
BRAND AND BRANDING AS IMPORTANT MANAGEMENT PRIORITIES

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Abstract: The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products. Your marketing and branding clearly influence that perception but your brand exists whether you actively market your business or not. If you're out there and people are interacting with your business, you have a brand. Brand is a known identity of a company in terms of what products and services they offer but also the essence of what the company stands for in terms of service and other emotional, non tangible consumer concerns. To brand something is when a company or person makes descriptive and evocative communications, subtle and overt statements that describe what the company stands for. Relationship that brands have with people basically changed the process of digitization of the media. Influence marketers use the mobile phone in the marketing communication process. In this regard, implementing a successful marketing campaign is critical acceptance of the mobile device by consumers as a new way of thinking. For marketers fail to increase the engagement of users, to add value and ultimately increase their return on investment in marketing, it is essential that they understand the attitudes and intentions of customers to mobile marketing. For the purpose of this paper was conducted quantitative, descriptive research. The purpose of this research is by analyzing the habits of using mobile devices to determine the attitudes of users of smartphones for mobile marketing in the country. The survey was conducted using the on line questionnaire, made and distributed only to those users who use smartphones in the period June-October 2018. The survey was conducted by the method of testing undisguised structured questionnaire on 260 respondents. The questionnaire consisted of ten questions and most of the questions are structured closed. In the initial part of the survey focus was on basic demographic data (sex and age). The next questions are related to activities that most respondents use the smartphone as well as preferences for activities for which users often use smart phones.

Keywords: brend, branding, social media, m-marketing, marketing, advertising

INTRODUCTION

An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does "branding" mean? A brand isn't a logo. Or a brand name or product name. In fact, it isn't any one thing. Your brand is everything. It's the perception of your company, products and services in people's minds. It's how people think and feel about who you are as an organisation and what you do. From marketers and visionary leaders in literature exist a lot of branding definitions to help us understand what branding entails:

- ✓ A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name. (American Marketing Association)

- ✓ Branding is the art of aligning what you want people to think about your company with what people actually do think about your company. And vice-versa. (Jay Baer)

- ✓ A brand is the essence of one's own unique story. This is as true for personal branding as it is for business branding. The key, though, is reaching down and pulling out the authentic, unique "you". Otherwise, your brand will just be a facade. (Paul Biedermann)

- ✓ A brand is a reason to choose. (Cheryl Burgess)

- ✓ A brand symbol as "anything that leaves a mental picture of the brand's identity. (Leo Burnett)

- ✓ Branding is more than a name and symbol. A brand is created and influenced by people, visuals, culture, style, perception, words, messages, PR, opinions, news media and especially social media. (Lisa Buyer) Branding is the encapsulation of a company's mission statement, objectives, and corporate soul as expressed through the corporate voice and aesthetic. (Margie Clayman)

- ✓ Brands are shorthand marketing messages that create emotional bonds with consumers. Brands are composed of intangible elements related to its specific promise, personality, and positioning and tangible components having

identifiable representation including logos, graphics, colors and sounds. A brand creates perceived value for consumers through its personality in a way that makes it stand out from other similar products. (Heidi Cohen)

✓ Branding is an ongoing process of looking at your company's past and present...and then creating a cohesive personality for the company and its products going forward. We do SWOT analysis and go through all the benefits (real and emotional) that the product or service fulfills for its customers. We review the key factors that spurred growth, pricing, corporate culture, key players, and we figure out "who you are", by key players, the president, customer service. Then we create the brand voice first. It's a wonderful process. (Lois Geller)

✓ Attention is a scarce resource. Branding is the experience marketers create to win that attention. (Jeffrey Harmon)

✓ Branding is the representation of your organization as a personality. Branding is who you are that differentiates you. (Dave Kerpen)

✓ A brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitor. (Phillip Kotler) A brand is the meaningful perception of a product, a service or even yourself - either good, bad or indifferent - that marketers want people to believe based on what they think they hear, see, smell, taste and generally sense from others around them. (Josh Moritz)

✓ A brand is "The intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised." (David Ogilvy)

✓ "A brand is a singular idea or concept that you own inside the mind of a prospect." Al Ries

✓ "Branding" is what lazy and ineffective marketing people do to occupy their time and look busy. (David Meerman Scott)

✓ "A brand is essentially a container for a customer's complete experience with the product or company." (Sergio Zyman)

While marketers' definitions of branding may differ, what's consistent is the importance of building your brand as a competitive marketing tool. Brands retain their power in today's evolving social media ecosystem and device indifferent information consumption because they provide a short hand communication that breaks through the ever-increasing message-laden environment.

