



‘EFFECTIVENESS OF CONTENT BRANDING STRATEGIES ON SOCIAL MEDIA: A STUDY OF KHAADI’

Afrah Zahid, Riphah International University, Islamabad, afrahzahid1@gmail.com

Dr. Moazzam Naseer, Riphah International University, Islamabad, moazzam.naseer@riphah.edu.pk

Abstract

Social media is a successful dynamic and practical platform for branding and for commercial outreach, absolutely for brands related to fashion and retail industry. There are several brands to post pictures of their latest products on social media sites with regular updates in order to promote their brand and get the desired fame. In Pakistan, the fashion industry relies majorly on social media to create awareness and establish strong link with their clients. The retail sectors such as clothing brands in Pakistan are majorly dependent on social media for branding purposes in order to reach maximum audience in a short span of time. The objective of this study is to assess the possible influence of social media channels to Khaadi brand in Pakistan and consequently build an evaluation criterion regarding the usage of social media channels to the branding strategies of fashion brands. Khaadi belongs to the business field engaged in retailing and fashion clothing. This research implements qualitative research design with content research methods followed by case study analysis approach. Therefore, this is a desktop research that

makes use of existed content to be used as a source of researching material. This study analyzed the branding strategies used by Khaadi in two social media sites such as Instagram and Facebook. The study reveals that Instagram tends to have few numbers of followers, yet the channel has the best user integration as compared with Facebook. However, Facebook has a great number of followers who like Khaadi's Facebook page. The Instagram posts of Khaadi receive more interactions from followers by likes and comments on the brand's respective posts in comparison to Facebook. The results indicate that Khaadi needs to inspire more interactions via user-generated content to the selection of images posted on social media sites in order to have effective branding of the company's retail products.

Keywords: branding, retail, social media, Facebook, Instagram, Khaadi



Background

1.1. Social Media Branding

Social media comprises of a pool of technologies that can capture content, communication and related aspects among individuals, friends and families on the social networks. The common example of social networking websites include Facebook, Snap Chat, Twitter and also famous blogging platforms known as BlogSpot and the most famous video sharing platforms are Flickr and YouTube. These are the social media technologies that are used to develop content on social media, websites, and share it with masses that are a part of the branding strategy. A study by Shen et al (2013), highlights the point that social media uses an infrastructure that where users act as publishers or developers of their content that tends to be quite interesting for their friends and families and also for them. Furthermore, the platforms of social media comprise of built-in-data analytics tools, which enable brands or companies to track the success, progress and consumer engagement through the advertisement campaigns on social network. The use of social media for branding allows internet users and customers with an opportunity to post user-generated content (product reviews, comments online etc.). This actually creates a wide network of communities that limits the advertisement prepared by the marketers.

Social media branding develops communities and groups of people who can share their common beliefs, views and interests. Social media is majorly dependent on the community participation by members. A study by Ashley and Tuten (2015), considers social media to play a very important role in branding since the results show that 75% of users on social media are potentially able to share content on social media networks.

1.1. Facebook for Branding

Facebook is a successful social media site founded in 2004 by Mark Zuckerberg. The history of Facebook started from the idea of Mark who designed the page that acted as a networking tool used by Harvard students, it rapidly gained popularity to several other schools and finally was launched in 2006 to the masses. Facebook act as one of the biggest and successful social networking platforms globally. Facebook can be accessed easily on mobile and computer devices. The reported statistics since December 2016 reveal that Facebook already has around 1.86 billion active users on a monthly basis which also comprise of 1.74 billion mobile active users (Facebook, 2016). The study also indicates that there are 1.23 billion active users and 1.15 billion on mobile for Facebook. This makes Facebook to be a successful site with maximum shared-content pages provided by users that comprises of diverse forms of status, contents, photos and articles. There are 350 million pictures uploaded on a daily basis on Facebook which makes 14.8 million photos uploaded each hour. Facebook serves as a social media channel and gains popularity till date.

1.3. Instagram for Branding

Instagram was launched in 2010, and it recently has turned out to be a new brand identity and a massive community that has more than 600 million active users on the monthly basis and 400 million active users on the daily basis as advertisers. Instagram is one of the successful and best business profiles that offer image-sharing on social networking sites (Lim et al, 2012). In 2016, Instagram came with a feature of Instagram Stories that is one of the successful ways for businesses to share their daily moments and allows users to post multiple photos and videos that can be in slide show format. People prefer to use Instagram in order to pursue their passions that

can be from fashion to travel and food to entertainment and everything else in between. These passions have extended to brands since 80% of Instagrammers actually are following a business in the current situation globally. Instagram is one of the integral components of the business community (Lim et al, 2012). Companies from several industries make use of Instagram that is a platform to share individual passions that leads to success.

1.4. Content Branding/ Inbound Marketing on Social Media

Branding is the aspects of marketing and communication methods to assist a company to distinguish products from competitors and it intends to create an everlasting impression among the customers. There are different components used by brands in order to have effective brand communication (trademarks and logos), brand identity, brand loyalty and brand awareness strategies. There are several companies to consider content branding as one of the forms of effective product differentiation. According to Ahmad et al (2016), inbound marketing or content branding strategies, grabs the user attention and provide them information about the products and engages the interests of customers towards the product or services by the usage of social media marketing, content branding and the search engine. People tend to consider them to have their own initiatives and look for products or services as per their want and avoid being pushed to pay attention to the specific product with interrupted calls or email spam. The concern of inbound marketing is basically to get to online customers by search engines on the famous social media, networks such as YouTube, Facebook or Instagram. Therefore, inbound marketing or content branding provides detailed information and act as a guide for customers to know about the services and products.

