

Cómo impulsar la marca de una empresa a través del marketing digital

How to boost a company's brand through digital marketing

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Astract

In the digital era, digital marketing has become an indispensable tool to boost the growth of any company, and therefore achieve the promotion and positioning of its products and/or services. The objective of this article is to describe how digital marketing boosts the brand of companies. The research method is bibliographic, since different sources were consulted such as: degree thesis, research papers, magazine articles, among other documents, to obtain the information. As a result, it became evident that digital marketing represents an essential tool for companies to promote their brand through the use of different technologies that are available on the market, such as, for example, social networks. For this reason, the conclusion is reached that companies must assume digital marketing as a tool that will allow them to publicize their products or services, taking advantage of each of the advantages that current technology offers and in this way achieve the positioning of your brand in the market in which it operates.

Keywords: Company; Impulse; Brand; Marketing; Digital

Resumen

En la era digital, el marketing digital se ha convertido en una herramienta indispensable para impulsar el crecimiento de cualquier empresa, y por ende lograr la promoción y posicionamiento de sus productos y/o servicios. El objetivo de este artículo es describir cómo el marketing digital impulsa la marca de las empresas. El método de investigación es bibliográfico, ya que se consultaron diferentes fuentes como: tesis de grado, trabajos de investigación, artículos de revistas, entre otros documentos, para obtener la información. Como resultado, se evidenció que el marketing digital representa una herramienta esencial para que las empresas puedan promocionar su marca a través del uso de diferentes tecnologías que se encuentran disponibles en el mercado, como, por ejemplo, las redes sociales. Por esta razón, se llega a la conclusión de que las empresas deben asumir el marketing digital como una herramienta que les permitirá dar a conocer sus productos o servicios, aprovechando cada una de las ventajas que ofrece la tecnología actual y de esta manera lograr el posicionamiento de su marca en el mercado en el que se desenvuelve.

Palabras Clave: Empresa; Impulso; Marca; Marketing; Digital

Introduction

Today the rise of technology covers territories worldwide, digital is what rules, what guides all activities, actions and processes, both in the business world and on a personal level.

Technology has made it possible to establish communications thousands of kilometers away, managing to deliver information in real time, which considerably improves the relationships that can be generated in the field of trade of products and/or services.

This is why, in this digital age, an online presence is essential for the success of any company. Digital marketing has become an indispensable tool to build a solid brand, connect with consumers and generate a greater impact in the market.

In this world that is increasingly connected, the brands that dominate the digital space are the ones that will be able to have the best results, so it is vitally important that companies can discover how to position their brand in the minds of consumers and be able to achieve your objectives through strategies and a digital marketing plan.

Now, before developing the topic of digital marketing, it is important to conceptualize marketing, which according to Llerena (2023), is a procedure that includes business activities that are oriented towards planning, pricing, promotion and distribution of products and services for the satisfaction of the consumers they have or those they wish to attract.

This same author points out that the progress of digital media and the appearance of devices has caused new routes and possibilities to be created for their products and/or services to be known, and in this way to achieve sales. In this sense, digital marketing is defined as those efforts that a company carries out for the purpose of disseminating, promoting and marketing its products and/or services using the Internet.

On the other hand, digital marketing as explained by Gómez et al. (2024), refers to all market strategies that are carried out through the web, where a user visits the site and registers as a duly registered action. In addition, it is important that you must have different knowledge about communication, market, advertising, public relations, computing and language, and that it is also present on the web and has a presence in digital telephony and television, as well as in video game consoles.

On the other hand, Rengel et al. (2022), defines digital marketing as those processes that are carried out through technological platforms, using applications, software, content management and social

networks, since social networks such as Facebook, Instagram, LinkedIn, among others, which have marked the use of this medium, achieving its trend, with the greatest boom during the Covid-19 pandemic, where these networks became a means to keep family, friends and partners in communication, which is why companies had to also adopt the use of networks, as well such as the teleworking system for offering its products and/or services in such a situation.

Likewise, Mendoza et al. (2023), point out that digital marketing is an element so that companies can make themselves known, achieve the promotion and sale of their products and/or services through the use of the Internet, reaching new markets, and trying to meet the needs of the consumers. Therefore, it is important that companies embrace avant-garde positions, mainly the use of information and communication technologies, which currently include artificial intelligence.

