

## CHAPTER 9

### THE ROLE OF MEDIA MANAGEMENT IN THE MARKETING OF A BUSINESS

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#### ABSTRACT

**M**edia management plays a pivotal role in shaping the success of modern businesses, particularly in the realm of marketing. This paper explores the multifaceted functions of media management and its significance in crafting effective marketing strategies. It delves into the dynamic landscape of media platforms, analyzing their influence on consumer behavior and brand perception.

Through a comprehensive review of literature and case studies, this research highlights the strategic importance of aligning media management practices with organizational marketing objectives. It examines the synergy between traditional and digital media channels, emphasizing the need for integrated approaches to maximize reach and engagement.

Moreover, the paper discusses emerging trends and challenges in media management, such as audience fragmentation and algorithmic biases, and offers insights into adaptive strategies for navigating these complexities. Ultimately, this study underscores the indispensable role of media management in driving business growth and competitiveness in today's hyperconnected marketplace.

## **9.1 INTRODUCTION**

The role of media management plays a very important role in today's digital age of business. There is a lot of strategic planning in media management. Execution of planning and optimizing media assets in a good way is the most important part for an organization so that it can achieve its goals to reach the target audience. Media management in a business can be defined as handling different types of media systematically and strategically so that we can achieve the goals. A wide range of technologies are used in the process while doing it and by performing activities that help organizations to organize, create, store, distribute, and analyze efficient media assets. These media assets include video, audio files, presentations, graphic images, social media posts, articles, blocks and other digital contents. This approach plays a crucial role in media management to develop marketing strategies and achieve market goals.

### **9.1.1 MEDIA-MEANING**

Media is the plural form of medium, which describes communication that is used to distribute data in the society. This can include anything from printed paper to digital data, encompasses art, news, educational content and numerous other forms of information. Media includes all channels of communication, everything from ranging a phone call to the evening news on TV.

### **9.1.2 WHAT IS MANAGEMENT**

Management refers to the process of managing and controlling things or people. It refers to doing the right thing at the right time. It is a process of planning, organising and controlling all the resources related to the business to achieve the determined goals in the most effective and efficient manner.

### **9.1.3 MEDIA MANAGEMENT**

Media management, a discipline of business administration, describes and identifies operational and strategic problems in the media enterprise leadership. Media management is the process of organising, storing, and distributing numerous types of media content efficiently and effectively. Media content can include digital assets such as images, videos, audio files, documents, and more. The organisations, businesses or individuals who deal with the large number of media files on a daily basis, require media management.

### **9.2 MEDIA TYPES AND CHANNELS**

Media Types and channels refers to various means of communication through which information is circulated to the target audience. Media channels and types play a very crucial role for the organisations and individuals to communicate with the target audience. Media can be divided into following types-

#### **9.2.1 TRADITIONAL MEDIA (TELEVISION, RADIO, PRINT)**

Traditional media refers to the conventional forms of communication that have been used for decades to transmit the information, entertainment to the mass audience. Traditional media offers several advantages including credibility, wide reach and tangible presence.

These media formats play a significant role in today's media landscape besides the emergence of the digital age of media. Traditional media includes-

- Print Media-
  - Newspapers
  - Magazines
  - Brochures and Flyers
  - Newsletters
- Broadcast Media
  - Television
  - Radio
- Outdoor Media
  - Billboards
  - Transit Advertising
- Cinema

### **9.2.2 DIGITAL MEDIA (SOCIAL MEDIA, WEBSITES, BLOGS, EMAIL)**

Digital media includes any type of content which is created, distributed and consumed electronically. It includes a wide range of formats and channels and has become increasingly prevalent in the modern world. It has several advantages including real-time interaction, rapid distribution, audience targeting, and the ability to track user engagement and analytics.

