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## Emotions as a Marketing Strategy in the Social Media World

Simran Juneja

[mypublishedpaper@gmail.com](mailto:mypublishedpaper@gmail.com)

Amity University

### ABSTRACT

*Emotional branding is widely used in building a marketing strategy. In this study, we will discuss various factors involved in creating emotions as benefits of advertising. How emotions as a main tool can create a brand's identity and uniqueness for consumers to have brand loyalty.*

*This study examines the both for-profit and non-profit sectors to show how empathy-driven marketing is becoming important for establishing genuine connections with consumers. The use of emotional appeals in advertising The most important factor of having a strong social media appearance is for consumers to connect with the organization's uniqueness and have a true sight and information about the brand values and ethics towards creating a brand shows the importance to do collaborative campaigns with influencers and consumers to get connected with the brand. The use of social media marketing as a main tool in creating awareness through promoting video advertising on brands' Social media handles and finally, talking about the future trends that will be used in emotional marketing strategy.*

**Keywords:** Emotional Advertising, Video Advertising, Branding, NGO Emotional Appeal.

### INTRODUCTION

EMOTIONS play a vital role in combating a marketing strategy and to succeed in today's social environment they need to interact with the public and create a relevant, two-way dialogue.

Emotion as a marketing strategy is the most powerful tool as it taps into deep-seated human feelings and psychological responses, helping brands build relationships that go beyond product usage While building a brand we should focus on connecting with consumers on a deep emotional level just to resonate with them more.

To achieve the objective of emotions as a convincing marketing strategy we have taken an example of how emotions are used in Non-profit organizations when we advertise full of different kinds of emotions during video advertising and how it seems promising to the viewer and by the end of it we ask for any help or volunteering after portraying the brand's true ethics and value. With video advertising the brand creates storytelling which can create a personal connection with the audience.

For example, During the GIVE INDIA video advertising on social media platforms the video always highlights the strong emotions of words like WE NEED HELP, SUPPORT, JOY, CARE and LOVE, and HAPPINESS and capturing the true different kinds of emotions and putting emotional and low key music to connect the sorrows with the audience

With the increasing power of storytelling video advertising, we can't forget how important the presence of Social Media for any brand is to create a unique identity and brand positioning.

Social media is emerging and widely replacing all traditional mediums of communication. Will we also get along with the intangible advantages social media has to offer that comes with social networks which can foster influencing cultures?

We have seen how consumers' favorite influencers, through making emotional appeals, can create an instant connection and rule the mind with emotions and human psychology. This strategy reads human psychology and creates a lasting relationship between customers and the brand.

This can be an important tool in shaping consumer perceptions and brand relationships.

There we also come down to how collaboration is important for brands to create an identity for themselves.

Social media is an electronic media platform that makes it easier for people to connect and share information on social networking sites. Social networks are made up of groups of people who get together because of shared interests. Social engagement among users is a social phenomenon, and social networking sites have changed the way people communicate.

Therefore this research paper will focus on the creation of a Social media communication strategy and strategic utilization of emotions in marketing, analyzing how emotional narratives and imagery can enhance engagement, foster empathy, and drive action towards the brand. Emotions play a very important part in the process of decision-making.

Using different kinds of emotions as a marketing strategy is more important than ever for companies as well as NGOs of any kind Using different innovative marketing strategies and communications strategies essential to establish a sustainable process.

Emotions as marketing strategies help build deep trust between a customer and an NGO brand. Due to changes in the marketing environment now and then, using different kinds of emotions can help foster maintain, and create loyal customer relationships.

Emotions have a powerful impact on the public's understanding and attitudes towards the brand.

This essay aims to demonstrate how employing various emotions as a marketing tactic may be beneficial and significant.

### **The Role of Emotional Branding in Building Consumer Loyalty.**

As we talk about how emotions help brands to create brand loyalty, the use of emotional themes symbols, or other materials in advertising can be effective in developing and perpetuating positive reactions to a product. By generating an array of feelings or moods and associating these experiences with the brand or product class, powerful images can be developed and maintained. The development of this brand image can conceivably occur through one of two ways. The use of emotional material may lead to the direct association of existing emotional reactions with brand-related cues. For instance, by pairing McDonald's name with a variety of scenes involving happy, carefree teenagers, a relatively permanent mental association of the brand with the emotion should occur. Second, researchers have demonstrated that the consumer's attitude towards the advertisement itself represents an important variable in promotional strategy Presumably, a positive attitude towards the ad results from the emotion-evoking cues in the advertisement, and helps in the development of a favorable brand image.