Marrugo (2022) assures that digital marketing faces certain challenges, on the one hand there is not wasting the competition, since every day companies embrace the use of this tool more. On the other hand, there is sharing content that is of interest to the audience, content that must be correctly selected and finally it is necessary for companies to stay updated with the trends that are evolving and appearing quickly.

As noted by Mera et al. (2022), through digital marketing the interaction between several elements is revealed, within which the following are accentuated:

- Market environment: These are all the scenarios that can externally influence the links between the company and its customers.
- Digital offer of competing companies: These are those studies of the offer carried out by the competition that operate within the same business environment in products and services offered to consumers.
- The budget: Corresponds to the monetary resources that are allocated to the company's production operations.
- Company objectives: they show what a company wants to achieve or where it wants to go, serving as a guide to execute activities with the purpose of achieving what is proposed in the objectives.
- Customers: They are those who consume a company's products or services, recognized as consumers before the companies. Customers can be regular when they buy frequently or just one-time customers.



Each of these elements come together to achieve the objective of positioning the company's brand, and therefore allowing it to be recognized and consumed by consumers.

The importance of digital marketing according to Aldui (2023) lies in the fact that it plays an essential role for every company, since its use provides:

- Measurement: When digital tactics are executed, it is possible to calculate usual tactics more easily.
- Personalize: It makes it possible to engage in a characteristic interaction with consumers, with a minimum cost, hence the importance of showing that new customers need to be treated individually by companies.
- Make the brand visible: When a company does not have a profile on a website, it will not be recognized, since it has been verified that a greater number of people, before making a purchase, both in person and digitally, make a previous investigation.
- Customer acquisition and loyalty: Through digital media it is possible to attract new customers and therefore retain them.
- Increase sales: Makes marketing growth possible, given that potential customers are managing the digital world.
- Create societies: Through social media, societies are helped to develop with the purpose of exchanging situations with users.
- Greater reach channels: the use of social networks and the web, as tools to provide a great idea to achieve and achieve the positioning of a company.

In order to ensure that digital marketing yields the expected results, it is necessary to implement a strategy, which, as indicated by Cahui and Fernández (2022), are the following:

- a. Creation of digital identity: It refers to the trace left by a netizen on the Internet, at the moment in which they interact with other users or when they create content, allowing the construction according to the participation they have in digital communities and Internet services, therefore It is recommended that the brand be able to determine the digital identity from the different interactions on the different social networks and thus offer its products and/or services that are in line with the same line.
- b. Deal with the Law of Focus: One of the fundamental principles of marketing is to have a word that manages to position itself in the minds of consumers, where a brand can achieve

great notability within the market by appropriating a word that will make it distinctive from the rest. competence.

- c. Position in search engines: It is important that brands achieve, through strategies, position themselves in the search engines available on the Internet, so that in this way they can be visible to their target audience and manage to make contact with more people, guiding customer decisions, as well as how to discover what your wants and needs are.
- d. Implement SEO: These are all those actions that are necessary to ensure that a brand platform manages to position itself among the main results when a client researches a certain product, through elements that make it distinctive.
- e. Inbound marketing: Refers to commercial methods that are aimed at attracting customers through the generation of content, which must have value and experience for users through social networks such as Twitter, Facebook or Instagram, through the creation of business pages.
- f. Outbound marketing: These are marketing strategies that are used to impart a message to a considerable number of people per commercial goal, which requires an investment. These strategies use tools such as:
 - SEM: It must be canceled to appear as the first option in the search engine. Google has AdWords, which is used for SEM and display ads, as well as for graphic advertising on websites, applications or social networks, through banners, videos, images, etc.
 - Ads on YouTube: It can be presented in two ways, one when the ad is presented within the video and the other when these ads are displayed at the beginning of the video.
 - Facebook Ads: Provides two ways to advertise, one on the right side and the other in the central part.
 - Twitter: Allows you to buy hashtags, advertise accounts through searches or appear in the account suggestions section.

In addition to these strategies, others are implemented such as those described by Barnett (2021):

- Website: It is considered the essential pillar for digital marketing, since through it the company's commercial transactions with its clients will be carried out, which is why it is essential to have a professional website that generates trust among its potential clients. potential clients.

