



BRAND MANAGEMENT, ONLINE MARKETING & ONLINE SALES STRATEGY

Understanding Brand Experience, Customer Loyalty and Digital Consumer Behavior





LEARNING OBJECTIVES

- Understand Brand Management concepts
- Explain the importance of Brand Experience
- Analyze successful brand strategies
- Understand Online Marketing and Online Sales
- Apply marketing theories to real business situations



Think about a brand you frequently purchase from.

Questions:

- Why do you choose this brand?
- What makes it memorable?
- Is it the product or the experience?





WHAT IS A BRAND?

A brand is more than a logo.

A brand is:

- Perception
- Trust
- Experience
- Identity
- Emotional Connection



"People don't buy products. They buy **feelings and experiences.**"



WHY DOES BRAND MATTER?

Strong brands create:



Trust

Trust is the confidence customers have in a brand's ability to consistently deliver quality products, services, and experiences.



Recognition

how easily customers can identify and remember a brand.



Competitive Advantage

unique strength that makes a brand stand out from its competitors.



Customer Loyalty

Loyal customers continue buying even when alternative options are available.



Long-Term Business Growth

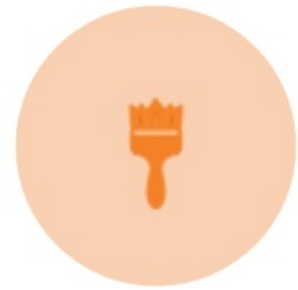
sustainable success achieved through

- strong customer relationships
- brand reputation
- consistent value delivery.



BRAND MANAGEMENT

Brand Management is the process of:



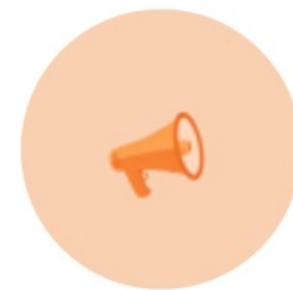
Creating

Creating a brand involves establishing the brand's identity and personality.



Positioning

How a brand wants consumers to perceive it compared to competitors.



Communicating

How a company delivers its message consistently across all customer touchpoints.

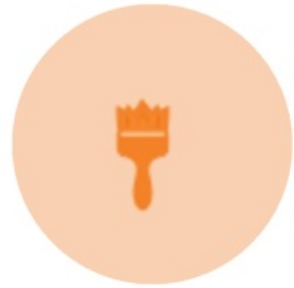


Maintaining

Protecting and strengthening its reputation over time



REAL-WORLD EXAMPLE:



Creating

Creating a brand involves establishing the brand's identity and personality.

- Premium coffee brand
- Consistent visual identity



Positioning

How a brand wants consumers to perceive it compared to competitors.

**"The Third Place"
between home and
work**



Communicating

How a company delivers its message consistently across all customer touchpoints.

- Store design
- Mobile app
- Social media
- Loyalty program



Maintaining

Protecting and strengthening its reputation over time

- Product innovation
- Consistent customer experience
- Strong community engagement

Result

Strong brand loyalty and global brand recognition.




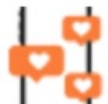




BRAND EXPERIENCE & CUSTOMER LOYALTY





WHAT IS BRAND EXPERIENCE?

Brand Experience refers to all interactions a customer has with a brand.

-  Advertising
-  Social Media
-  Website
-  Customer Service
-  Product Usage
-  After-Sales Service





CUSTOMER JOURNEY

"When do you think Brand Experience actually begins?"

Many people believe it starts when they buy a product.

However, Brand Experience starts much earlier.

In fact, it begins the very first moment a customer becomes aware of a brand.

To understand this better, let's look at the Customer Journey.