Introduction

Social media is one of the dynamic and practical platforms for branding and marketing, especially for retail and fast fashion sectors. There are several brands engaged in branding initiatives to post the latest pictures and videos on social networks to promote their products and gain popularity. Facebook and Instagram are among the latest informational sites and people find information about brands and things of a company through Instagram Page and Facebook Page regarding the upcoming events, an address or about business hours. Facebook is more emphasized on text since it is data driven while Instagram focuses more on pictures and videos. Facebook and Instagram encourage users to share all sorts of content from videos, photos and the recent live video. The new function of the live video on Facebook and Instagram has helped users to broadcast live videos and share content in real time. People have no limitation to record a video and post it later, the live broadcast actually engages views and it helps to connect instantly as followers get notified about the live video and they can easily connect at the right duration.

Content branding and inbound marketing are interchangeable terms that are used commonly in branding. According to Gao, et al (2016), marketing content actually increases the use of content and it is regarded as a subset of inbound marketing since it increases Search engine marketing, Search Engine Optimization and brand awareness. There is major growth in the number of online users who prefer to read the content or surf the web as compared to those who prefer writing emails. Therefore, the traditional marketing methods are still important in branding yet inbound marketing trends have surpassed traditional strategies. Content marketing strategies have provided a unique way to learn about customer experience and also about the services and products on social media.

This paper presents case study of Khaadi fashion, brand and it aims to study the way the selected fashion brand makes use of several social media channels in order to get attention from clients and maintains communication to the brand image. The purpose of this paper is to address social media to act as a marketing strategy in retail fashion markets. This study will enable consumers to emphasize on specific social media, targets and receive information and offer recommendations for marketers to establish future plans by the use of social media. This study emphasizes on the social media content branding strategy in fashion industry and the way Khaadi interacts with present and prospective customers on Facebook and Instagram. The use of content analysis of Khaadi's official social media pages provides detailed evidences of branding strategies and tactics used by the company.

Literature Review

Marketing is a procedure designed to create value for customers and also to satisfy the necessary demands of the target market. The process of marketing begins with identification of the needs and wants that need to be fulfilled, followed by the techniques and quantifications in order to identify the size of the market and the level of potential revenues (Kotler and Armstrong, 2013). Companies implement market segmentation strategy with the objective to promote related services and products with their desired capability. According to Goh et al (2013), inbound marketing approach emphasizes on to attract the customers by use of helpful and relevant content and by maximum interactions. This makes inbound marketing to have the potential to find the suitable customers for the business by use of different online channels such as social media, blogs and the search engines. The inbound marketing or content marketing is better than outbound marketing as it helps to create designed content that is able to address the

needs and wants of the customers in the market and it establishes trust along with credibility for the companies.

Ballouli and Hutchinson (2010), mentions that there are diverse tools such as Blogs, SEM (Search Engine Marketing), SEO (Search Engine Optimization) and Social Media used for inbound marketing. The social media in content marketing is a communicative link among the customers and the brands. This makes social media to create the space where audience and brands can connect as well as interact by sharing several sorts of content which comprises of videos, photos and texts. Brands are connected by audiences as the trends and stories go viral by the posts on social media channels and these results in the growth of followers in the social media community by content marketing. A study by Swani et al (2013), indicates that fashion marketing begins with the basic concept of fashion that creates intrinsic change while fashion focus on to create value which comprise of clothing design and asses the short-term trends in fashion. Marketing in fashion plays a major role to design and create visibility in order to achieve success for the consumers. Social media assists fashion brands in a way that it has offered opportunity to get insights of customer's views, perceptions, preferences, opinions and inspirations. The concept of crowdsourcing information allows room for feedback that is a source from which social media is able to gather the customers input. The profile of business and reputation is developed in order to gain fans, followers and supports. Therefore, social media is essential source as it enables to spread messages to a vast extent as brands are able to virally reach majority of audiences.

There are different intentions of different businesses for marketing on Facebook as it depends on the respective situation and concerns that are related to the goals of the business. The effective marketing strategy on Facebook is not limited to just creating a page and maintain the

attractive content. The emphasis on use of advertisement on Facebook helps to create a productive user experience in order to enable businesses to be able to measure the outcomes associated with their efforts when they use marketing tactics (Cawsey and Rowley, 2016). It is evident that social media assists brands to gather customers easily rather than traditional techniques while Facebook marketing provides pages to be measured easily in quantitative terms by analyzing page views, number of likes, shares and comments.

However, the measurements can be done in the qualitative manner in form of comments gathered via social media community by group members. The moment users online leave a comment about a post, it reflects their views which can either be positive or negative, and it elaborates about the '*content*' of the business and whether it is a hit or miss for the business. There are many major fashion brands that have strong presence of Facebook. The modern business environment reveals that brands decide to use Facebook page with promotion intended purposes and strategies, which comprise of a communicating channel or sale tool in order to announce new products. However, brand awareness is easily created on social media platforms for which many brands prefer to use Facebook and the special feature. For instance, Topshop uses live streaming video in 2013 collection at London Fashion Week and the video gained more than 200 million views which show that content branding assists to have a better customer engagement (Facebook, 2016).