- Business blog: Having a blog helps capture the interest of the audience, since it allows you to share useful articles and generate valuable content for them.
- Position in search engines (SEO): This is when the company's website appears as one of the first when a person researches a product or service that it offers, which allows the generation of traffic to the website.
- Social networks: They are widely used worldwide, since through these companies can form a community of users that allows them to establish an emotional bond with the brand, which is why it is essential that companies have presence on these networks. such as Facebook, Instagram, LinkedIn, Twitter, among others.
- Online advertising: It is of great importance since it allows you to reach a large number of your target audience using social networks or search engines.
- Email marketing: This strategy is effective when the user has authorization to receive information through emails, since otherwise these emails will end up in the spam folder and will not fulfill their function.

Another aspect to be considered within digital marketing is the 4Fs, which, as stated by García and Posada (2023), give the structure to digital marketing and use the following variables shown in figure 1.

Figure 1

Digital Marketing 4FS



Source: García y Posada (2023)

Each of these variables generates important value when analyzing consumer service approaches:

- The flow: It has to do with the mental state where the user can enter if they get enough communication and interest.
- Functionality: Each website designed must be clear, useful and not present inconveniences when users enter it.
- Feedback: It is important that there is dialogue and communication between the company and consumers, to support the brand.
- Loyalty: Makes it possible to establish a close and constant relationship with consumers and the brand, generating experiences and interactivity.

Method

The present research is of a bibliographic type, since different texts were consulted through the Google Scholar digital platform, through which documents such as: degree theses, scientific articles, presentations, electronic books were reviewed. , among other documents, which allowed us to extract the most relevant information for the topic How to boost a company's brand through digital marketing. This topic is of great relevance in the current era, given that the use of technology and digital is booming, being means that are used considerably in all sectors, and that has shortened distances, expanding communications and therefore the dissemination of information in real time to countless users through the Internet.

Results

Being clear about what digital marketing is, it is an essential tool for companies to promote their brand, given that it allows them to reach a large number of users in real time, and without restrictions, we will move on to the definition of the brand.

For Mejía and Navarro (2023), the brand corresponds to the name, term, sign, symbol or design, or also to the combination of any of these, whose purpose is to identify the products and services that a seller or group of these, to distinguish them from those offered by the competition.

Furthermore, Acosta (2021), the brand refers to the name or symbol that relates the attributes that can be perceived emotionally, its objective is the definition of the services and/or products that a company offers in order to differentiate itself from its competitors.

For their part, Arrese and Rodríguez (2024) assure that brands make sense if they have the ability to differentiate and add symbolic value to the products and services they offer. At one time,

neutrality was based on the belief that one should participate in political or social debates which could worry consumers and therefore negatively affect finances. For this reason, it was necessary to have rigid discourses that were aimed at promoting positive values and making the social connection stronger, which was achieved with social marketing, corporate social responsibility or the public projection of the mission and purpose of the company.

Furthermore, Fernández and Ramírez (2022) mention that the brand must contain some attributes that achieve its positioning, these are the tangible elements such as the credibility of the brand and the intangibles such as image and prestige. Credibility has to do with how the brand is perceived and the motivation that the company has to provide accurate and truthful information, so through credibility it is possible to understand whether the brand has the capacity (experience) and willingness (reliability). Reliability refers to the willingness of companies to fulfill what they have promised and the experience encompasses the affective, cognitive, social and physical responses towards the company or brand, which occurs when consumers search, examine, evaluate, buy and consume products or receive a service.

Another important point about the brand is its capital and value, both for the client and for the companies. In this sense, Huaraca (2023) describes them as follows:

- For the client: Having a good brand can build consumer loyalty towards the company. To achieve this loyalty, there must be some factors such as: quality and performance of the product or service, level of knowledge of the brand, that the price and value correspond, power to resolve difficulties or needs, the adaptability of consumers, among others. There are also the factors that cause consumers to change or choose other brands, thus decreasing loyalty, which are: not complying with what is offered, when the product or service is not available when purchased, when the brand is not capable of meet the needs or because other products are recommended brands to the consumer.

Each of these factors are capable of creating brand value, and can be categorized into five categories: brand assets and liabilities:

- Brand loyalty
- Recognition
- Perceived quality
- Brand association
- Other assets such as the patent, channel relationships, among others.





- For the company: When it is possible to maintain a higher brand capital, it is possible that companies have different benefits such as:
 - Obtaining better financial results and margins
 - Capture more customer loyalty
 - Obtain high credibility for your goods or services
 - Lower costs to achieve line or brand expansion
 - Optimize customer responses to price changes
 - Improves response and defense against competition
 - Ensure that, at the time of an error, loyal customers can understand and understand the problem

For Castilla et al. (2023), the brand contains a series of elements which are shown below in figure 2.