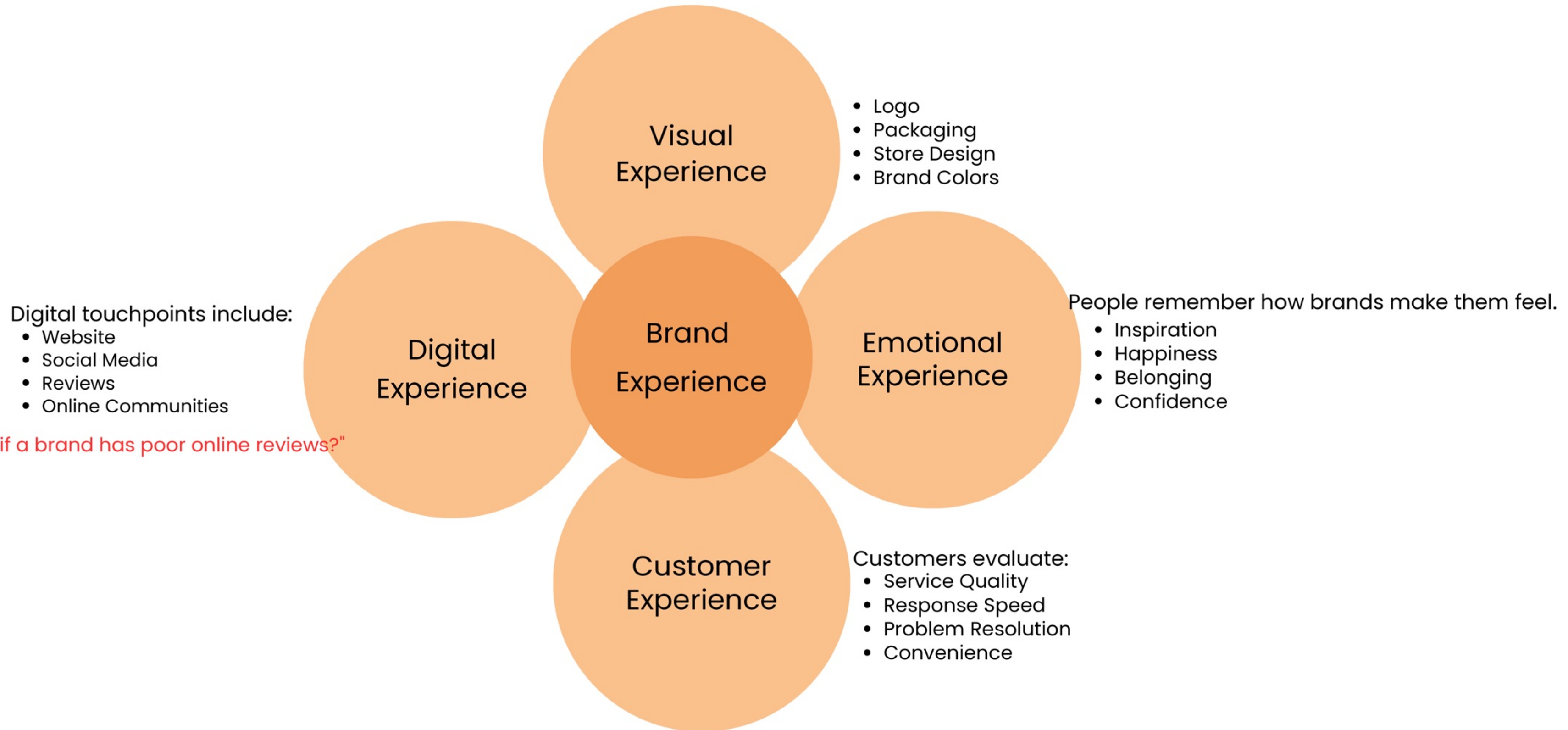
WHY CUSTOMERS BUY AGAIN

Customers return because:

- Positive experiences
- Convenience
- Trust
- Emotional connection
- Consistent quality



FOUR DIMENSIONS OF BRAND EXPERIENCE



"What happens if a brand has poor online reviews?"



VISUAL EXPERIENCE

Visual Experience refers to all visual elements that customers see and associate with a brand. These visual elements help create the first impression and influence how customers perceive the brand.

Example

Key Components

- Logo
- Packaging
- Store Design
- Brand Colors
- Typography
- Visual Identity

Why is it Important?

Customers often judge a brand within seconds.

Before they try a product, they already form an opinion based on what they see.



Apple's visual identity is built around:

- Minimalist design
- Clean packaging
- Modern stores
- Consistent use of white, black, and silver

These elements communicate:

- ✓ Premium Quality
- ✓ Simplicity
- ✓ Innovation

Key Takeaway

Visual experience creates the first impression of a brand. Customers often "see" the brand before they experience it.

Discussion

"What would happen if Apple suddenly changed its stores to look crowded and colorful like a discount retailer?"



EMOTIONAL EXPERIENCE

Emotional Experience refers to the feelings and emotions customers associate with a brand
Research shows that people often make purchasing decisions emotionally and justify them logically afterward..

Common Emotions Brands Create

- Inspiration
- Happiness
- Belonging
- Confidence
- Pride
- Trust

Why is it Important?