Instagram has turned to a community in which people create and follow trends. People tend to use Weekend Hashtag Project and specific themes that are designed by Instagram's Community Team while users prefer hashtags with their posts that reflects the creative photos as

per designed themes (Vernuccio, 2014). Instagram tend to capture moments and also opens a platform for business to engage with followers. This makes Instagram to be a socializing channel that helps in branding and to gain popularity and it allows people to content and it is less cluttered as compared with Facebook. Instagram is a social media platform to allow business to elaborate visual story for a brand. The launch of any new product range or to showcase any item is done on Instagram that enables people to view on the stories. Instagram is one of the important tools to market products in fashion world and it act as a connective and energetic mode to share the product creations and influencers are also engaged that is connective mode to share the products online. The application assists brand's to have a better communication and is reachable by majority of designers, stylists, editors as well as photographers.

Moreover, Instagram is available in form of application and it is downloaded on mobile devices since it is free. The benefit of Instagram application for fashion industry is that it allows taking pictures and edits while they are shared on the network itself and connected by social media sites such as Twitters or Facebook. The focus of Instagram is on visual communication and it has emphasis on imagery for which fashion brands prefer to create account on this site in order to display their events, products and also the famous contests about the brands. There are several brands that are way ahead in terms of usage of user-generated content. For instance, Marc Jacobs and Levis used Instagram to focus on global casting campaign in order to encourage and promote users to upload images personally for them and for masses (Burt et al, 2010).

Customers show change in terms of behavior and purchase habits after the launch of social media. The popularity on social media engages majority of consumers to spend their time

online as they do not prefer to visit stores and search for items on the shelves. Furthermore, Capitello et al (2014), suggests that the current fashion trends indicate people to search their preference of fashion to not stay limited to the printed publications or newspapers and magazines. The images of the brands as “*what to wear*” tend to be limited in the printed format of newspaper pages. However, the high-end fashion products have the luxury and makes commodities to be used by Instagram, Pinterest or Facebook with users to post on daily, weekly or hourly basis that impacts the changes in current trends as well as styles. The consumers prefer to display their favorite brands with the objective to network easily so that consumers are able to exercise the purchase decision as part of the audience.

Therefore, the brands in the fashion season currently can announce their latest collections on the social media platforms as the trend follows the use of these sites as a source to generate more followers. Retailers are quite smart to follow this trend and the results reveal that since fashion trend have a very short life-cycle and people prefer to purchase low-cost items and they stay tuned on the social media connections. Currently, people show their need to follow fashion items and social media newsfeed allows customers to know about their favorite brands and users daily habit to check the pages on social media helps them to keep a track record of the upcoming trends in summers or winters which considers the social media sites to play active role to keep track record of changing consumer tastes and patterns.

Research Questions

Q1: How is Khaadi presented on social media sites, especially Instagram and Facebook?

Q2: Which is the most effective social media platform where Khaadi does well in terms of content marketing for their brand and image?

Methodology

The methodology applied in this study for analysis of data is qualitative content analysis on the case study of Khaadi. In this regard, qualitative case study necessarily requires in-depth understanding of the related case. The research applies several methods to collect data that forms (observations, interviews, and documents, visual or audio materials) and depends on the sources of data. According to Shen et al (2013), content analysis is a research technique used for systematic and objective manifestation of communication content. This study applied grounded theory for analysis of data which is an inductive research method that emphasizes on to generate theory by use of one type of material gathered from qualitative data. The data in this study is collected from the Facebook and Instagram official pages of Khaadi for which the theories need to be “**grounded**” in order to assess the interactions, actions and social practices of people. The data in this study is analyzed by use of grounded theory for which the research applies ‘**coding**’ technique i.e. selective coding to be used that emerges from the intersection of related categories.

This study uses computer-based observation of written and visual content selected from social media channels. The analysis material is selected specially for this thesis which comprise of Facebook and Instagram pages of Khaadi Company. These pages comprise of large amounts of visual and written documentation which comprises of written timelines, videos and photos. The experience of users is quite different in case user is a passive user or a content producer (Goh et al, 2013). In this study, the researcher is a passive user and focuses only on the content of the social channels and acts as an observer. The author implements passive user strategy for which the content is visible on the social channels and viewed as an observer and not like content producers who have the right access to selected pages information, photos and publish posts or present view of current statistics of the selected pages.

Findings and Discussion

1. Khaadi Facebook

A. Homepage, About and Related Posts



Image 1: Khaadi Facebook home page 2019 (https://web.facebook.com/khaadi/?_rdc=1&_rdr)

Khaadi's official Facebook page provides users to easily view their content which does not require log in. This shows that once users on the internet open the official Facebook page of Khaadi, they can easily view the published content on the page by assessing the web page. Moreover, if users intend to interact with the page then they can click or comment 'like' icon on related posts of the page which needs log in option for their account so users can have direct

interaction with post and the content. In Image (1) as above, the researcher used log in option in order to view Khaadi official page and assess the content categories. For instance, in case users clicked on the icon *'about'*, they can easily view the written content regarding the business info of the company, overview and timeline of stories. The icons such as *'Video'*, *'Post'* or *'Photos'* comprise of the visual, written or related motion content of the official page for Khaadi products, visual appearance of models and campaigns.

