
Building a Strong Brand: Marketing Strategy to Increase Brand Awareness and Consumer Loyalty

Ian Zulfikar

National University, Jakarta, Indonesia

Article Information

Corresponding Author:

Ian Zulfikar
National University, Jakarta,
Indonesia
Email:
ian.zulfikar@civitas.unas.ac.id

ABSTRACT

Building a strong brand and increasing brand awareness and consumer loyalty is a key focus for business success. This study aims to describe effective marketing strategies to build strong brands and increase brand awareness and consumer loyalty. The research was conducted by conducting a literature review from various sources related to marketing strategy. The research findings show that some effective marketing strategies in building a strong brand are brand differentiation, use of social media, product and service development, and customer experience. By implementing these strategies in business practices, companies can strengthen brands and increase brand awareness and consumer loyalty.

Keywords: Brand, marketing strategy, brand differentiation, social media, product development, customer experience.

1. INTRODUCTION

Building a strong brand is an important goal in marketing management. According to Situmorang (2011), a product can become a strong brand if it fulfills functional advantages, creates associations and images desired by consumers, and provides positive experiences when interacting with consumers. Rangkuti (2002) also explained that a brand is said to be strong if it has high brand equity, which includes brand preferences, brand loyalty, brand associations, and brand assets that are supported by specific brand values and in accordance with important values for customers. In other words, building a strong brand is not only about creating a positive brand image, but also creating a strong emotional and trusting connection between brands and consumers.

A strong brand can help a company create a positive image and provide significant added value to the products or services offered. A well-known brand with a positive image can help increase sales, reduce marketing costs and create opportunities to expand markets. Therefore, building a strong brand should be the main focus for business owners and marketing experts (Putri & Ekawati, 2017).

A strong brand can also help a company create a significant competitive advantage in the marketplace. By having a strong brand, companies can reduce marketing costs and expand markets more effectively. In addition, a strong brand can also help companies to diversify the products or services offered, and create long-term relationships with customers (Sulistiani, 2013).

Although building a strong brand is a key factor in business success, the fact is that building a strong brand is not easy. Companies must strive hard to build a positive brand image in the minds of consumers, especially in the increasingly fierce global market competition. Companies must also pay attention to aspects such as product or service quality, price, customer experience, and other factors that can influence brand success (Tjahjaningsih & Yuliani, 2009).

In addition, with the development of technology, companies must also be able to adapt to changes in social media and the internet, because these media have become important tools for companies in building brands and establishing relationships with consumers. Therefore, research on marketing strategies to build strong brands is important to help companies overcome challenges in building strong brands in today's modern era (Armayani et al, 2021).

This study aims to discuss effective marketing strategies to build strong brands and increase brand awareness and consumer loyalty, especially in the context of a rapidly growing modern business. This research will discuss brand differentiation, use of social media, product and service development, and customer experience as an effective marketing strategy. It is hoped that this research can provide new and useful insights for companies in developing appropriate marketing strategies to build strong brands and increase brand awareness and consumer loyalty.

2. LITERATURE REVIEW

1. Brand Equity

Brand equity itself is added value or value attached to a brand, which can come from a positive brand image, brand reputation, consumer loyalty to the brand, and so on. Brand equity generally has great appeal for consumers, so that consumers prefer to buy products or services from that brand, compared to other brands that may be similar (Aaker, 1992). Brand equity is also often well recognized by consumers, and has a strong positive image in consumers' minds. This makes the brand more easily recognized, and can provide significant added value to the products or services offered (Durianto, 2004). Brand Equity can help a company create a significant competitive advantage in the market. By having a strong brand, companies can reduce marketing costs and expand markets more effectively (Dewi, 2018). In addition, Brand Equity can also help companies to diversify the products or services offered, and create long-term relationships with customers.

