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Marketing communication objectives through digital content marketing on social media

Objetivos de comunicación de marketing a través de marketing de contenidos digitales en las redes sociales

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Abstract: The purpose of this study was to determine what type of marketing communication objectives are present in the digital content marketing developed by luxury auto brands with social media presence in Puerto Rico, particularly Facebook. A longitudinal multiple-case study design was used to analyze five luxury auto brands using content analysis on Facebook posts. This analysis included identification of marketing communication objectives through social media content marketing strategies, type of media content and social media metrics. Our results showed that the most used objectives are brand awareness, brand personality, and brand salience. Another significant result is that digital content marketing used by brands in social media are focused towards becoming more visible and recognized; also, reflecting human-like traits and attitudes in their social media.

Keywords: social media marketing, digital content marketing, marketing communication objectives, social media metrics.

Resumen: El propósito de este estudio fue determinar qué tipo de objetivos de comunicación de marketing están presentes en el marketing de contenidos digitales desarrollados por marcas de lujo automotriz con presencia en Facebook en Puerto Rico. Se utilizó un diseño de estudio longitudinal de casos para analizar cinco marcas de autos de lujo utilizando un análisis de contenido en las publicaciones de Facebook. Se identificaron objetivos de comunicación de marketing utilizados a través de estrategias de marketing de contenido, tipo de contenido multimedia y métricas de redes sociales. Nuestros resultados mostraron que los objetivos más utilizados son el conocimiento de la marca, la personalidad de la marca y la saliencia de la marca. Otro resultado significativo es que el marketing de contenidos digitales utilizado por las marcas se centra en ser más visible y reconocido; también, reflejando rasgos y actitudes similares a los humanos.

Palabras clave: marketing en redes sociales, marketing de contenidos digitales, objetivos de comunicación de marketing, métricas de redes sociales.

Introduction

Marketing communications are one of the most difficult but crucially important components of modern marketing and are entering in an unprecedented period of change. In recent years, this challenge has been made even more complicated by the explosion of new digital media options (Keller, 2016). Social media marketing has become one of the

most used platforms of digital media by brands to reach out to their customers. An important part of developing social media platforms is being able to create digital content marketing (DCM) appropriate for each individual brand. DCM has been defined as "the management process responsible for identifying, anticipating, and satisfying customer requirements profitably through relevant digital content..." (Rowley 2008, p. 522). Like advertising, DCM intends to boost consumer brand perceptions and sales by developing consumer engagement, trust, and relationships, which are intended to cultivate sales, unlike advertising (Hollebeek & Macky, 2019). The challenge marketing managers are facing today is to develop a DCM for their brands that would allow them to increase their social media metrics on awareness, engagement, and sales. Social media metrics represent the tangible outcome of monitoring, measuring, reporting, and calculating content from social media. However, considering that metrics are not yet fully standardized, it depends on who sets the marketing goals, to decide the most suitable metric for a certain measurement (Misirlis & Vlachopoulou, 2018).

Any DCM strategy in social media must be developed within a strategic marketing framework that includes communication objectives that are part of a brand's integrated marketing communication (IMC). Although much has been written about the concept of DCM as a content strategy, many researchers (Key & Czaplewski, 2017; Tafesse & Wien, 2018; Valos et al., 2017) discussed the relationship between marketing communication objectives and DCM in social media marketing from a theoretical perspective. Felix et al. (2017) indicate that the literature on social media marketing remains fragmented and is focused on isolated issues, such as tactics for effective communication. Previous research has presented specific objectives for social media marketing but are not discussed from a strategic marketing perspective within an IMC plan. It is widely demonstrated in marketing literature that communications strategies must meet the communication objectives developed in an integrated marketing communications plan (Batra & Keller, 2016). It is important to analyze the content strategy used by brands on social media considering their relationship to the marketing communication objectives that are part of an IMC. The main purpose of this research is to analyze the type of marketing communication goals that are reflected in DCM strategies on social media marketing and the social media engagement metrics of that content.

