



Sustaining Brand Influence and Resilience: The Strategic Role of Remarketing Across Integrated Digital Media Channels in the Digital Era

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Abstract: The digital age has witnessed a significant change in communication pattern owing to social media marketing which has helped in shaping perceptions about products and brand. The study aims to understand whether influencer promotions and brand promotions capture consumer attention and are thus effective in building a sustainable brand over time. In particular, the study looks at the tactical approach of re-marketing in reaffirming recall, increasing consumer confidence, and strengthening brand durability.

The data of the study was collected from social media users and consumers of online advertisements using the quantitative research methodology. Statistical techniques such as correlation and comparative analysis were used to analyze re-marketing practices and consumer perceptions. The research looks at how continuous brand exposure can affect audience attitudes and behaviors over long periods of time.

The analysis reflects that influencer marketing helps in increasing brand awareness but brand image sustainability depends on re-marketing consistently and strategically. When consumers see a brand repeatedly, they become more familiar with it, which increases the chances of conversion. Moreover, re-marketing allows brands to be strategically agile by modifying their messages in real-time according to consumer insight, thereby enhancing resilience in a highly competitive digital marketing ecosystem.

Keywords: marketing, influencer, quantitative, effectiveness.

Introduction

In recent years, marketing communication has got one of its most influential tools in social media. Brands nowadays use influencers to promote their products or services because the content creators have managed to build trust and relatability with their audience [1]. Influencer-driven campaigns easily generate buzz and engagement, especially with younger consumers who spend considerable time online. However, we also rarely stop to consider if this first engagement lasts. Consumers might become aware of a brand during a campaign but forget about it afterwards. Does influencer marketing alone help in retaining brand image and enhancing brand recall or does an influencer also need a re-marketing strategy to give repeated exposures?

Brands today operate in a digital arena with stiff competition and limited time from consumers as per practicality. As a result, one exposure may not create an imprint that lasts. Targeted advertisement (Remarketing) of the brand to the same targeted audience time and again can play a significant role in enhancing brand recall and trust over a period of time. This study aims to bridge this gap by determining how re-marketing helps to sustain brand image



after influencers. Not merely on short-term impact, but how can the brands build resilience and sustain visibility in the long run. Through the exploration of this transition from influence to resilience, we will spotlight ways in which brands can remain salient and relevant in a crowded social space.

Literature Review

Influencer Marketing & Brand Perception: Earlier studies note that influencers have the power to shape brand image [1]. The trusted influencers have massive power to shape public brand perception. People often have a better impression of a brand when it is endorsed by a relatable influencer. When a beauty influencer recommends a product, it grabs instant attention. So, their promotional posts like these can be beneficial for brands. Nonetheless, these boosts might not last long. When a brand comes on a consumer's feed and disappears right after one post, the initial impact may not last long.

Marketing theory suggests that exposures help you remember it long after you have seen it. The repetition of a brand name enhances consumers' brand recall ability over time. For example, Wiser Analytics states that remarketing "keeps your brand top of mind with [the customer]" [2]. In simple terms, it means that encountering the same brand advertisement several times ensures its remembrance. If an influencer posts specific content about a brand, it's beneficial for the brand to follow up with ads. Remarketing is very effective because it targets people who have already shown interest. Ads are displayed to a warm audience, not cold outreach. Usually, this results in greater rate of conversion. The example of Patagonia serves to highlight this effect well. Following an influencer campaign that reached nearly 134, 000 people, Patagonia used retargeting to create a useful audience of nearly 500,000 users for future messages [3]. This example shows how re-marketing can prolong the life of the initial promotion and keep the conversation going well after the first post.

Combining influencer marketing with re-marketing can help a brand become more agile from a strategy point of view. By measuring real-time results, brands can quickly alter their follow-up ads to remain consistent. In times of turbulence, such brands survive amidst competitors' noise. When a brand message is strategically repeated, it can strengthen. Example: Işık (2024) found that effective social media marketing significantly enhances brand image [4]. We take that one step further— persistence is just as important. Consistent reminders through re-promotion allow a brand to stay relevant and adaptable to the ever-changing online space.

Methodology

The present study adopts a mixed-methods approach, integrating both quantitative and qualitative research methods to provide a comprehensive understanding of the role of re-marketing in sustaining brand image. This approach was selected because quantitative surveys help identify measurable patterns and trends, while qualitative interviews provide deeper insights and contextual understanding. By combining both methods, the study aims to develop a holistic perspective on the relationship between re-marketing strategies and brand image sustainability.