It has transformed the way people access information, communicate, and entertain themselves, making it a pivotal part of contemporary life and business. Digital media includes:

- Social Media
- Websites
- Blogs
- E- Mails

### **9.2.3 EMERGING TRENDS (PODCASTS, INFLUENCER MARKETING)**

Media channels are subject to rapid change according to the customer needs, preferences, industrial development and evolving technologies. Emerging trends in media includes:

- Podcasts
- Influencer Marketing

## **9.3 THE ROLE OF MEDIA MANAGEMENT IN BUSINESS MARKETING**

### **9.3.1 ENHANCING BRAND VISIBILITY**

Media management employs a multi-channel approach to reach a varied audience via numerous channels such as television, radio, social media, search engines, and websites. This strategy focuses on targeted messaging, consistent branding, strategic content creation, search engine optimization (SEO), social media engagement, influencer partnerships, paid advertising campaigns, public relations, media coverage, event participation and sponsorships, user-generated content, and adapting to emerging trends. Media managers establish recognized and memorable brand identity by producing communications that engage with the requirements and interests of the target audience. Media management raises brand visibility and generates a community of dedicated followers by actively engaging with the

audience on social media, collaborating with influencers, and executing paid advertising campaigns.

### **9.3.2 BUILDING BRAND IDENTITY AND CONSISTENCY**

Media management is critical in developing brand identity and consistency by effectively communicating messaging, graphics, and values across all media platforms and touch points. It entails defining brand guidelines, maintaining consistent messaging across platforms, maintaining the brand's visual identity, aligning content creation with the brand's values, personality, and messaging, coordinating marketing efforts across channels, adhering to tone and language, maintaining quality control, overseeing social media profiles, and creating visual content that resonates with the brand's design guidelines. Regular audits and feedback are undertaken to discover inconsistencies and develop the brand's identity. Media managers also educate internal teams, stakeholders, and partners about brand principles and the necessity of consistency. In a competitive climate, adapting to trends and cultural developments is crucial for maintaining consistency and remaining relevant.

### **9.3.3 Targeting the Right Audience**

Media management is critical for reaching the correct audience through the use of various methods and instruments. Audience research, segmentation, data analytics, persona development, platform selection, keyword research, social media targeting, geo-targeting, behavioural targeting, retargeting, content personalization, influencer collaboration, and A/B testing are just a few of the techniques available. Media managers can effectively reach and engage with the target audience by conducting thorough research, data analytics, persona development, platform selection, keyword research, social media targeting, geo-targeting, behavioural targeting, retargeting, content personalization, influencer collaboration, and A/B testing, maximising return on investment and creating a more meaningful and engaging brand-customer relationship.

### **9.3.4 CUSTOMER ENGAGEMENT AND INTERACTION**

Media management helps in building meaningful ties between the brand and its audience therefore enhancing customer engagement. By maintaining an active social media presence, providing real-time responses, and creating engaging content, media managers create personalised communication, interactive campaigns, storytelling, user-generated content, live streams, webinars, feedback

collection, community building, influencer collaborations, and staying up to date with social media trends. These approaches not only promote consumer loyalty and contentment, but they also contribute to the company's overall reputation and success. By emphasising these tactics, media managers create an environment in which customers feel appreciated, heard, and linked to the brand, contributing to the company's overall success.

### **9.3.5 DRIVING SALES AND CONVERSIONS**

Media management is key to improve sales and conversions by using techniques to raise awareness, engage and drive traffic. Examples include targeted advertising, enticing content, calls to action (CTA), landing pages, retargeting campaigns, email marketing, social proof, limited time offers, interactive content, ecommerce integration, funnel optimization sales, analytics - and test data as well as A/T-B tests of these methods. Media managers can reach the potential customers, most likely to be interested in the products or services they offer, targeting specific demographics, behaviours and interests. Media managers can effectively guide prospects through the buyer's journey by strategically placing calls-to-action, landing page optimization, campaign retargeting, email marketing, social proof, limited-time offers, interactive content, and content integration.

