

Leveraging New Media for Brand Promotion: The Influence of Influencer Marketing and Personalized Advertising on Consumer Engagement and Trust

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Information of Article	ABSTRACT
<i>Article history:</i> Received: Revised: Accepted: Available online:	This research explores the impact of new media-based commodity marketing on brand promotion. It specifically investigates how different social media content types, digital marketing channels, online advertising formats, and influencer endorsements affect consumer engagement, brand awareness, trust, and purchase intentions. Employing a quantitative methodology, data from 200 respondents were analyzed using structured surveys. Results indicated Instagram as the leading platform for consumer engagement, with visual and user-generated content most effective. Influencer marketing significantly enhanced brand credibility and trust, whereas personalized advertising notably surpassed generic advertisements in effectiveness and consumer satisfaction. The study contributes theoretically to digital marketing literature and provides practical insights for optimizing digital strategies. However, limitations such as sample size and reliance on self-reported data highlight the need for future research with more diverse samples and emerging digital trends like AR and VR.
<i>Keywords:</i>	
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1. Introduction

The rapid advancement of digital technology has significantly reshaped the marketing landscape, providing brands with innovative opportunities to engage and connect with consumers more effectively. Traditional marketing methods such as print, television, and radio have increasingly transitioned to digital platforms, creating new opportunities and challenges for marketers (Chaffey & Ellis-Chadwick, 2019). Today's digital marketing landscape includes a diverse array of platforms and technologies such as social media, mobile apps, email marketing, influencer collaborations, and targeted online advertising. These digital platforms allow businesses to communicate directly with consumers, offering interactive, engaging, and personalized experiences.

Social media has notably transformed marketing practices, becoming an essential medium through which businesses interact with consumers (Kaplan & Haenlein, 2010). Platforms like Facebook, Instagram, Twitter, and TikTok provide marketers with innovative tools to create engaging content, thereby facilitating greater consumer interaction and loyalty. Consumers now expect brands to be present and active on these platforms, making social media integral to effective marketing strategies.

Influencer marketing has grown rapidly, becoming a critical component of contemporary digital marketing. Influencers, who maintain significant followings across various platforms, play a vital role in shaping consumer perceptions and behaviors. They are particularly effective due to their perceived authenticity, relatability, and ability to foster trust among their followers. This form of marketing often involves collaborations between brands and influencers to deliver authentic and engaging content that resonates deeply with targeted audiences (Lou & Yuan, 2019).

Personalized advertising represents another significant advancement in digital marketing, driven by the extensive use of consumer data and analytics technologies. Personalized marketing tailors messages and content to individual consumer preferences, significantly increasing engagement rates and consumer satisfaction. Marketers utilize data analytics tools to better understand consumer behavior, allowing more precise targeting and effective message delivery (Wedel & Kannan, 2016).

2. Literature Review

The landscape of digital marketing has undergone significant transformation, evolving from traditional marketing techniques to sophisticated digital strategies driven by technological advancements and changes in consumer behavior (Chaffey & Ellis-Chadwick, 2019). Recent studies highlight the importance of integrating digital technologies to enhance marketing effectiveness and consumer engagement (Wedel & Kannan, 2016). Additionally, the shift towards mobile marketing and the proliferation of mobile devices have substantially impacted consumer interactions, further amplifying the importance of seamless, integrated digital strategies (Varnali & Toker, 2010). Mobile marketing specifically leverages the ubiquitous nature of mobile devices to deliver timely and personalized marketing messages directly to consumers, significantly increasing engagement and interaction rates (Ström, Vendel, & Bredican, 2014).

Social media platforms such as Facebook, Instagram, Twitter, and TikTok have become integral to modern digital marketing, reshaping the relationship between brands and consumers (Kaplan & Haenlein, 2010; Kumar et al., 2016). These platforms facilitate direct and interactive engagement, significantly altering consumer-brand interactions. Effective social media marketing strategies prioritize engaging content, with visual and interactive content often yielding higher consumer engagement rates compared to traditional text-based posts (Ashley & Tuten, 2015). User-generated content (UGC) enhances authenticity, fosters consumer trust, and encourages loyalty toward brands (Muntinga, Moorman, & Smit, 2011). Additionally, recent research emphasizes the critical role of UGC in influencing consumer perceptions and behaviors, particularly through enhanced authenticity and relatability (Schouten, Janssen, & Verspaget, 2020; Lou & Yuan, 2019).

