

Driving Consumer Engagement on Social Media with the help of Meme Marketing by OTT Platform

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Abstract: Indian audiences have always been emotionally engaged with the artists on the television. On Instagram, this study analyses the most engaging types of content. Instagram content posted by two OTT brands, Netflix, and Amazon Prime Videos, will be analysed to recognize, and evaluate digital customer interaction. The article aims to review the literature to understand consumer engagement via content marketing by OTT platform.

INTRODUCTION

Building relationships that go beyond borders through Social Media Marketing Social Networks has become the hub for companies to create relationships that hit the targeted consumers for miles, also in an amicable way. Marketing using social media tools, in plain terms, is an idyllic platform to grab the eyeball.

As per Michael A. Stelzner's Social Media Marketing, 2010 Industry Study, a substantial 85 percent of all marketers indicated that their social media activities have produced exposure for their companies. Another big gain was increased traffic, contributing to the fact that social media marketing is here to stay for a long time to come.

Social networking is a reaction to online branding. Social networking sites such as Facebook effectively allow companies to create their customized web pages, apply acceptable advertising and connect to a body of 400,000,000 active users in a mix of e-mail and web pages.

OTT (Over the top) is a medium that uses the internet to stream media. Provision of film and TV content over the internet without forcing consumers to connect to a conventional pay-tv cable or satellite service, such as Comcast or Time Warner Cable. The internet age gave rise to some media, such as mobile phones, which were used for entertainment purposes; OTT was therefore born. For example, platforms with different content were brought to light-Netflix, Amazon Prime, Voot, Hotstar, etc.

The emerging trend of at-home binge watching makes it difficult to establish a realistic viewing environment in the laboratory, as problems with ethics and attention emerge as a result of maintaining participants engaged in stimuli for an prolonged period of time, as binge watching requires (Babin & Carder, 1996).

OTT stands for "over-the-top" and refers to the engineered trend of streaming content directly across the internet to consumers. Any internet content provider that provides streaming media as a standalone product is an 'over-the-top' media service. The word is used for video-on - demand sites, as well as for audio streaming, messaging services, or voice calling solutions based on the internet.

Traditional media delivery outlets such as telephone networks and cable television providers are avoided by OTT services, provided that you have access to an internet connection, either locally or through a mobile network, you can access the complete service at your spare time . Usually OTT services are cast by paying subscriptions, although there are exceptions.

Exceptional low-cost content: Streaming services are commonly measured as a cost-effective alternative for conventional cable packages. Currently, a Netflix HD subscription is 499 / month and Netflix's mobile plan is priced at 199 per month, which is a convenient fee even though you only want to view a fraction of the content offered.

Original content supplier-OTT suppliers such as Netflix and Amazon Prime have started creating exclusive content exclusively available via their service in recent years. Platforms such as HBO Go and Disney+ also have exclusive streaming licenses and perform very well on previously televised content.

Multi-device compatibility: For years, watching cable television needed a TV set. We can watch OTT content from a wide range of devices at present. Each account holder may benefit from a gaming console, smartphone, tablet, or smart TV with the same OTT experience.

Research study on social media use of branding efforts in marketing is rapidly building up (Gensler et al., 2013). While the variety of research study studies in this field is increasing quickly, there are still substantial answers to some important questions, such as what material elements make digital content efficient in regards to brand technique (Lamberton and Stephen 2016). The goal of this research study is to take a step further into the research space by considering customer-brand experiences by examining branded content shared on their Instagram accounts in regards to engagement with the classifications of content. Two dominant theoretical viewpoints can quickly sum up this burgeoning body of research study: Digital Content Marketing (DCM) and Digital Consumer Engagement (DCE).

1. IN A DIGITAL AGE MARKETING

The shift to social networks is larger than ever and popular people, brand names are increasingly emerging in the region without global restrictions and have in fact activated substantial modifications in the marketing environment and socials media channels have now wind up being a natural part of the marketing methods of business (Kaplan & Haenlein, 2010; Zahoor & Quereshi, 2017). Marketing is the point at which development, market interest, client requirements and guideline fulfill (Lohana, 2011). It is an effort to ensure customers and to deliberately attempt to change or change their mindset to business (Solomon, 2002).

Advertisers have been faced from the really starting with 2 significant obstacles for customers: scarce resources and rivalry for promotion and limited resources are also viewed as promotional spending plans that put pressure on practitioners to make efficient allotments to particular outlets or media (Naik and Peters 2009; Vakratsas and Ma 2005); nevertheless, it also associates with the time and effort to develop, preserve, fine-tune. Distribute branded content for quality.

The spread of social networks has actually altered customer buying behaviour, along with how services and clients share details (Sudha & Sheena, 2017; Virtanen, Björk & Sjöström, 2017; Zahoor & Quereshi, 2017). It can be argued that the development of digital marketing, which demanded a reassessment of the marketing strategies of companies willing to stay competitive in the modern digital age, was one of the big modifications to standard marketing.