Emotions create stronger memories than product features.
Customers may forget what a product does, but they remember how it made them feel.

Example



inspires customers to take action and believe in themselves.

Discussion

"Does Nike sell shoes, or does it sell motivation and inspiration?"

Nike rarely focuses on shoes alone.

Instead, Nike communicates:

- Determination
- Achievement
- Personal Growth
- Overcoming Challenges

Key Takeaway

Strong brands connect emotionally with customers, not just functionally.



CUSTOMER EXPERIENCE

Customer Experience (CX) refers to every interaction customers have with a company before, during, and after a purchase. It focuses on how easy, enjoyable, and satisfying the customer journey is.

What Customers Evaluate

1. Service Quality

Are employees helpful and professional?

2. Response Speed

How quickly does the company respond to inquiries or problems?

3. Problem Resolution

Can the company solve customer issues effectively?

4. Convenience

How easy is it to buy, return, or receive support?

Why is it Important?

A great product cannot always compensate for poor service.

Many customers stop buying because of a bad experience, not because of a bad product.

Example



Amazon has built its reputation on convenience, fast delivery, and customer-focused service.

Key Takeaway

Customer experience is often the difference between a one-time customer and a loyal customer.



DIGITAL EXPERIENCE

Digital Experience refers to all interactions customers have with a brand through digital channels. In today's world, many customers experience a brand online before interacting with it offline.

Key Digital Touchpoints

Website

- Easy navigation
- Fast loading speed
- Mobile-friendly design

Reviews

- Customer feedback
- Ratings
- Testimonials

Social Media

- Engaging content
- Consistent communication
- Community interaction

Online Communities

- Discussion groups
- Brand communities
- User-generated content

Why is it Important?

Digital channels often create the first impression of a brand. A poor digital experience can cause customers to leave before making a purchase.

Key Takeaway

In the digital era, online reviews and digital interactions can significantly influence customer trust and purchase decisions.



FOUR DIMENSIONS OF BRAND EXPERIENCE

Dimension	Focus
Visual Experience	What customers see
Emotional Experience	What customers feel
Customer Experience	How customers are treated
Digital Experience	How customers interact online



ONLINE MARKETING & ONLINE SALES





THE DIGITAL CONSUMER

Today's consumers:



- Search online first



- Compare reviews



- Trust recommendation



- Expect convenience



ONLINE MARKETING

Online Marketing involves:





CONTENT MARKETING

Goal: Create value before asking customers to buy.



