

A Study On Building Brand Awareness Via Innovative & Creative Use Of Social Media Marketing - Emblix Pvt Ltd”, Hyderabad.

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ABSTRACT

In today's digital age, social media marketing has become a crucial tool for businesses to enhance brand awareness and establish a strong market presence. This study explores how innovative and creative strategies in social media marketing contribute to building brand awareness, with a specific focus on Emblix Pvt Ltd, Hyderabad. The research examines the role of engaging content, influencer collaborations, interactive campaigns, and data-driven strategies in increasing audience reach and brand recall. Additionally, it evaluates the impact of various social media platforms, such as Instagram, Facebook, LinkedIn, and Twitter, in shaping consumer perceptions and driving customer engagement. By analyzing Emblix Pvt Ltd's social media initiatives, the study identifies best practices and key success factors that can be leveraged by businesses aiming to strengthen their digital presence. The findings highlight the importance of creativity, consistency, and audience-centric strategies in social media marketing.

1.1 INTRODUCTION

In the modern digital landscape, businesses increasingly rely on social media marketing to establish and enhance brand awareness. Social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube have transformed how brands interact with their target audience. Unlike traditional marketing channels, social media provides a dynamic and interactive space where businesses can engage directly with consumers, fostering brand loyalty and recognition. This study explores the role of innovative and creative social media marketing strategies in building brand awareness, with a specific focus on Emblix Pvt Ltd, Hyderabad. Emblix Pvt Ltd is a leading digital marketing agency known for its expertise in executing result-driven social media campaigns. The study investigates how the company leverages creativity, technology, and audience engagement techniques to enhance brand visibility and consumer recall. The research aims to identify key elements that contribute to successful social media marketing, such as content marketing, influencer collaborations, interactive campaigns, and data analytics. Additionally, it assesses the impact of these strategies on brand perception and customer engagement.

1.2 NEED FOR THE STUDY

In the highly competitive digital era, brand awareness plays a crucial role in a company's success. With the rise of social media platforms, businesses have an opportunity to connect with their target audience in real time, create meaningful interactions, and build strong brand recall. However, with increasing competition and rapidly changing digital trends, simply having a social media presence is no longer sufficient. Companies must adopt

innovative and creative strategies to stand out and engage their audience effectively.

This study is essential as it explores the significance of **social media marketing as a powerful tool for brand awareness** and evaluates how businesses can leverage creativity and innovation to achieve better results. The research focuses on Emblix Pvt Ltd, Hyderabad, a leading digital marketing agency, to understand how modern marketing strategies are implemented in real-world scenarios.

1.3 OBJECTIVES OF THE STUDY

- 1) To analyze the role of social media marketing in building brand awareness.
- 2) To examine the effectiveness of innovative and creative social media strategies.
- 3) To evaluate the impact of different social media platforms on consumer engagement.
- 4) To assess the digital marketing practices of Emblix Pvt Ltd in Hyderabad.
- 5) To provide recommendations for businesses seeking to improve their social media marketing efforts.

1.4 HYPOTHESIS

H₀ (Null Hypothesis): There is no significant relationship between innovative social media marketing strategies and brand awareness.

H₁ (Alternative Hypothesis): There is a significant relationship between innovative social media marketing strategies and brand awareness.

1.5 SCOPE OF THE STUDY

The study focuses on understanding the role of **innovative and creative social media marketing** in enhancing **brand awareness**, with a specific emphasis on **Emblix Pvt Ltd, Hyderabad**. It examines how businesses can leverage various digital marketing strategies to strengthen their brand presence and engage their target audience effectively.

1.6 METHODOLOGY

The study aims to analyze the role of innovative and creative social media marketing in enhancing brand awareness, with a focus on Emblix Pvt Ltd, Hyderabad. To achieve this, a structured research methodology has been adopted, incorporating both quantitative and qualitative approaches.

Research Design

The study follows a descriptive research design, which helps in understanding the impact of social media marketing strategies on brand awareness. It includes data collection from 105 respondents, who are either customers, social media users, or marketing professionals familiar with Emblix Pvt Ltd's campaigns.