2. DIGITAL CONTENT MARKETING

Digital marketing is the use of digital technology to create channels to meet potential recipients through more efficient fulfilment of customer needs to achieve business goals.

Marketing communications in online environments belong to presence formation, relationship formation and value production. Digital presence pressure leads marketers to a single conclusion, and content marketing has ended up being the answer to an effective internet marketing method and the most reliable digital marketing tool (Rowley 2004). "over the past decades, material marketing has actually become one of the most effective kinds of marketing by leading brand names" (Gong, Stump and Maddox 2013, p. 220).

Content marketing can be referred to as a management procedure in which a business recognizes, analyses, and satisfies the demand of clients to take advantage of the use of digital content through electronic channels (Rowley 2008). "product marketing is today and particularly the future of digital marketing and naturally to marketing in general. For that reason, a digital marketing technique can not achieve success without having quality product marketing." (Patrutiu Baltas 2015, p. 117).

The term material marketing did not apply to market efforts till the introduction of digital marketing, due to the fact that the digitalization of marketing allowed companies to utilize a pull-marketing technique on digital platforms (Du Plessis 2015).

Material marketing is a marketing and organization procedure that seeks to establish and provide helpful and challenging material to bring in, get and engage a perfectly established target market with the objective of effective client action (Pulizzi, 2013). Material marketing can be referred to as a tactical brand name storytelling method that aims to influence customer behaviour and engage them in earned media brand name discussions, and the author includes that brands have been able to release compelling brand name storeys on various media platforms with the spread of content marketing (Du Plessis 2015).

There stand out facets of success with a content marketing project. The very first is to line up the message and content with the target market of the businesses to achieve customer engagement. (Kilgour, Sasser, & Larke, 2015). However, the generation of material that bring in a particularly specified audience is a treatment needing a constant research study of the user (Järvinen & Taiminen, 2016). Brands, on the other hand, usage material marketing to develop a much deeper relationship with clients by concentrating on interaction using brand-new digital platforms (Royle & Laing, 2014). And the variety of brand names in their marketing tasks consisting of utilizing Social Networking Sites is growing. To attract and preserve dedicated customers, brand names make use of material marketing to capture brand-new readers and enhance relationships. Likewise, content marketing is produced to bring in and preserve customers. Besides, it supplies associated material preparing to enhance consumer behaviour (Corley II, Jourdan, and Ingram 2013).

DIGITAL CONSUMER ENGAGEMENT

In addition to the hedonic source of experience establishing from a driving force for action or no action, commitment is the second phase of experience (Higgins 2006). Client interaction is behavioural, goes beyond buying, and focuses on a brand name or service (Doorn et al., 2010). In social networks, consumer interaction records the psychological and behavioural predispositions of customers to communicate with brands and other users (Dessart et al. 2016).

In various significances, the concepts of "digital consumer engagement" and "client engagement" have been studied, such as customer engagement, consumer brand name engagement, ad engagement, web engagement, digital consumer engagement (Gavilanes, Flatten & Brettel, 2018; Calder, Malthouse, and Schaedel, 2009; Hollebeek, 2011; Brodie et al., 2011).

Another principle of customer engagement is when customers are encouraged to get in touch with a brand name to optimize their mental, mental, or physical interest in it (Chaffey, 2007). Social media has actually been referred to as an efficient mechanism that adds to brand name goals and method, particularly in customer relationship management and client involvement (Filo et al., 2015). Making use of social networks by brand names is also a location of details interactivity, promotion and change in the purchasing behaviour of customers (Zeng and Gerritsen, 2014).

From a behavioural point of view, differentiate media engagement from simple liking, suggesting that engagement is not liking alone however a more powerful state of interaction between the client and the media (Calder and Malthouse 2008). Consumer interest needs both an inspirational condition that adds to greater involvement in online brand name operations (Balduis et al., 2015). Brands choose to use online platforms where the return on ad expenditure can be more dependably monitored with instant feedback (Breuer, Brettel, & Engelen, 2011). Some research study, on the contrary, recommends that modern-day customers are more active rather than passive, that functions and attitudes have actually changed in particular brand-based procedures (Ramani and Kumar, 2008; Pagani, Hofacker, and Goldsmith, 2011).

Using info interaction technology supplies consumers with numerous advantages such as efficiency, convenience, richer and more importantly, participatory information, competitive pricing, cost reduction and range of goods (BayoMoriones & Lera-Lo ´pez, 2007). As the user can connect proactively as a customer, SNSs appear to make the most of the benefits of their usage. Therefore, business have actually developed several interactive practices and process to boost their brand identity and marketing performance (Leefflang et al., 2014; Filo et al., 2015; Schultz and Peltier, 2013).