Educational Content



Entertaining Content



Problem-Solving Content

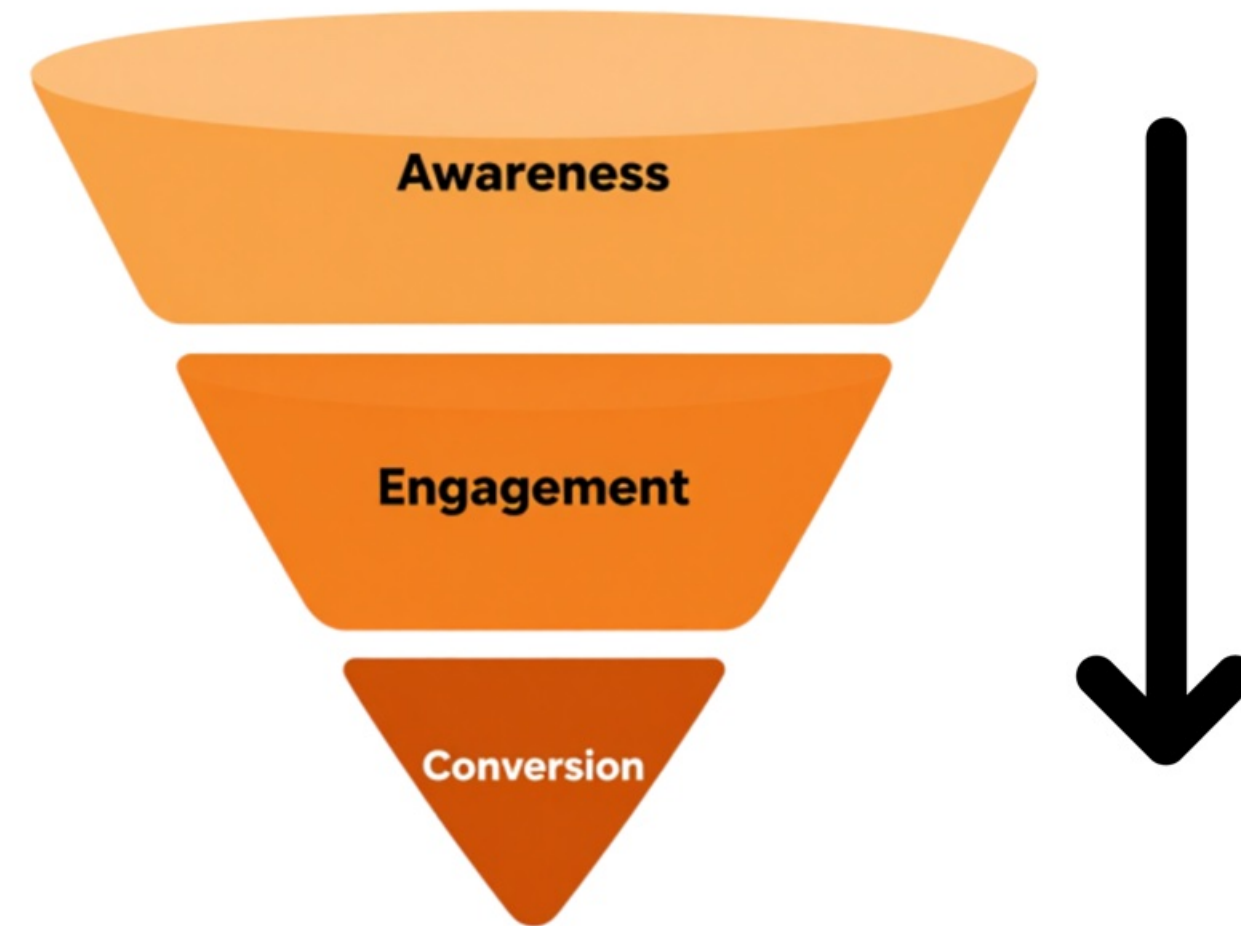


SOCIAL MEDIA MARKETING

Popular platforms:



Objectives:





CUSTOMER JOURNEY IN ONLINE SALES



■ ■ ■ TRAFFIC: GETTING PEOPLE TO NOTICE YOUR BRAND

"Traffic refers to the number of people who discover or visit your brand through various channels."



Sources of Traffic

- Social Media
- Google Search
- Online Advertising
- Influencer Marketing
- Websites
- Online Marketplaces

Example

A customer sees a **TikTok video** about a skincare product and **clicks on the brand's profile**.

Key Metrics

- Reach
- Impressions
- Website Visitors
- Click-Through Rate (CTR)

Key Takeaway

Traffic means people are aware of your brand, but **they are not customers yet**.



ENGAGEMENT: GETTING PEOPLE INTERESTED

Engagement occurs when people interact with your content or brand.



Sources of Traffic

- Likes
- Comments
- Shares
- Saves
- Video Views
- Following a Page

Example

A user watches your TikTok video **until the end**, **likes it**, and **follows** your account.

Key Metrics

- Engagement Rate
- Comments
- Shares
- Followers
- Average Watch Time

Key Takeaway

Engagement shows interest, but interest alone does **not guarantee a sale.**



TRUST: GETTING PEOPLE TO BELIEVE IN YOUR BRAND

Trust is the stage where potential customers feel confident that your brand can meet their needs.



How to Build Trust

- Customer Reviews
- Testimonials
- User-Generated Content
- Case Studies
- Expert Recommendations
- Transparent Communication

Example

A customer reads **hundreds of positive reviews** and sees a **4.9-star rating** before making a decision.

Key Metrics

- Review Ratings
- Customer Testimonials
- Website Time on Page
- Conversion Rate

Key Takeaway

Many brands generate high traffic but fail to make sales because they do not establish trust.



PURCHASE: TURNING INTEREST INTO SALES

The purchase stage occurs when customers decide to buy a product or service.



Factors Influencing Purchase Decisions

- Promotions and Discounts
- Product Quality
- Easy Payment Options
- Fast Delivery
- Limited-Time Offers
- Strong Customer Reviews

Key Metrics

- Sales Revenue
- Number of Orders
- Conversion Rate

Example

During a TikTok Live session, customers see a special promotion available only for the next 30 minutes and decide to purchase immediately.

Key Takeaway

A purchase is an important milestone, but it is **not the final goal**.

REPEAT PURCHASE: TURNING CUSTOMERS INTO LOYAL CUSTOMERS

Repeat purchase occurs when customers return to buy again after their first purchase.