### **9.3.6 MONITORING AND MEASURING MEDIA PERFORMANCE**

The media management is critical for assessing and monitoring corporate performance. To coincide with corporate goals, key performance indicators (KPIs) are developed and tracked, while data analytics technologies provide useful insights into user behaviour, traffic sources, and conversion paths. Goal tracking, conversion tracking, A/B testing, social media metrics, ROI analysis, sales and revenue tracking, customer journey analysis, competitor analysis, dashboards and reports, and continuous monitoring and iteration help businesses make informed decisions and improve their marketing strategies.

Analysis of KPIs can help the media managers to evaluate the most successful marketing initiatives, accelerate business growth, and improve campaigns for better results.

By continuously monitoring and iterating, Media managers can adjust to market changes and optimise ads.

## 9.4 LEVERAGING DIFFERENT MEDIA CHANNELS

The use of different media channels is a central aspect of effective communication and marketing strategies. Using a variety of media channels, can help businesses in reaching a larger and more diverse audience, increase brand awareness, and engage with your target audience in a variety of ways. Let's see different type of strategies helpful in reaching the audience:-

### 9.4.1 TRADITIONAL MEDIA STRATEGIES

Traditional media strategies can play a key role in marketing a business by reaching large and diverse audiences through offline channels. While digital media is growing in popularity, traditional methods still offer a number of benefits that can contribute to an overall marketing campaign.

#### 9.4.1.1 LARGE AUDIENCES

Traditional media such as television, radio, and print media can reach large audiences that do not often explore things online. This is particularly useful for demographically-focused businesses that may not be heavily involved with digital platforms.

- **Credibility and Trust:** Traditional media can bring credibility and legitimacy to a business. A presence in reputable newspapers, magazines or on radio/television can strengthen the brand image and build trust with potential customers.
- **Local targeting:** For local businesses, traditional media allows for precise geographic targeting. Local newspapers, radio stations, and community events can help you connect effectively with the local audience.
- **Brand awareness:** The enormous reach of traditional media can quickly increase brand awareness among a large part of the population. Continued presence through radio or television advertising, billboards or print ads will help ensure that brand is recognizable.
- **Visual and acoustic impact:** Traditional media appeal to many senses. TV and video spots combine visual and acoustic elements into an unforgettable

experience. Radio activates the sense of hearing, which can be helpful in storytelling and conveying emotions.

- **Tangible Marketing Materials:** Print media offers tangible marketing materials such as brochures, flyers, and newspaper ads that customers can keep and read, increasing the likelihood that their message will be remembered.
- **Less digital clutter:** When the audience is saturated with digital advertising, traditional media can help the message to stand out. Some customers may want a break from online advertising.
- **Reach a niche audience:** Some niche publications, radio shows, or events target specific industries or interests. Through audience segmentation, companies can dig deep to identify subgroups within a general audience and can target them with more tailored messages. Therefore traditional media can be used effectively to reach the niche audience.
- **Interact with older audiences:** In a study it has been proven that older audiences are more receptive to traditional media. If the target audience is seniors, traditional channels may be more effective.
- **Event Promotion:** Traditional media is effective in promoting events such as store openings, product launches, and community activities. Few examples of offline promotion are billboards, handouts, broadcasting and cold calling.
- **Personal Connection:** Traditional media can create a sense of personal touch, seeing a familiar face in a print ad can evoke emotional emotions in customers. All the information transferred through traditional media goes through multiple layers of fact checking therefore it is considered to be more relevant and authentic.
- **Complementary strategy:** Complementary strategy is where the company uses existing knowledge to develop a new one. Traditional media and digital media can act synergistically. For example, a TV ad might encourage viewers to visit your website or engage with you on social media.



- **Fewer technical hurdles:** Traditional media does not necessarily require an internet connection or technical skills. This includes personal touch and direct selling so it is easier to interact and convenience people on an individual basis.
- **Capture Downtime:** Traditional media include all the outlets that existed before the internet therefore it can reach customers during downtime, e.g. when driving a car, reading a magazine or listening to the radio.

