


Chapter 15

Brand Management in the Digital Era

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ABSTRACT

The digital age has brought a revolution in communication, with interactions occurring instantaneously globally and with a high degree of versatility. This chapter examines the transformation brought about by digital technologies and platforms, focusing on brand communication. It explores how the democratisation of communication has empowered companies. Furthermore, the chapter examines the processes of brand building and management within the digital ecosystem, emphasising the importance of a robust online presence. By integrating established communication theories, marketing strategies, and brand-building studies, this chapter offers a comprehensive framework for defining brand identity, engaging target audiences, and crafting brand-appropriate content, illustrated through relevant case studies.

1 INTRODUCTION

The digital age has transformed communication, reshaping how individuals and organisations interact and disseminate information. The proliferation of digital technologies and platforms has made communication instantaneous, global, and versatile. Social media, messaging apps, email, and video conferencing have enabled seamless connections across geographical boundaries, enabling real-time dialogue and col-

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laboration. With the advent of smartphones and mobile internet, communication has become ubiquitous, allowing individuals to connect with content and communities anytime, anywhere. The digital landscape has also democratised communication, allowing individuals and marginalised voices to spread their messages and engage in public discourse. However, the digital age also brings challenges such as information overload, privacy concerns, and misinformation, which underscore the importance of digital literacy and responsible communication practices. These issues not only affect people's daily lives, but also marketing and brand management. A digital-first culture is increasingly finding its way into individual disciplines within the communications industry, as building and maintaining a solid online brand presence is essential to a company's success in today's digital world. The playing field is becoming increasingly crowded, and companies are under unprecedented direct competitive pressure. A strong brand can contribute up to 40% of a company's value and is the key to success for many brands. This chapter presents and analyses the fundamentals of effectively building a brand in the digital ecosystem. It also discusses brand management, as only through long-term and brand-appropriate communication can a real difference be made in the perception of a brand. Insights for this discourse come from established communication theories, marketing strategies, and brand-building studies. The connection to the digital age is constantly made, and attention is paid to the specifics of a digital brand. The theoretical framework includes critical work on brand identity, engagement strategy, branded content creation, considering brand personalities, and the correct interaction with the intended audience. By describing the holistic process of defining the brand identity, analysing the right target audience, the strategy for building an online presence, selecting the proper communication methods, and the means to publish the created brand identity-compliant content, this chapter offers a detailed but condensed outline of modern brand building and management. Applying these frameworks and theories can directly and positively impact authentic brands, as illustrated by individual case studies.

2 BIBLIOGRAPHIC REVIEW

2.1 Fundamentals of Brand Management

Brand management is constantly evolving throughout history. The digital age has also significantly increased the relevance of brand management for companies. Brand management now encompasses a broad and in-depth portfolio of services, making it a necessary marketing discipline. Likewise, brand management is highly complex, as it creates a holistic link between a commodity and the people who receive it (Keller & Swaminathan, 2020). This high complexity is also reflected

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