B. Photos

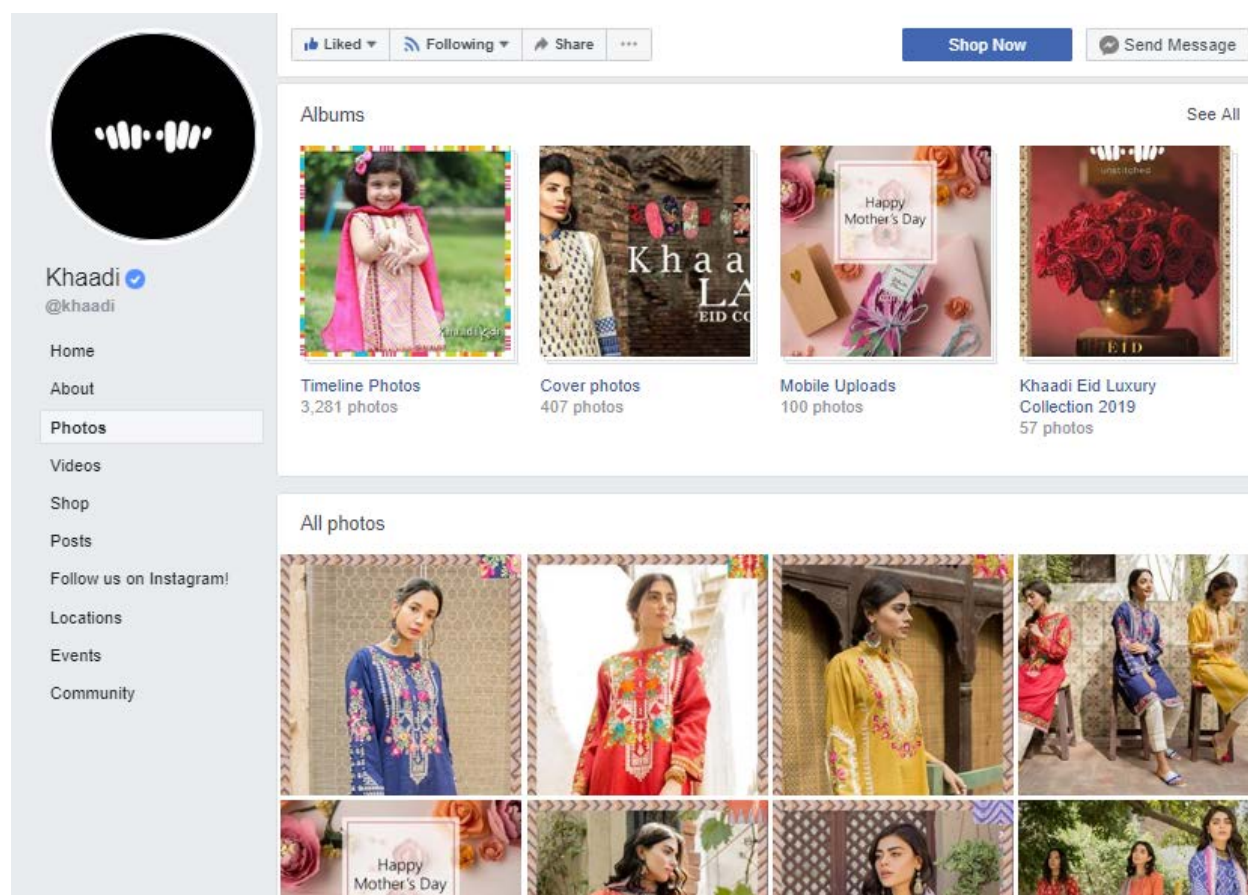


Image 2: Khaadi Facebook Page Photos (2019)

The Photo's panel in Khaadi's Facebook page indicates photos to be grouped in form of albums and each have specific names. The albums are named to several categories such as Khaadi Eid Luxury Collection 2019, Khaadi Fragrances or spring 2019. This provides users to easily access the collection which are specific to a product as per desire of users and the overview of these albums provide showcase of models wearing Khaadi clothes in the photo shoots.

Khaadi also promotes the brand by association of well-known celebrities in order to upgrade the image of their brand among customers for better brand awareness. For example, Pakistani supermodel Amna Ilyas was incorporated as a strategy to promote Khaadi Pret collection since she is a famous fashion icon. Moreover, models or celebrities are selected to enhance the value of the company since it reflects the multicultural fashionable brand idea which is suitable for each fashion style. Khaadi implements two-way commercial exchange in order to be visible clearly among customers in every aspect of mass fashion field.