2. Brand Awareness

Brand Awareness is the level of consumer awareness or understanding of a brand or brands. This refers to how much consumers recognize and remember the brand, and how familiar they are with the products or services offered by the brand (Wasil, 2017). The level of brand awareness can be measured in various ways, such as through surveys or observing consumer behavior. Brand Awareness is important for a brand because it can influence consumer purchasing decisions. If consumers have a high level of awareness of a brand, they tend to prefer products or services from that brand over other brands that are less well known (Khasanah, 2013). Therefore, increasing brand awareness is an important goal in a brand's marketing strategy.

3. Customer loyalty

Customer loyalty refers to customer loyalty to a brand or company, where customers tend to choose to continue buying products or services from the same brand or company from time to time (Suryati, 2015). Loyal customers tend to avoid other brands or companies and prefer to stay loyal to brands or companies that have provided a positive experience or met their needs. Customer loyalty can be formed through various factors, including product or service quality, competitive prices, good buying experience, satisfying customer service, or good relationship with a brand or company (Pritandhari, 2015). Customer loyalty can also be measured through indicators such as purchase frequency, average purchase value, or brand or company recommendations to others.

3. RESEARCH METHOD

This research is a qualitative research using the literature review method, where sources related to marketing strategies to build strong brands, increase brand awareness, and strengthen consumer loyalty are collected from various sources which include books related to marketing, journal articles, and other sources. trusted online. The purpose of this research is to present the most up-to-date and reliable information on best practices in building strong brands and increasing customer loyalty, by basing the findings on research and experiences that have been conducted by experts in the marketing field. The results of this study can assist marketing and management practitioners in planning effective marketing strategies to build strong brands and increase brand awareness and customer loyalty.

4. RESULTS AND DISCUSSION

The research findings show that there are several marketing strategies that are effective in building strong brands and increasing brand awareness and consumer loyalty. These strategies are as follows:

1. Brand differentiation

Brand differentiation is a marketing strategy used to differentiate brands from competitors in the market by highlighting certain uniqueness or features in the products or services offered. Brand differentiation aims to make the brand more attractive and more valuable compared to competing brands in the market (Susanto & Wijarnako, 2004). Brand differentiation can be done in various ways, such as highlighting the distinctive features of a product or service, providing unique added value, or offering a different experience to consumers. For example, a brand can differentiate itself from competing brands by offering more sophisticated features or technology, better quality, more affordable prices, more attractive designs, or better customer service (Susanto & Wijarnako, 2004).

By carrying out effective brand differentiation, a brand can build a stronger brand image and gain a competitive advantage in the market. Consumers will prefer products or services from these brands compared to competing brands, because these brands are considered to have added value or a better experience. Therefore, brand differentiation is important in the marketing strategy to win the competition in the market and strengthen the brand's position in the eyes of consumers (Ong, 2013).

In an increasingly competitive business world, brand differentiation is becoming increasingly important to win the competition in the market. In a market controlled by a few big brands, the differences between products or services can be very subtle, so trying to differentiate a brand from competitors can be the key to attracting consumer attention and building customer loyalty. Brand differentiation can be done in various ways, such as

product development, product design, emphasis on customer service, use of more sophisticated technology, better quality, unique added value, or even more strategic brand placement. It is important for brands to choose the right way of differentiation and in accordance with brand values, market strategies, and consumer needs (Dharmesta, 1999).

However, it should be noted that brand differentiation is not the only influential factor in consumer purchasing decisions. Price, product availability, brand image, and customer experience are also very important factors in consumer purchasing decisions. Therefore, brands must consider these factors in developing an overall marketing strategy. In developing a brand differentiation strategy, brands must continuously monitor competitors and the market, so as to identify trends and changes in consumer preferences, and adjust the brand differentiation strategy used (Kurniawan, 2017). Thus, the brand can continue to maintain its competitiveness in the market and build a strong brand image and increase customer loyalty.

2. Social media use

The use of social media has become a very effective marketing strategy in building strong brands and increasing brand awareness and consumer loyalty. By using social media, brands can take advantage of various platforms such as Facebook, Instagram, Twitter, YouTube, and LinkedIn to promote brands, build brand fan communities, and increase interaction with consumers (Rumondang et al, 2020).

