



University  
of Glasgow

# New Approaches to Marketing

Outer Hebrides Conference

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# About the Speaker

Dr Jaylan Azer is an Associate Professor of Marketing at Adam Smith Business School, Glasgow University.

PhD in Marketing from the University of Strathclyde.

Research: Services Marketing, customer engagement behaviour in digital contexts.

Published in Marketing, Service, and Business journals & International Conferences.

Speaker in different international and national events.

KE: Works closely with businesses beyond the academic context.





# Change in Practice

Applying new approaches to their branding, engagement, and outreach. Change in the engagement of their customers is evidenced in the reach of the social media campaigns: Facebook: over the main duration of the social media campaign started Apr 2020 to Sept 2020 – over 40K while at the same period without the campaign was less than 20K. Instagram: 13K campaign tags and 75K reach which is even more than double the analytics before the campaign.



Outer Hebrides

18 September at 19:01 · 🌐

We were delighted to join Coinneach Macleod, @HebrideanBaker today on his book tour promoting his FAB new cookbook @harristweedhebrides and @isleofharrisdistillers 🍷🍰

The book is packed full of fab recipes, stories and stunning images of the Outer Hebrides! 🍷

Have you got yours yet?

#foodwithaview #eatdrinkhebrides #visitouterhebrides #hebrideanbaker



# Best Practice

The project has featured as best practice for Scotland Food & Drink.

- **Scotland Food & Drink**

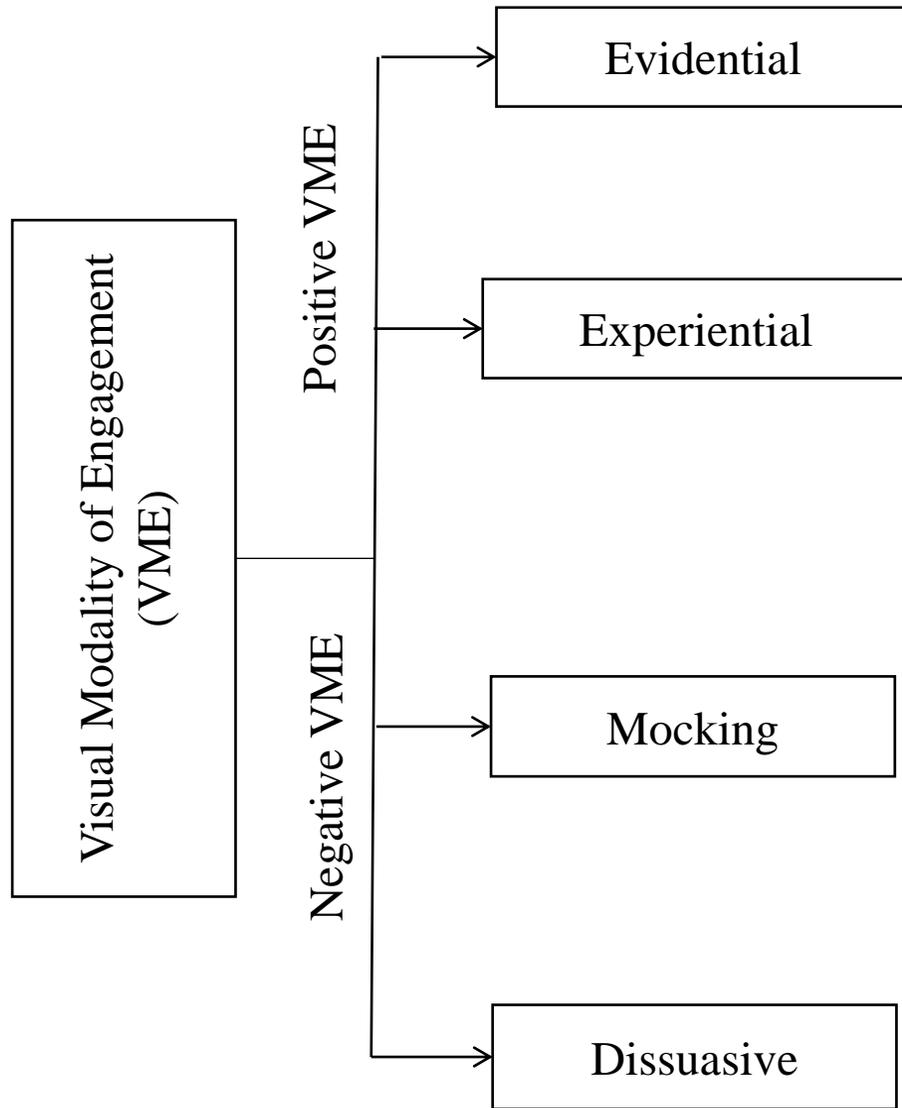
- Case Study material (Sept 2021) (Eat Drink Hebrides/Food with a View) profile on Outer Hebrides Regional Food Group and food tourism initiatives
- Featured in materials for Regional Roadshow (Sept 2021) - Scotland Food and Drink Fortnight (Eat Drink Hebrides/Food with a View)
- Featured as a successful marketing case by Interface (Nov. 2021)
- Nominated for the excellence award 2022
- Won the excellence award 2023



# Social Media has become VISUAL

Photo-based social media platforms, such as Facebook and Instagram, are key for the public sharing of brand-related visual expression by customers. Customers upload around 1.3 billion images on Instagram and 350 million images on Facebook daily (Statista.com 2023).

With the growth of visually-oriented social media platforms, interest has increased in the effects of customers' *visual modality of engagement* (VME) with products, services, and brands on social media.



# Evidential



# Experiential



# The power of Visuals

- *Purchase Intention*: Experiential is stronger than evidential while dissuasive is the toughest one on the business not the mocking!!
- *Brand evaluation*: Experiential increased brand evaluation more than both Evidential, however, although mocking seems to be negative, it did not hurt the business as much as dissuasive did.
- *Imitation*: People are more willing to imitate experiential than evidential but are most willing to imitate mocking.



# How about Your Interaction!

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- The brand's interaction, whether with only likes or with likes and comments, increased other actors' evaluation of the focal brand, their purchase intentions, and willingness to imitate such posts compared to no interaction.
  - The brand's interaction with like and comment on experiential showed the highest increase in brand evaluation, purchase intent, and willingness to imitate compared to the rest of the forms.
  - The brand interaction with only likes showed a less favorable impact of the four VE forms than interaction with likes and comments.



- With no brand interaction, users' willingness to imitate the negative forms increased compared to when the brand interacts with comments which ameliorated the impact on willingness to imitate such posts.
- Even when brands interact with dissuasive VE form, it showed the strongest negative impact on other actors' brand evaluation, purchase intentions, while the brand interaction with the mocking posts ameliorated their negative effect and showed a more favourable impact on brand evaluation and purchase intentions of other actors.

# What can we do?

## Guidance

Social media marketers can identify critical forms when conducting brand-related social listening as now they know the impacts of different forms of VME

## Monitoring

Companies should include image presence in their social 'listening' metrics but also highlights the importance of deeper analysis to understand potential impacts better.

## Fostering

Firms can use their existing customers' VMEs to *foster* different reactions in other social media users. They can also *incentivize* specific VMEs and *involve* users who manifest these VMEs in buzz campaigns, specifically experiential VME.

## Interacting

We offer managers a nuanced understanding of the role of brand interaction with customers' VMEs in social media and its influence over other customers in the network.



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Thank you 😊