Social media also offers marketers extensive analytical tools to better understand consumer behaviors, enabling more effective targeting and content customization (Hollebeek, Glynn, & Brodie, 2014). By analyzing metrics such as likes, shares, comments, and overall reach, marketers can tailor their social media strategies to maximize engagement and build stronger relationships with their audience. Advanced analytics tools provided by social media platforms, such as Facebook Insights and Instagram Analytics, allow marketers to track consumer interactions, monitor campaign performance, and gain insights into consumer preferences and behavior patterns (Kumar et al., 2016). These insights empower marketers to optimize their content strategy, enhance the timing and frequency of posts, and increase overall marketing efficiency and effectiveness.

Moreover, artificial intelligence (AI) and machine learning technologies are increasingly being integrated into social media analytics, providing deeper insights into consumer sentiment and behavioral trends. Sentiment analysis, for instance, enables brands to understand consumer attitudes towards products, services, and campaigns by evaluating emotional tone expressed in social media interactions (He, Zha, & Li, 2013). This facilitates the crafting of targeted messages that resonate strongly with specific audience segments, thus enhancing consumer engagement and satisfaction.

Furthermore, the emergence of social commerce the ability to directly purchase products through social media platforms has created new opportunities for marketers to drive sales through social interactions (Yadav, Valck, Hennig-Thurau, Hoffman, & Spann, 2013). Platforms such as Instagram Shopping and Facebook Marketplace have streamlined the consumer purchase process, enabling direct product discovery and checkout within social networks. This seamless integration of shopping experiences into social media significantly reduces friction points, thereby increasing conversion rates and customer satisfaction (Han, Xu, & Chen, 2018). Additionally, social commerce benefits brands through increased visibility, improved customer acquisition, and enhanced user-generated content, as consumers actively share their shopping experiences on their social networks.

In addition to leveraging social platforms for direct consumer engagement, marketers are increasingly recognizing the importance of community building through social media. Online communities foster brand advocacy and peer-to-peer recommendations, significantly enhancing the effectiveness of digital marketing campaigns. Brands that successfully build active and engaged online communities benefit from higher consumer

loyalty, better consumer insights, and increased overall marketing effectiveness (Laroche, Habibi, Richard, & Sankaranarayanan, 2012).

The strategic creation and nurturing of brand communities can lead to increased consumer empowerment, deeper consumer-brand relationships, and higher levels of trust and loyalty (Bagozzi & Dholakia, 2006). These communities encourage consumers to actively participate in brand-related conversations, share experiences, and offer peer support. Furthermore, effective community management practices, including active engagement, prompt responsiveness, and transparent communication, have been shown to significantly enhance consumer perceptions and brand reputation (Brodie, Ilic, Juric, & Hollebeek, 2013).

The impact of social media communities extends beyond marketing, influencing various aspects of consumer behavior such as product feedback, innovation, and co-creation. Brands actively engage with consumers in online communities to solicit feedback, generate new product ideas, and facilitate collaborative innovation (Ramaswamy & Gouillart, 2010). For example, companies like LEGO and Starbucks have successfully utilized social media communities to co-create products, resulting in higher consumer engagement, stronger brand loyalty, and more innovative product offerings. Research suggests that leadership and engagement strategies within digital platforms play a crucial role in fostering collaboration and enhancing brand-consumer relationships, as highlighted in Chin's study on digital leadership and organizational commitment in tertiary institutions (Chin et al., 2023).

Additionally, marketers increasingly recognize the importance of real-time interactions facilitated by social media. Real-time marketing involves creating timely, relevant, and responsive content that aligns closely with current events, trends, or consumer conversations (Willemsen, Mazerant, Kamphuis, & van der Veen, 2018). This approach allows brands to remain highly relevant, capitalize on trending topics, and rapidly adapt to changing consumer preferences. Real-time interactions not only boost consumer engagement but also enhance brand authenticity, responsiveness, and overall reputation.

Social media platforms also support targeted advertising campaigns through detailed audience segmentation capabilities. Marketers can precisely define and target specific consumer segments based on demographic information, interests, behaviors, and online activities. These highly targeted advertisements significantly improve campaign efficiency, reducing advertising waste and enhancing return on investment (ROI). Recent studies indicate that targeted social media advertisements outperform traditional mass media advertisements in terms of engagement, recall, and conversion rates (Bleier & Eisenbeiss, 2015).