One of the advantages of using social media is the ability to reach a wider audience. With over 4 billion active social media users worldwide, brands can reach a larger and more diverse audience than through traditional marketing channels. In addition, social media also allows brands to target consumers based on certain characteristics such as age, location, interests, or buying behavior, thereby optimizing advertising expenditure and increasing the effectiveness of marketing campaigns (Kurniawan & Arifin, 2015).

Social media can also be used to build a loyal brand fan community. By sharing relevant content, responding quickly and kindly to customer inquiries or complaints, and providing responsive customer support, brands can build strong relationships with brand fans and strengthen customer loyalty. Over time, these fan communities can become brand pioneers and help increase brand awareness and inspire product or service purchases (Futuwwah & Mardhiyah, 2019).

In addition, social media can also be used to promote products or services in various ways such as postings, advertisements, collaboration with influencers, or referral programs. In a social media marketing strategy, brands must identify social media platforms that best suit their audience and brand goals, and arrange content that is creative, interesting and useful for brand fans and potential audiences (Juju & Sulianta, 2013).

Furthermore, the use of social media as a marketing strategy also provides other benefits such as:

- a) Collecting and analyzing consumer data: Social media gives brands access to collect data about consumer behavior and their preferences. This allows brands to customize their marketing campaigns and target audiences in a more effective way.
- b) Improve interaction with consumers: Social media allows brands to interact with consumers directly and respond quickly to questions or complaints. This builds positive relationships with customers and increases their trust in the brand.
- c) Increase brand awareness organically: In a social media marketing strategy, brands can utilize creative and engaging content to attract audience attention and increase brand awareness organically. This can help brands to build a strong brand and increase consumer loyalty.

In optimizing the use of social media, brands must pay attention to social media rules and ethics, such as maintaining user privacy and security, not promoting inappropriate content, and responding to customer complaints or criticism quickly and politely. With an effective social media marketing strategy, brands can build a strong brand, increase brand awareness and increase customer loyalty.

3. Product and service development

Product and service development is an important marketing strategy in building a strong brand. Companies must always create products or services that are innovative, quality, and provide added value to consumers. By continuing to develop products and services that are unique and meet consumer needs, companies can strengthen their brands and increase consumer loyalty.

When a company continues to create new and unique products or services, this can add value to consumers and help differentiate the brand from competitors in the marketplace. In addition, the development of innovative products and services can also help companies reach new markets and increase sales. In developing products and services, companies must also pay attention to the needs and desires of consumers, as well as ongoing market trends. By understanding consumer needs, companies can create products and services that are more relevant and in accordance with their wishes, and ultimately increase consumer satisfaction and loyalty (Sudarso et al, 2020).

However, keep in mind that developing successful products and services requires significant time and cost. Therefore, companies must ensure that the product or service being developed has the potential to be successful in the market and provide a profit that is large enough to overcome development costs. In addition, in

developing products and services, companies must consider aspects such as quality, features, design, price, and promotion. Companies must ensure that the products or services developed are of good quality, features that suit consumer needs, attractive designs, and competitive prices. In addition, companies must also consider the best way to promote products or services in order to reach potential consumers effectively (Reven & Ferdinand, 2017).

In today's digital era, companies can also take advantage of digital technology and platforms to assist in the development of products and services. For example, companies can leverage market data and analysis available online to understand market trends and consumer preferences. In addition, companies can also use digital platforms such as social media and websites to communicate with consumers and promote new products or services (Rumondang et al, 2020).

By developing good products and services, companies can build strong brands, increase consumer loyalty, and achieve long-term success in the market. However, companies must also continue to innovate and adapt to market changes and consumer needs in order to remain relevant and competitive.

4. Customer experience

Customer experience is an important factor in building a strong brand and increasing consumer loyalty. Companies must provide a good experience to consumers in every interaction, from the buying process to after-sales service. By providing a satisfying experience to consumers, companies can build a positive brand image and increase consumer loyalty.