An advertising program incorporating an 'emotion as benefit' theme can be a viable positioning strategy However, in contrast to the use of emotion to produce a positive reaction toward the brand the objective in positioning a product based on an emotional benefit is to demonstrate to consumers that a behavioral response is necessary to receive the benefit.

Emotional marketing leverages the psychological aspects of human emotions, which play a crucial role in shaping decision-making, memory, and behavior. The

Wheel of Emotions, developed by Robert Plutchik in 1980, classifies emotions into primary categories such as joy, trust, fear, and sadness. Marketers often utilize these emotions in their campaigns to establish an emotional connection between consumers and brands.

Strategies based on emotions generate responses that create memorable experiences, fostering consumer satisfaction and loyalty. These emotional reactions occur subconsciously and can significantly influence consumer behavior by linking the brand with either positive or negative feelings.

### **Emotional Branding: Fostering Enduring Consumer Allegiance**

Emotional branding involves crafting a brand identity that resonates deeply with consumers on an emotional level. Successful implementation of emotional branding sets brands apart not just through quality or pricing, but through the emotional experience they provide. For example, Apple's brand identity centers around creativity, innovation, and individuality, forging an emotional bond with consumers who view the brand as an extension of themselves.

### **The Role Of Emotion Appeals In Ngo Marketing Strategies**

Advertising's emotional part is the driving force behind marketing strategies for nonprofit organizations. In this organization, emotional marketing is focused on delivering stories that evoke compassion, understanding, and a sense of duty. This strategy inspires potential volunteers and contributors to get involved because they have an emotional connection to the cause.

For instance, nonprofits frequently employ narratives in their ads to highlight the hardships faced by underprivileged areas and people This emotional bond encourages people to volunteer, donate, or take part in campaigns, creating a favorable attachment with the organization and a sense of fulfillment.

### **Emotional Engagement With Video Advertisements**

People experience emotions when their interests are at stake. Throughout evolution, a set of basic emotions has developed, each with its eliciting conditions, experiential content, facial expressions, and behavioral tendencies (Plutchik 1980). Facial expressions serve to communicate emotions to both self and others. Researchers have found distinct and cross-culturally universal facial expressions for the emotions of joy, surprise, sadness, disgust, anger, and fear, among others (Ekman 1999). Facial expressions of emotions, such as joy and surprise, differ and

can be measured continuously and non intrusively (Derbaix 1995; Wehrle et al. 2000). This offers advantages over self-report measures that may lack this sensitivity, is slow and difficult to assess continuously, and may lead to mere measurement effects, all of which threaten their validity. Ever since Darwin (1872) reported a strong link between experienced emotions and facial expressions, there has been a keen interest in developing methodologies to accurately

and efficiently assess them. The Facial Action Coding System (FACS; Ekman and Friesen 1978), an effort to identify basic emotions from facial expressions, has proven useful in marketing contexts, though it relies on manual coding of video footage (Lemmink and Mattsson 1998). For example, Derbaix (1995) used ten human coders to measure FACS reactions to 13 advertisements in intervals of one second. However, manual coding is error-prone, laborious, and difficult at the high frequencies at which emotions such as joy and surprise unfold, preventing its wide-scale use in marketing.

(Ketting. (TEIXEIRA et al. )

### **Social Influence - Understanding the importance of the role of social media**

The need for developing social media processes and tactics.

Once the mobile phone users receive this advertising message, they will decide whether to customize the package according to their own wishes and consumption characteristics. Traditional collaborative filtering recommendation algorithms have been widely used because of their simplicity and practicality, but there are many problems, especially in similarity calculation. The core part of the collaborative filtering recommendation algorithm is the similarity calculation of users or items. However, for a long time, the research on collaborative filtering recommendation algorithms has been mostly based on the direct calculation of similarity, which has many defects.

### **Collaborative campaign**

Influencer marketing is a relatively new concept or trend that has only gained prominence in recent years, it has been there for quite some time before that. When it comes to marketing, influencers are regarded as an extension of word-of-mouth or reference marketing, which has been around for

hundreds of years and is still being used today. Marketers have recognized the need to leverage influential persons to communicate a message to a wider audience since the dawn of time.

Influencer marketing has risen to become the most popular marketing method; in fact, the phrase "social media influencer" is among the top five most often searched keywords on the internet (2019). Marketing via influencers has, without question, caused a sea shift in the way that businesses conduct their business operations. This has resulted in a shift in emphasis away from "The Voice of the Brand" and towards "The Voice of the Customer." During the mid-2000s, the introduction of social media platforms provided a significant boost to influencer marketing efforts. In recent years, social networking sites have gained in popularity, providing marketers with the possibility to engage with their customers in a whole new way. Yet another benefit of working with social media marketers is that a product that has been "celebrity-endorsed" may be pushed to a larger audience with relative simplicity. Any online behavior, such as a social media post, a website visit, or any other action, may be easily analyzed and compared with others. As a result, marketers obtain valuable insight into new markets as well as their desired advertising performance preferences. Influencer marketing has been shown to yield the highest return on investment, with current figures indicating that it creates returns that are almost 11 times the amount of money spent, making it a very lucrative solution for firms. The number of social media influencers in India has increased significantly in recent years, with a notable increase in the previous few years.

