table credit: original)

Brand names	Media Types					Participation indicators		
	Tags	Links	Photos	Videos	Texts	Shares	Comments	Views
Acura de Puerto Rico	12	2	7	6	13	150	1,047	66,333
Alfa Romeo Puerto Rico	23	10	21	2	23	67	451	369
Audi San Juan Puerto Rico	46	11	41	7	47	479	5,162	3,939
Lexus de San Juan	6	7	15	0	14	1,639	112,695	0
San Juan Lincoln	0	0	9	1	10	215	3,018	374
Total	83	30	93	15	107	2,550	122,373	71,015

A comprehensive analysis of DCM strategies, media types and social media engagement metrics provides a new perspective for analysing performance of brands. In the marketing communication goals, these brands most commonly use brand awareness (55 articles) and brand personality (49 articles). Text and photos are the preferred media types of the brand from the Table 2. In addition, social media engagement metrics generated a total of 122,373 responses and 71,015 views are generated from the social media engagement metrics.

4 Discussion

Understanding the internal relationship between marketing communication objectives and the types of media used can be carried out through the analysis of social media participation. As displayed in Table 2, 93 posts are attached with photos, making them the most commonly used media type. According to the brands surveyed, Audi San Juan Puerto Rico (41 posts) and Alfa Romeo Puerto Rico (21 posts) use the most photos. In addition, the number of tag repetitions was the largest, with 83 out of 109 posts surveyed. From the above information, it can be determined that the most common media types for brands are text and photos.

The results show that the posts with the highest engagement are those with multiple communication objectives and media types. For Acura de Puerto Rico, the most involved position is position 1. This post has 204 comments, 38 shares and 34000 views. The communication goals consistent with this post are brand personality, building trust, brand awareness, motivating action and instilling loyalty. In addition, the post 7 was the one with the highest participation of Alfa Romeo Puerto Rico, and 163 posts were replied to and 6 shared.

This post uses the following goals: brand awareness, brand salience, brand personality, detailed information, brand personality, building trust and emotional brand

building. Post 74 wai Audi San Juan Puerto Rico's highest consumer engagement, and 722 posts were replied to and 24 shared. This post uses the following goals: brand prominence, detailed information, brand personality, and inspiring action. And, post 90 was Lexus of San Juan's highest engagement post, 83,000 posts were replied to and 593 shared. The following communication targets are displayed through the latter: brand prominence, brand awareness, detailed information, brand personality, inspiring action, brand image, and inspiring emotion. Finally, the highest post engagement for San Juan Lincoln had been replied 662 and 46 shared. Brand salience and emotional brand are the communication goals of this post.

The reproducibility of the target and the similarity between media types can be determined by comparison. The result shows that the more integrated the communication goals, the more involved the posts will be. Since photos are the media type with the largest number of repetitions per post, it can be assumed that visual stimulation seems to attract consumers' attention, thus promoting consumers' participation. Furthermore, brand salience (symbol, logo, tagline and brand name) is the most repeated goal, and all communication information should be accompanied by it.

Acura de Puerto Rico is the most popular brand on Facebook, with 93688 likes, followed by Lexus de San Juan, 16448 likes, and finally San Juan Lincoln, 10206 likes. In society, Audi San Juan Puerto Rico has the greatest influence. Among 109 posts analyzed, the brand has released 48 times. However, by comparison, Audi San Juan Puerto Rico did not rank among the top three most popular times on Facebook. Therefore, it can be inferred that having a many likes or followers does not reflect the brand's participation and social influence. The results show that the number of likes on a Facebook page does not equate to the level of engagement with the post, nor does it equate to the amount of content posted versus the quality of the content message delivered.

Brand salience (48 posts) and brand personality (49 posts each) are the most commonly used marketing communication goals

The brand is reflecting the humanized characteristics and attitudes through the dissemination of information, and focuses on making the brand more visible and identifiable; Establish brand association to remind consumers of the brand. According to the research results of media types, text (107 articles), hashtags (83 articles) and photos (93 articles) are the most commonly used media types. Furthermore, it shows that brands limit the number of media types they choose to use in social media. Therefore, we recommend changing the type of media and implementing a different media mix. The combination of communication objectives with different media types will contribute to the positive development of the IMC program. Therefore, it is very meaningful for brands and marketing personnel to consider IMC plan to implement well-designed DCM.

5 Conclusion

From a theoretical perspective, this study contributes to the lack of literature on DCM as a key component of IMC programmes. In addition, there is a lack of data on how brands use DCM in social media marketing and what marketing communication objectives exist in their strategies. These objectives are key to identifying and understanding which aspects of their communication strategy align with desired outcomes based on the performance across digital and traditional media platforms. Previous research has not explored the alignment of DCM with marketing communications objectives. Following the literature review, we found no empirical research on social media marketing strategies linked to marketing communication objectives. The recent literature has focused on fragmented issues such as strategies for effective communication on social media, but has not developed a strategic approach to marketing. Another important theoretical implication is the study of the relationship between communication objectives, DCM in social media marketing, media type and social media engagement metrics used by brands.

From a management perspective, this study suggests a framework that can help marketers better incorporate communication objectives into their social media marketing. When creating communication messages, marketers must have a specific strategy to match the communication objectives. In addition, existing marketing communication objectives must be taken into account and incorporated into the DCM for social media marketing. An important finding of this study is that posts can be grouped into more than one goal, which provides marketers with a variety of communication opportunities. Furthermore, those posts that integrated the most targets seemed to generate more engagement. Furthermore, as photos are the most repeated media type in posts, we can assume that visual representations in posts can generate more engagement. The results show that brand prominence (logos, taglines, symbols, brand names) almost always accompanies the highly engaged content posted by all brands. Marketing managers should use the content analysis criteria developed for this study to analyse which type of DCM strategy in social media marketing is better suited to achieve their brand's marketing communication objectives.

In the field of digital marketing communications, brands have to decide the level of engagement and interaction they wish to have with their brand stakeholders. Through recent years, consumer demand has risen and market tendencies have changed, forcing marketers, academics and brands to adopt and combine old marketing tools with new social media marketing strategies. At this critical time, brands and marketers need to understand that a DCM strategy based on communication objectives will lead to building better consumer relationships and long-term consumer loyalty.

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