#### 9.4.2 DIGITAL MEDIA STRATEGIES

Also known as Digital Strategies. These are important parts of modern marketing efforts, providing a powerful set of tools and tactics which help businesses connect with their audiences, build brand awareness, retain customers, and increase conversions. Let's see how digital media strategies can benefit your business:

- **Global Reach:** Digital media enables the seller to instantly reach audiences and bring the product to be part of the world that needs it or wants it more than the company's home market. It breaks geographic barriers and expands the market reach beyond traditional borders.
- **Targeting:** Digital platforms use to specifically target ads which allow businesses to accurately target audiences based on demographics, interests, behaviours, and more. This gives a sense of satisfaction that the post is reaching the right people, increasing the chances of engagement and conversion.
- **Cost Efficiency:** Digital media often offers lower costs than traditional media channels. For example email campaigns, social media interactions and posts, and website content cost you nearly nothing to produce. This is especially beneficial for small businesses and startups with limited budgets.
- **Real-time engagement:** Interactions on digital platforms are instantaneous..A data-driven technique can be used for momentarily personalising a client's experience is real-time customer interaction. It necessitates an awareness of their purchasing history, preferences, and situational factors. Businesses can interact with their customers in real time via social media, chatbots and comments to improve the customer experience

- **Data-driven insights:** Digital media offers detailed analytics to accurately measure campaign performance. Data driven marketers can analyse what customers buy, how they react to ads and how they behave this will help in forecasting customer's future needs, desires and behaviour.
- **Personalization:** Digital media enable personalised marketing messages, tailored to individual preferences and behaviours. The collection and analysis of data through website analytics, email and social media marketing can help in increasing customer loyalty and retention.
- **Various Content:** Organisations can use a variety of content formats including text, images, videos, infographics, podcasts, webinars, and more to target audiences with different preferences.
- **Two-way communication:** Digital platforms facilitate two-way communication by facilitating conversations, feedback loops and clear dialogues between companies and customers. This creates a sense of community and trust.
- **Search Engine Visibility:** Implementing SEO (search engine optimization) techniques that optimise website's technical configuration that will help the business to appear prominently in search results, increasing organic traffic and improving online visibility.
- **Social Media Marketing:** Social platforms offer opportunities for branding, customer engagement and even direct selling. Social media advertising has the capacity to develop three core areas: connection, interaction and customer data.
- **E-commerce integration:** Digital media strategies can be seamlessly integrated with e-commerce platforms, allowing the merchant to centralise and track their customer in one place.
- **Lead Generation:** Digital media strategies such as content marketing and email campaigns can be effective in generating the interest of consumer interest and fulfilling the goal of converting interest into sales.

- **Remarketing:** Digital media allows to retarget users who have shown interest in the products or services. This increases the chances of conversion by reminding them about the brand.
- **Mobile Accessibility:** With the proliferation of smartphones and mobile devices, digital media makes the brand accessible to users anywhere.
- **Fast updates and campaign launches:** Digital media allows for rapid updates and real-time campaign launches. This agility is especially valuable for promotions and urgent announcements.
- **A/B Testing:** Digital media makes it easy to test different strategies, messages, and images to find out what resonates best with the audience.
- **Measurable ROI:** Digital media provides transparent metrics to measure the return on investment (ROI) of the marketing efforts, helps in measuring success and makes informed decisions about future strategies.

#### 9.4.3 INTEGRATION OF OFFLINE AND ONLINE MEDIA

Integrating online and offline media into the marketing strategy creates a coherent and comprehensive approach that leverages the strengths of both worlds. This integration allows the business to reach a broader audience, increase brand consistency, and maximise the impact of marketing initiatives. The effects of integrating online and offline business are as follows:-

- **Increased Brand Visibility:** By combining online and offline channels, you increase the likelihood that your brand will be seen by a larger and more diverse audience. People who come into contact with your brand in different contexts are more likely to remember it.
- **Multipoint Engagement:** Customers often interact with brands across multiple channels before making a purchase decision. Integrating online and offline touchpoints ensures that the brand is present at different stages of the customer journey.

