

BRANDING STRATEGY ON INSTAGRAM: A CASE STUDY OF A CREATIVE DIGITAL MARKETING AGENCY- JT DIGITALLY

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ABSTRACT

A branding strategy is a communication plan used by a corporation to establish and maintain a brand. Branding strategy has fundamentally changed in the digital arena due to the rapid development of technology. One of the channels is social media, which has the potential to reach a big number of people at a low cost and with no restrictions. JT Digitally, a Digital Marketing Agency, is an organisation that uses social media as a branding strategy tool and provides services to manage business branding on social media. The purpose of this study was to investigate and analyse the process of JT's digital branding strategy on Instagram. The interpretivism paradigm and case study approach are used in this study's qualitative research. The researcher employs an in-depth interview and observations to acquire data. According to the findings of this study, JT Digitally uses Instagram to build a branding strategy by using some of its elements such as profile, followers, post, caption, hashtag, Instagram Story, and Instagram Ads.

Keywords: *Branding Strategy; Digital Marketing Agency; social media; Instagram*

INTRODUCTION

Branding is the process through which an organisation creates and strengthens its brand in order to communicate it to the public and be remembered (Godin, 2015). The digital world and the internet undoubtedly have an impact on the marketing industry. According to Johnson (2020), global marketing trends are transitioning from traditional (offline) to digital (online). Companies are beginning to employ branding to capitalise on technological advancements since, as previously said, there are no boundaries in the online world. According to We are Social, a British media business that conducted this poll in January 2020, 64 percent of the population in Indonesia has used the internet, ranking Indonesia seventh in the world with the longest internet access time of 7 hours and 59 minutes each day. Given this fact, digital branding is an option for making people aware of a company's existence in the digital realm.

DeLane (2017) defines digital branding as "creating the narrative and presence of your brand in order to create a meaningful relationship with your target audience in the digital space." The new challenge for brands and businesses is to connect in real-time across all devices and establish campaigns and promotions across online platforms such as social media, display advertising, and e-commerce (Benady, 2014). According to Benady (2014), social media has had a significant impact on digital media branding in recent years, and the changes are not only for personal use but also for products and brands.

Instagram is one of the most popular social media sites. Instagram is a visual image-sharing network that allows users to take and share photos with their friends (Instagram, 2020). A digital marketing agency is a company that markets and brands a brand through a digital platform. According to Gingerich (2020), a digital marketing firm is an organisation that assists businesses in promoting their company, building brand awareness, building client loyalty, and increasing sales using digital platforms. JT Digitally is a digital marketing agency that handles branding via social media as well as a branding strategy in the digital realm as part of its branding activity. This company was founded in April of 2020. The engagement that they had improved so quickly, and they already had many clients that reaped the advantages and boosted their engagement and sales as a result of employing digital branding tactics for their business and also JT Digitally's services. Because the use of social media platforms such as Instagram as part of a branding strategy is critical, it is critical to explore how digital marketing companies maximise the use of branding on social media. The current study is designed to answer the research question, *"How does JT Digitally's branding strategy work on Instagram?"*

CONCEPTS/THEORIES

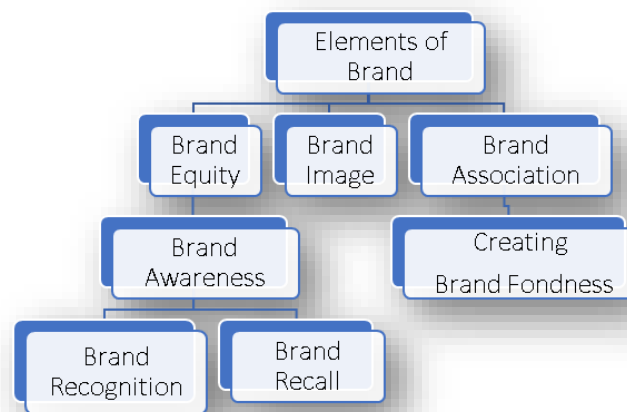
Barat (2012) defines branding as "products and brand strength." According to Marion (2015), branding is the process of giving meaning to a certain brand by developing and organising it in the minds of customers, and it can help people quickly identify and experience the brand. With the help of other variables, we can infer that branding is all about differentiating things and giving consumers a clear image of who the product is (Barat, 2012). Branding is important for a business, according to Smithson (2015), since it not only produces a memorable impression on customers, but it also separates and clarifies the brand from competitors. According to Brown (2019) and Busche (2020), the basic purpose of branding, as it has evolved over time, is to differentiate one manufacturer's or supplier's products or services from all others in the same class, group, or sector. Setiawati et al. (2019), the previous study of this research, explain in their research journal titled *"Penerapan Digital Branding Bagi Pelaku Usaha Mikro Kecil Menengah"* that as we enter the global era, branding is no more just about an organization's logo, symbol, and website design. The views and reactions of customers to the business are the most important factors.