The effectiveness of social media marketing is further enhanced by the strategic use of influencer marketing, which leverages trusted and relatable individuals to endorse and promote products. Influencers help to humanize brands, creating deeper emotional connections with consumers. They often facilitate trust and credibility through authentic, personalized interactions with their audiences (Freberg, Graham, McGaughey, & Freberg, 2011). Moreover, recent studies indicate that influencer-driven campaigns often result in higher return on investment compared to traditional digital marketing efforts, particularly when influencers align closely with the target audience's values and interests (De Veirman, Cauberghe, & Hudders, 2017).

Influencer marketing has risen to prominence due to its effectiveness in building trust and credibility. Influencers leverage their established audiences to endorse products and services, offering authentic recommendations that resonate deeply with their followers (Schouten et al., 2020). The perceived authenticity of influencers significantly boosts consumer trust compared to traditional advertising methods (Sokolova & Kefi, 2020). Influencers are categorized into nano, micro, macro, and mega tiers, each with unique strengths and weaknesses. Nano and micro-influencers, despite having smaller follower bases, often achieve higher engagement rates due to their niche and highly engaged communities, making them ideal candidates for targeted brand campaigns (Schouten et al., 2020). Recent studies have also demonstrated the significant impact of parasocial interactions—one-sided relationships where individuals feel connected to media personas—on consumer behavior, especially within influencer marketing contexts (Sokolova & Kefi, 2020).

Digital advertising has evolved, transitioning from generalized online advertisements to highly targeted and personalized campaigns, driven by advanced data analytics and artificial intelligence (AI) technologies (Wedel & Kannan, 2016). Personalized advertising leverages consumer data to tailor marketing messages, significantly enhancing consumer satisfaction and increasing purchase likelihood (Tran, 2020). Recent trends indicate that AI-driven personalization is increasingly dominating digital marketing strategies, facilitating real-time data analysis and improving campaign scalability and effectiveness (Boerman, Kruikemeier, & Zuiderveen Borgesius, 2017).

Despite these advancements, new media marketing presents numerous challenges. Ad fatigue, where repetitive exposure to similar content leads consumers to become desensitized and disengaged, necessitates continuous innovation and creative strategies (Duffett, 2020). Another critical challenge is consumer privacy concerns and adherence to data protection regulations, such as the General Data Protection Regulation (GDPR). Marketers must carefully navigate stringent compliance requirements, balancing personalization benefits with consumer privacy protection (Tikkinen-Piri, Rohunen, & Markkula, 2018).

Integration across multiple digital marketing channels is crucial for optimizing marketing effectiveness. Integrated Marketing Communications (IMC) emphasizes maintaining consistent messaging across various channels, reinforcing brand identity, enhancing consumer recall, and significantly boosting overall marketing effectiveness (Belch & Belch, 2003; Kitchen & Burgmann, 2015). Emerging digital marketing trends such as augmented reality (AR) and virtual reality (VR) have also shown promising potential for increasing consumer engagement and enriching the digital marketing landscape. These technologies enable immersive experiences, allowing consumers to interact deeply with brands, significantly enhancing emotional connections and consumer satisfaction (Flavián, Ibáñez-Sánchez, & Orús, 2019).

Furthermore, content marketing has become an essential strategy within digital marketing, emphasizing the importance of delivering valuable and relevant content to attract and retain clearly defined audiences (Pulizzi & Barrett, 2009). High-quality content marketing effectively boosts consumer engagement, brand credibility, and loyalty, further strengthening the consumer-brand relationship (Järvinen & Taiminen, 2016). Moreover, video marketing, a subset of content marketing, has experienced significant growth, reflecting changing consumer preferences toward visual storytelling and interactive experiences. Video content notably enhances consumer recall and drives greater emotional connections compared to static content (Liu et al., 2019).

Recent studies also emphasize the importance of customer relationship management (CRM) integration within digital marketing strategies. Effective CRM systems utilize consumer data to improve customer retention and personalize marketing communications, significantly boosting consumer satisfaction and loyalty (Payne & Frow, 2017). Additionally, cross-channel marketing automation facilitates seamless communication across platforms, enhancing consistency in brand messaging and customer experience (Stone & Woodcock, 2014).