- **Message reinforced:** Consistency is key in marketing. Integrating online and offline media communications reinforces the brand's core values and message, creating a stronger brand identity.
- **Cross-Promotion:** The companies can use any channel for mutual collaborations. For example, include social media identifiers or website URLs in your printed materials and use offline advertising to promote online contests or giveaways.
- **Complete Customer Experience:** A seamless transition between online and offline interactions contributes to a more holistic customer experience. Customers who, for example, visit a retail store after doing online research should find a consistent brand presence.
- **Use of QR Codes:** QR codes in offline content can direct customers to online resources such as product pages, special offers, or signup forms, facilitating the offline-to-online transition.
- **Tracking and Analytics:** While offline interactions are more difficult to track, by embedding QR codes or unique URLs in your offline content, one can measure the impact of offline activities using online analytics tools.
- **Empower Events:** If the organisation hosts or attends events, integrating online and offline media can increase their impact. Promote events online and use offline materials to drive attendees to your online platforms for further engagement.
- **Geo-Targeting and Location-Based Bidding:** Use offline methods like flyers or billboards to promote location-based offers and then entice online customers to take advantage of them, allowing to track the performance of the offline campaigns.
- **Provide richer content:** Use offline media to attract customers to the online platforms for more detailed information such as detailed product specifications, how-to videos, or customer reviews.

- **Feedback Loop:** Online and offline customer engagement offers many opportunities for feedback and interaction. Gather feedback at events and encourage customers to continue the conversation online.
- **Different audience preferences:** People have different preferences when it comes to consuming content. The integration of online and offline media ensures a wider range of audience preferences are catered for.
- **Adaptation to Trends:** As media consumption habits change, an integrated approach helps you adapt more effectively. When an offline channel loses its appeal, you can move assets to online channels and vice versa.

Integration of online and offline media creates a 360-degree marketing strategy that reaches customers through a variety of touchpoints, maximises engagement, and fosters a cohesive brand experience. It's important to ensure that the online and offline efforts work well together to achieve the marketing goals.

## **9.5. FUTURE TRENDS IN MEDIA MANAGEMENT AND MARKETING OF BUSINESS**

There has been continuous innovation and development of media in the modern era. Media plays an important role in connecting the content creator with the audience. Technological innovations are offering novel ways to connect and engage the people around the world. It establishes a digital communication and blurs the difference between the content creator and the consumer. It establishes a real time, interactive, personalised connection which is helpful in brand development in marketing of a business.

### **9.5.1 SOCIAL MEDIA MARKETING**

Various social media platforms like Facebook, Insta, X (Twitter), LinkedIn etc. plays an important role in sharing content, networking with people, and establishing a connection in the community. It is gaining popularity among the younger generation as it is easy to access through smartphones. Sharing of content, photos, videos, like button, share button, messenger etc makes it interesting for the user and easy for the content creator to create and share the content. It can be accessed from anywhere at any time (24x7). Local information as well as global information, both are easily available on social media platforms.

### **9.5.2 OVER-THE-TOP (OTT) PLATFORMS**

In recent times OTT Platforms have become a powerful tool in the industry of entertainment & media. It is reshaping and redefining the way a content is created, promoted, provided and consumed. OTT platform's growth has a great effect on traditional strategies of marketing. It has the advantage of diverse genres for a wide range of audience and therefore it becomes important to target the audience of this platform. It offers balanced global content to the global as well as local audience which increases the audience engagement. The advertising, subscription and the sponsorships techniques helps this type of platform to generate revenue and survive. OTT platform provides good user data, personalization & analytics and also protects privacy for specific targeting. If we will be able to understand the capabilities and the potential of this platform then the business will be able to achieve its targets and will get into a high digital centric world. Some of the examples of OTT platforms are Netflix, Hotstar, Amazon Prime, Voot, Zee5, Jio TV etc.