Brand equity, according to Kotler and Armstrong (2018), is a term used to define a brand's ability to evoke customer preference and loyalty. Brand equity, according to Kotler and Armstrong (2018), is the distinct impact that knowing the brand name has on consumer reactions to the items. Consumers define brand equity as "awareness of the brand and positive experiences with it, resulting in positive outcomes and distinct brand connotations" (Blakeman, 2014). If a consumer can define and recognise a brand from others, it has high brand equity. To increase brand equity, the company should create and maintain a relationship-branding strategy that gives value to the customer while also responding to their needs (Rajagopal, 2019).

Foroudi, Jin, Gupta, Foroudi, & Kitchen (2018) define brand equity as brand awareness. Brand awareness, according to Kotler and Pfoertsch (2010), is the ability of prospective customers to remember that a specific brand refers to a specific product. Brand awareness, according to Huang and Sarigollu (2014), is the ability to

recall or recognise a brand, or at least what the customer recognises about the brand. Brand recognition and brand recall are two components of brand awareness. Customers' capacity to confirm previous exposure and distinguish specific brands from others is referred to as brand recognition. Brand recall, on the other hand, refers to a customer's ability to remember and recover a specific brand (Homburg, 2010). According to Foroudi et al. (2018), consumers will choose to purchase brands with which they are already familiar. Because brand awareness fosters a strong association with a specific brand in the minds of customers (Malik et al., 2013).

Blakeman (2014) defines a brand's image as its personality and standing in comparison to other brands of comparable quality in its category. A brand image consists of the characteristics and connotations that people associate with a brand (Kotler & Pfoertsch, 2010). What consumers think before and after using a brand



builds and maintains its image, and it is dependent on the brand's consistency (Blakeman, 2014). When two brands compete in the same offer, consumers may perceive variances based on business or brand image differentiation; as a result, a firm should convey distinct benefits and product positioning (Kotler & Armstrong, 2018). Even if two products are physically identical, brand imagery can distinguish one from the other (Kotler & Pfoertsch, 2010).

Brand association aids in the processing and retrieval of brand knowledge, as well as the development of a positive attitude and feelings towards the brand (Baeva, 2011). Brand associations include all brand-related ideas, feelings, emotions, experiences, images, beliefs, and attitudes that are linked to the brand node (Kotler & Keller, 2016). Marketers and consumers both value brand associations. Marketers utilise brand associations to differentiate, position, and expand brands, while consumers use brand associations to process, organise, and recall information in memory and to make purchasing decisions (Baeva, 2011). According to Foroudi et al. (2018), a strong brand association leads to brand fondness. The stronger the brand association, the stronger the consumer's attachment to the brand.

Figure 1 Elements of Brand

DIGITAL BRANDING

Because of digital media, which has led to two-way contact between brands and customers, branding has fundamentally transformed (Rowles, 2018). Furthermore, marketing activity is crucial in developing the organisation and the brand, but it is also necessary to design a branding strategy that involves constructing a brand in the digital environment (Setiawati et al., 2019). Nofendra (2020) defines digital branding as "creating your narrative and brand presence in the digital ecosystem." Meanwhile, according to DeLane (2017), digital branding is all about developing the brand's story and identity in order to establish a favourable interaction with the target audience in the digital environment. Digital branding is a combination of digital marketing and internet branding used to develop a brand online (Robertson, 2019).