C. Videos

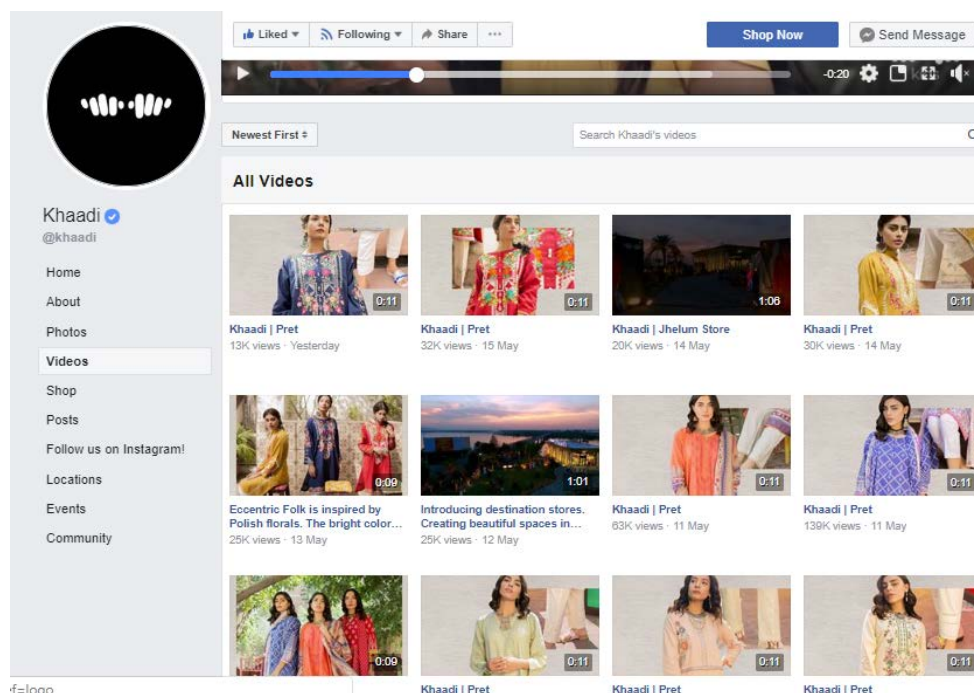


Image 3: Khaadi Facebook Page Videos (2019)

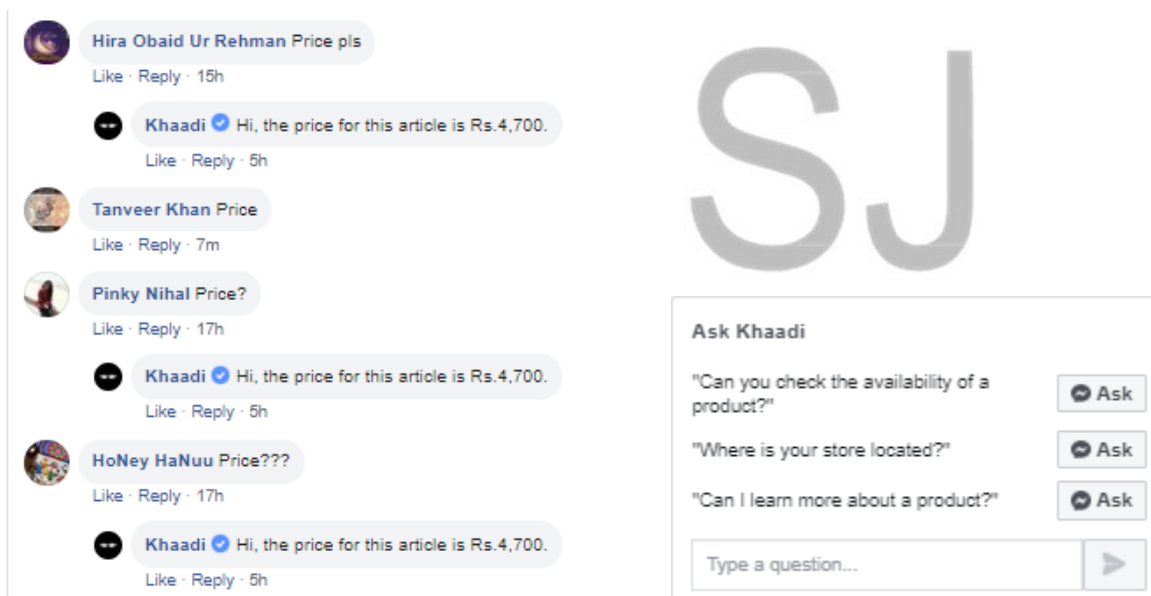
In Khaadi's Video panel, site visitors can easily view the motion clips that involve short timeline which ranges to be shorter than 9 seconds to more than minute long videos. From 3.04.2019 to 3.05.2019, the section of videos has added 49 videos. The first impression by assessment of videos on the official page of Khaadi is similar to advertisement placed on television as the content of the video indicates models or well-known personalities who wear Khaadi products and tend to act in preset scenarios. These videos actually get more views as compared with specific topic which comprise of conversation of one or two individuals and the cover videos have scripted and directed content video feature in the story line with a link that redirects users to the website where they can make purchase of Khaadi products online.

The published content on Khaadi official page acts as a source to connect customers and viewers by conversation. In short, viewers are easily able to view and post their questions and

comments on the social media page of Khaadi which is not done on the website. By reviewing the comments of viewers, Khaadi tend to have direct or indirect conversation with the customers by assessment through the comments for which each number is known to the content as an image is published.

D. Community

The section '*Community*' of Khaadi Facebook page indicates that all posts from the followers who intend to reflect their personal views in form of information query, requests, questions or complaints etc. that is mentioned in textual form in the comment section below every post on Facebook.



