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Implementation Strategy Branding New Product: Promotion, Quality Product and Influencer

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Abstract: The purpose of this article is to better understand the dynamics and interaction between the three elements, companies can optimize their branding strategies and achieve success in marketing their new products. The research methods in this article use techniques by describing a result, with the Analysis collecting the necessary data from additional sources, which are then analysis and explained properly, For the purpose of conducting research, additional information collected books, research papers, articles, lecture notes, the internet, and other information sources are used to collect more data. The results of implementing branding strategies for new products, promotions, quality products, and influencer influence have a significant role. Based on research and understanding of marketing concepts, here are the conclusions that can be drawn: Promotion is key in introducing new products to consumers. Through effective promotional campaigns, companies can increase brand and product awareness among consumers. It is important to design an attractive promotional campaign and choose the right communication channels to reach the target audience.

Keyword: Strategy Branding New Product, Promotion, Quality Product, Influencer

INTRODUCTION

Sales promotion is very important in a new product branding strategy to introduce products to potential customers, effective sales promotion can help increase brand recognition, communicate the advantages of a product, and influence consumer purchasing decisions (Belch et al., 2004), in order for advertising to have a greater impact, businesses must plan and implement the right

strategy (Chaffey & Smith, 2022) . To increase their chances of success in the market, marketers want to develop and select product concepts with higher purchase intent and overall favorite scores (Lam et al., 2013). Brand expansion into new products, despite the risks, has become a very popular growth strategy for companies in recent decades (Dall'Olmo Riley et al., 2013). Promotion can be done through various channels, including television and radio advertising, print media, digital marketing, sales promotion, and other marketing activities. In today's digital age, online promotion through social media and websites has also become an integral part of promotional strategies. By utilizing various social media platforms, companies can reach a wider audience and interact directly with consumers (Andrews & Shimp, 2017).

Companies must develop an effective branding strategy to introduce their new products to consumers. Three important factors that can be the foundation of the strategy are promotion, quality products, and influence from influencers (Keller et al., 2011), Promotion is a powerful tool in building brand awareness and attracting consumer interest in new products. In promotional efforts, companies can use a variety of channels, including television advertising, print media, digital marketing, and other promotional activities. It is important to create a promotional message that is clear, relevant and compelling in order to communicate benefits products to potential consumers (Kotler & Keller, 2016). In addition to promotion, quality products are also an important element in a new product branding strategy. Consumers tend to look for products that not only meet their needs, but also provide high quality. Therefore, companies should focus on developing quality products, including attractive designs, innovative features, and reliable performance. Quality products can help build a positive brand image and increase consumer satisfaction (van den Akker et al., 2012).

The influence of influencers has become a significant factor in new product branding strategies. Influencers have a loyal following and influence consumer purchasing decisions through their recommendations (Gupta & Harris, 2010), Companies can collaborate with influencers relevant to their market to expand brand reach and build connection with a wider audience. It is important to choose influencers who have values that are in line with the brand and have high credibility in the eyes of consumers (Hennig-Thurau et al., 2004), In order to deepen the understanding of new product branding strategies that include promotion, quality products, and influencer influence, further research is needed. By better understanding the dynamics and interactions between these three elements, companies can optimize their branding strategies and achieve success in marketing their new products.

METHOD

This article uses techniques by describing a result, with Analysis collecting the necessary data from additional sources, which are then analyse and explained properly, For the purpose of conducting research, additional information collected books, research papers, articles, lecture notes, the internet, and other information sources are used to collect more data.

RESULTS AND DISCUSSION

The implementation of a new product branding strategy involving promotions, quality products, and influencers is an important step in achieving marketing success and building a strong brand image. This strategy allows companies to introduce new products to consumers in an engaging way, ensure satisfactory quality, and leverage the power of influencer influence to reach a wider audience. In the implementation of this strategy, the company must pay attention to several important aspects. Existing articles were found about existing variables.