Top quality material on SNSs provides extra touchpoints in daily life to facilitate interactivity in between the user and the brand. SNSs' deepened partnership allows marketers to discover common patterns in consumer reactions and affect clients to engage with online content (Murdough, 2009). Extra feelings, ideas, mindsets, photos, and interactions can be the touchpoints for the brand-consumer relationship, and they build a collection of brand name memories on customer perception (Keller 2009).

4. SOCIAL NETWORKING WEBSITES: AS AN INSTRUMENT OF DIGITAL MARKETING

The setting of people's everyday experiences has actually changed considerably with the intro of the Web and after the Social Networking Sites. For others, with the introduction of the ICQ immediate messaging system, social networks began as early as 1996, where people could send and receive text messages online (Borders, 2009). It is certainly beyond hope that ICQ provided an entry into a significantly different social environment; however with the arrival of "Web 2.0" Social Networking Sites such as Friendster in 2002, the setting began to shift a growing number of (Borders, 2009).

On the other hand, as Mark Zuckerberg produced Facebook in 2007, it can be said that it was the real rise. Numerous Social Networking Sites, such as Tumblr, Pinterest, Twitter, Instagram, YouTube, Google+, LinkedIn, Snapchat, Reddit, 4Chan, Flickr and more, started to affect daily life across the world after the arrival of Facebook. Social Networking Sites represent a couple of functions that all incorporate interpersonal and mass interaction formats. There is a complimentary circulation of knowledge disconnected from the local limits and the use has actually been experiencing a substantial development every year.

According to Kaplan and Haenlein (2010), social networks is "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, which permits the production and exchange of user-generated material".

"social media websites as web-based services that enable people to (1) build a public or semipublic profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from website to site." (Boyd, 2007, p. 211).

Consumers use social networks to gather details throughout the buying process, to determine options and even post-purchase experiences, such as sharing their own experience on social media (Drews and Schemer, 2010). About 20% of consumers said that social networks is a main source of details in the buying process of new items (Powers et al. 2012).

Indeed, the concept of social networks has been carried out in a broad variety of various methods. Nevertheless, because the focus of the existing research study is the effect of social networks in the sense of marketing, there is a requirement to approach it from a marketing viewpoint. In this paper, social networks is discussed as a discussion frequently initiated by consumers/audiences or a business/product/services distributing between the discussed parties to set in motion a revealing interaction on particular ad details so that it allows learning from the use and experiences of each other, consequently benefiting all the celebrations included (Dwivedi et al. 2015, p. 291).

This study will add to the academic work in this field by challenging brands' material marketing efforts on Instagram while extending content research study activities relationally into organization environments and in the same industry. Besides, through the material analysis on Instagram brand name use, scholastic literature will expand by recognizing the DCE levels produced by brand name experience provided in top quality material on Instagram profiles, thinking about the theoretical context of this study.

Conclusion

To define success and the value gained from social media efforts, social media is unique in putting all forms of insight together (Murdough, 2009).

The vast and increasing number of research studies and publications dealing with relevant social media marketing issues have clearly acknowledged the substantial attention paid to such a phenomenon in recent years (Alalwan et al., 2016b). A closer look at the time frame for this phenomenon suggests that the large portion of these studies were conducted between 2014 and 2018, respectively (i.e. Gavilanes, Flatten & Brettel, 2018., Jung et al., 2016; Lee et al., 2016;

McCaughy et al., 2016; Rejón-Guardia et al., 2016; Enginkaya and Yilmaz, 2014; Kim and Ko, 2012; Saboo et al., 2016; Saboo et al., 2015; Filo et al., 2015; Dwivedi et al., 2015). This in turn, offers clear proof that the subject of concern for both the viewpoints of professionals and researchers should be social media and their application.

The report demonstrates how OTT service providers are rejecting conventional media distribution channels such as telecommunications networks and cable television but are choosing alternative forms of internet communication. OTT vendors such as Netflix and Amazon Prime have begun producing exclusive content that is available exclusively on their services.

A shift in customer purchasing routines and knowledge exchange appears due to numerous social networks channels. We may argue that the introduction of digital marketing, which demanded a reassessment of the marketing methods of business going to remain competitive in the contemporary digital age, was among the big improvements to traditional marketing.

For brand marketing, sites such as Twitter, Facebook and Instagram provide OTT service providers with a distribution channel. In a mix of e-mail and web pages, they allow businesses to create their personalised web pages, submit appropriate ads and link to a body of 400,000,000 active users. Brands use content marketing on these channels to build a deeper partnership with customers. As marketers use them to attract and retain loyal customers, social networking sites are growing. This helps to understand customers' psychological actions and offers direct input. Content marketing is a two-way beneficial investment in which marketers discover their future customers and on the other hand, discover their desires, allowing consumers to discover brand efficiency and comfort.

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