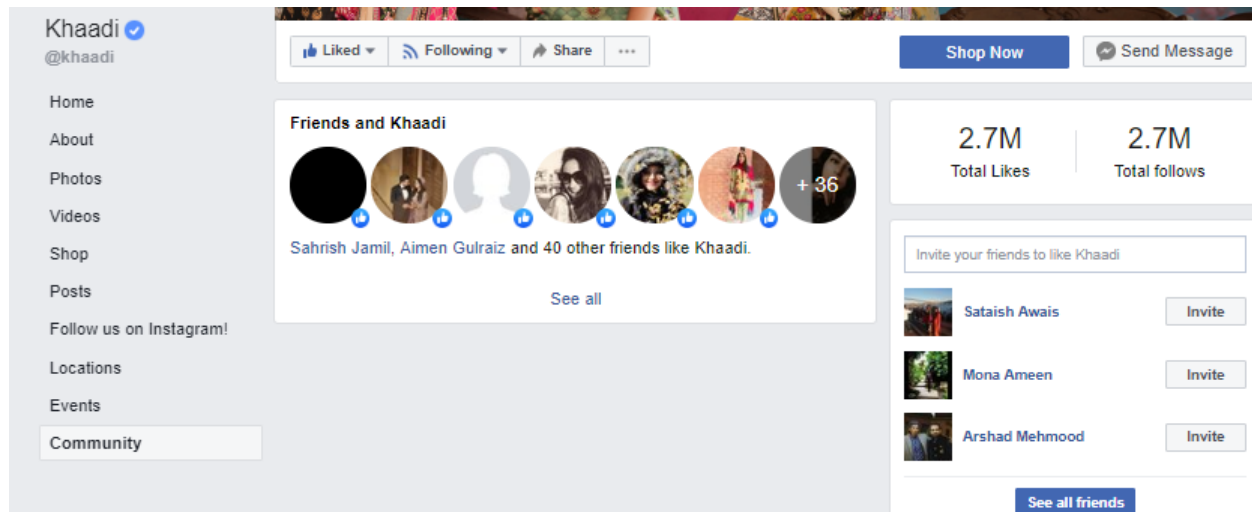


Image 4: Khaadi Community Page 2019

In this Khaadi's official Facebook page has opportunity for followers from all across the world to join Khaadi community immediately they follow the page from their personal account. In every country where Khaadi opens its outlet they tend to create their specific page in order to reach the local community of the region.

2. Khaadi Instagram

A. Instagram Official Page

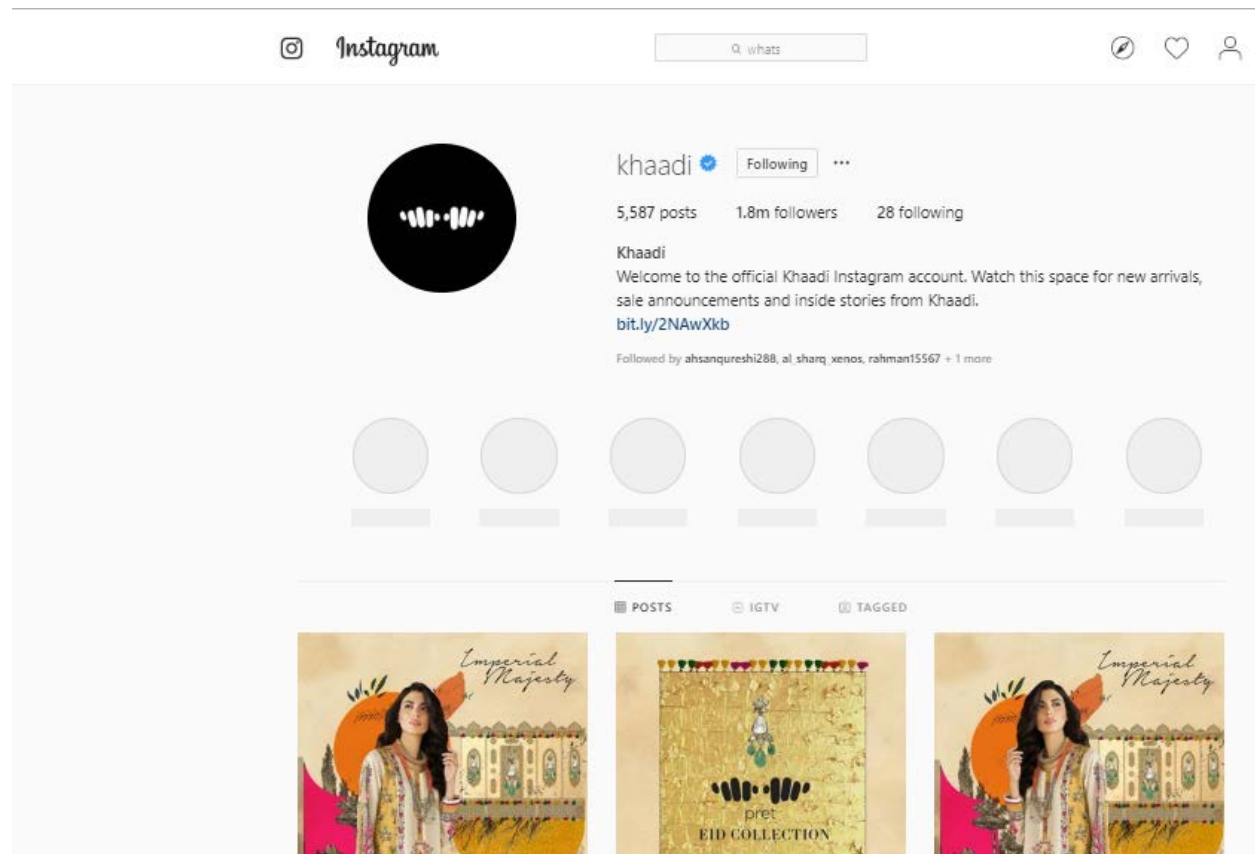


Image 5: Khaadi Official Page 2019 (<https://www.instagram.com/khaadi/?hl=en>)

The observation of Instagram from 03.04.2019 to 03.05.2019, Khaadi shows more than 100 posts in the form of short videos or photos on the official page of Khaadi. The official Instagram page of Khaadi has 1.8 million followers. There are majority of photos to show models who are wearing Khaadi products and there are several set of products with single product and specific theme along with unique celebrity image.