Branding is a powerful and sustainable marketing strategy that we use to influence and manage the way people perceive and respond to your brand, and thereby influence their buying decisions.

We do this by: (Luminosity.com, 2018)

- creating an affinity or emotional connection with the consumer
- providing justification for paying a premium price for a service or product
- creating loyalty to the product or organisation
- Demonstrating the quality and benefits of a service or product and the company behind it.

Acquiring loyal customers (who are happy to pay a premium price) is what many successful businesses strive for, and that's what the marketing strategy called branding is all about. Read more about why it makes business sense to invest in your branding.

New media offer the possibility of unlimited and constant interaction through which users can create, share and exchange content, and in terms of the brands, they are the starting point for a new era in personal interaction and contribute to the transparency of the companies (Mangold and Faulds 2009). New media occur in various forms (Buzzle, 2012): Internet, podcasts, e-books, blogs, Internet TV, e-mail, mobile phones and so on. In the process of branding used different types of m-marketing communication tools, but hereinafter will be analyzed applying (Unique Content Solution, 2013): SMS marketing and advertising MMS and Push notifications (Push Notifications). Social media are computer-mediated tools that allow people or companies to create, share, or exchange information, career interests, (Buettner, R. 2016) ideas, and pictures/videos in virtual communities and networks.

The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features (Obar, Jonathan A.; Wildman, Steve (2015):

(1) Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups,

(2) Social media are Web 2.0 internet-based applications,

(3) user-generated content (UGC) is the lifeblood of the social media organism,

(4) Users create service-specific profiles for the site or app that are designed and maintained by the social media organization, and

Social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce

substantial and pervasive changes to communication between businesses, organizations, communities, and individuals. (Kietzmann, Jan; Kristopher Hermkens, 2011). These changes are the focus of the emerging field of technoself studies. Social media differ from traditional or industrial media in many ways, including reach, frequency, usability, immediacy, and permanence. Social media operate in a dialogic transmission system. (Pavlik & MacIntoch, John and Shawn, 2015). This is in contrast to traditional media that operates under a monologic transmission model (one source to many receivers).

1. Multimedia Messaging - MMS (Multimedia Messaging Service- MMS) are delivered in much the same way as text messages, but they can include multimedia objects (images, audio, video, etc.). MMS messages are often in the form of slides, so that multimedia purposes are divided into sequences and broadcast by the script and the timing of the publisher. MMS interactive marketing is a form of advertising, where creativity plays a very important role, because this way marketers can send more creative and personalized messages (Becker and Arnold, 2010, p. 25), where: (a) Recounting the story with interesting pictures, sound and video to delight, entertain, inform and engage potential customers; (b) Integrating links to mobile websites in messages to the service secretaries interactive voice (IVR call services), applications and other outlets, the viewers can get more information; and (c) Offering attractive coupons with images, sound and video.

2. Push notifications allow companies to send personally tailored and timed messages to deployed many customers or less targeted, depending on the message you want to convey. Thus customers can be categorized according to their location, device they use, or their level of commitment. In terms of marketing, push notifications are a good tool for creating brand awareness of and contact with customers. (Unique Content Solution, 2013). Push notification is a feature that allows an application to notify mobile phone users about new messages or events without the need to open the application. Incoming message can be received even for applications that are not currently open. In this regard push notifications are similar to text messages that appear on the phone screen (Warpily, 2013). This method was originally presented to the iPhone in 2007, and later more phones on the Android platform. The most effective part of this type of mobile advertising is that it is cheaper than other techniques for mobile advertising and causing no interruption of existing active applications on the user's phone.

