


Effect of Brand Factors to Increase Brand Visibility and Out Reach

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Abstract

This study examines the brand factors that help in the outreach of the brand and it is recognized that top brands face unique challenges that affect their growth and visibility and hence, diminish their ability to contribute effectively to sustainable development. The impact of these, among other challenges, has led to less reach to the target audience due to intense competition. Branding the product/program/event of an organization is the main thing that must be focused on an organization to reach out to the target audience and to serve them. The study aims at analyzing the standard brand factors that are influencing every brand outreach & visibility and analyzing how the optimization of the factor time in posting our content in social media helps in increasing the length of reaching out.

Keywords: Brand Outreach, Target audience, Time Optimization, Visibility, Social Media and Wordmark.

Introduction

In the past few years, social media have become perhaps the most popular communication channels for college-aged Internet users. But, now-a-day in recent trends, the world is moving towards digital regardless of age. Social media are the group of internet-based applications and it allows classifications for many categories, which turn for brand outreach and visibility. Among all other social media platforms, Facebook aims at reaching more millions when compared to all other platforms and reach is very high due to more Facebook users. When we think about social media and outreach of our brand, first come's Facebook, Instagram and Twitter. The social media content for customer engagement is very much important. From a total global population of 7.6 billion, the number of people uses the internet is 4.54 billion in January 2020. The number of social media users in January 2020 was 3.80 billion.

Advertising on social media will be budget-friendly. To advertise special events and to promote the products or services, we use e-mail marketing. Search engine optimization for social business starts with basic as its role is to provide the right result at the right time and place. The search engine uses a proximity search. Nowadays, using twitter is like "EAT SLEEP TWEET REPEAT." As of now, there is no proper formula that concentrates on understanding the followers on social media for any top brands. The top platforms for raising awareness among all are Facebook and Twitter in the past, but now Instagram is playing an equal role to other platforms. For every time setting, the goal in social media includes five steps. They are Planning, Choose the tone of voice, Spark conversation, Internet, and Generate awareness. To measure success in social media, we use some analytics and tools to measure actual ROI.

We can use social media monitoring and web analytics for measuring the invested amount in advertising. Turning the lead into a customer is the work of the sales team. In this paper, we can see the measures and the ways that how business incubators can use social media effectively.

Literature Review

Hana Othman ElAydi (2018), in his study, showed that social media marketing firms use mainly about six dimensions as an instrument for their marketing activities: Online Communities, Interaction, Sharing of Content, Accessibility, and credibility. Also, this research tests the demographics moderation role in the relationship between social media marketing activities on Facebook and consumer-based brand awareness. The study covers a sample of the study 402 customers; the researcher tested the hypothesis using the correlation analysis, regression analysis using SPSS and structural equation model using AMOS. This research provides evidence of the relationship between social media marketing activities on Facebook and brand awareness of mobile service providers in Egypt.

Syed Ikram AKBAR and Engin OZGUL (2018) study the effect of Facebook, which is one of the most used social media tools in the researches (or literature), on the brand awareness of the companies is being examined in this study. It has been determined that social media can make meaningful effects on brand awareness in the research conducted on young consumers in the İzmir region. Regression analysis of the study illustrates that Facebook is responsible for 34% of brand awareness. Consequently, it is considered that the more intensive and effective use of the advantages derived from the social media tools can provide significant advantages in creating brand awareness, and this should be the subject of further research.

According to **Balas (2014)**, social media has significantly increased brand awareness in Romania, while **Jokinen (2015)** found that social media can influence the overall impression of a brand's image. Factors such as using a site, the engagement of it, and the experience of users, related associations and a user's awareness of a brand all have a positive impact on the brand image (**Nikolova 2012**). Additionally,

Maria (2010) mentions that even though there is a huge boom in the use of social networking sites such as Facebook, the research itself is lagging behind this rapid development, making it difficult to find recent studies on social media's relationship with the branding process. By taking all these facts into consideration, further research can assist in filling in this gap in the existing literature, and thereby this study identifies the effect of brand factors to increase brand visibility in social media.