Why Customers Buy Again

- Consistent Product Quality
- Excellent Customer Service
- Positive Brand Experience
- Convenience
- Satisfaction with Results

Example

Customers continue purchasing from Starbucks not only because of the coffee, but because of the overall experience and consistency.

Key Metrics

- Repeat Purchase Rate
- Customer Retention Rate
- Customer Lifetime Value (CLV)

Key Takeaway

Retaining existing customers is often more cost-effective than acquiring new ones.



REFERRAL : TURNING CUSTOMERS INTO BRAND ADVOCATES

Referral occurs when satisfied customers recommend your brand to others.



Why Referrals Matter

People tend to trust recommendations from friends, family, and other consumers more than traditional advertising.

Example

- Writing Reviews
- Sharing Social Media Posts
- Recommending Products to Friends
- Creating User-Generated Content

Key Metrics

- Referral Rate
- Net Promoter Score (NPS)
- Social Shares
- User-Generated Content

Key Takeaway

Referrals are one of the most powerful and cost-effective forms of marketing.



REAL-WORLD EXAMPLE:



- Traffic People discover a new series through social media advertisements and trailers.
↓
- Engagement They watch the trailer, interact with posts, and read comments.
↓
- Trust They see positive reviews and recommendations from friends.
↓
- Purchase They subscribe to the platform.
↓
- Repeat Purchase They continue renewing their subscription month after month.
↓
- Referral They recommend the series and the platform to others.



ONLINE SALES ECOSYSTEM



Website



Marketplace



Social Commerce



Live Commerce



Mobile Commerce

An Online Sales Ecosystem refers to all digital channels that businesses use to attract customers, generate sales, and build long-term relationships.

Today's consumers may discover a product on TikTok, compare reviews on Google, visit a website, and finally purchase through a marketplace.



DISCUSSION

Why do some brands sell successfully online while offering similar products to competitors?





WORKSHOP & DISCUSSION



CASE STUDY: NETFLIX





CASE STUDY: NETFLIX

Who is Netflix's target audience?





CASE STUDY: NETFLIX

What is Netflix's brand positioning?





CASE STUDY: NETFLIX

What makes customers stay with Netflix?





CASE STUDY: NETFLIX

If you were Netflix's CEO, what would you improve?





CASE STUDY: NETFLIX

- Is Netflix selling movies or experiences?
- What would happen without the recommendation system?





CASE STUDY: NIKE





CASE STUDY: STARBUCKS

Who is starbucks's target audience?





CASE STUDY: STARBUCKS

What is starbucks's brand positioning?





CASE STUDY: STARBUCKS

What makes customers stay with starbucks?





CASE STUDY: STARBUCKS

If you were starbucks's CEO, what would you improve?





CASE STUDY: STARBUCKS

- Is Starbucks selling coffee or lifestyle?
- Why are customers willing to pay more?





CASE STUDY: NIKE





CASE STUDY: NIKE

Who is Nike's target audience?





CASE STUDY: NIKE

What is Nike's brand positioning?





CASE STUDY: NIKE

What makes customers stay with Nike?





CASE STUDY: NIKE

If you were Nike's CEO, what would you improve?





CASE STUDY: NIKE

- How does Nike create emotional connections?
- What makes customers feel part of the Nike community





CASE STUDY: UNIQLO





CASE STUDY: UNIQLO

Who is uniqlo's target audience?





CASE STUDY: UNIQLO

What is uniqlo's brand positioning?





CASE STUDY: UNIQLO

What makes customers stay with uniqlo?





CASE STUDY: UNIQLO

If you were uniqlo's CEO, what would you improve?





CASE STUDY: UNIQLO

- Why do customers repeatedly buy simple products?
- Should Uniqlo invest more in emotional branding?





FINAL DISCUSSION



FINAL DISCUSSION

If you were starting your own business today:

Which strategy would you prioritize?

- A. Personalization (Netflix)
- B. Customer Experience (Starbucks)
- C. Emotional Branding (Nike)
- D. Simplicity & Consistency (Uniqlo)



THERE IS NO SINGLE CORRECT ANSWER.

The best strategy depends on:

- Your target audience
- Your industry
- Your business goals
- Your available resources

Successful brands may use different strategies, but they all have **one thing** in common:

They create **meaningful experiences that keep customers coming back.**

Whether through personalization, customer experience, emotional connection, or consistency, strong brands **focus on building long-term relationships rather than simply making one-time sales**



Q & A



THANK YOU