When companies want to build their digital branding strategy, one of the first avenues they look into is social media (Madeleine, 2018). This fast-changing environment and slow business push us to react every day on the internet, and the digital era employs social media (Rowles, 2014). Social networking is become a popular channel for brand promotion. It is an internet forum where people can communicate with one another (Hassan, 2014). According to Rowles (2014), social media has had the largest impact on branding and has fundamentally changed how people interact with brands. Social media can help customise a brand by giving engaging experiences with its intended audience (Blakeman, 2014). According to the research of Febriana and Yunus (2019) on "Digital Branding Efforts in Increasing Brand Recognition Towards Millennials," companies must use social media to do branding because it is broad, low-cost, and effectively reaches many people, and the majority of the target market's attention has shifted to digital in everyday life. Accordingly, Yenicioglu and Christodoulides (2015) suggest in their research journal "Branding in the Age of Digital Connectivity" that social media poses a new challenge for marketers, asking them to stay up even later in order to connect and interact with consumers. Social media enables firms to participate in better levels of efficiency than traditional communication methods since it allows them to interact with their customers in a timely and direct manner at a relatively low cost (Kaplan & Haenlein, 2010). Furthermore, Sashi (2012) claimed that when businesses use social media to foster consumer-organization involvement, the brand's relationships with existing potential customers and communities can be strengthened.

STRATEGY OF DIGITAL BRANDING

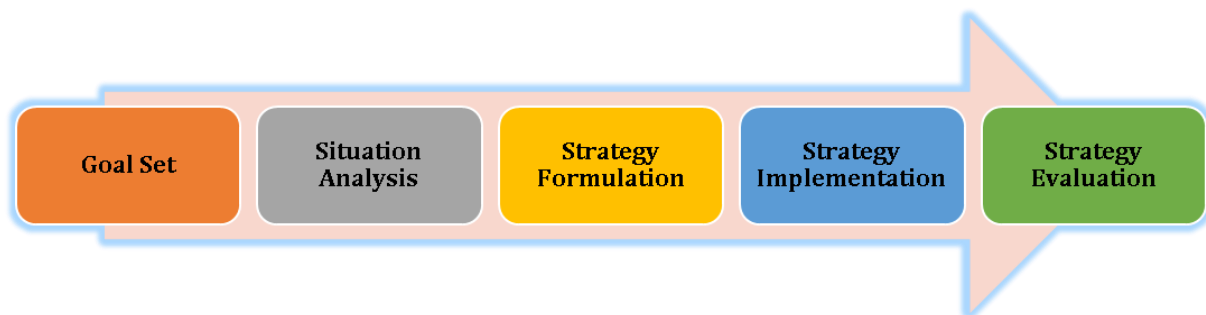
Individuals develop strategies to assist them attain specific goals or objectives (Strategic IQ, 2015). According to Nickols (2016), strategy is concerned with how you will achieve your goals rather than what those goals are or how they are set. According to Strategic IQ (2015), from a business standpoint, strategy is about the firm applying analytical methodologies to help it understand, and so affect, its market position. Meanwhile, according to Blakeman (2014), a strategy is how to communicate the target and achieve the set of objectives.

Every successful organisation must have a defined strategy that specifies the organization's essential short- and long-term goals and how those goals will be achieved. According to Osborn (2018), strategic management is the process of

planning and evaluating the organization's goals. Strategic management can be defined as the art and science of conceiving, implementing, and assessing decisions in a nutshell (David, 2009, referenced in Maleka, 2015). Goal setting, scenario analysis, strategy creation, strategy implementation, and strategy evaluation are fundamental ideas in the strategic management process (Kukreja, 2020; Osborn, 2018; Tanaji, 2020).