Background Information

Using Facebook for marketing

Picnic Finland Oy 2014 Case says that the investigation relates the need and procedures of advertisers to have a nearness via web-based networking media stages like Facebook. Online networking promoting, as one type of web advertising, enables organizations to build their brands' perceivability and grow client reach with the informal community (Rouse, 2011). Associations are given a one of a kind chance to achieve clients through web-based social networking and voice their assessments. Facebook has turned into a valuable online networking device for associations to contribute to advertising by giving a stage to the advertisers to construct mark mindfulness and advance items and the first page on an internet searcher for the association. Facebook likewise gives a chance to make a substance that is profitable in accomplishing different business purposes.

The essential guide to social media advertising

Hub Spot publication published that More than 80% of reviewed advertisers trust that Social media has turned into an imperative lead hotspot for the business. [Source: Hub Spot's State of Inbound 2017-2015 report]. Web-based social networking publicizing gives similar esteem like different wellsprings of advancements to demonstrate the substance for the focused-on client. Online networking promoting still lines up with the inbound advertising procedure. The following shows how a Facebook-based advertisement battle is organized. Facebook advertisement battles are organized into three levels, they are

Campaign - Objectives of the promotion

Ad Set - Target Audience and Price set

Ad - Creative parts of the advertisement

Facebook media likewise gives a chance to track the measurements like no. of site clicks, impressions, Cost of cash spent per site, Reach, Frequency, CTR, Average CPC or CPM, which demonstrates the knowledge on beats of the clients, content that is pulled in, and so on., It will take a couple of promotion crusades to make sense of the elements of the compelling online networking advertisement battle that focused on client needs.

Advertising on Facebook

Kevin Curran, Sarah Graham, Christopher Temple, tells Advertising is growing and with technology changing, there are now more ways than ever to market products and business. Facebook offers a new model to advertise and engage with consumers. Social networking sites, in general, now amount for one cut of energy fire poles people view online. Almost 1 in 3 people using the internet have an active user profile on Facebook. Facebook has no paid subscription service; it allows users to create a free account provided the user is willing to give several different personal details about themselves such as their first name, last name, email address, gender, date of birth and from location, hobbies and interest's education level, a school they are attending, workplaces and relative status. Usages generally spend shows 30mins for Facebook for the month. Facebook has one of the most highly effective advertising platforms online. The social networking sites' originals intention was he connects people socially, showing dislikes and photos. So, our advertisements, promise photos, videos have an opportunity to like, comment, dislike, review out products and business from consumers the development of Facebook's targeted adverts, brought a new diversity for Facebook advertising and has changed user's perception of rates ads from annoying, irrelevant adverts with low click-through rates more relevant adverts personalized to everyone's desires.

Social Media as a Tool of Marketing and Creating Brand Awareness

Christine Adhiambo Odhiambo 2012 says Web-based social networking is a marvel that has turned

into an essential viewpoint in advertising blend and reforming the way organizations collaborates with clients. The investigation demonstrates that web-based social networking is gradually turning into an essential advertising device for an association to effectively draw in with the clients and showcase and comprehend the necessities, portions and profile. Strong web-based social networking techniques are required for overseeing and controlling the web-based social networking space, as the framework gives wild conditions in client commitment. Online networking gives the association's remarkable chance to take in the requirements of the clients continuously. Associate gathering on the web organize impact may impact buy choices. Web-based social networking is an imperative apparatus for making brand mindfulness yet can't be actualized in disconnection without increasing with different types of customary publicizing channels.

Social Media as a Marketing Tool

A Literature Review Holly Paquette from the University of Rhode | 2013 conveys in this technical generation, social media plays a vital role in marketing. Nowadays, the Public is interested in connecting with the world, so social media helps to reach out to people in huge strength through promotional and advertisements. Consumers started collecting information about products and services by actively involving in social media. This altered the way of collecting information and making a buying decision. To consider social media as a marketing tool, a retailer must understand every aspect of it. Social media is well defined by web 2.0, a new way in which end users use the world wide web, a place where content is by all operators in a sharing and collaborative way. There is much more to do know about what people are doing with technology more than researching the technology. For every successful business, social media would help a lot.

