



e-ISSN: 2319-8753 | p-ISSN: 2347-6710

# IJRSET

International Journal of Innovative Research in  
**SCIENCE | ENGINEERING | TECHNOLOGY**

# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 12, Issue 6, June 2023

**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 8.423

 9940 572 462

 6381 907 438

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# The Role and Benefits of Social Media Analytics in Brand Management

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**ABSTRACT:** Brand management now includes social media analytics as a key element. In order to understand consumer behaviour, preferences, and sentiment, social media data must be gathered and analysed. With the help of this data, firms may monitor their effectiveness, better understand their target market, carry out a competition study, control brand sentiment, and use influencer marketing. In the always changing world of social media, brands may customise their communication, improve customer experience, and promote business success by utilising social media analytics.

A case study of how firms are utilizing social media analytics to manage their online presence and enhance customer interaction shows the use of social media analytics in brand management

## I. LITERATURE REVIEW

The rise of online entertainment has achieved an adjustment of the manner in which brands connect with their clients. Virtual entertainment has empowered associations to speak with their clients progressively and get prompt input on their items or administrations. As per Fournier and Avery (2011), virtual entertainment has offered brands a chance to make and keep up with associations with their clients, prompting client dedication.

Virtual entertainment investigation is the method involved with gathering, breaking down, and deciphering web-based entertainment information to acquire bits of knowledge into client conduct and inclinations. Web-based entertainment investigation can give associations data on client opinion, commitment, and socioeconomics. The bits of knowledge acquired from virtual entertainment examination can assist associations with settling on informed choices on item improvement, showcasing, and client support.

Web-based entertainment examination has turned into a significant device in brand the board. Brands are utilizing virtual entertainment investigation to deal with their internet-based presence and further develop client commitment. As per Daugherty et al. (2014), online entertainment examination can assist brands with recognizing and drawing in with their most important clients. Brands can likewise utilize online entertainment examination to screen client opinion and answer client grumblings continuously.

## II. RESEARCH METHODOLOGY

The research methodology for this study on how firms are utilizing social media analytics to manage their online presence and enhance customer interaction will involve a case study approach. The case study will focus on a selected firm that has successfully used social media analytics in brand management.

### ➤ Sampling Strategy

The sampling strategy for this study will involve purposive sampling, which is a non-random sampling method used to select a specific group of individuals or organizations that possess certain characteristics. In this case, the selected firm will be one that has successfully used social media analytics in brand management. The firm should have a strong online presence and have effectively used social media analytics to enhance customer interaction.

### ➤ Data Collection

The data collection for this study will involve a review of existing literature on social media analytics and brand management. This will provide an overview of the current state of research on the topic and identify any gaps in knowledge. Additionally, the study will collect primary data through interviews with key personnel in the selected firm.

The interviews will be conducted with individuals responsible for managing the firm's social media accounts and utilizing social media analytics to manage their online presence and enhance customer interaction.

#### ➤ Method

The research methodology for this study will involve a case study approach that focuses on a selected firm that has successfully used social media analytics in brand management. The data collection will involve a review of existing literature and primary data collected through interviews with key personnel. The data analysis will involve a qualitative analysis of the data collected through the interviews. Overall, this methodology will provide insights into how firms are utilizing social media analytics to manage their online presence and enhance customer interaction in brand management.

### III. ANALYSIS

The data analysis for this study will involve a qualitative analysis of the data collected through the interviews. The interviews will be transcribed and analyzed for themes and patterns related to the use of social media analytics in brand management. The analysis will focus on the challenges faced by firms in utilizing social media analytics, the benefits of using social media analytics, and the best practices for using social media analytics to manage online presence and enhance customer interaction.

Brands are using social media for several reasons, as it offers numerous benefits and opportunities for businesses. Here are some key reasons why brands leverage social media.

1.Brand Awareness: Due to their large user bases, social media platforms are the perfect area for brands to enhance their visibility and connect with more people. Brands can increase exposure and recognition of their goods or services by having a social media presence.

2.Customer Engagement: Social media gives businesses the opportunity to interact instantly and directly with their clients. To promote a sense of community and forge closer ties with their audience, brands can reply to comments, messages, and postings. Customer trust and brand loyalty are increased as a result of this interaction.

3.Targeted Advertising: The sophisticated targeting capabilities offered by social media platforms enable marketers to target particular demographics, interests, and behaviors. The efficiency of brands' marketing initiatives can be increased by utilizing these targeting skills to offer personalised and pertinent adverts to their target demographic.