Research Strategy

A concurrent mixed-methods research design was employed, allowing quantitative and qualitative data to be collected simultaneously. Quantitative data were gathered through an online consumer survey to assess brand recall, trust, and purchase intention, while qualitative data were obtained through semi-structured interviews with marketing professionals. The survey enabled the identification of measurable consumer behavior patterns, whereas the interviews provided valuable insights into the practical reasons and mechanisms underlying these observed trends.

Sample and Data Collection

Quantitative Sample



The quantitative phase targeted individuals aged 18 to 50 years who actively use social media at least several times per week. A total of 200 participants were recruited through a convenience sampling method using an online survey panel. To ensure relevance to the study objectives, only respondents who had previously encountered at least one influencer post or digital advertisement on social media were included. After data screening, 200 valid responses were retained for analysis.

Qualitative Sample

For the qualitative phase, eight marketing professionals with prior experience in managing social media campaigns were selected using purposive sampling. The participants included brand managers and digital marketing specialists from mid-sized consumer brands. Recruitment was conducted through professional networking platforms such as [LinkedIn](#). Semi-structured interviews were conducted via video calls, with each interview lasting approximately 30 to 45 minutes.

Survey Instrument and Measures

The online questionnaire was structured into four sections:

- **Demographic Profile:** Information such as age, gender, and frequency of social media usage was collected to profile the respondents.
- **Exposure to Marketing Content:** Questions assessed respondents' exposure to influencer-generated brand content and subsequent targeted re-marketing advertisements to measure the level of brand interaction.
- **Brand Recall and Brand Image:** This section consisted of two components:
 - **Unaided Brand Recall:** Measured through an open-ended question asking respondents, "*Which brands do you remember from recent campaigns?*"
 - **Aided Brand Recall and Brand Image Perception:** Evaluated using Likert-scale statements (1 = strongly disagree to 5 = strongly agree), such as "*This brand feels trustworthy.*" Measurement items were adapted from previously validated brand equity scales to ensure reliability and validity.
- **Behavioral Intentions:** Respondents' likelihood of purchasing the brand's products or following the brand on social media was measured using a 7-point rating scale.

Pilot Testing and Survey Administration

Prior to the final survey administration, a pilot test was conducted with 10 participants to assess the clarity, relevance, and reliability of the questionnaire items. Based on the feedback received, minor revisions were made to improve wording and overall comprehensibility. The finalized survey was then administered using Qualtrics, an online survey platform widely used for academic research.

Table 1: Demographic Profile.

Category	Particulars	Frequency	Percentage (%)
Age Group	18–25	92	46%
	26–35	68	34%
	36–45	28	14%
	Above 45	12	6%
Gender	Male	110	55%
	Female	90	45%
Social Media Usage	Daily	150	75%

	Occasionally	50	25%
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Table 2: Exposure to Influencer marketing and Re-marketing.

Exposure Type	Number of Respondents	Percentage (%)
Influencer Only (Single Exposure)	80	40%
Influencer + Re-Marketing	120	60%

Table 3: Brand Recall Comparison.

Type of Exposure	Respondents (n)	Brand Recall (%)
Influencer Only	80	42%
Influencer + Re-Marketing	120	71%

Table 4: Brand Trust Score (Mean Comparison).

Exposure Type	Mean Score	Standard Deviation
Single Exposure	3.6	0.6
Repeated Exposure	4.2	0.5

Table 5: Purchase Intension Analysis.

Exposure Type	Increase in Purchase Intention (%)
Influencer Only	30%
With Re-Marketing	65%

Table 6: Correlation Analysis.

Variables	Correlation Coefficient (r)
Exposure Frequency vs Recall	0.68
Exposure Frequency vs Trust	0.52

Table 7: Regression Summary.

Variable	Beta Value (β)	Significance (p-value)
Exposure Frequency	0.47	< 0.001
Influencer Credibility	0.31	< 0.05

Method Used to Analyze Data

Quantitative Data Analysis

Quantitative data were analyzed using SPSS software. The following steps were undertaken:

- Descriptive statistics, including means and frequencies, were computed for key variables such as brand recall rates and trust scores.