First and foremost, goal setting is the first stage in strategic management, and it aims to clarify your organization's vision by identifying precise objectives. Second, once an organisation has agreed on a goal, it is vital to collect as much information and data as possible relating to the goal and apply SWOT analysis to assess internal and external concerns. SWOT stands for strength, or the excellent and quality of an organisation. Weaknesses, or the absence of a situation that puts the organisation at a disadvantage; opportunities, which allow the organisation to achieve its goals; and threats, which may limit the organization's ability to fulfil its goals. Third, Strategy Formulation: The organisation should next use all of the intelligence and data gathered to develop and select the best course of action for the plan, identify necessary resources, and seek more resources to build the strategy. Fourth, strategy implementation is the process of taking action to guarantee that the plan is effective. This stage comprises designing the organisational structure, allocating resources, developing decision-making processes, and managing human resources effectively. Strategy evaluation is the fifth and final stage. The strategy has been launched and is currently in effect. The next stage is to track progress and evaluate the strategy's performance and efficacy. Evaluation ensures that the organization's strategy meets its objectives.

Figure 1 Key Concepts of Strategic Management Process



BRANDING STRATEGY

Brand strategies will deliver on business objectives through improving brand goals (Schroeder, 2013). According to Kotler and Keller (2016), branding strategy is the presence of common and specific brand components added to a company's numerous commodities. Branding strategy is concerned with the image of the company and its products; it can play an important part in developing the brand image of a company and its goods in the marketplace (Rajagopal, 2019). Brand portfolios and brand extensions are two essential components of almost any branding strategy. Brand portfolios are the collection of all brands and brand lines that a company sells in a specific category or market area. Brand extensions are the development of a brand

using well-known brands to leverage brand equity in a different industry (Kotler & Keller, 2016). Because of the abundance of new digital technologies, such as social media marketing, branding tactics may reach and connect with customers almost everywhere and at any time in the digital realm (Kotler & Armstrong, 2018). Facebook, Twitter, YouTube, TikTok, and Instagram are some of the social media sites that can be leveraged as branding tools.

Instagram is a cross between an "instant camera" and a "telegram" app (Boslaugh, 2016). It's a mobile app that lets users share photos and videos with their followers (Dubovik, 2013). Instagram's strategy approach uses a visual approach, which distinguishes it from other social media platforms. Everything on Instagram revolves around images (Linashcke, 2011). Instagram has a business profile, followers, post photographs or videos in the feed with a caption, hashtag, Instagram stories that keep your post or material for up to 24 hours, highlights, Instagram advertisements, live videos, and IGTV (Wally & Koshy, 2014). Instagram tales elements are displayed in a slideshow manner, so it is beneficial to prepare a storyboard within tales before sharing them. It is preferable to post content in stories over a short period of time so that viewers can absorb it in its totality as opposed to in bits and pieces when content is posted throughout the day (Read, 2020).

One of the features that debuted in 2016 was Instagram for Business. The new Instagram business tool feature was developed to assist businesses in better understanding their followers and developing their enterprises (Instagram Business, 2020b). To maximise Instagram promotion, after converting the brand's profile to a business account, Instagram advertising can be used to produce adverts on Instagram (Instagram Business, 2020a).

Figure 2 Conceptual Framework



METHOD

A qualitative technique will assist the researcher in accessing an embedded process by focusing on the context of people's daily lives (Barbour, 2014). The qualitative research method was used in this study. Because it is effective in acquiring a better, more in-depth, and more full understanding of a communication issue, qualitative research is used as a research approach. To create information and knowledge, researchers might blend in with research participants. A researcher's job in qualitative research, on the other hand, is solely that of an investigator. The researcher must do study from a distance since he or she cannot blend in with the subjects (Daymon & Holloway, 2011; Denzin & Lincoln, 2018). The case study research approach was used in this study. Case study research is characterised as a qualitative methodology in which the researcher investigates a real-life method utilising a full, in-depth data collection that includes observations, interviews, video material, documents, and reports (Creswell & Poth, 2018). The case study technique, according to Daymon and Holloway (2011), aims to broaden knowledge of communication events and, more precisely, the processes that occur during those events.