In today's growing digital era, consumers have easier access to information and more product options, so that a good customer experience can be the main differentiator in purchasing decisions. To provide a good customer experience, companies must consider every interaction with consumers, from the purchasing process to after-sales service. Companies must ensure that each stage of the interaction is carried out in a friendly, fast and efficient manner, so that consumers feel valued and properly accommodated (Febriani & Dewi, 2019)

Companies must also ensure that the products or services offered are in accordance with the needs and desires of consumers, and are of good quality. In this case, companies can consider involving consumers in the product or service development process, so as to obtain valuable feedback and ensure that the products or services developed are in accordance with consumer needs. In addition, companies can also take advantage of technology to improve customer experience. For example, companies can use chatbots or instant messaging platforms to answer consumer questions quickly and effectively. Companies can also use technology to obtain more complete consumer data, so as to provide a more personal and relevant experience for each consumer (Andreani, 2007).

In this regard, it is important for companies to continuously monitor and improve the customer experience continuously, in order to provide an increasingly better experience and strengthen a positive brand image. By providing a good customer experience, companies can build high consumer loyalty, and ultimately increase the company's long-term success in the market.

Companies must keep up with technological developments and developing marketing trends. The use of social media, product and service development, and customer experience are important marketing strategies in building strong brands and increasing consumer loyalty. By implementing these strategies, companies can strengthen their brands and increase brand awareness and consumer loyalty. Companies must also pay attention to the quality of the products or services offered. Brand differentiation can be an effective marketing strategy, but companies must also ensure that the products or services offered meet high quality standards. In the long term, only companies that are able to produce quality products or services can maintain their brand in the market.

5. CONCLUSION

Building a strong brand and increasing brand awareness and consumer loyalty are important factors in business success. This research shows that effective marketing strategies in achieving these goals are brand differentiation, use of social media, product and service development, and customer experience. By implementing these strategies, companies can strengthen their brands and increase brand awareness and consumer loyalty. Brand differentiation can help companies differentiate themselves from competitors and build a unique and positive brand image. By emphasizing the uniqueness and added value of the products or services offered, companies can attract consumers' attention and increase brand awareness. In addition, the use of social media can be an effective tool for promoting brands and increasing brand awareness and consumer loyalty, because social media has a large number of users and can reach consumers in a more cost-efficient manner. Product and service development is also an important strategy in building a strong brand and increasing brand awareness and consumer loyalty. Companies must continue to develop products or services that are innovative, quality, and meet consumer needs, so as to strengthen brands and increase consumer loyalty. Finally, customer experience is an important factor in building a strong brand and increasing consumer loyalty. By providing a good customer experience, companies can build a positive brand image and increase consumer loyalty.