Image 6: Khaadi Instagram Post

The post of Khaadi presented above indicates the new clothing design launched by Khaadi as indicated in the figure below with the post entitled '**Presenting Imperial Majesty**' as the theme to launch Khaadi festive collection inspired by Mughal art, intricate motifs and delicate color palettes with code description of each product in order to enable customers to easily find the object by searching the codes. Khaadi uses English language to respond to the viewers and also in different regions there are different languages used to communicate such as Urdu in Pakistan in order to provide informative details about the products of Khaadi.

Khaadi announced about their recent collection on their post which will be available on all stores as well as websites entitled as '**Eccentric Folk**' which is inspired by Polish floral print which are bright, playful and colorful.



Image 7: Instagram Likes on Post

Viewers interact on each post in the comment section and they are free to give '*likes*' and can press the heart shape icon which reflects the number of likes as the selected post indicates 5,239 likes. Moreover, in comments section the number of viewers interested in each time when new collection is launched can be viewed easily.

User Generated Content Post

B. Post Published by Users and Reposted by Brands

Most of the posts by Khaadi social media pages which are professionally monitored by the related posts and team of professional staff assigned as to produce creative and current content regarding social media sites for which the company follows specific terms and conditions. There are several bloggers who are engaged on social media to promote the content

of Khaadi as indicated in Image (8) where there is visual as well as written content of the posts by blogger who actually publish the contents and review the images as form of content. This is one of the essential approaches used by bloggers on social media sites. The followers and viewers can actually search for the content and assess the published images with **#hashtags** on the related post of the blogger's account. This means the blogger actually uses Instagram to promote dresses of Khaadi and as the number of followers is more for the bloggers and the user generated content is used to reach wider audiences.

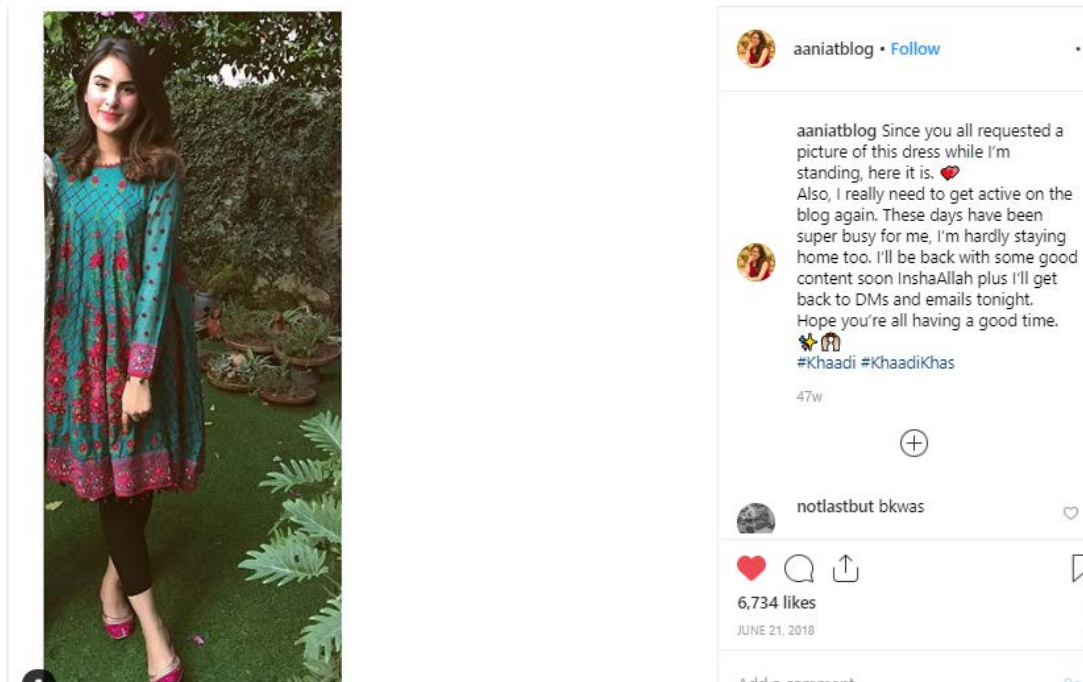


Image 8: Blogger Post on Instagram (Khaadi Promotion)

Majority of Khaadi posts either on Instagram or on Facebook, there are quite rare possibilities that a post is generated by user in order to promote and create the content from Khaadi's social media channels. The example in Image (8) above reveals that Khaadi is promoted by blogger with hashtags such as **'#Khaadi'** and **'#KhaadiKhas'** and this is an example of user generated content in their respective account and such posts are often reposted

by official page of Khaadi on social media. It also implements the content source that is already mentioned as a source of clear reference.

Limitations of the Study

This research has the following limitations:

- The content analysis is limited to the official Facebook and Instagram pages of the Pakistani clothing brand, Khaadi
- The collective results of this study are limited to secondary data information from Khaadi's social media channels (Instagram and Facebook) observed till 17.05.2019.