- **Independent samples t-tests** were conducted to compare recall and trust levels between groups exposed to a single influencer interaction and those exposed to multiple exposures of the same brand (including re-marketing advertisements).
- **Pearson correlation analysis** was used to examine the relationship between exposure frequency and brand favourability.
- **Regression analysis** was performed to predict brand image-related outcomes based on exposure-related variables. A significance threshold of $p < 0.05$ was adopted for all statistical tests.

Qualitative Data Analysis

Qualitative interview data were analyzed using thematic analysis. All interviews were audio-recorded and transcribed verbatim. Two researchers independently coded the transcripts using NVivo software to ensure consistency and reliability. The data were then analyzed to identify recurring themes related to marketing strategy and brand communication. Key themes such as “targeted follow-up advertisements” and “audience engagement metrics” emerged, which helped to contextualize and support the quantitative findings.

Validity and Reliability

- The survey instruments were adapted from established marketing literature to ensure **content validity** and contextual relevance to the present study.
- Reliability was assessed based on consistency with previously validated scales used in international research.
- The integration of both quantitative and qualitative findings enhanced triangulation, thereby strengthening the overall validity of the study.
- The combined evidence suggests that strengthening either channel independently is less effective than integrating influencer marketing with re-marketing strategies to enhance brand recall and perception.

Results / Findings

- A positive relationship was observed between exposure frequency and brand recall ($r = 0.68$) and brand trust ($r = 0.52$).
- Only 42% of respondents exposed to a single influencer post were able to recall the brand later. However, recall increased to 71% among respondents exposed multiple times through re-marketing advertisements ($p < 0.01$), indicating that repeated exposure significantly enhances memory retention.
- **Brand Trust:** The mean trust score (on a 1–5 scale) was higher among the repeated-exposure group ($M = 4.2$) compared to the single-exposure group ($M = 3.6$), with the difference being statistically significant ($t = 4.1$, $p < 0.01$). This suggests that repeated exposure enhances not only familiarity but also perceived credibility.
- **Purchase Intent:** A single influencer exposure improved purchase intention by approximately 30% over baseline. When followed by re-marketing advertisements, purchase intention increased to 65% above baseline, indicating a substantial cumulative effect of repeated exposure.
- **Interview Insights:** Marketing professionals consistently noted that the impact of influencer campaigns tends to decline within a few days. One respondent stated, “*Influencer posts grab attention quickly, but we have to strike while the iron is hot by retargeting.*” Participants also reported using sequential advertising and email remarketing strategies to reinforce campaign messages, which aligned with the quantitative findings.



– **Statistical Confirmation:** Regression analysis indicated that exposure frequency was a significant predictor of brand favourability ($\beta = 0.47$, $p < 0.001$), even after controlling for other variables. Additionally, chi-square tests confirmed that positive brand perception was significantly higher among respondents exposed to re-marketing campaigns ($p < 0.01$). Collectively, these findings support the conclusion that systematic re-marketing has a strong and measurable impact on brand recall, trust, and favourability.

Conclusion

To summarise, the present research highlights that re-marketing is essential for sustaining long-term brand image in social media marketing. While influencer campaigns are effective in generating short-term visibility and engagement, the findings of this study indicate that they must be complemented with repeated promotional efforts to achieve lasting impact. Repeated exposures—through targeted advertisements, email marketing, and follow-up content—significantly enhance brand recall, trust, and purchase intention, thereby making the brand more resilient and adaptive in a competitive digital environment.

Practical Recommendations

- **Integrate Re-marketing Early:** Embed pixel tracking and retargeting mechanisms within all digital campaigns to enable timely follow-up with interested audiences.
- **Plan Multiple Touchpoints:** Design a structured sequence of advertisements or content following influencer collaborations, rather than relying on a single exposure.
- **Monitor and Adapt:** Use analytics tools (e.g., click-through rates, conversions, and engagement metrics) to dynamically adjust the frequency and content of re-marketing efforts.
- **Ensure Message Consistency:** Maintain a consistent brand message across all communication channels to reinforce familiarity, trust, and brand identity.

By consistently reinforcing brand messages and maintaining visibility in consumers' minds, organisations can transform initial influencer-driven awareness into sustained brand equity and long-term brand strength. Future research may explore the optimal timing and frequency of re-marketing interventions, as well as examine whether these effects vary across different industries and product categories.

Ultimately, the findings suggest that in the digital era, capturing consumer attention once is not sufficient; brands must engage in continuous re-promotion to build true resilience and enduring brand presence.

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