Even though celebrity influencers continue to have a significant presence among social media influencers in India, the trend is steadily shifting away from them and toward expert influencers, thought leaders, and micro-influencers who are known for creating high-quality content instead.

It is possible to categorize the influencer industry into several different categories to better comprehend the distinctions and similarities that exist between individual influencers. According to their roles, influencers can be divided into the following categories, which are broad generalizations based on their roles: professionals and thought leaders in their respective industries; celebrities who are influential; bloggers or content providers; and nano-influencers, to name a few. These days, the vast bulk of social influencer marketing takes place on social media, mostly via the usage of micro-influencers and blog posts.

Then there are the celebs who have a significant amount of power. Considering these celeb influencers were among the very first to have an impact, they are often referred to as "original influencers." They were extremely well-known, and they continue to play an important role in society, but their standing as social influencers has been fading for some time.

What is influencer marketing?

As a sort of internet marketing, influencer marketing has now become commonplace. When a company collaborates with an online influencer to promote its goods or services, this is known as influencer marketing. Influencer marketing is a sort of marketing that involves the use of influencers to promote a product or service to a large number of individuals. Opinion leaders with a large social following are known as influencers. They present themselves as subject matter experts or reliable sources of data. Because the majority of opinion leaders get their followership via social media platforms, influencer marketing is closely tied to social media marketing.

Because

half of the world's population utilizes social networking sites, you will have access to a large number of followers via this channel.

In addition to this, influencer marketing allows you to contact individuals who would otherwise be impossible to reach via standard advertising channels. Consumers employ announcement blockers in two-thirds of cases, yet the same individuals are likely to follow the advice of influencers in the other third. A whopping 80 percent of drug addicts have purchased an item based on the suggestion of an influencer. Influencer marketing has been demonstrated to be beneficial by brands who have used it in previous campaigns. When it comes to marketing, influencer marketing is typically associated with two other Types of promotion: social media marketing and content marketing.

All of the most successful influencer juggernauts include some kind of social-media component, with influencers being expected to spread the word via their social media platforms. As a result, many influencer juggernauts also have a content component, in which you either provide material for the influencers or create their content. Even though social media and content marketing are typically found inside influencer juggernauts, these strategies are not synonymous with influencer marketing.

## **FUTURE TRENDS IN EMOTIONAL MARKETING STRATEGY.**

The future of emotional marketing strategies will likely be characterized by increased collaboration, technological integration, and a more nuanced understanding of consumer psychology. The use of storytelling, particularly through micro-movies and other innovative formats, is expected to gain prominence (Kim, 2021; Wei & Zhao, 2023). Moreover, as the field evolves, there will be a greater emphasis on long-term engagement with consumers rather than short-term sales increases (, 2019), with strategies aimed at building lasting emotional connections and brand loyalty.

## **CONCLUSION**

Emotional marketing has emerged as a powerful tool in evolving the organization's strategies to build a brand and putting a brand story. Advertising campaigns have sequentially developed awareness, interest, desire, and action when creating promotional strategies. In the field of NGO marketing, emotions have become a potent instrument that shapes how organizations engage audiences, foster trust, and motivate significant action. The digital platform has led to the rise of methods like Influencer marketing social influence, and collaborative campaigns which increase the reach of messages to appeal. The emerging use of Video ads also helps make a narrative captivating. Additionally, as people are more emotionally connected to businesses that reflect their beliefs and feelings, emotional branding creates consumer loyalty. Emotional links not only strengthen funding collection and volunteer engagement but also improve the general impact of other organizations on the development of Social Change. Successful marketing techniques in the competitive social media environment are mostly driven by emotions wh which allows brands to build enduring relationships with supporters Marketing techniques will continue to be influenced by emotions, especially for non-governmental organizations that want to motivate action and dedication to the cause Through the use of digital innovation, collaborative participation, and emotive storytelling, organizations can develop campaigns that not only garner attention but also result in long-lasting change. Social Media also helps to adjust to changing consumer habits, take advantage of social media dynamics, and use human emotions to promote societal change is ultimately what will determine the future of emotional marketing Furthermore, as social networks continue to influence public opinion, NGOs need to embrace flexible marketing approaches.

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