THE IMPORTANCE OF DIGITAL BRANDING AND ITS MANAGEMENT IN MODERN BUSINESS

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Abstract. This article examines the concept of digital branding, its importance in modern business, and the key areas of developing and managing brands across digital platforms. The role of digital branding in increasing brand awareness, enhancing brand image, and strengthening customer loyalty is analyzed, along with the key elements of a digital branding strategy.

Keywords: digital branding, brand, brand management, digital marketing, brand identity, brand image, brand awareness, digital brand strategy, social media, internet branding, customer loyalty, online marketing.

Аннотация. В статье раскрывается понятие цифрового брендинга, его значение в современном бизнесе, а также основные направления формирования и управления брендом на цифровых платформах. Анализируется роль цифрового брендинга в повышении узнаваемости и имиджа бренда, лояльности клиентов, а также рассматриваются основные элементы стратегии цифрового брендинга.

Ключевые слова: цифровой брендинг, бренд, бренд-менеджмент, цифровой маркетинг, идентичность бренда, имидж бренда, узнаваемость бренда, стратегия цифрового брендинга, социальные сети, интернет-брендинг, лояльность клиентов, онлайн-маркетинг.

Digital development has become an essential aspect of brand management in today's business landscape. With the growing influence of technology and the Internet, businesses need to adopt effective strategies to leverage digital platforms and maximize their brand presence.

Digital branding is a method of brand management that combines Internet branding and digital marketing to develop a brand across a range of digital environments, including Internet-based communications, device-based applications, and media content[1].

Digital branding aims to establish a relationship between consumers and the products or services being delivered in order to increase brand recognition.

In short, the goal of digital branding is not primarily to increase sales, but rather to enhance brand awareness, brand image, and brand identity. It increases consumers' affinity toward the brand and the company. Brand creation encompasses four main components.

1. Creating a Digital Brand Story;
2. Creativity in Digital Media and Marketing;
3. Distributing Content Across Channels Based on Consumer Data and Behavior;
4. Building Digital Relationships.

Before the emergence of the Internet, collecting information about companies and consumers was difficult and limited due to geographical divisions and the lack of integration. The Internet has completely transformed the relationship between brands and consumers, and today, large-scale purchases can be made from overseas through simple online websites. Information about customers can also be collected much more easily. Companies now have powerful online tools that enable them to present their brand identities and values in innovative and effective formats.

Digitalization has enabled brands to develop new ways of communicating with customers and to engage in continuous brand promotion. Another significant impact of branding practices is reflected in the emergence of value co-creation as an alternative approach to building long-term customer relationships, strengthening customer loyalty, and ultimately increasing profitability. Collaborative activities between companies and consumers have emerged at various stages of the product lifecycle.

[1] "What is 'digital branding'? - Smart Insights Digital Marketing Advice". Smart Insights. Retrieved 2016-03-12.

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These efforts not only strengthen existing relationships but also help attract new customers. Coca-Cola is one example of successful value co-creation. Alongside engaging with customers, there is also growing active collaboration between companies and their business intermediaries. This can lead to collaborative and mutually beneficial promotion, innovative product redesign, and stronger cooperation within the market.

Coca-Cola and Heinz provide a particularly clear example of this approach. Together, they developed more durable and sustainable packaging solutions.

According to Hank Ostholthoff, CEO of Mabbly, digital branding is facilitated through multiple channels. From a marketer's perspective, the goal is to identify the channels through which the greatest possible results can be achieved through two-way communication.

There are several online marketing channels, including:[2]

- new media marketing;
- cross-media marketing

Cross-media marketing is a form of cross-promotion in which advertising companies seek to go beyond traditional advertising methods by incorporating additional promotional messages related to the products they offer. Cross-media marketing is a type of cross-promotion that involves companies moving beyond conventional advertising and integrating additional promotional content into their product offerings.

The promotional material can be delivered through various forms of mass media, including e-mails, letters, websites, social media platforms, and other digital communication channels. This method can be particularly effective for content creators and publishers, as it enables them to increase the revenue generated from marketing and advertising activities through multiple promotional formats.

- retail marketing;
- affiliate marketing;
- display marketing;
- internet branding;
- email marketing;
- search engine marketing;
- social media marketing;
- social networking;
- online public relations;
- in-game advertising;
- video advertising;
- SMS marketing.

Over the past several decades, social media platforms have been established and have developed rapidly and extensively, leading to the personalization of digital branding. Individuals have increasingly come to perceive themselves as brands and have turned to social media to build their personal and professional lives, promote themselves, and establish their personal brands. As a result, the boundaries separating professional and personal life are gradually becoming less distinct.

Individuals who publicly share information about themselves on social media should be aware that their content may be easily viewed by colleagues, clients, friends, and other audiences. Many universities and workplaces have established social media policies. Thoughtfully planned and professionally managed social media activity can make individuals more attractive to potential employers, while inappropriate activity can have the opposite effect.

If we consider the issue carefully, everyone is essentially a brand. Whether you are a marketer or a gardener makes no difference: your personality, appearance, voice, values, the things you say, and the

[2] Pratik Dholakiya (14 April 2015). "3 Digital Marketing Channels That Work for Every Advertiser". Entrepreneur. Retrieved 17 October 2015.

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people around you all contribute to the way you are perceived by your audience. This example can equally be applied to companies. Whether you are a startup, a small business, a large corporation, or a sole entrepreneur, you need to develop a digital branding strategy to communicate information about yourself, engage with your target audience, and, most importantly, generate profit, which serves as the foundation of any business.

According to data from April 2024, approximately 5 billion people worldwide were Internet users, representing 65% of the global population, while 4.65 billion of them were active social media users.[3]

It is certainly impossible to communicate with everyone; however, digital communication is easier, faster, more effective, and offers significantly greater opportunities than many traditional strategies. In today's technology-driven world, businesses need to develop and strengthen their online brands in order to achieve success.

What is a digital branding strategy? Simply put, a digital branding strategy is the process of communicating a company's brand identity to consumers through online channels with the aim of increasing purchasing intentions and strengthening their affinity toward the brand. As emphasized earlier, a brand should be perceived much like a person or an individual, because a person has a name, appearance, voice, and values that they consider important. Similarly, a digital branding strategy adopts the characteristics of a brand personality and strategically positions the brand to compete effectively within its target market.

Just as digital branding relies on a brand's personality, mission, vision, and voice, it also relies heavily on visual elements such as color schemes, logos, and typography. Digital branding tools communicate to consumers who the brand is and what it seeks to achieve. When incorporated into a digital marketing plan, digital branding strengthens and enhances the overall effectiveness of digital marketing.

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[3] https://www.statista.com/statistics/617136/digital-population-worldwide/

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