



Instagram as a marketing 4.0 tool - a strategy to leverage and position a brand

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An important Marketing tool for direct communication with the customer, through advertising or publicity, is the social network that shows a high power to transmit and persuade the consumer market. With the evolution of technology and the increase in people's connectivity, there will be a 4.0 marketing, also called digital marketing, which is centered on the interaction between brand and customer through dissemination strategies to promote a product and/or service. By adopting this new approach to Marketing and using digital channels, organizations can show an identity, positioning, directly to customers, followers. In this sense, the research aimed to evaluate the Instagram tool as a strategy to position and leverage a company's brand through the use of Marketing 4.0 strategies. To develop a method for investigating customer and brand interaction through the use of Instagram, a Dimension Model for Strategic Brand Positioning was proposed, to direct the necessary actions to publicize products and/or services. To validate the model proposed in this methodology, case study strategies were applied to two different companies located in the city of Campos dos Goytacazes, from September to November 2019. It can then be concluded that digital marketing on social media provides a better dialogue and interaction with the target audience or consumers through publications that are of interest to customers who follow that profile, consequently resulting in positive returns in the form of sales.

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