The impact of brand positioning on custumer purchasing habits via digital marketing

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What is digital marketing?

Promotion and sale of products or services via the internet and digital channels

Digital marketing aims

- to reach the **target audience** using the opportunities offered by the internet and generally includes the following elements:

  - Content Marketing
  - Social Media Marketing
  - Email Marketing
  - Internet Advertising
  - Web Analytics

Digital marketing elements

- **1-Content Marketing:** Increasing brand awareness by providing valuable and engaging content to the target audience.

Content marketing aims

- Its main purpose is to deliver information and value to build trust with and influence the target audience.

- This approach allows customers to view the brand as a source of information and increases the value of the brand.

Digital marketing elements

- **2-Social Media Marketing:** Promoting the brand positioning and providing interaction through social media platforms.

Influencing consumer behavior with social media

- **Providing Information**: Informative content allows consumers to learn more about products or services.

- **Creating Interest:** Creative and eye-catching content increases consumers' interest in the brand and encourages purchase intentions.

Increasing customer interaction with social media

- **Interaction:** Interactions such as comments, likes, shares, and tagging encourage a closer relationship with the brand.

- **Creating a Community:** Strengthens customers' loyalty to the brand by creating a community around the brand.

Social Media Engagement

Digital marketing elements

- **3-Email Marketing:**

Sharing information and promotion by sending emails directly to a target audience or individual.

Digital marketing elements

- **4-Internet Advertising:**

Advertisements using banners, videos and other digital forms.

Digital marketing elements

- **5-Web Analytics:** Advertising strategy developed by analyzing website traffic and user behavior.

Data analytics makes possible reaching the target audience in more effective and measurable ways.

How Website Analytics Works

Tagged Website — 01
02 — Data Collection
Transformation — 03
04 — Report

motomo

It is done with artificial intelligence.

How works the brand positioning ?

- **1-Establishing a place in the mind of customers:**
- ➢ Brands need to position themselves differently to gain a place in the minds of consumers.
- ➢ Brand positioning should ensure that a brand gains a prominent feature in the minds of the target audience.
- ➢ This clearly states how the brand is different from other competitors and what unique advantages it offers.
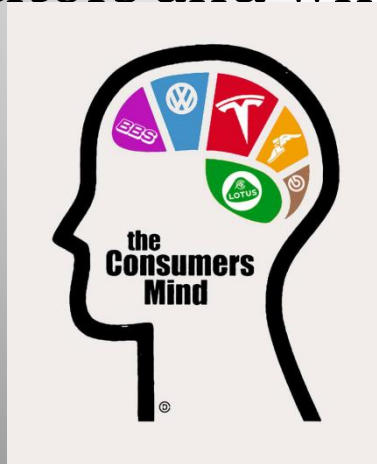
How works the brand positioning?

- **2-Differentiation from Competition:**

It must offer a different and significant value to the target audience than competitors.

How works the brand positioning?

- **3-A Simple, Clear and Sustainable Message:**

Complicated and unclear messages cannot be effective on the target audience. The value and promises offered by the brand must be clearly stated. The slogan must be same, no changes time by time.
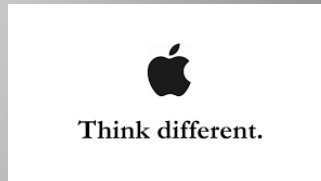
JUST DO IT	Because you're worth it. L'ORÉAL PARIS	NOKIA CONNECTING PEOPLE	Think different.
1988	1970s	1992	2000s

How works the brand positioning?

- **4-Mental Targeting:**

Positioning is not the physical product or service, but the perceptions in the minds of customers.

How works the brand positioning?

- **5-Being First and Being Different:**

Being first in people's minds provides a long-term advantage for a brand. In addition, the brand's unique features and strengths should be highlighted.

How works the brand positioning?

- **5-Real and Consistent Positioning:**

A positioning that represents real values is more persuasive and effective.

but it flies metaphorically, not literally.

ANY QUESTION?

THANKS FOR YOUR ATTENTION