3. SMS offer marketers a channel not only to start a conversation with customers, but also to get additional information about their views and opinions. Text communication can be divided into three mobile levels: informative, promotional and relationship management with customers. All three levels have an important role for the further continuation of the conversation with the client (Ohe next web, 2013). The effectiveness of SMS marketing is conditioned by the existence of a mobile website where customers right from their mobile device may access (Pitney Bowes, 2015). According to research by eMarketer and ComScore still the largest number of respondents, 78%, its smart phone used to send text messages, 54% use it to download applications, 53% used a search engine, 39% accessed the social network or blog 33% played a game and 28% listened to music. (Ohe next web, 2013). According to research conducted by SlickText, in the UK almost 99% of respondents read the text SMS messages on his phone in the first 5 minutes after you get with an average response time of 90 seconds (SlickText, 2013).⁵⁹

RESEARCH METHODOLOGY

For the purpose of this paper we used mainly secondary data sources - modern literature in the field of marketing, domestic literature relating to various aspects of explaining consumer behavior and marketing other domestic and foreign specialized magazines, reports, newsletters and publications governmental and non-governmental organizations, data, obtained by the Search Tools on the Internet (current world news and knowledge). For the purpose of this paper was conducted quantitative, descriptive research. The purpose of this research is by analyzing the habits of using mobile devices to determine the attitudes of users of smartphones for mobile marketing in the country.

The survey was conducted using the on line questionnaire, made and distributed only to those users who use smartphones in the period June-October 2018. The survey covered 260 respondents. The survey was conducted by the method of testing undisguised structured questionnaire. The questionnaire consisted of ten questions and most of the questions are structured closed. In the initial part of the survey focus was on basic demographic data (sex and

⁵⁹ In the Republic of Macedonia in terms of SMS marketing T-Mobile Macedonia offers instant viewing service which allows interested customers to send promotional messages and special offers incentives to users who have consented to receive this kind of information. Users of T-Mobile are registered Instant info for getting advertising messages (via SMS, MMS, e-mail and call) to determine their interests and who would like to be informed, such as: sports, fashion, cars, food , nightlife, etc.

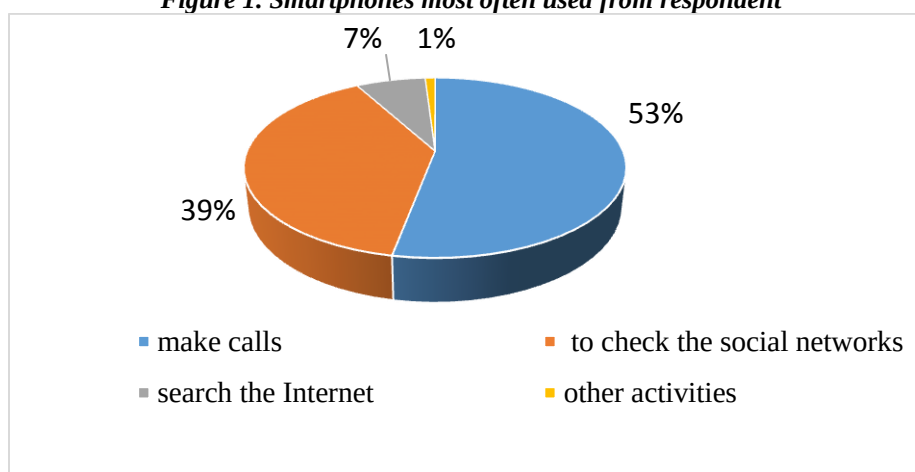
age). The next questions are related to activities that most respondents use the smartphone as well as preferences for activities for which users often use smart phones. In further explanation will be made on a more detailed review of the issues.

ANALYSIS OF SURVEY RESULTS

According to the analysis, the survey included 260 respondents, and the further processing is excluded questionnaires from 26 respondents because because were incomplete the answers. Of the other 234 respondents, 45% male and 55% female.

Most of the respondents in this study were aged 30 to 45 years, 54%. The age category of respondents 18 to 30 years represent 30% of respondents age category of 46 to 60 years represent 15% and quite insignificant portion of respondents representing 1% of the age group above 60 years. According to the survey, respondents their smartphones most often used to make calls 53%, then to check the social networks 39%, the third ranked search the Internet with 7% and ranked fourth among other activities 1% of respondents (eg., downloading mobile applications photography, listening to music, etc.).