For this study, we used marketing communication objectives that can be applied to traditional and digital marketing platforms in an IMC plan. Unquestionably, one of the most important topics concerning the future of advertising, is how marketers should design, execute, and evaluate integrated marketing communication programs (Keller, 2016). Kotler et al. (2018) describe IMC as a process of coordinating and integrating the multiple communication channels that a company can use to deliver consumers a clear, compelling, and consistent message about their products and brands. An IMC program's goal is the integration of all

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marketing and promotional platforms using both traditional and digital media of an organization.

The purpose of this study was to determine what type of brand communication objectives are present on the DCM of luxury auto brands with social media presence in Puerto Rico, specifically Facebook. The objectives of the study are:

1. Analyze the DCM strategy on Facebook posts.
2. Determine the communication objectives used by auto luxury brands on their DCM strategies of social media.
3. Evaluate the social media engagement metrics (reactions, shares, views) of social media posts of each brand.
4. Examine media type (text, link, photo, video, hashtag) on Facebook posts.

Literature Review

Digital Content Marketing in Social Media

Consumers are skeptical of advertising messages on traditional and new media; thus, creating new challenges for the effective development and application of DCM as a social media marketing strategy (Hollebeek & Macky, 2019; Matteo & Dal Zotto 2015). Wang et al. (2019) defined DCM as the process of "creating, distributing and sharing relevant, compelling and timely content to engage customers at the appropriate point in their buying consideration processes, such that it encourages them to convert to a business building outcome" (pp. 1-2). The development of DCM in social media has changed traditional marketing for both marketers and scholars. The diversity of options that exist today and the constant technological advances result in a more complex process for managerial decision making (Keller, 2016). Today consumers have drastically changed their media usage patterns and the way they use various media sources to get the information they need (Batra & Keller, 2016).

Consumers constantly interact with social media platforms, allowing brands to develop DCM strategies to foster a closer relationship with their consumers (Keegan & Rowley, 2017). Social media is an ideal platform for brands to develop experiences and value for their consumers which contributes to improve the brand's image in the consumer's mind and enhance their brand attitude (Coursaris et al., 2016).

On customer-based relationships, marketers and brands should be goal oriented in the creation of specific DCM strategies for their marketing efforts. When applied with consistency, strategies could render higher customer/follower interaction. There are significant differences on how consumers interact with brands and how companies choose to communicate and develop relationships with their consumers (Keller, 2016). This interaction is fundamental for the brand's relationship with its consumers, and closely connected with values, loyalty, brand message, and personality (Rowley, 2008). For this reason, it is crucial to understand

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what captivates the attention of consumers and what provokes an action towards the brand.

The importance of the quality of digital content has become a precondition for content marketing to become a new marketing discipline (Pazeraite & Repoviene, 2016). Content marketing can be defined as the process of "creating, inspiring, and sharing brand messages and conversations with and among consumers across a fluid mix of paid, owned, earned and shared channels" (Kotler et al., 2018, p. 642). The communication channels most used are television, digital, mobile, social media, newspapers, direct mail, magazines, and radio (Kotler et al., 2018). The mix of communication channels are key factors when developing DCM strategies in an IMC program.

Marketing Communication Objectives

For this study, we used the eight marketing communication objectives of an IMC program defined by Batra and Keller (2016, pp. 131-132). These communication objectives are the base for all communication marketing efforts on an IMC's program:

1. create awareness and salience: "The foundation of all brand and marketing efforts is creating awareness and ensuring that the brand is sufficiently salient and thought of in the right way at the right times and places. Salience occurs when the brand is associated with a wide variety of cues- categories, situations, need states, and so on-such that the brand is recalled easily and often."

2. convey detailed information: "Persuading consumers about brand performance requires that they appreciate the benefits of the products or services and understand why the brand is able to better deliver those benefits in terms of supporting product attributes, features, or characteristics that function as proof points."

3. create imagery and personality: "All kinds of imagery may be created in terms of the type of person who uses the brand, when and where the brand could be used, and so on. Brand personality reflects the human-like traits consumers attribute to a brand and influences how consumers view themselves and the brand relationships/bonds that consumers form."