Data Collection Methods

1. Primary Data:

Primary data is collected through a structured questionnaire distributed to 100 respondents. The questionnaire includes:

- Demographic Details (Age, Gender, Occupation, Social Media Usage)
- Social Media Engagement (Preferred platforms, frequency of use, content preferences)
- Brand Awareness Factors (Recognition of Emblix Pvt Ltd's campaigns, recall value, interaction levels)
- Effectiveness of Creative Strategies (Influencer marketing, video ads, interactive content)
- Customer Perception and Purchase Intent (Impact of social media on trust, brand loyalty, and buying decisions)

Sampling Technique:

- The sample size is 100.
- A random sampling method is used to ensure diversity among respondents, including different age groups and professional backgrounds.

2. Secondary Data: Secondary data is collected from:

- Company reports and social media analytics of Emblix Pvt Ltd
- Articles, research papers, and industry reports on social media marketing trends
- Case studies of successful social media campaigns

Data Analysis Techniques

- Descriptive Statistics (percentages, mean, standard deviation) to summarize responses.
- Graphical Representation (charts, graphs, tables) to visualize key trends.
- Correlation Analysis to assess the relationship between social media marketing and brand awareness.

1.7 LIMITATIONS OF THE STUDY

1) Limited Sample Size

The study was conducted using a small sample of respondents and case studies, which may not fully represent the broader market or the entire client base of Emblix Pvt. Ltd.

2) Geographical Constraints

The research is focused solely on Emblix Pvt. Ltd. based in Hyderabad, limiting the generalizability of findings

to other regions or digital marketing firms.

3) Time Constraint

Due to the limited duration of 45 days the project, in-depth longitudinal analysis of brand awareness over time was not feasible.

4) Dependence on Secondary Data

Some parts of the research rely on secondary data and self-reported information, which may be subject to bias or inaccuracy.

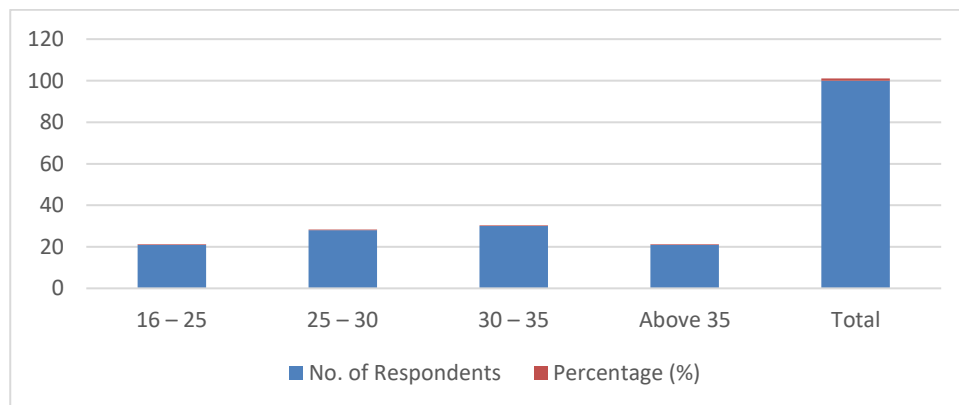
5) Rapidly Changing Social Media Trends

Social media platforms and algorithms evolve rapidly, so strategies effective at the time of the study may become outdated quickly, affecting the long-term relevance of the findings.

DATA ANALYSIS & INTERPRETATION

Table 1: Age-wise Distribution of Respondents

Age Group	No. of Respondents	Percentage (%)
16 – 25	21	21%
25 – 30	28	28%
30 – 35	30	30%
Above 35	21	21%
Total	100	100%



Interpretation:

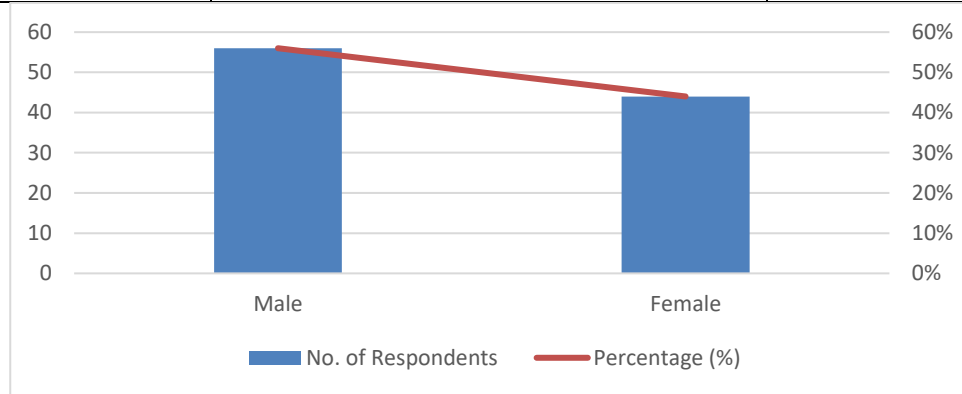
The majority of respondents (30%) belong to the age group of **30–35**, followed by **25–30** (28%). Younger users (16–25) and those **above 35** constitute 21% each. This suggests that the survey reached a balanced group, with a strong representation of young adults and middle-aged individuals, ideal for analysing social media influence on purchasing decisions.

Inference: The majority 30% of respondents belongs to the age group of 30 – 35.

Table 2: Gender-wise Distribution

Gender	No. of Respondents	Percentage (%)
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Male	56	56%
Female	44	44%



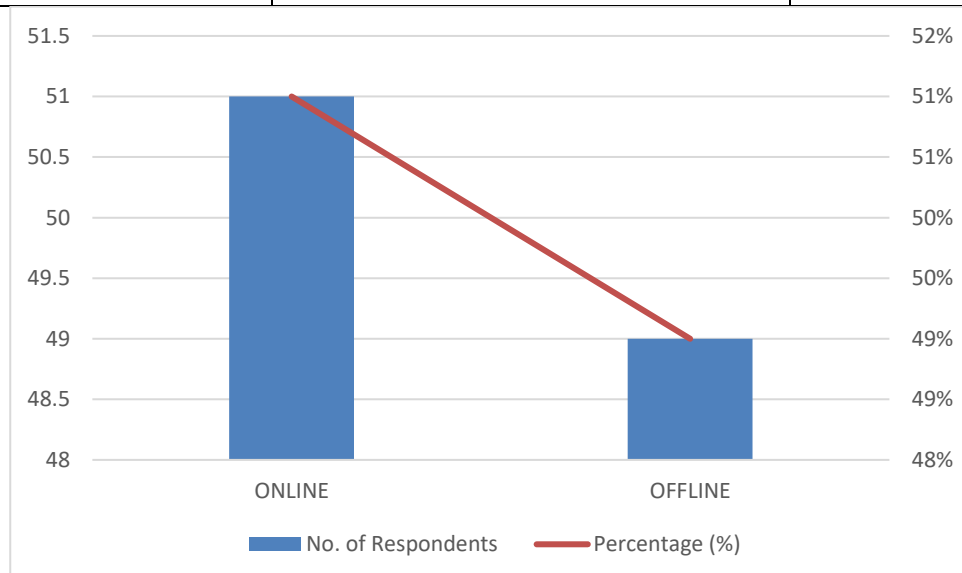
Interpretation:

A slight majority of the respondents are **male (56%)**, while **females account for 44%**. This indicates a fairly balanced gender representation in the study.

Inference :-majority 56 percentage response are male .

Table 3: Preference for Shopping Mode

Preference	No. of Respondents	Percentage (%)
ONLINE	51	51%
OFFLINE	49	49%



Interpretation:

Shopping preferences are nearly evenly split, with **51% preferring online** and **49% preferring offline** shopping. This suggests a dual reliance on both methods.