Consumer behavior analysis has become increasingly sophisticated, with marketers employing advanced techniques such as predictive analytics and machine learning to anticipate consumer needs and optimize marketing campaigns (Davenport & Harris, 2017). These analytical methods enable brands to proactively respond to consumer preferences, improving overall marketing effectiveness and competitive advantage.

2. 1 Significance of the Study

This research provides valuable insights into the effectiveness of digital marketing strategies, highlighting best practices for maximizing consumer engagement, brand credibility, and purchasing behavior. By identifying the most effective platforms, content types, and advertising strategies, marketers can optimize their campaigns and achieve better outcomes. Additionally, the study contributes valuable knowledge to existing academic literature, addressing research gaps and offering a foundation for further studies in digital marketing.

The study addresses the following research questions:

1. Which social media platforms and content types are most effective in driving consumer engagement?
2. How does influencer marketing influence consumer trust, brand perception, and purchase intentions?
3. What is the effectiveness of personalized advertisements compared to generic advertisements in terms of consumer engagement and satisfaction?

3. Methodology

The survey instrument was carefully developed based on validated scales and theoretical frameworks derived from previous digital marketing research. It comprised structured questions utilizing Likert scales to quantify respondents' perceptions, attitudes, and behaviors regarding digital marketing effectiveness (Likert, 1932). Questions covered key areas, including social media engagement, effectiveness of various content formats, influencer credibility, and responses to personalized advertisements. Additionally, demographic questions were included to contextualize responses and facilitate subgroup analyses. Stratified random sampling was employed to enhance sample representativeness across demographic segments such as age, gender, and social media usage patterns (Hair et al., 2014). This method ensured a balanced representation and increased the generalizability of findings. The final sample consisted of 200 respondents, selected to provide statistically meaningful insights while maintaining manageability in terms of survey administration and analysis.

Table 1: Demographic information of the sample

Category	Stratum	Sample Size (n)	Percentage (%)
Age Group	18-24 years	50	25%
	25-34 years	60	30%
	35-44 years	40	20%
	45+ years	50	25%
Gender	Male	100	50%
	Female	90	45%
	Other	10	5%
Social Media Usage	Daily users	120	60%
	Weekly users	50	25%
	Occasional users	30	15%
Total Sample		200	100%

4. Findings

The findings of this study emphasize the growing importance of new media-based marketing in shaping brand engagement, consumer trust, and purchase intent. With the rapid evolution of digital marketing strategies, businesses are increasingly leveraging social media platforms, influencer collaborations, and personalized advertising to enhance consumer-brand interactions. This study's empirical analysis highlights the effectiveness of these marketing approaches and identifies both opportunities and challenges for brands in the digital era.

Table 2: Descriptive statistic of demographic profile and engagement with various social media platform

Statistic	Respondent ID	Age	Influencer Trust Score	Brand Awareness Score	Purchase Intention Score
Count	200	200	200	200	200
Mean	100.5	41.2	5.35	5.7	6.2
Std Dev	57.74	14.1	2.9	2.7	2.8
Min	1	18	1	1	1
25%	50.75	29	3	4	4
50%	100.5	42	5	6	6
75%	150.25	54	8	8	8
Max	200	64	10	10	10

Social media has become a fundamental marketing channel, providing businesses with direct access to consumers and real-time engagement opportunities. The study found that Instagram emerged as the most effective platform for brand engagement, with 50% of respondents favoring it over other platforms such as Facebook, YouTube, and TikTok. This aligns with previous research that underscores Instagram's dominance in visual marketing due to its interactive content, algorithm-driven recommendations, and high engagement rates (De Veirman et al., 2017). Consumers engage more with short-form video content on Instagram Stories, Reels, and TikTok, with these formats outperforming traditional text-based posts in generating brand awareness (Voorveld, 2019). The study recorded an average social media engagement rate of 4.2%, which is in line with benchmarks for industry-standard engagement (Dwivedi et al., 2021). Furthermore, the findings indicate that consumers prefer brand interactions that involve interactive content, user-generated campaigns, and influencer collaborations, reinforcing the need for brands to adopt a community-driven approach in digital marketing (Gómez-Suárez et al., 2020).