The Impact of Social Media Marketing on Brand Loyalty

IremEren Erdogmus, MesutCicek says Brand loyalty is one of the main characteristics in the business market and hence there has been a lot of

research held on that topic. Marketing people have used many ways to increase brand loyalty; the recent way is social media marketing. This paper deals with how social media marketing influences on brand loyalty. This study was done on Turkey among the people using multiple regression Analysis methods. The results of this study showed that the social media marketing has a positive influence on the brand loyalty when the company offers advantageous campaigns on the social media which ranks number 1 in the positive influence, these campaigns must consider what are the benefits that the consumers will achieve through these campaigns, the next factor is the applications and platforms provided by the company in the social media that makes the consumers engage in those applications. The results also had what are the contents on the social media which are preferred by the users like the music, funny videos, etc. have a positive influence, which means people use social media for entertainment to escape from harsh realities. Relevancy is the other factor that affects brand loyalty in a positive way, which means the company must be updated on the customer's likes and dislikes and the content shared on social media must be relevant to them.

Use and Gratification Perspective on Social Media Usage and Online Marketing

Jacques Richard LudovicFroget, Abbas GhanbariBaghestan and YashaSazmand Asfaranjan say the utilization of Facebook under different conditions in Mauritius beneath the lens of the famous theory of uses and gratification. The main objectives of the study are to find the strongest goad of Facebook use in Mauritius and to analyze Facebook potential based on the socio-demographic background of respondents. The study presents the very important eight motives to create a model to forecast Facebook uses: use to meet people, use for entertainment, use to engage relationships with customers, use for

social events, use to share media product, use for product enquiry, use for deliberation, and the use for facts and data. All eight factors were found to have positive correlations with Facebook use. The factors are also relapsed against Facebook use to determine which components are prognosticators of Facebook use and which one is the strongest. It is found that use for divertissement is the strongest followed by use for discussion, use to meet people and use to maintain relationships. The study also investigates the demographic characteristics of Facebook users in Mauritius and how the differences might effect its usage. It is discovered that there is a difference in Facebook use between groups of different socio-economic status. This study, therefore, explores a new and trending topic of study in the field of communication and mass media. It also points out that the level of income of households will affect the usage of Facebook.

Research Objectives

1. To observe and identify the top social media platform for creating brand visibility.
2. To observe and identify the best time and day optimization for any posts in social media for better reach.

Tools for Better Outreach of the Brands/ Business Incubators

Spending on social media for better reaching brands is huge for both the manufacturing and service sectors. Business incubators use a wide range for better visibility of their brand. As a part of my study, we have analyzed that some tricks in social media can take you that is your company to a higher range. Some of the top social media used are Facebook, Instagram and Twitter. So, using these three platforms, organizations are moving forward and rushing towards turning their leads to their future customers.

Best Time and Day Optimization for any Posts in Social Media for Better Reach

Business Incubators Schedule	SUN	MON	TUE	WED	THURS	FRI	SAT
Facebook	8-9am	8-9am	10-11am	10-11am	10-11am	10-11am	10-11am
	10-11am	2-3pm	7-8pm	1-2pm	1-2pm	1-2pm	1-2pm
	9-10pm	6-7pm	9-10pm	4-5pm	5-6pm	7-8pm	5-6pm

	SUN	MON	TUE	WED	THURS	FRI	SAT
Instagram	9am-12pm	12-3pm	9-12pm	12-3pm	9am-12pm	9-12pm	9am-12pm
	12pm-3pm	6-9pm	12-3pm	3-6pm	12pm-3pm	3pm-6pm	12pm-3pm
	3pm-6pm	9-12pm	6-9pm	6-9pm	6-9pm	6-9pm	3-6pm
	6pm-9pm		9-12am	9pm-12pm	9pm-12pm	9pm-12pm	9pm-12pm
	9pm-12am						

Common Schedule

Facebook

- The best time for the Facebook posts is from 1–4 pm on all week days and weekends.
- Saturday and Sunday between 12-1 pm
- Thursday and Friday between 1-4 pm
- Wednesday at 3 pm
- To increase your shares and click rates 1 pm, 3 pm & 9 am

Instagram

Instagram audiences are engaged throughout the week. Mondays get a little more attention as customers finish their holidays and back to work.

Monday and Thursday at any time except 3–4 pm.

Best times to post on Instagram: 8-9 am, 2 am & 5 pm

The above timings are for the common sector, and the below table, we can see the Schedule for any business incubators.

The above findings are suited for any business incubators and when they follow this, their reach will be huge when compared to posting in uneven times. The color mentioned segment is the peak segment, where the maximum of the followers will be active. And they even consider posting in the top most days for their reach. They are

Best days for forge Instagram Followers

- Thursday, Friday
- Saturday and Sunday
- Best days for forge Facebook followers:
- Friday, Sunday
- Thursday and Saturday

Brand Factors and Brand Elements

Some of the factors and elements are considered for becoming the brand to be standard and number one from the top brands. Some of the major considered elements are Fonts, Logo Exclusion zones, Placement of Logos and Product wordmarks.

