



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING, TECHNOLOGY AND MANAGEMENT

Volume 11, Issue 5, May 2024



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.802



+91 99405 72462



+9163819 07438



ijmrsetm@gmail.com



www.ijmrsetm.com

Sensory Engagement Strategies for Social Media Success

Dr. Jessica Menezes

Asst. Professor, Maratha Mandir's Babasaheb Gawde Institute of Management Studies, Maharashtra, India



Make sense of our senses (<https://www.bbc.co.uk/bitesize/topics/zs7s4wx/articles/zx3q7ty#zrt7xbk>)

ABSTRACT: In today's digital era, where consumers are constantly exposed to an array of brands, logos, advertisements, social media updates, and reviews across multiple channels, the strategic use of human senses can significantly enhance social media marketing effectiveness. This paper explores how leveraging the five traditional senses—sight, hearing, taste, smell, and touch—along with the sixth sense of perception and trust, can deepen customer engagement, build stronger relationships, and increase product demand. By monitoring and tracking customer behavior (sight), actively listening to conversations (hearing), evaluating the quality of interactions (taste and smell), engaging emotionally with customers (touch), and fostering trust (sixth sense), marketers can create a comprehensive strategy that positions their products favourably in customers' minds, hearts, and wallets. The integration of these sensory-driven approaches into social media marketing is essential for building a loyal customer base and achieving sustainable business growth.

KEYWORDS: Social media marketing, human senses, customer engagement, brand perception, digital marketing strategies, sensory marketing, customer loyalty, brand trust.

INTRODUCTION

In today's world, we are constantly exposed to a multitude of brands, logos, advertisements, social media updates, and reviews across various channels—unless we are in a remote location without communication means. The effective use of human senses can significantly enhance the ability to engage target audiences and increase product demand. While senses themselves do not communicate, they are essential for establishing connections.

1. Sight: Always Monitor, Track, and Read Your Customers

The increasing use of online platforms for purchases makes it challenging for marketers to meet customers face-to-face and understand their needs and desires. In social media marketing, a marketer's "sight" translates to the use of monitoring and tracking tools to identify potential customers and determine their stage in the buying cycle.

2. Hearing: Listen First, Then Speak

The concept of broadcasting has evolved. People now broadcast themselves via social channels, either loudly to reach a large audience or softly in one-on-one conversations. In social media marketing, it is crucial to listen to conversations about your business, even if they do not directly involve you. Understanding how your business is perceived is key. Listen before you speak, and when you do speak, pay attention to the responses.

3. Taste and Smell: Assessing Value for Your Business and Customers

Interacting with potential customers through social media and other channels brings you closer to them. You need your senses of taste and smell to evaluate the quality and value of these interactions. In social media marketing, determine whether interactions are positive or negative.

Assess whether there are opportunities or if interactions are unproductive.

4. Touch: Engage Your Customers

Positive interactions that taste, smell, and feel good should lead to deeper engagement. Strong connections evolve into relationships and ultimately new business or increased loyalty from existing customers. To achieve this, you must "touch" your customers emotionally. Engage them by continuing to listen, respond, and provide value. In social media marketing, engaging your customers can turn them into a supportive community and fan base.

5. The Sixth Sense: Perception and Trust

Our experiences with brands shape our perceptions and trust. It's crucial to measure your marketing efforts and manage your brand carefully. While it's challenging to relinquish some control over your brand, it's essential to foster communication, sharing, and relationship-building with your customers and your business ecosystem.

The author explains this with the example of Starbucks:

Starbucks excels in sensory engagement strategies for social media success by harnessing the power of sight, sound, taste, smell, and touch. The brand captivates customers with visually stunning content, from beautifully crafted beverage photos to inviting store atmospheres shared on Instagram. They actively listen to and participate in customer conversations on platforms like Twitter, responding to feedback and fostering a sense of community. The enticing aroma and flavour of Starbucks products are highlighted in posts that evoke the sensory experience of visiting a store. Engaging customers emotionally, Starbucks shares stories and encourages user-generated content, creating personal connections. Through these multisensory approaches, Starbucks builds trust and loyalty, turning social media engagement into a powerful tool for brand success.

1. Sight: Always Monitor, Track, and Read Your Customers

Starbucks uses sophisticated monitoring and tracking tools to analyze customer behavior and preferences. By tracking customer interactions on social media platforms and their purchasing patterns through the Starbucks app, the company can tailor its marketing strategies and product offerings to meet customer needs. Starbucks also utilizes visually appealing content, such as Instagram-worthy photos of their beverages and stores, to attract and engage customers.

2. Hearing: Listen First, Then Speak

Starbucks listens closely to customer feedback on social media and review sites. They actively monitor platforms like Twitter, Facebook, and Instagram for mentions of their brand and engage in conversations with customers. Starbucks uses this feedback to improve their products and services, ensuring they address customer concerns and preferences before launching new marketing campaigns.

3. Taste and Smell: Assessing Value for Your Business and Customers

Starbucks continually tests new flavours and products based on customer feedback and market research. They use sensory marketing in their stores, where the aroma of freshly brewed coffee and the taste of their products play a significant role in attracting and retaining customers. By offering seasonal and limited-time beverages, Starbucks keeps the customer experience fresh and exciting.



4. Touch: Engage Your Customers

Starbucks engages customers by creating personalized experiences. Through the Starbucks Rewards program, they offer customized rewards and incentives based on individual customer preferences. The company also engages customers by sharing their stories on social media and encouraging user-generated content, which fosters a sense of community and belonging among their customer base.

5. The Sixth Sense: Perception and Trust

Starbucks has built a strong brand perception and trust through consistent quality and a focus on social responsibility. They communicate their commitment to ethical sourcing, environmental sustainability, and community involvement through various channels, reinforcing customer trust. Starbucks' transparent and open communication strategies, combined with their high-quality products, ensure that they maintain a positive perception in the eyes of their customers.

By effectively leveraging the power of human senses, Starbucks has successfully created a strong and loyal customer base. Their integrated approach to sensory marketing not only positions their products favourably in the minds of customers but also builds lasting relationships that drive business growth. Starbucks serves as a prime example of how sensory-driven strategies can enhance social media marketing and overall brand success.

CONCLUSION

Marketers should integrate the power of the senses to position their products effectively in customers' minds. Gaining a share of the customer's mind can lead to capturing their heart and eventually their wallet. This integrated sensory approach will strengthen connections with both potential and existing customers, ultimately driving business success.

REFERENCES

1. <https://www.wordstream.com/social-media-marketing>
2. <https://www.business2community.com/social-media/follow-your-6-senses-to-social-media-success-02162682>
3. <https://fabrikbrands.com/sensory-marketing/>
4. <https://insideiim.com/how-starbucks-engages-all-five-senses-to-create-a-memorable-experience>
5. <https://www.socialinsider.io/blog/starbucks-social-media-strategy/>



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING, TECHNOLOGY AND MANAGEMENT



+91 99405 72462



+91 63819 07438



ijmrsetm@gmail.com

www.ijmrsetm.com