Figure 2

Brand Elements

Source: Castilla et al. (2023)

On the other hand, we find a very important term when talking about brand, such as Branding, which as mentioned by González and Moncayo (2023), is known as a philosophical perspective based on the mind of the consumer who has The objective is to accentuate consumer desires, allocating part of its essence to increasing the electrical impulses of the brain and altering

emotions. For this reason, it is considered as a discipline that aims to create and manage the brand, where the natural human condition is manifested, when signs and customs are created that indicate a certain culture and place where they occur. Figure 3 shows the analysis of the basic concepts of branding.

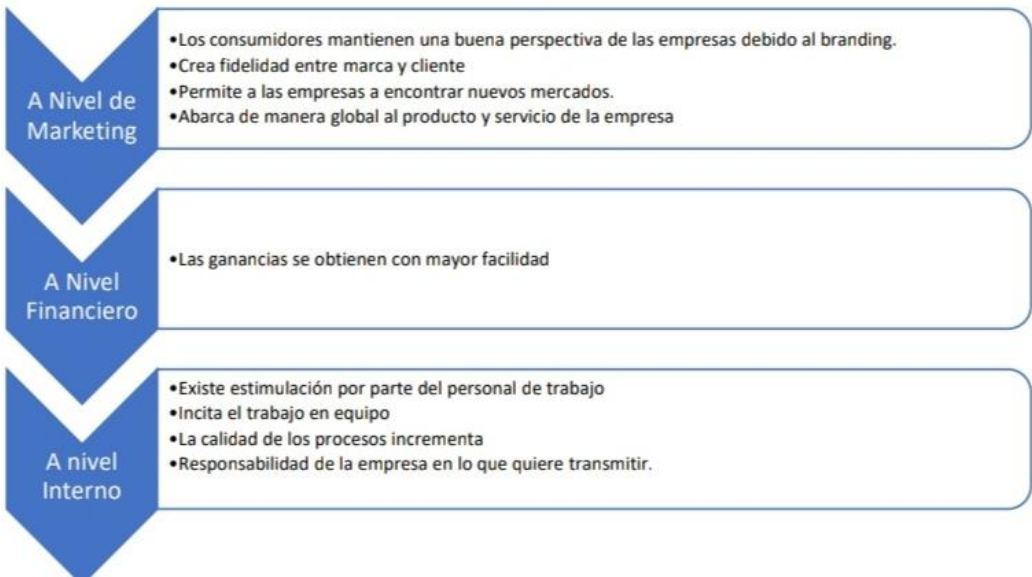
Figure 3
Basic Concepts of Branding

Identidad de marca	Asociación de marca	Imagen de marca	Personalidad de marca	Posicionamiento de marca	Manual de identidad corporativa	Arquitectura de marca
Conjunto de valores, personalidad, cultura corporativa, posicionamiento, forma de relacionarse y presentación de la empresa que desea sea percibida por el público (Wheeler, 2017)	Sentimientos, convicciones y conocimientos positivos o negativos de los consumidores de la marca (Brujo, 2013)	Percepción de los usuarios de una marca, puede variar según las propias percepciones de los usuarios (Orozco Toro & Ferré Pavia, 2012).	Percepción de las dimensiones que típicamente sirven para captar la personalidad de una persona, aplicadas al terreno de las marcas" (Llopis, 2011)	Lugar que un servicio o producto ocupan en la mente del consumidor. Se refiere a como las compañías desean que los clientes piensen y sientan la marca versus la competencia (Janiszewska & Insch, 2012).	Guías escritas en las que se explica cómo una marca debe ser usada al interior o exterior de una institución (Gunelius, s.f)	Organización de las marcas, servicios o productos para hacer que las audiencias tengan acceso y se relacionen con ellas, alineándose con las metas y estrategias de las empresas (Petroilli, Morrison, & Millon, 2002)

Source: González y Moncayo (2023)

Using branding brings with it both advantages and disadvantages, Minchalo (2022) describes them as shown in figure 4 advantages and figure 5 disadvantages.