Results and Conclusion

The results of this study indicate that on the basis of model presented by Kietzmann et al (2011) known as '*the seven functional building blocks*' that is used to elaborate the key points between Instagram and Facebook are split into four main categories i.e. key feature, marketing uses, key forms of interaction and main point of contact.

	Facebook	Instagram
Key Features	Facebook Stories, NewsFeed, Photos, Facebook Messages	IG Stories, Photos, IG Videos, IG live streaming and DM message options
Marketing Uses	Announcements, promotions, special offers, customer interaction and share stories, information about events	Digital broadcast and content sharing, special offers, promotions and share news

Key Forms of Interaction	Direct advertisement links, Facebook live, comments and Community watch party	IG live stories, repost, regrams and comments
Main Point of Contact	Business pages on Facebook, follow options, likes, comments and advertising	Likes, posts, reposts, comments and share feeds

Table 1: Facebook and Instagram Social Media Strategy Analysis

The result of this study indicate that Facebook is a better channel for distribution of information while Instagram has several limitations with usage of links as it means users are able to add only one link with their profile and they are not able to share the links with their blogs by use of photo captions. One of the major drawbacks with Instagram is that there is lack of links in the individual posts while users actually have only one link to be mentioned in their profile which connects to their site. There are other available options to create sponsored post while this post actually enables users to reach a specified landing page. Furthermore, Facebook allows users to share unlimited product pages and links to blogs while in case the goal is to distribute the informational posts which actually promote posts and blogs, in this case Facebook is a better sharing platform than Instagram.

However, Facebook has a higher degree of visibility and allows access to maximum number of people especially when it comes to assessment of number of connections. Facebook is a premier social network and it is joined collectively by many millions of people since it has strength to reach maximum number of people while Facebook also has a vast customer base as

compared with Instagram and users also have better chance to boost visibility by use of this platform.

Instagram has the potential to gain constant attention and it is among the quick and constant updating tool for respective posts. This means Instagram is suitable customer engagement platform as the post emphasizes on instant moments which reflect short videos and photos along with IG stories. The posts and stories of Instagram have emphasis on instant moments and it allows viewers as well as followers to get a quick glance on the post and also they can check the latest Instagram newsfeeds. Instagram content reveals that followers and viewers are expected to see the update styles, available products and inspirational look that are viewed on Facebook. Instagram is better platform for better customer engagement on daily basis since the post emphasizes more on the short videos or photos and allows followers and viewers to have a quick view on the post and check newsfeeds. The latest feature of IG stories have allowed users of Instagram to share links and publish whole album in the stories which allows to get relevant content and also handle irrelevant interest of viewers.

Moreover, Instagram has a better degree of engagement and it outpaces Facebook when analyzing the degree of engagement. The assessment of the two social media channels of Khaadi indicate that there are same posts which have same type of content and images despite the number of people who posted their like on the respective post were more on Instagram as compared with Facebook. Though Khaadi does not copy the similar content posted on Instagram and Facebook, and it clearly reflects that there is difference in the number of '*likes*' by users for a selected post on both channels. Furthermore, every post on Facebook related with Khaadi actually receives '*likes*' which might be in range of hundreds while in Instagram it is likely to reach thousands.

There are many studies in the past to indicate that Instagram has a better degree of social engagement. Khaadi is professionally quite strong as far as branding and marketing strategies are assessed on both selected channels of Instagram and Facebook. It is quite sensible to not reach conclusion directly as to select the suitable channel and also to know which is better because there are several methods to provide evidence regarding their image on the selected social media channel. However, there are similarities regarding the content shared on the selected channels as it focuses on the different interactional approaches. The general view regards, Facebook to have more people who intend to follow and like the page and it is evident that there is a minor difference between users choice of *'follow'* or *'like'* any Facebook page. People have choice to like the page but at times the default function actually automatically sets to follow any page. This makes users to like the page as per their choice but not necessary to follow it. In this case, the situation when user does not follow the page, majority of Khaadi posts will not be visible in the newsfeed of user's profile.

Instagram is quite different than Facebook in a way that there is only one approach to get interaction with respective page and it is by following it. Khaadi's public pages provide Instagram users to view all public posts no matter what the users choose in order to follow or not follow the page. Furthermore, following the brand page on Instagram allows viewers to get an opportunity to interact with the post by commenting and to send post to multiple users and establish strong connections. One of the key differences between Instagram and Facebook is the function of sharing post as Facebook provides users to share posts and it can be also shared now on stories and as timeline feeds of the users. For example, Khaadi can share the post of their latest collection on Facebook and follower of Khaadi's page can easily click on the *'share'* button and choose if they intend to share it to their timeline or post privately or to individuals as

message. The Instagram posts make use of **hashtags (#)** in their caption and this is the specific keyword of the post and is easily searchable by the users. Khaadi also uses hashtags that is supported by the collection name, model names or even designers name for better viewer engagement.

The use of integrated user-generated content enables brand like Khaadi to actually implement changes to social media content from both Facebook and Instagram pages. This is an effective method to motivate people to wear the selected products they purchase from any brand by referring to the post on their respective pages. Thus, the data from this report indicates that Instagram is a better promotional tool since it provides unique brand image and engages with audiences. However, Khaadi will always be able to utilize other connected features on the channels of social media and represent the relevant content as it is followed by people who prefer to follow the brand pages.

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