The interpretivism paradigm is used in this study to acquire a deeper grasp of the entire topic. According to Creswell (2003, as referenced in Thanh et al., 2015) and Yanow & Schwartz-Shea (2011), interpretivism researchers uncover reality through participants' perspectives, histories, and experiences. Because interpretive paradigm helps researchers to gather rich knowledge and perspectives of view to comprehend specific occurrences (Willis, 2007, as referenced in Thanh et al., 2015), it is often used to stimulate qualitative research, particularly when presenting a case study.

In this study, the researchers used two types of data collection procedures: in-depth interviews and observation. Potter and Wetherell (1987), cited in Daymon and Holloway (2011), refer to the interview as a "talking questionnaire." Creswell and Poth (2018) define qualitative research interviews as attempts to grasp the world through the participants' eyes, to unravel the importance of their experience, and to reveal their lived world. A semi-standardized interview was used for this investigation. A semi-standardized interview requires the usage of a set of preset questions and subjects. These questions are asked in a systematic and uniform fashion to each interviewer, but interviewers are given the opportunity to go far beyond the answers to their prepared structured questions (Berg & Lune, 2017). Observation helps define and direct relationships with informants by learning how people behave in the community and how things are structured and prioritised in that community, as well as learning what is relevant, how to ask them, and what questions may best help researchers answer the questions (Schensul & LeCompte, 1999, as cited in Kawulich, 2014). In order to acquire more data for this research, Instagram observation was required to augment solid data evidence obtained from in-depth interviews performed on October 19, 2020, with the founder and Chief Operational Officer of JT Digitally.

In Vivo Coding, also known as verbatim coding, is used to aid in the analysis of the data in this study since it is ideal for small-scale research, such as this research, to code the data and honour the participant's perspective. According to Saldana (2013), a code in qualitative research employs words or short phrases to symbolically distribute evocative attributes to a segment based on language or visual data. Researchers began assessing the data for this study by developing a transcript of the

interview results from on-site memoranda and audiovisuals. Textual data must be generated from the audiovisuals. To provide credible information, the researcher must highlight the key points and information provided by the subject (Saldana, 2013).

Data triangulation is used in this study. Data triangulation is a methodology for combining approaches in research; it is required to obtain accurate data (Denzin & Lincoln, 2018). According to Flick (2018), data triangulation gathers information from a range of sources and ways, allowing for a broader and more secure knowledge of the issue. The researchers learned about how JT Digitally uses the digital platform of digital branding as their strategy, then about the implementation of the key concept of the strategic management process from goal setting to evaluation, and about how all of their branding activity on Instagram uses some Instagram features from the interview. For the observation, the researchers gathered information regarding JT Digitally's Instagram activity, the parts of the brand's activity, and the effectiveness of Instagram features in their activity.

BACKGROUND OF JT DIGITALLY

On April 1, 2020, Julyana Tariyani and Yohanes Indra Susanto formally launched JT Digitally. JT Digitally's headquarters are in Jogjakarta, with other offices in Jakarta and Bali. JT Digitally is a digital marketing agency that has evolved into a solution for fulfilling targets swiftly and digital innovation that is always evolving in pace with technological improvements. JT Digitally offers a variety of services, including brand advisers, digital training, and the JT store. As brand consultants, JT Digitally provides free advice to businesses on issues such as brand planning, brand positioning, and marketing execution. After that, JT Digitally provides effective millennial speakers who can offer digital learning modules in digital training. The JT Store is the final one. JT Digitally offers ready-to-sell items that may compete in the market, as well as the most recent marketing management education through digital platforms.