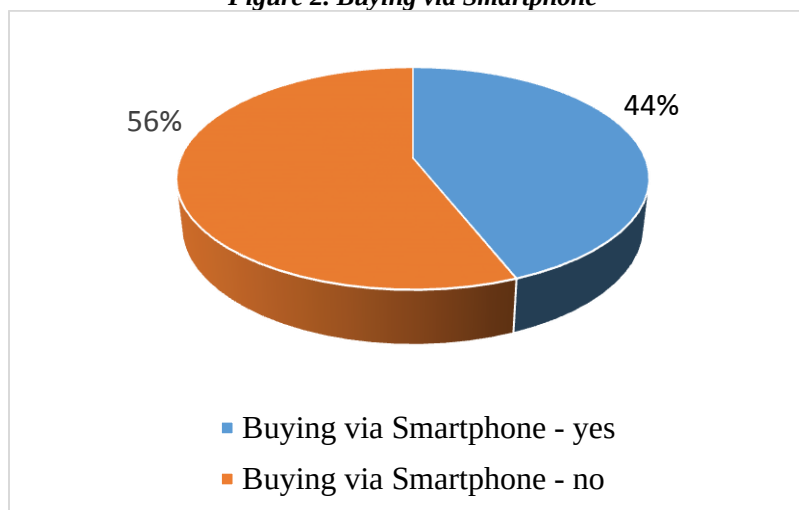
Figure 1. Smartphones most often used from respondent



Source: Own research June - October 2018

The survey results show that very few of the respondents their smart phones use them to buy 44% (mostly buy tickets for trips, sports equipment, bookings in hotels, etc.), against a 56% percentage of respondents do not purchase through their smartphones.

Figure 2. Buying via Smartphone

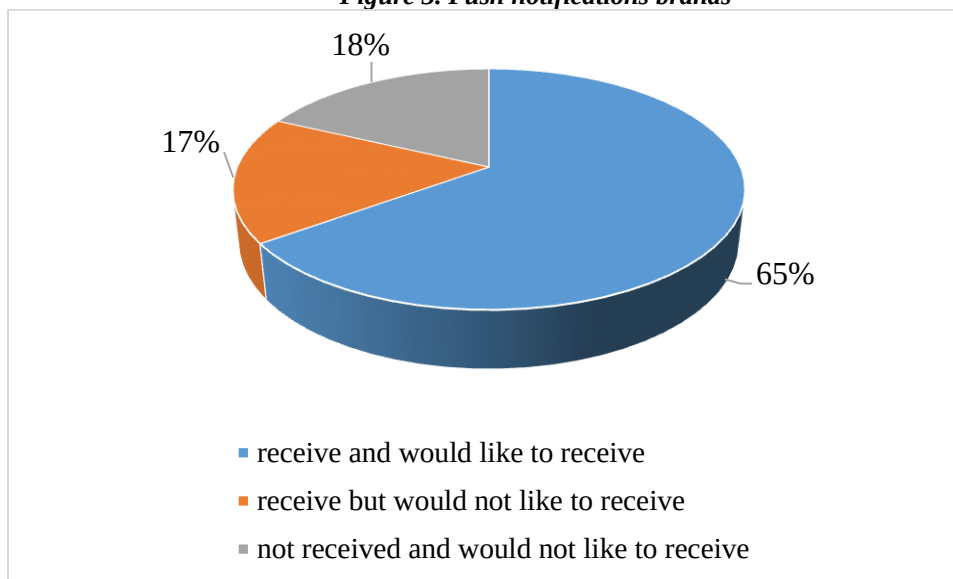


Source: Own research June - October 2018

According to the survey, most respondents 43% are neutral on that web pages they visit are optimized for mobile devices. However, many of them 32% agree with this statement, while the percentage of those who disagree with this statement is 20%. A small percentage of those who strongly agree 3% strongly disagree 2% of respondents.