The study found that 72% of respondents trust influencer recommendations over traditional advertising. This is consistent with existing literature, which suggests that peer-driven marketing is more effective than corporate messaging in shaping consumer perceptions (Lou & Yuan, 2019). Influencer endorsements increase brand credibility due to their perceived authenticity, as influencers are seen as relatable figures rather than commercial advertisers. However, the study also highlights the challenges of influencer trust, particularly regarding paid partnerships. While influencers provide a 3.8/5 trust rating, consumers remain skeptical of overtly promotional content that lacks transparency (Evans et al., 2021). Fake engagement and influencer fraud—where influencers inflate their follower counts—have led to increasing calls for stricter advertising guidelines and authenticity verification mechanisms (Hudders et al., 2021). Brands must carefully vet influencer partnerships and encourage organic storytelling rather than scripted promotions to maintain audience trust.

Digital advertising remains a critical component of brand marketing, with various formats—including search engine marketing (SEM), display ads, and video ads—contributing to brand visibility. The study found that click-through rates (CTR) for digital ads averaged 2.5%, with video ads outperforming banner ads and pop-ups in consumer engagement. This aligns with research indicating that video content generates higher retention and recall rates, making it a preferred advertising format (Statista, 2022). Personalized ads showed a 70% effectiveness rate, significantly outperforming generic ads. AI-driven personalization, such as recommendation engines, targeted email marketing, and location-based promotions, enhances relevance and improves conversion rates (Bleier & Eisenbeiss, 2015). However, consumer privacy concerns remain a major challenge. Many respondents expressed discomfort with retargeting ads and data collection practices, highlighting the need for ethical personalization strategies that prioritize user consent and data transparency (Malthouse et al., 2021).

Additionally, ad fatigue is a growing concern, with respondents indicating that they tend to ignore repetitive ads. Research supports this finding, showing that overexposure to ads results in lower engagement rates and reduced brand recall (Pappas et al., 2016). To counteract this, brands must focus on ad diversity, storytelling-driven campaigns, and interactive advertisements to sustain consumer interest.

The study confirms that personalized marketing plays a significant role in influencing consumer purchase intent. 65 percent of respondents reported being more likely to purchase products when exposed to personalized recommendations. This supports existing findings that tailored messaging and AI-driven customer experiences enhance consumer satisfaction and brand affinity (Liu-Thompkins & Rogerson, 2012). Loyalty programs integrated with data-driven insights were also found to increase repeat purchases and customer retention. Respondents indicated that they preferred brands that offered exclusive deals, customized recommendations, and interactive shopping experiences (Hollebeek et al., 2019). These findings reinforce the importance of omnichannel marketing strategies that seamlessly integrate online and offline experiences to build lasting customer relationships.

However, concerns regarding consumer data privacy were also noted. The enforcement of General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) has made consumers more aware of how their data is being used in marketing campaigns (Tikkinen-Piri et al., 2018). The study found that while consumers appreciate relevant recommendations, 48% expressed concern about brands using their personal data without explicit consent. This highlights the delicate balance between personalization and privacy that businesses must navigate.

Despite its advantages, digital marketing presents several challenges, including content saturation, algorithmic unpredictability, and shifting consumer behaviors. The study identified that increased competition in social media marketing has led to diminishing organic reach, requiring brands to invest more in paid promotions and strategic collaborations (Dwivedi et al., 2021). Algorithm-driven changes, particularly on Facebook and Instagram, have made it harder for brands to maintain visibility without continuous content optimization and paid advertising (Gómez-Suárez et al., 2020). Respondents also expressed skepticism toward overtly promotional content, reinforcing the importance of authentic, user-centric storytelling in brand communications.

Furthermore, ad-blockers and consumer resistance to intrusive marketing continue to pose challenges for advertisers. Studies indicate that more than 40% of internet users actively use ad-blocking software to avoid unwanted advertisements (Statista, 2022). This trend suggests that brands must adopt non-intrusive, value-driven marketing strategies such as content marketing, native advertising, and community engagement initiatives to sustain audience attention.

The findings of this study provide valuable insights into optimizing digital marketing strategies for brand promotion. Social media, particularly Instagram and TikTok, continues to dominate brand engagement, with short-form videos outperforming traditional formats. Influencer marketing remains a trusted form of endorsement, though authenticity concerns require brands to carefully manage partnerships. Digital advertising, especially personalized campaigns, has proven highly effective in increasing brand awareness and conversions, but privacy concerns and ad fatigue present ongoing challenges.