### **9.5.3 INFLUENCER MARKETING**

It is an emerging transformation force that is reshaping the ways the brands are connecting with the consumers. It is an innovative type of marketing strategy in which the brand is promoted through a person who creates content and has a great influence in the lives of the people. People prefer to purchase the products or services used or shown by the influencer assuming that they will also have the personality like the person they follow if they will consume the same product. Consumers have deep trust in the influencer therefore get easily convinced by them. Influencer marketing is different from Celebrity advertising. There is only the need to identify the right influencer to promote the brand. These influencers promote the product through social media platforms, campaigns, OTT platforms etc. Bhuvam Bam, Prajakta Kohli, Kusha Kapila etc. are the names of the influencers that have been a popular name in influencer marketing. There are different types of influencers like fashion, beauty, fitness, travel, food, tech etc. The popular companies which are using this type of marketing are BoAt, Mama Earth, Sugar Cosmetics, Myntra, Yogabar, mCaffeine, Lenskart, Nykaa, Cred, Tinder etc.

### **9.5.4 PODCASTING**

It is also one of the growing powerful mediums to connect and convince the audience in a more close way. It has become a unique way of engaging the

audience and promoting a product. It is a medium to deliver audio content through conversations & storytelling. The audience gets connected if the audio content is soothing and insightful. It establishes a deeper connection and loyalty with the audience. Planned content that is aligned with the brand and its consumer's interest gives an advantage to the business. It is important to identify and publish podcasts through effective and relevant platforms for maximum engagement of the audience. Its examples are Spotify, Audible, Khabri, Awaaz, Castbox, Suno India etc.

#### **9.5.5 AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR): IMMERSIVE EXPERIENCES**

Augmented Reality is a technique of putting digital content in the real world through apps, softwares or AR glasses. It enhances the experience of the individual turning perception into reality. It can be controlled through smartphones as and when required.

Virtual Reality is a technique where a simulated digital environment is generated through the computer and gives real life experience in the virtual world. It can be experienced through headsets, virtual glasses etc. The user can have 360 degree experience to explore and interact with the virtual world.

AR helps the customer to visualise the product they like at their own place or environment. They can even experience the product virtually for better decision making. It can enhance traditional advertising strategies by converting the static content into dynamic content.

VR can be used by the customers to explore and tailor the experience of the products in an interactive environment.

This innovative method of interaction can provide better data analytics to the companies and have a great impact on the customer engagement which can build a positive brand perception.

#### **9.5.6 ARTIFICIAL INTELLIGENCE (AI)**

It is a modern era game changing tool used by businesses to create personalised content for the customers. It helps to analyse the AI algorithm to provide relevant and tailored experience to the users. The data is collected and used to suggest the products or service based on the behaviour, taste, preference, past purchases or exploration of the customers. It analyses the demographic data and suggests more

accurate content for targeting. It also optimises the email content of an individual for relevant suggestions and positive conversions. It automatically adjusts the content, GUI, product suggestion dynamically as per the preferences of the customers. AI uses A/B testing to understand and identify the most effective content that can be used.

It follows the ethical consideration for consent and privacy.

### **9.5.7 USER-GENERATED CONTENT PLATFORMS**

It is a technique where a user creates content related to a particular product or brand and gives reviews in the form of feedback. They are not paid for the content and even the brands do not tag or publish the reviews like influencer advertising. The company tries to align the UGC with the brand values by providing quality products as per the expectations of the customers. UGC is usually floated through social media platforms, websites etc.

The feedback provides insight to the companies and gives them scope for improvement and innovation. If a company plans to consider the UGC in their marketing strategy then they need to take the consent from the creator as an ethical obligation. This type of technique enhances the brand visibility and audience engagement and reproduces with the cultural and semantic diversity of the market in India.

### **9.5.8 INCREASE OF REGIONAL CONTENT**

With the advancement of technology and penetration of the internet, there has been an increase in regional touch of the content.

Companies are advertising the products in the regional languages of the regions. They are catering towards the cultural and linguistic diversity of the audience to build trust and confidence in the minds of the people.

### **9.5.9 SHORT VIDEOS**

There has been an increase in the popularity of short video platforms like Youtube Shorts, Insta Reels (Instagram Reels), Tik Tok, etc. which is a great way of quick engagement of consumers towards the content. These platforms are more appealing to the younger generation.