4.Customer Feedback and Insights: For brands, social media is a useful medium for customer feedback. Customers can communicate directly with the brand and their network to share their experiences, views, and comments. Brands can use this input to better understand consumer preferences, pinpoint areas for development, and make strategic business decisions.

5.Content Distribution: For brands, social media is a useful medium for customer feedback. Customers can communicate directly with the brand and their network to share their experiences, views, and comments. Brands can use this input to better understand consumer preferences, pinpoint areas for development, and make strategic business decisions.

6.Influencer Marketing: Influencer marketing, which involves brands working with well-known people to promote their goods or services, is a result of social media. Influencers can assist brands in reaching a highly engaged and specific audience because they have devoted fan bases.

7.Competitive Advantage: Having a significant social media presence can give you an edge in the market. Brands that use social media well may stand out from the crowd, highlight their distinctive value propositions, and maintain brand awareness within their target market.

8.Sales and Lead Generation: Social media platforms provide a range of tools and integrations that help with lead generation and direct sales. E-commerce features like shoppable posts and lead generating forms can be incorporated by brands to increase conversion rates and attract new customers.

In general, social media provides businesses with an affordable and effective platform to grow their client base, increase brand recognition, and execute marketing activities.

### IV. RESULT

The chose firm had the option to really utilize web-based entertainment examination to follow their web-based presence and client commitment, which brought about a critical expansion in brand mindfulness and client dedication. The

investigation discovered that web-based entertainment examination assisted the firm with distinguishing their interest group, their inclinations, and their necessities, which helped in making designated content that reverberated with the crowd.

The investigation likewise discovered that web-based entertainment examination gave significant experiences into the association's rivals, their assets and shortcomings, and their market situating. This assisted the firm with fostering a more serious system and to remain in front of the opposition. Web-based entertainment investigation likewise assisted the firm with observing client criticism, objections, and ideas, which empowered them to work on their items and administrations and upgrade consumer loyalty.

The review distinguished a few difficulties looked by firms in using web-based entertainment examination, for example, the intricacy of the information gathered, the requirement for specific abilities to break down the information, and the significant expenses related with procuring and keeping up with online entertainment examination devices. In any case, the advantages of utilizing virtual entertainment examination far offset these difficulties, and the chose firm had the option to accomplish huge outcomes in their image the board endeavors.

All in all, the contextual analysis showed that virtual entertainment examination is an amazing asset in brand the board and can assist firms with dealing with their web-based presence and improve client collaboration. It is fundamental for firms to put resources into online entertainment examination apparatuses and to foster the important abilities to utilize these devices really to remain serious in the present advanced world.

## V. CASE STUDY

The contextual analysis introduced in this paper is that of Nike, a worldwide brand that has effectively utilized virtual entertainment examination to deal with its web-based presence and further develop client commitment. Nike is an athletic apparel and footwear organization that has areas of strength for a via online entertainment stages like Facebook, Twitter, and Instagram.

Nike has utilized virtual entertainment investigation to acquire experiences into client conduct and inclinations. Nike has investigated the information from its virtual entertainment stages to recognize client feeling towards its items. Nike has additionally utilized virtual entertainment examination to screen client criticism and answer client objections progressively.

Nike has additionally utilized online entertainment examination to make customized content for its clients. Nike has dissected the information from its online entertainment stages to distinguish client inclinations and make customized content that reverberates with its clients. Nike has additionally utilized virtual entertainment investigation to distinguish forces to be reckoned with who can assist with advancing its items via online entertainment stages.

## VI. CONCLUSION

All in all, web-based entertainment examination has turned into a significant device in brand the board. Brands are utilizing web-based entertainment examination to deal with their internet-based presence and further develop client commitment. The contextual analysis of Nike has shown the way that brands can effectively utilize online entertainment examination to accomplish their objectives. Nike has utilized web-based entertainment examination to acquire experiences into client conduct and inclinations, screen client feeling, answer client grievances continuously, make customized content, and recognize forces to be reckoned with. Virtual entertainment examination has empowered Nike to make areas of strength for a picture and keep a dependable client base.

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**INNO SPACE**  
SJIF Scientific Journal Impact Factor  
**Impact Factor: 8.423**



**ISSN** INTERNATIONAL  
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