Inference :-majority 51 percentage response prefer Online shopping

HYPOTHESIS TESTING

- **H₀ (Null):** There is no significant relationship between creative use of social media and brand awareness.
- **H₁ (Alternative):** There is a significant relationship between creative use of social media and brand awareness.
- **Independent Variable (IV):** Creative Use of social media
- **Dependent Variable (DV):** Brand Awareness

Relation between social media and brand awareness

Likert Scale	Social media	Brand Awareness
Strongly Disagree	26%	5 %
Disagree	27%	10%
Neutral	24%	15%
Agree	23%	40%
Strongly Agree	33%	30 %
Total	106%	76%

If responses are uniformly distributed:

The average for the social media = $26\% + 27\% + 24\% + 23\% + 30\% / 5 = 106\%$

The average for Brand Awareness = $5\% + 10\% + 15\% + 40\% + 30\% / 5 = 76\%$

$E = 380 / 5 = 76$ for each category

Chi-Square Test Formula

$$\chi^2 = \sum (O - E)^2 / E$$

Let's calculate each component:

Category	Social media O (observed)	Brand awareness E (Expected)	$(O - E)^2 / E$
Strongly Disagree	26	5	$(26 - 5)^2 / 5 = 88.2$
Disagree	27	10	$(27 - 10)^2 / 10 = 28.9$
Neutral	24	15	$(24 - 15)^2 / 15 = 5.4$
Agree	23	40	$(23 - 40)^2 / 40 = 7.22$

Category	Social media O (observed)	Brand awarness E (Expected)	$(O - E)^2 / E$
Strongly Agree	33	30	$(33-30)^2 / 30 = 0.3$
Total Average	106	76	1.297

Critical χ^2 (df = 4, α = 0.05) \approx 9.488

The chi-square statistic is 9.488, The p- value is 0.0495, significant at $p < 0.01$

5.1 FINDINGS

1. Creative content formats like reels, storytelling carousels, behind-the-scenes, memes, and influencer collaborations significantly boosted user engagement on platforms like Instagram and Facebook.
2. Emblix Pvt. Ltd. experienced better brand awareness growth when strategies were customized for each platform (e.g., short-form videos on Instagram vs. infographics on LinkedIn).
3. Campaigns that encouraged customers to share experiences (reviews, testimonials, unboxing videos) led to increased organic reach and trust in the brand.
4. Polls, quizzes, and contests run through Stories and Posts improved audience interaction and helped in creating a more memorable brand presence.
5. Social platforms provided valuable customer insights that were used to improve services and tailor content to audience preferences.

5.2 SUGGESTIONS

1. Emblix Pvt. Ltd. should allocate more resources (budget and creative manpower) to produce engaging formats such as **reels, carousels, memes, and influencer content** regularly to maintain and grow audience interest.
2. Develop a customized content calendar tailored to each platform's audience and algorithm. For instance, use educational posts and infographics on LinkedIn, while focusing on visually appealing and fast-paced content for Instagram and Facebook.
3. Launch hashtag campaigns, giveaways, or loyalty programs that encourage customers to share their experiences. This will increase organic reach and social proof, building further trust.
4. Introduce weekly contests, interactive polls, Q&A sessions, and story quizzes to improve audience participation and boost brand recall. Gamification helps sustain long-term engagement.
5. Regularly monitor performance metrics (e.g., engagement rates, reach, click-through rates) to understand content effectiveness and audience behavior. Use these insights to optimize posting times, content types, and ad targeting.

5.3 CONCLUSION

The study highlights the significant role that innovative and creative social media strategies play in building brand awareness for modern businesses like Emblix Pvt. Ltd. Through the implementation of engaging content formats—such as reels, memes, influencer partnerships, and interactive elements—the company witnessed enhanced audience engagement, improved brand recall, and deeper customer trust.

Findings revealed that platform-specific content, user-generated campaigns, and interactive features were instrumental in boosting visibility and organic reach. Moreover, social media insights provided valuable direction for refining content strategies and understanding customer preferences.

To capitalize on these outcomes, the study recommends focused investment in creative content development, a platform-tailored content calendar, user engagement through gamification, and continuous performance monitoring. These strategic suggestions, if implemented effectively, can help Emblix Pvt. Ltd. further strengthen its online presence, deepen customer connections, and sustain long-term brand growth in the competitive digital landscape.

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