### 9.5.10 GAMIFICATION STRATEGIES

It is the technique of engaging the customers for an enjoyable experience through games, challenges, quizzes, contests, sharing on social media and referral techniques. Users are encouraged to share referral codes or content with a friend for reward in exchange. It has a positive impact on the customers and is also shaping the future of marketing strategies.

### 9.5.11 DATA ANALYTICS IN NEW MEDIA PLATFORMS

In the recent trends it can be seen that businesses are collecting data from different sources of Media. These data are more reliable and accurate to convert them into relevant information. The best thing about this data is that businesses can collect tailored, real time data and can adjust the marketing techniques as and when required. To collect data, the companies can divide the audience in different segments for better understanding and personalised marketing. The segments can be divided on the basis of taste, preference, demographics, behaviour etc. The only thing that has to be kept in mind is ensuring data privacy for ethical consideration and privacy laws.

## 9.6 SUCCESS STORIES: NEW MEDIA TECHNOLOGIES

- **Red Bull:** It is known as a high energy drink and uses new media technologies like Youtube, Instagram, Facebook etc. It creates engaging and extreme content like sports, music etc. Its channel on Youtube has 10 mn subscribers.
- **Airbnb:** It is a business idea in the field of travel experience and lodging and has used user generated content for awareness and credibility. Users share their experience which gives authenticity to the data. A lot of user generated content like photos, videos and stories are used to build trust.
- **Lenskart:** It is a leading eyewear company in the market which is creating buzz for integrating AR (Augmented Reality) technology with their customer's shopping experience. The AR feature gives a try on facility to the customers by using the camera of their smartphones. It makes it easy for their customers to experience and decide between the various available options. It is helping the company to connect and build reputation with the customers through a customer centric approach.

The above mentioned success stories or examples show that business houses can effectively engage and influence the audience with new media technologies. It is helping the companies to build brand loyalty and in growth of the business.

The emergence of new media platforms are giving unparalleled potential to the businesses in India. The opportunities of high audience engagement, novel and useful marketing strategies, brand exposure, building of brand image etc. makes it more trending and useful.

It has established a direct path to reach the customers and connect with them in many ways which was actually unimaginable in the past. With the evolving and changing consumer behavior there was actually the need for media evolution which has started taking place now.

## **9.7 CONCLUSION**

In business marketing, media management plays an undeniably role in the present digital age. It is evident that in today's digital age, media is important for a business to identify itself and increase its revenue. In the present age, information flows at unprecedented speeds and consumer behaviours are constantly shifting, this book chapter delves into the intricate and ever-evolving realm of media management and its profound significance in the marketing endeavours of businesses. In today's hyperconnected world effective media management is tasked not only with selecting the most appropriate channels but also with crafting compelling narratives, harnessing data-driven insights, and optimising budgets to ensure maximum impact.

First and foremost, media management has become even more important for business promotion as the Internet and social media have added a new dimension to business.

As we've explored, the landscape of media management is characterised by its dynamic nature, with the traditional boundaries of print, broadcast, television, radio, and digital media constantly blurring.

The rise of new media, such as podcasts, influencer marketing, gamification strategies, OTT platforms and social audio, has reshaped the playing field, offering novel ways to engage with audiences. Yet, amidst these changes, the fundamental principles of audience targeting, increasing brand presence, content creation, and

ethical considerations remain paramount. In essence, media management is not a peripheral aspect of marketing; it is the conduit through which businesses connect, converse, and cultivate relationships with their audiences. Its role goes beyond mere dissemination; it is the art of shaping perceptions, inspiring actions, and driving growth.

As businesses continue to navigate the complexities of the media landscape, they must recognize that media management is not a static task but an ongoing journey, one that demands agility, creativity, and an unwavering commitment to delivering meaningful and resonant messages. Ultimately, it is the businesses that embrace the transformative power of media management that will thrive in this age of interconnectedness and communication.

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