REFERENCES

- Aaker, D. A. (1992). The value of brand equity. *Journal of business strategy*, 13(4), 27-32.
- Andreani, F. (2007). Customer relationship management (CRM) dan aplikasinya dalam industri manufaktur dan jasa. *Jurnal manajemen pemasaran*, 2(2).
- Armayani, R. R., Tambunan, L. C., Siregar, R. M., Lubis, N. R., & Azahra, A. (2021). Analisis Peran Media Sosial Instagram dalam Meningkatkan Penjualan Online. *Jurnal Pendidikan Tambusai*, 5(3), 8920-8928.
- Dewi, M. M. (2018). Pengaruh Brand Awareness, Perceived Quality of Brand, Brand Association, Brand Loyalty, Dan Brand Image Terhadap Brand Equity Erigo Menurut Mahasiswa Di Surabaya. *CALYPTRA*, 6(2), 825-842.
- Dharmmesta, B. S. (1999). Loyalitas pelanggan: Sebuah kajian konseptual sebagai panduan bagi peneliti. *Jurnal ekonomi dan bisnis Indonesia*, 14(3).
- Durianto, D. (2004). Brand equity ten strategi memimpin pasar. Gramedia Pustaka Utama.
- Febriani, N., & Dewi, W. W. A. (2019). Perilaku konsumen di era digital: Beserta studi kasus. Universitas Brawijaya Press.
- Futuwwah, A. I., & Mardhiyah, D. (2019). Pengaruh Praktik Social Networking, Kepercayaan Merek Dan Loyalitas Merek Pada Komunitas Merek Online. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(3), 349-364.
- Juju, D., & Sulianta, F. (2013). Branding promotion with social networks. *Elex Media Komputindo*.
- Khasanah, I. (2013). Analisis pengaruh ekuitas merek terhadap keputusan pembelian mie instan sediaan di Semarang. *JDM (Jurnal Dinamika Manajemen)*, 4(1).
- Kurniawan, D. (2017). Pengaruh Citra Merek, Persepsi Kualitas, dan Harga Terhadap Keputusan Pembelian Konsumen Pada Kedai Kuliner Mister Te Jember.
- Kurniawati, D., & Arifin, N. (2015). Strategi pemasaran melalui media sosial dan minat beli mahasiswa. *JURNAL SIMBOLIKA: Research and Learning in Communication Study (E-Journal)*, 1(2).
- Ong, I. A. (2013). Analisa pengaruh strategi diferensiasi, citra merek, kualitas produk dan harga terhadap keputusan pembelian pelanggan di Cincao Station Grand City, Surabaya. *Jurnal Strategi Pemasaran*, 1(2), 1-11.
- Pritandhari, M. (2015). Analisis faktor-faktor yang mempengaruhi loyalitas pelanggan dan dampaknya terhadap keunggulan bersaing (studi pada bmt amanah ummah sukoharjo). *Jurnal Pendidikan Ekonomi UM Metro*, 3(1), 41-56.
- Putra, M. C. S. D., & Ekawati, N. W. (2017). Pengaruh Inovasi Produk, Harga, Citra Merek Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Sepeda Motor Vespa (Doctoral dissertation, Udayana University).
- Rangkuti, F. (2002). *Creating effective marketing plan*. Gramedia Pustaka Utama.
- Reven, D., & Ferdinand, A. T. (2017). Analisis Pengaruh Desain Produk, Kualitas Produk, Harga Kompetitif, Dan Citra Merek Terhadap Keputusan Pembelian (Studi Pada Pelanggan Nesty Collection Jakarta). *Diponegoro Journal of Management*, 6(3), 152-164.
- Rumondang, A., Sudirman, A., Sitorus, S., Kusuma, A. H. P., Manuhutu, M., Sudarso, A., ... & Arif, N. F. (2020). *Pemasaran Digital dan Perilaku Konsumen*. Yayasan Kita Menulis.
- Saifuddin, M. (2021). Digital Marketing: Strategi Yang Harus Dilakukan Umkm Saat Pandemi Covid-19. *Jurnal Bisnis Terapan*, 5(1), 115-124.
- Situmorang, J. R. (2011). *Metrik Pemasaran Sebagai Alat Untuk Mengukur Kinerja Pemasaran Perusahaan*. Bandung: Universitas Katolik Parahyangan.
- Sudarso, A., Kurniullah, A. Z., Halim, F., Purba, P. B., Dewi, I. K., Simarmata, H. M. P., ... & Manullang, S. O. (2020). *Manajemen Merek*. Yayasan Kita Menulis.
- Sulistiani, D. (2013). Mencapai keunggulan bersaing dengan strategi diferensiasi. *EL MUHASABA: Jurnal Akuntansi (e-Journal)*, 4(2).
- Suryati, L. (2015). *Manajemen Pemasaran: Suatu Strategi Dalam Meningkatkan Loyalitas Pelanggan: Suatu Strategi Dalam Meningkatkan Loyalitas Pelanggan*. Deepublish.
- Susanto, A. B., & Wijarnako, H. (2004). *Power branding: Membangun merek unggul dan organisasi pendukungnya*. Mizan Pustaka.
- Tjahjaningsih, E., & Yuliani, M. (2009). Analisis kualitas produk dan citra merek dalam mempengaruhi keputusan pembelian dan dampaknya terhadap loyalitas merek HP Nokia. *Jurnal Ilmiah Telaah Manajemen*, 6(2).
- Wasil, M. (2017). Pengaruh brand awareness, brand association, dan percieved quality. In *Forum Ekonomi (Vol. 19, No. 2, pp. 137-147)*.