4. build trust: "Consumers are increasingly knowledgeable and skeptical about marketer influence attempts, and there is an increasing desire for product and message authenticity. The increasing usage of social media communications from friends and peers is indicative of the greater importance of messages that come from similar and trusted, rather than distant and motivated sources."

5. elicit emotions: "Brands can increase their total perceived value by adding such benefits to the usage functional/utilitarian ones. Brand messages can increase these perceived added value benefits, for example, through mechanisms such as the transfer of cultural meaning. A broad array of benefits also helps elicit different types of emotions that affect consumer decision making."

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6. inspire action: "Brand message information that is received, processed, and accepted may shape brand preference and choice but still not lead to action and behavior because of the inherent disconnect that can occur between cognition, affect and behavior. Particular messaging is often required when the goal is the inducement of action and behavior from consumers who are already favorably pre-disposed to the brand."

7. instill loyalty: "After actual consumption, consumer forms an assessment of how satisfied they are, in which their expectations are compared with their interpreted consumption experience, with the latter itself being potentially influenced by marketing communications. Shaping satisfaction is part of a larger objective of reinforcing loyalty and avoiding customer defections."

8. connect people: "Brand advocacy and word of mouth (WOM) are especially important for service brands, for which consumer cannot otherwise obtain tangible and credible evidence of product quality and trustworthiness. For WOM and advocacy to occur, the consumers might need to engage and interact frequently with the brand and develop a sense of brand love, arising in part from the brand becoming meaningful in a symbolic and emotional manner. Furthermore, the brand might need to send consumers the types of brand messages that would motivate them to pass these messages along to others."

When choosing content and communication objectives, marketers must consider: (a) what could be the direct effect on the audience and the type of emotion that the content would possibly evoke; (b) how can the chosen communication objectives complement each other; and (c) how do they contribute towards a clear deliverance of content through numerous brand messages (Batra & Keller, 2016).

Methodology

This study used a qualitative longitudinal multiple-case study for content analysis on social media marketing. A multiple-case study design was implemented to get detailed analysis of the data and cross-case comparisons (Coursaris et al., 2013). With this design, more than one brand can be examined simultaneously, allowing the comparison between them. A content analysis design is a research technique for making repeated and valid inferences from data (Riff et al., 2014). This technique is mostly used for the compilation of data for analysis. The design helped in the data gathering process and in de-coding the data of the study. The research methodology used in this study was based on a previous research from Coursaris et al. (2013). The latter helped with the gathering and processing of the collected data. In addition, a longitudinal data design was applied; it is defined as a "research design which includes a steady sample of elements of the population that undergo repeated measurements of the same variables" (Malhotra, 2008, p. 86). Because these variables cannot be altered, they are able to render a better perspective on the subtle changes of content through time.

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The selected brands for this study were luxury car brands with an active corporate Facebook page in Puerto Rico. The criteria for choosing the brands was determined by brands that are included in the Puerto Rico Top 20 Retailers from the *Caribbean Business Magazine Book of List 2017* with active business pages on Facebook. Five luxury car brands were selected: Acura de Puerto Rico, Alfa Romeo Puerto Rico, Audi San Juan Puerto Rico, Lexus de San Juan, and San Juan Lincoln. The brands selected have an official Facebook page and an active DCM (posts frequently). Used as reference for the sample was a list of the top local car retailers from the magazine *Caribbean Business Book of Lists 2017*. The samples chosen for examination were brands mentioned in this magazine that were functional and had Facebook page. Brands that are not currently operating or that are without Facebook pages were excluded from the study. The compilation of data begun from February 15, 2018 up to March 31, 2018. The analysis time frame for the examination was 45 days, recollecting a total of 109 posts. The data was transferred into an excel sheet where it was decodified using the communication objectives in the content analysis rubric.

The instrument used for the compilation of data was a table for analyzing content. The content analysis rubric was created with the purpose of analyzing messages in a brands post. The communication objectives of Batra and Keller (2016) were used as a guide in the analysis process. These objectives were applied to the posts for the categorization of the content. The rubric was based on the content messaging typology created by Coursaris et al. (2014). Both tables share similar marketing terms, but their differences lay on their definition and application.