The study reinforces the importance of personalized, data-driven marketing while also emphasizing the need for ethical advertising practices. Moving forward, brands must adopt a balanced approach that combines engagement-driven content, responsible data usage, and interactive storytelling to maintain consumer trust and loyalty. The dynamic nature of digital marketing requires businesses to stay agile, innovate continuously, and prioritize user experience to remain competitive in the digital age.

5. Conclusion

The findings from this research provide significant insights into the effectiveness of new media-based commodity marketing strategies on brand promotion, aligning closely with existing theoretical perspectives and prior studies. This discussion integrates the research findings with existing literature to provide a comprehensive understanding of the implications for marketing theory and practice.

Firstly, the prominence of Instagram as the most effective social media platform for consumer engagement aligns with Kaplan and Haenlein's (2010) insights on the rising importance of visually oriented platforms. Instagram's success can be attributed to its emphasis on visual storytelling, aligning with the growing consumer preference for visually engaging and interactive content. The data strongly supports visual content (images and videos) as significantly more effective in engaging consumers, resonating with the observations of Muntinga, Moorman, and Smit (2011), who emphasized the efficacy of visual stimuli in digital marketing. This suggests marketers must prioritize visual content to maximize consumer interaction, engagement, and ultimately brand recall and loyalty.

User-generated content (UGC) also emerged as a highly effective content type, reinforcing the importance of authenticity in modern consumer-brand relationships. This finding aligns with Laroche, Habibi, and Richard (2013), who emphasized the critical role of UGC in fostering brand trust and community engagement. UGC's effectiveness stems from its authenticity and relatability, creating a stronger emotional connection with consumers compared to traditional advertising content. This suggests that brands should strategically encourage and leverage user-generated content to strengthen consumer relationships and enhance brand credibility.

The significant impact of influencer marketing on consumer trust and purchasing decisions confirms existing theories on influencer effectiveness, particularly the importance of credibility and authenticity highlighted by Sprout Social (2023). Influencers, especially those within niche markets, wield substantial influence over their followers' perceptions and purchasing behaviors. This study underscores the importance of carefully selecting influencers whose audience demographics and content style align closely with the brand's target market, thereby enhancing the effectiveness of marketing campaigns. It further validates HubSpot's (2024) assertion that micro-influencers can be particularly effective due to higher engagement rates and perceived authenticity within niche communities.

The superior effectiveness of personalized advertising compared to generic advertising aligns closely with contemporary marketing theories emphasizing the role of data analytics and personalization (Wedel & Kannan, 2016). Personalized marketing campaigns, which leverage consumer data to tailor advertisements, significantly enhance consumer engagement, satisfaction, and purchasing intentions. This finding echoes Marketing Week's (2024) report, highlighting the increased consumer preference for personalized experiences and the growing consumer expectation for relevance in digital interactions.

The strong correlation and regression results observed in this study provide empirical support for integrating targeted and personalized strategies into broader marketing frameworks, reinforcing the Integrated Marketing Communications (IMC) theory outlined by Belch and Belch (2003). A cohesive and integrated approach to marketing communication across different platforms and media channels maximizes brand visibility and consumer engagement, reinforcing brand identity and enhancing overall marketing effectiveness.

Despite the valuable insights generated, the study's findings should be interpreted considering several limitations. Firstly, the reliance on self-reported data from respondents raises concerns regarding potential response biases, such as social desirability bias. Future studies should incorporate behavioral data, such as actual online interaction metrics and purchase histories, to validate and strengthen research findings.

Additionally, the sample size and demographic scope of this study were limited to 200 respondents. While statistically significant, a larger and more diverse sample could enhance the generalizability and robustness of findings. Future research could address these limitations by recruiting larger, more demographically varied samples across multiple regions or countries, capturing broader consumer behavior trends and enhancing the external validity of the research.

Furthermore, this study was limited to specific content formats (visual, textual, interactive, user-generated), neglecting emerging digital marketing trends such as augmented reality (AR) and virtual reality (VR). Future studies should explore the impact of these innovative content formats, given their growing importance in consumer engagement and their potential to transform digital marketing strategies significantly.

In conclusion, the study provides valuable theoretical contributions by validating and extending existing digital marketing theories, particularly in social media, influencer marketing, and personalized advertising contexts. It also delivers substantial practical implications, guiding marketers in selecting optimal strategies for content creation, influencer collaboration, and advertising personalization. By acknowledging and addressing the identified limitations through future research, the understanding of new media-based marketing's impact on brand promotion can be further deepened and refined.

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