

Consumer Brand Engagement on Social Media: A Review of Typology and Message Strategy for Marketers

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Marketer's brand communication has been continuously being challenged in the modern social media platform. Various studies indicate organizations are facing significant complexities in understanding consumers' social media engagement globally. As such this study attempts to investigate the literature in brand communication and typology strategies by the organization. Three main strategies were identified as functional, transformational and interactional. While the functional strategy focuses mainly on the fundamental information, organizations wanted to convey the transformational strategic focuses on the consumer psychological aspects. Functional and transformational strategies were coming from rigorous research finding and have been used in the traditional media over four decades. However, social media platform has given a new dimension for the marketers where the organizations can interact with the consumers at a personal level. The literatures indicate the further research is required on the interactional strategies and the optimal combination of using different strategies in brand communication. Also this study attempts to understand the transmission of the brand content communication and its impact on the organizational boarder marketing objectives.

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