The study of (Lam et al., 2013) where stated the purpose of this article the specialists discussed the dual branding strategy to successfully launch Minute Maid Orange Pulp juice in China, research results After the successful first launch of the main product, marketers can introduce new products under different sub-brands to meet different consumer needs. The same parent brand can be used to launch multiple products to expand the reach of the brand, and marketers can differentiate their product offerings by different sub-brand names, The seller can place the brand purchased by the company from another company as a sub-brand of the parent brand if the marketer has defined the business scope of the parent brand broad enough and with the parent brand of reference.

The next study from (Rahman & Areni, 2014) with the aim of researching the existing brand framework for new products. It distinguishes between combining the parent brand with a generic sub-brand that serves primarily as a product category identifier, combining the parent brand with actual sub-brands that form specific associations for new products, and creating an entirely new brand without mentioning the parent brand, the research results in a number of variables that affect how suitable a product is to its category and how aligned its brand is with it. This information is used to calculate the amount of product-specific brand equity required to benefit from a new product launch.

Future studies from (Truong et al., 2017) with the goal of early adopters and subsequently will prefer established brands to deal with the increased risks associated with innovative high-tech products by leveraging Dowling and the risk-perception handling framework, the results of previous adopters' research and then reacting better to existing brands on innovative high-tech products.

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Studies from (Gounaris, S., Dimitriadis, S., & Stathakopoulos, V.2010) quality products presented to consumers are an important factor in new product branding strategies. Companies must ensure that the new products offered meet high quality standards and meet consumer expectations. This includes aspects such as good design, reliable performance, innovative features, and reliability in use. By delivering quality products, companies can build consumer trust and satisfaction, which then contributes to the success of the new brand.

(Rosenbaum-Elliott, 2020) The implementation of a new product branding strategy involving promotions, quality products, and influencers can deliver significant results for a company. Here are some of the results that can be achieved through this strategy as follows;

Discussion; By combining effective promotion, quality products, and influencer influence, companies can increase consumer awareness of new brands. This can expand brand reach, attract consumer interest, and increase product visibility in the market.

Increased product appeal: Through proper promotion and use of relevant influencers, companies can create strong traction for their new products. The influence and recommendations of trusted influencers can help build a positive image of the product and influence consumer purchasing decisions.

Increased sales and revenue: An effective branding strategy can increase sales conversion rates and drive revenue growth. By combining attractive promotions, quality products, and strong influencer influence, companies can achieve increased sales and achieve set financial targets.

Increase consumer trust and loyalty: By providing quality products, companies can build consumer trust in their new brand. The use of authentic and credible influencers can also help build a stronger relationship between brands and consumers, increasing consumer satisfaction and loyalty levels to brands.

Better competitive positioning: By implementing an effective branding strategy, companies can strengthen their position in the market and overcome competition with other brands. Brands known for attractive promotions, quality products, and strong influencer influence can differentiate themselves and attract consumers.

CONCLUSION

From some of the descriptions above, in implementing branding strategies for new products, promotions, quality products, and influencer influence have a significant role. Based on research and understanding of marketing concepts, here are the conclusions that can be drawn: Promotion is key in introducing new products to consumers. Through effective promotional campaigns, companies can increase brand and product awareness among consumers. It is important to design an attractive promotional campaign and choose the right communication channels to reach the target audience.

High-quality products are an important factor in a branding strategy. Companies must ensure that the new products offered meet high quality standards and meet consumer expectations. Aspects such as good design, reliable performance, innovative features, and reliability of use need to be considered.

Influencer influence can be an effective tool in promoting new products. Choosing influencers who are relevant and have a strong influence can help build consumer trust and increase product appeal. Authentic influences and recommendations from influencers can influence consumer purchasing decisions.

In combination, promotion, quality products, and influencer influence can deliver significant results for a company. This includes increased brand awareness, increased product appeal, increased sales and revenue, increased consumer trust and loyalty, and better competitive position in the market.

It is important for companies to plan and execute a branding strategy well, considering promotional aspects, quality products, and influencer influence holistically. In implementing this strategy, companies can achieve success in introducing new products, building brand awareness, and winning consumer trust.

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