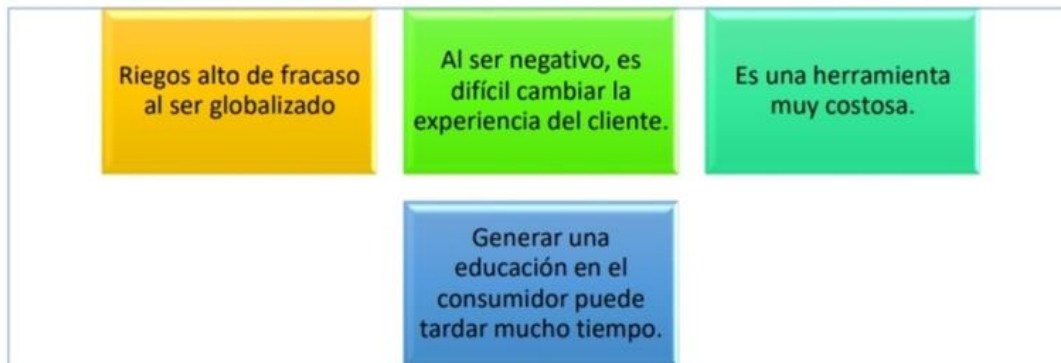
Figure 4
Branding Advantages.



Source: Minchalo (2022)

Figure 5

Branding Disadvantages.



Source: Minchalo (2022)

Discussion

Given the changes that constantly arise in the technological and digital area, it is necessary for companies to be able to adapt to these changes, which will allow them to be aligned with the new demands of consumers, the way information is delivered, as well as in the innovation of its brand designs, with the purpose of achieving an important position in the market.

In this sense, there are many investigations that are aimed at proposing digital marketing strategies with the purpose of proposing a brand or simply changing or improving the one that a company already has.

Below, two investigations are mentioned that had as their purpose the proposal of a change and creation of the brand of some companies.

In the research carried out by Gallego (2023), titled "Brand redesign of the Incubator and Accelerator Corporation of technology-based companies of Manizales. Incubate", whose general objective was to make a proposal to rescue what the company wants to convey about its brand. In conclusion, it was possible to understand the importance of achieving a connection with the audience that is intended to be captured, leaving a mark and therefore achieving trust in the product or service that is offered. Likewise, transforming the company's brand becomes an opportunity to achieve the expansion of opportunities, broadening its perspective and opinion of clients or consumers, allowing the growth and recognition of allies, achieving greater credibility and trust.

The importance of investing resources and time in building a brand or transforming it, adapting to the different changes that occur in the market and implementing the brand strategy, which represents the corporate identity and as consumers perceive it, in the same way, it must be aligned with the mission, vision and values of the company, in order to ensure that its products and/or services can be differentiated in the market in which it operates.

Likewise, the research by Velasco et al. (2023), titled “Gallicol S.A.S. digital marketing plan, whose objective is to design a marketing plan for Gallicol S.A.S. The proposal is made despite the fact that the poultry sector is widely consumed in the market and therefore very well accepted by consumers, it is necessary for the company to have a strategy that improves its current positioning and can have greater expansion to national level.

In conclusion, it was obtained that implementing a digital marketing plan, without a doubt, will bring great benefits to the poultry company, since it would adjust to the innovations that have been generated in the 21st century through social networks such as Instagram and Facebook, as well as such as optimizing search engines (SEO), the use of basic tools such as email marketing, tools that will allow you to boost your brand as well as collect information and data from your consumers, which will help them make future decisions to develop new products and segment customers.

However, the marketing plan proposal is flexible when the company wants to implement it, since this will depend on what it wants to achieve in the future with respect to the brand it offers..

Conclusiones

In conclusion, digital marketing has become an indispensable tool to boost the growth of a brand. By leveraging various digital strategies and channels, companies can more effectively connect with their audience, strengthen their reputation, and achieve business objectives.

Digital marketing offers a range of opportunities that make it possible to position a brand through the digital market, through the implementation of well-defined strategies and appropriate tactics, in order to achieve recognition, increase visibility and generate a greater return on investment.

In short, digital marketing is the engine that drives the growth of brands in the digital era, combining creativity, technology and a deep understanding of the consumer, companies can build lasting relationships, foster brand loyalty and differentiate themselves from the competition.

However, it is important that companies stay up to date with each of the digital changes that are being generated and thus adapt to them and take advantage of the advantages they offer to maintain or achieve the momentum and positioning of their Brand.

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