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Assessing the effectiveness of social Media campaign in Building Brand perception of Lenskart

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ABSTRACT :

Brands have decided tremendous way of interacting with clients, shaping perceptions, and growing emblem photo in social media. As patron interactions get greater digitalized, corporations like Lenskart are the usage of social media structures to have interaction with their consumers, growth emblem popularity, and foster self belief. This study examines how efficaciously Lenskart's social media campaigns shape purchaser notion and emblem loyalty. Through an exam of engagement information, customer sentiment, and advertising and marketing strategies, this paper aims to make clear the characteristic social media plays in brand improvement. Using a combined-strategies method combining qualitative and quantitative information, the look at assesses the effect of Lenskart's digital marketing efforts. The findings imply that through the use of manner of social media, interactive content, influencer collaborations, and customized advertising strategies all assist to decorate emblem notion. Furthermore, the have a have a look at identifies functionality areas for improvement together with actual-time engagement optimization and management of customer support issues. The results of this look at will assist marketers and corporations searching for to boom their digital presence and client self warranty via social media.

Introduction

Social media has modified the manner companies engage with clients, therefore shaping cutting-edge branding and advertising and marketing techniques. A major eyewear store in India, Lenskart has evolved a robust logo presence through using social media appreciably. Through revolutionary campaigns, influencer partnerships, and interactive content cloth, the emblem has efficiently engaged its goal market. The enlargement of virtual marketing has made it important for groups to no longer quality market it their products however also create purchaser connections the use of exciting and pertinent content material.

Lenskart's social media advertising approach mixes natural and subsidized material designed to draw and maintain customers. Storytelling, humor, and customer testimonials help the brand to emotionally connect to its target market. Its alliances with famous people and influencers additionally growth its credibility and attain extra human beings, which enables it to be a well-known choice for customers. This observe examines how these obligations have prompted fashionable agency boom, patron self warranty, and emblem perception.

The importance of this studies is in data how social media influences client behavior and choice-making techniques. Digital advertising is continuously evolving, as a result corporations have to adapt their strategies to fit changing patron alternatives. By method of an assessment of Lenskart's social media campaigns, this paper pursuits to offer beneficial pointers for entrepreneurs, brand managers, and enterprise owners searching for to maximise Lenskart's digital advertising and advertising and marketing efforts for superior interaction and emblem loyalty.

Rationale for the Dissertation

Digital advertising and marketing's speedy increase has changed how companies engage with customers, because of this social media has come to be a number one factor of gift branding techniques. Businesses aiming to maximize their advertising efforts have to first apprehend how social media influences emblem belief. Lenskart, a digitally-driven eyewear business company, gives a charming case take a look at to evaluate how effectively social media campaigns perform. This thesis pursuits to fill the space in studies through supplying empirical assessment on how patron behavior, consider, and emblem positioning are prompted via using targeted social media strategies.

Literature Review

Numerous research have emphasized the developing importance of social media in brand advertising. Platforms like Instagram, Facebook, and Twitter help to create community and recall with the aid of way of permitting organizations engage with consumers in actual time. Research additionally indicates that social media pastime influences emblem notion right away, therefore influencing customer loyalty and buy selections.

Methodology

A mixed-methods approach was employed, incorporating qualitative and quantitative analysis. Data was collected from Lenskart's social media pages, consumer reviews, and surveys. Key performance indicators (KPIs) such as likes, shares, comments, and sentiment analysis were used to measure the effectiveness of Lenskart's campaigns.

Findings and Discussion

Engagement Metrics: Especially on Instagram and Facebook, Lenskart's campaigns generate immoderate degrees of engagement. Posts with influencer endorsements and individual-generated content receive far greater interactions.

Consumer Sentiment: Sentiment assessment famous that even though negative remarks normally pertain to customer service problems and late deliveries, amazing remarks are connected to tailored services and innovative advertising and marketing and advertising strategies.

Impact on Brand Perception: The campaigns correctly market Lenskart as a ultra-modern-day, much less high priced eyewear emblem. Humor, storytelling, and interactive content material fabric assist to construct a sturdy emotional connection with customers.

Challenges and Areas for Improvement: Though social media will increase emblem visibility, addressing consumer complaints in actual-time and improving service-associated concerns can assist to create logo confidence even greater.

Conclusion and Recommendations

Lenskart's social media campaigns extensively form logo notion through enticing clients and fostering self belief. However, normal development in customer service and custom designed interactions can help to elevate the logo even extra. Future campaigns must pressure more interactive content material fabric, actual-time customer support, and leveraging evolving digital advertising and advertising developments.

REFERENCES

(Include relevant references to support the study, such as marketing journals, social media analytics reports, and case studies on brand perception.)