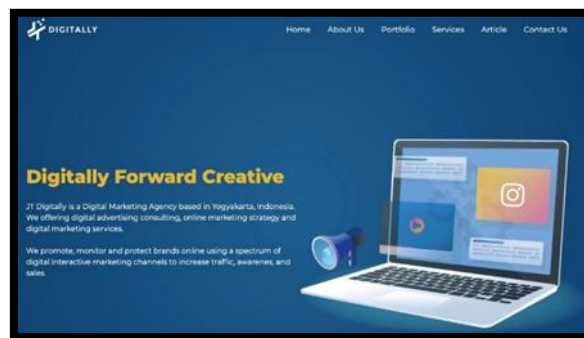
RESULT AND DISCUSSION

The researchers uncovered the following critical features of JT Digitally's strategic management process used in establishing their branding strategy:

- **Goal Setting:** JT Digitally set a goal at the first stage of strategic management to assist all firms in achieving good company growth and transitioning from a traditional strategy to a more digital plan.
- **Situation Analysis:** The next step is for the JT to digitally gather as much information and data as possible regarding the aims. After seeing what happened in the field, Julyana, the founder and COO of JT Digitally, became even more determined to assist small businesses grow by contributing to her family's digital strategy.
- **Strategy Development:** JT Digitally's approach to digital branding is to do branding on Instagram with educational content and support from the website to provide legitimate information and relationship support. Instagram educational content's purpose is to provide a foundational grasp of the digital marketing agency. It is supported by Bevins (2014), who argues that Instagram may help businesses

efficiently promote their goods or services, and Dennis (2014), who claims that social media is crucial for businessmen to get information that will help them better understand their customers. JT Digitally focuses on creating techniques for consumers and learning about character. JT Digitally also uses other ways to market their material, such as Instagram adverts and giveaway events.

Figure 4 JT Digitally's Website



Source: <https://www.jtdigitally.com/>

- Implementation of Strategy: Following the selection of instructional content on Instagram as a branding strategy, it will break down the goal and build a calendar for targeted content each month. Following the compilation of the content schedule, many methods are tested to determine how much material is to be examined in that month. JT Digitally also makes the best use of Instagram capabilities including establishing their profile, acquiring followers, posting diverse content, maximising captions and hashtags, Instagram stories, and highlights.

Figure 5 JT Digitally's Instagram



Source: <https://instagram.com/jtdigitally/>

- **Strategy Assessment:** After experimenting with various ways for selecting the material and determining the content, it will be examined using the knowledge gained and based on the likes and comments found in the content. It will be observed where and how much interaction occurs. Aside from that, an evaluation is held every month to measure the qualification standard through a KPI evaluation for each personal JT. Analyse target achievement digitally. KPI indicators include performance speed and quality.

The researchers discovered the following brand components that are featured in JT Digitally's branding strategy:

- **Brand Image:** The brand image that JT Digitally wishes to deliver as free digital marketing consultants is more than just selling services. JT offers free educational resources and information regarding consultancy services.
- **Brand Equity and Brand Awareness:** JT Digitally held many Instagram activities to increase brand awareness and equity. They promote some of their content through Instagram ads and host a free sweepstakes with prizes for providing material and free product images, building a positive relationship with their Instagram audience. JT Digitally grew in popularity and generated more interactions through comments and various consultations. JT Digitally is willing to provide free consultations to businesses because they believe that once businesses see the value of JT Digitally's services, they will seek them out and continue to utilise them.

Figure 6 JT Digitally's Give away activity.



Source: <https://instagram.com/jtdigitally/>

Figure 7 JT Digitally Instagram Post Ads



Source: <https://instagram.com/jtdigitally/>

- Brand Association: JT Digitally guarantees that their Instagram followers are the correct target market, mainly people who understand and are interested in digital marketing agencies. Making their own hashtag is one of the characteristics they use to gain this brand identification. Furthermore, JT Digitally creates their Instagram profile and posts based on logo variants in order to build the identity to be expressed through the logo's philosophy, such as colour.

Furthermore, researchers discovered various aspects used by JT Digitally to promote maximising the branding strategy in the branding strategy carried out by JT Digitally on Instagram. JT Digitally makes advantage of various Instagram features, including:

- JT Digitally's Profile packaging is based on the logo and all derivative products, such as colour tones and logo philosophy, to ensure consistency and the production of the same colours. In order to remain relevant and active, Instagram profiles must be clean and continuously upload new content every day.
- Followers: All of JT Digitally's branding actions can boost interaction in the form of comments, likes, and consultation discussions, which can contribute to a growth in JT Digitally's Instagram followers. As of October 21, 2020, JT Digitally had 3,410 active followers.