Most of the respondents included in the survey (65%) receive and would like to receive Push notifications for their favorite brands in future. 17% of respondents receive push notifications about brands, but would not like to receive and 18% of respondents did not receive push notifications about brands, and would not like to receive them in future;

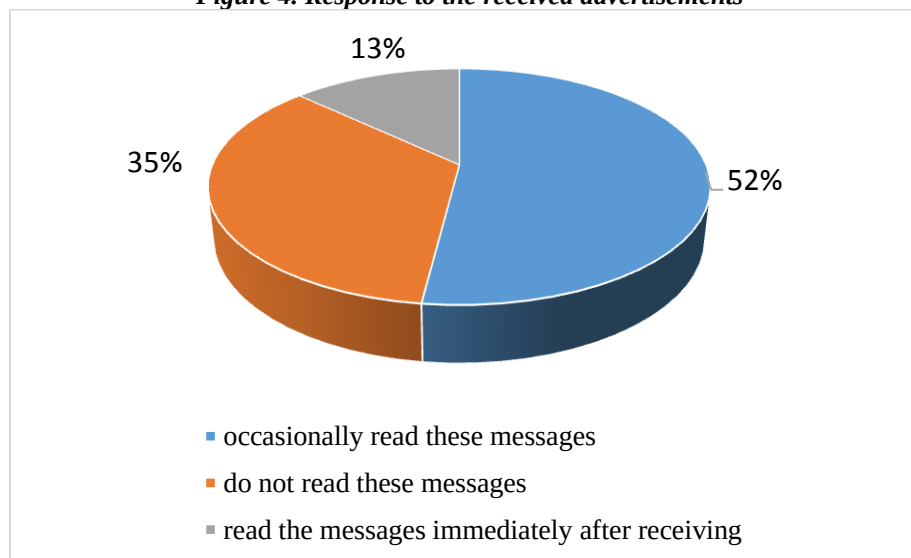
Figure 3. Push notifications brands



Source: Own research June - October 2018

Research has shown that 18% of the respondents not received and would not like to receive notifications on their smart phones. Much of the respondents 17% received but would not like to receive notifications on their smart phones and most of respondents 65% receive and would like to receive notifications on their smart phones.

Figure 4. Response to the received advertisements



Source: Own research June - October 2018

According to the survey responses to advertising messages they receive, most of the respondents 52% occasionally read advertisements that are posted on their smartphones, 35% do not read these messages, but only 13% of respondents read the messages immediately after receiving. Mobile marketing offers wide opportunities and ways of targeting consumers, especially when talking about targeted advertising. Republic of Macedonia 'because already there are companies that provide this service. This is one more reason for Macedonian companies who are not yet optimized websites for mobile devices to do so in 2018. The skepticism among companies about this innovative approach must be overcome through education and information about the benefits of this kind of advertising.

CONCLUSION

Given the results of the research in this paper, we can draw the following conclusions:

1. According to the survey, respondents their smartphones most often used to make calls 53%, then to check the social networks 39%, the third ranked search the Internet with 7% and ranked fourth among other activities 1% of respondents (eg., downloading mobile applications photography, listening to music, etc.).
2. The survey results show that very few of the respondents their smart phones use them to buy 44% (mostly buy tickets for trips, sports equipment, bookings in hotels, etc.), against a 56% percentage of respondents do not purchase through their smartphones.
3. According to the survey, most respondents 43% are neutral on that web pages they visit are optimized for mobile devices. However, many of them 32% agree with this statement, while the percentage of those who disagree with this statement is 20%. A small percentage of those who strongly agree 3% strongly disagree 2% of respondents.
4. Most of the respondents included in the survey (65%) receive and would like to receive Push notifications for their favorite brands in future. 17% of respondents receive push notifications about brands, but would not like to receive and 18% of respondents did not receive push notifications about brands, and would not like to receive them in future;
5. Research has shown that 18% of the respondents not received and would not like to receive notifications on their smart phones. Much of the respondents 17% received but would not like to receive notifications on their smart phones and most of respondents 65% receive and would like to receive notifications on their smart phones.
6. According to the survey responses to advertising messages they receive, most of the respondents 52% occasionally read advertisements that are posted on their smartphones, 35% do not read these messages, but only 13% of respondents read the messages immediately after receiving.

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