Font

Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system Android. Google describes the font as “modern, yet approachable” and “emotional.” This Font was developed at Google by Christian Robertson for Android 4.0 and then later designed for Android 5.0. The most significant changes are seen in the glyphs are B (shrinking), R, P, an (expanding space), D, O, C, Q, e, g (curving), k, and numbers: 1, 5, 6, 7, and 9. Punctuation marks and the tittles in the lowercase i and j have been changed from a square dot to a rounded dot. Google services: **Google+, Google Play, YouTube, Google Maps, and mobile Google Search** uses this font.

Logo Exclusion Zones

An exclusion zone is an area around a logo that must be left clear. Corporate brand and logo usage guidelines demonstrate the proportion of vertical and horizontal space around a logo into which no other element can intrude.

Full Exclusion Zone



Use the full exclusion zone whenever possible.

Half Exclusion Zone



The half exclusion zone may be used with smaller applications, such as digital communications.

Quarter Exclusion Zone



Use the quarter exclusion zone only in cases of extremely limited space, such as signage. However, type and graphics must still not appear within the half exclusion zone.

Placement of Logos

1. Left-aligned logos lead to greater brand recall
2. Left-aligned logos are more likely to be labeled “unique.”
3. Left-aligned logos are better for navigation.

Many people don’t think about looking in the right-hand corner of a website for a logo, and so brand recall can be severely compromised as a result. Many people are conditioned to look for navigation in one of the top corners of a site, so placing a logo and navigation in the center confuses the process of getting around a website.

Left is Best: In summary, left-aligned logos are ideal as they are located exactly where the eye is naturally drawn.

Product Wordmarks

A wordmark, word mark, or logotype is usually a distinct text-only typographic treatment of the name of a company, institution, or product name used for purposes of identification and branding. The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity. The representation of the word becomes a visual symbol of the organization or product. It has the benefit of containing the brand name of the company. Although the primary wordmark is shown here, these measurements apply to all versions. Also, the wordmark must be used in its entirety. Letters of the wordmark cannot be cut-off.

The above listed are the top branding standard elements which the top global brands are following.

Business Ad Manager in Facebook

Using this tool for reaching according to your cost will be more useful rather than spending on all media platforms and here we can almost use it for Facebook, Instagram, Messenger and Audience Network ads. These three are the actual placements where our ads will be working effectively. When compared to all four platforms, Facebook ranks. First, Instagram, audience network and messenger stand in second, third and fourth among all these four platforms. So, when spending money on social media, we need to be careful about ROI. So, here in the dashboard, we can see our ad for the events, so when the forms attached with it gets filled for the payment we made by any people, they are our leads. Here we can set our audiences according to our wish based on what we are offering to whom. It works like:

Campaigns (Objective) – Series of operations intended to achieve a specific goal. Campaigns list: Brand awareness, reach, engagement, Lead generation, Messages, etc., **Ad Sets** – Contains one or more ads, **Ad sets:** Creating new ad sets with a name for a campaign started. Link with FB page that we want to promote. Choose Audience – Defining whom you want to see your audience. Select Placements Platform Options: Facebook (Feeds, Instant articles, Instream videos, Right Column, Suggested videos) Messenger (Inbox, Sponsored Messages), Instagram (Feeds, Stories), Audience Network (Instream videos, Native-banner and Interstitial ads) Budget and Schedule.

Ads – Here, Creative action takes place. Identity – Linking FB and Instagram page, Format - Carousel (Scrollable images), Single Image, Single Video, Slideshow, Text - Enter the text that your customer wants to see.

So, when people are interested in our ads, they automatically like or view it again and again, so targeting them, again and again, we can finish the sale of our product by turning them into our customers from leads.

Conclusion

Social media as a boon for the digital world, bringing your brands to the top most, we must concentrate on the above factors will usually have

an impact on our business growth and audiences. So, when we are spending our assets in something we must think about getting in return, that's the main thing all will work for and here are the simple ways we can follow, and we can develop our brand globally. These steps and factors will eventually have an impact on your outreach measures and visibility factors. The optimization of brand elements and time will have eventual growth in branding such cases.

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