Figure 8 Profile Instagram of JT Digitally



Source: <https://instagram.com/jtdigitally/>

- JT Digitally publishes instructional content on Instagram so that JT Digitally followers truly grasp how this digital marketing agency operates. Furthermore, JT Digitally employs four sorts of material to keep postings from becoming tedious and boring: (1) post graphic design or static content; (2) full post design content simply text or typography; (3) post motion graphics or moving images.

Figure 9 Instagram JT Digitally for Graphic Design Post



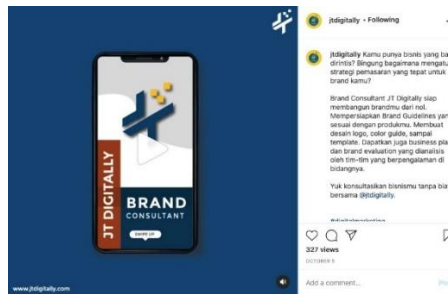
Source: <https://instagram.com/jtdigitally/>

Figure 10 Instagram JT Digitally for Typography Design Post



Source: <https://instagram.com/jtdigitally/>

Figure 3 Instagram JT Digitally for Motion Graphic Post



Source: <https://instagram.com/jtdigitally/>

- Caption: JT Digitally prioritises content above captions. Captioning is a secondary approach for generating interaction. JT Digitally places a greater emphasis on content so that their audience understands their notion within the first three seconds of viewing the post.
- Hashtag: JT Digitally believes that hashtags are essential for increasing engagement and reaching a larger market. JT Digitally also develops their own hashtag in order to produce a focused market that can be used to increase participation. By educating people to search for keywords that they use, the profile and posts will show in a visible location.

Figure 12 JT Digitally's Instagram Post - Caption and Hashtag



Source: <https://instagram.com/jtdigitally/>

- Instagram Story: JT Digital employs the Instagram Story feature; however, it is insufficient; it is mainly used to supplement branding operations.
- Highlights: JT Digitally is also using the Highlights feature, however it is currently in development.
- Instagram Ads: JT Digitally sees Instagram Ads as a game changer that can assist target ads to a larger audience. Several elements must be ensured in Instagram advertisements, such as the content being relevant, and the targets chosen based on gender, age, and geography being appropriate and fit for the business. Because Instagram advertising cannot be utilised for all content due to budget constraints, JT Digitally employs them only when necessary and employs soft selling approaches. The advertised content includes "potential hours" for JT digitally, which are 10-11 a.m., 4-5 p.m., and 8-9 p.m.

According to the findings of the researchers, JT Digitally used management's strategic key to design its own branding activity plan. It starts by determining organisational goals, then examines influential situations, creates tactics, implements them, and evaluates them. JT Digitally does digital branding on a variety of web platforms. It is accomplished through the website, which serves as a credible source of information, and Instagram, which provides instructive content.

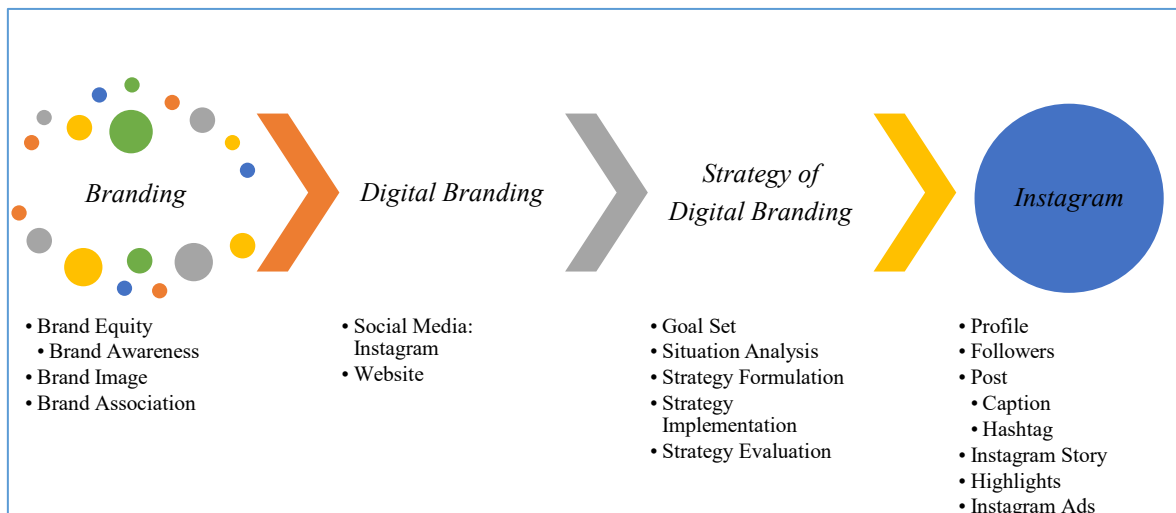
Unfortunately, JT Digitally does not make use of all of Instagram's features. JT Digitally, according to Wally and Koshy (2014), only leverages and maximises six of Instagram's ten features. Instagram Story, Highlights, Instagram Live Video, and IGTV are not being used to their full potential. However, there appear to be some unknown aspects in this study. Researchers feel that if JT Digitally leverages all of Instagram's potential as a branding approach, the results will be much more effective at boosting awareness.

Implementation Framework

Figure 12 Implementation Framework

CONCLUSION

This study examines JT Digitally's Instagram branding strategy. The key finding of this study is that JT Digitally use goal planning, scenario analysis, strategy creation, strategy implementation, and strategy evaluation, as well as Instagram as a platform for branding strategy. JT Digitally defines the objective and evaluates the situation to arrive at JT Digitally's vision of aiding small businesses in growing. JT then formulates



and implements the strategy digitally on Instagram and its website. They share educational content regarding digital marketing agencies and digital branding on Instagram. JT Digitally believes that the company should have a website since it serves as a validation platform for all of the information that the company exposes to the public. JT Digitally also makes the best use of Instagram capabilities including creating a profile, gaining followers, publishing instructive content, optimising the caption and hashtag, and participating in public awareness activities like using

Instagram ads and organising contests. JT Digitally, on the other hand, has integrated but has not fully utilised the following features: Instagram Story occurs frequently and does not provide critical information on Instagram Highlights. JT Digitally also does not use the Instagram Live Video or IGTV functionalities. Finally, JT Digitally assesses the plan for their team utilising information from Instagram and KPI performance.

According to the findings, this study contributes to both academic and practical elements. This research has added new literature in Communication Studies that applies branding strategy, digital branding, the utility of social media, particularly Instagram, and discusses digital marketing agency theories in qualitative research. JT Digitally strongly advises using all Instagram features, particularly Instagram Story, Highlights, Live Video, and IGTV. JT Digitally is highly suggested for expanding the amount of Instagram Stories activities. Because Instagram users are more likely to see Instagram Stories due to the 24-hour limit, posting one Instagram Story per day with easy-to-digest content but creating interactions with the audience, such as holding polls, quizzes, and opening question boxes to hold discussions and answer any question about digital branding or business, gives the impression of closeness, a sense of urgency, and more real-time.

To provide significant information about the company itself as the primary information that visitors see immediately upon visiting the profile, JT Digitally ought to make the most of the highlight's function. By making the most of the Instagram live video function, JT Digitally can create direct engagement that aligns with their desired audience approach. Instagram Live can help JT Digitally become more visible because it notifies JT Digitally's followers through push notifications when the content goes live. On Instagram, JT Digitally can communicate with and directly approach the audience. Videos longer than a minute can also be posted by JT Digitally via the IGTV feature. Videos with instructional information that JT Digitally can offer will be more favourably accepted by viewers. In order to draw in new clients, JT Digitally can also display the team's work as a portfolio.

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