The content analysis rubric was developed using Batra and Keller's (2016) communication objectives; hence, *brand awareness and salience, convey detailed information, create imagery and personality, build trust, elicit emotion, inspire action, instill loyalty*, and *connect people*. Some of the objectives mentioned have two concepts in one which were separated into different objectives by means of creating the table. This decision was made to better understand and define each objective separately. For the definition of the objectives different sources were considered for the application of diversity towards specific descriptions of the terms. These specific descriptions are then applied in the table to be used as post descriptions. The post descriptions give details and pointers of what to look for when categorizing content on Facebook posts. The descriptions chosen for each objective are:

1. brand awareness: posts that show pictures or videos that reflect the image of the brand or showcase the brand attributes, offerings, and uniqueness (e.g., introducing a new product or creating curiosity of a product).

2. brand salience: posts that contain the brand's slogan or any other type of representation of the brand (e.g., logo, slogan, jingle, symbol, brand name).

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3. detailed information: posts that contain elements that support product attributes (e.g., the suited elegant man getting in the car or driving the car).

4. brand image: posts that contain the description of qualities about the consumer of the product or how the product is used and where it is used (e.g., elegance while driving a Lexus, or car driving through hard terrain to showcase the car's attributes).

5. brand personality: posts that contain four personality traits a brand can display. These are, excitement (posts that reflect down to earth honest, wholesome cheerful personality); competence (posts that reflect a daring, spirited, imaginative and up to date personality); sophistication (posts that reflect classiness, luxury, and charming personality); and ruggedness (posts that reflect an outdoorsy, rough or tough personality).

6. building trust: posts that contain elements that build trust by asking customers to share information, tag a friend, comment on posts. Also, this same category classifies posts that contain information about new or old clients, testimonials, endorsements, published reviews, ratings, mentions of the brand or awards given to the brand.

7. emotional branding: posts that evoke intangible emotions about the product or brand (e.g., how good the brand or product makes the customer feel).

8. inspiring action: posts that evoke an action from their followers or stimulate immediate or near future purchases through monetary or promotional incentives (posts that ask their followers to apply, subscribe, click the link, etc. and, posts that incorporate contests, giveaways, sweepstakes).

9. instilling loyalty: posts that contain elements of appreciation towards the customer or employees or that emphasize on loyal customers or customer loyalty (e.g., posts that congratulate or mention customers in special occasions or festive days—graduations, women's day, etc.).

10. brand love: posts that recommend the brand to others; posts that contain information about how the brand is superior from its competitors (e.g., no other brand like this brand; the superiority of Lexus is incomparable).

The content analysis rubric was designed with the purpose of identifying and classifying marketing communications objectives in a brand's Facebook posts. This type of analysis is the first one developed which examines DCM with an IMC program's perspective. Furthermore, the social media engagement metrics and the type of media were included in a separate table created for the data tabulation. The engagement metrics measured the number of views, shares, and reactions (overall sum of likes, love, ha-ha, wow, sad, angry) and the type of media used (text, video, link, hashtag, or photo) in each post. The quantity of the engagement metrics will help understand the level of consumer engagement in each post separately. The type of media will point out the preferred media used by each brand and the frequency in usage. In addition, a third table was prepared on excel for the tabulation of the data being examined. This table helped convert the numbers found

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(of the communication objectives) into percentages. The examination of three separate components of a Facebook post will lead to greater understanding of the variety of objectives that may be present at the same time and which ones have successful outcomes (consumer interactions). The integration of marketing communication objectives offers a clear view into a more integrated approach of communication messages within a brand's content marketing on Facebook.

Findings

Brands and their information will be detailed below as well as the individual analysis for each one. Table 1 shows each brand selected for analysis and presents relevant information about the brand's Facebook page; hence, number of likes, number of followers, and ratings.

Table 1
Facebook Page Brand Information

Facebook Page Brand Information

Facebook page	# of Likes	# of Followers	Ratings
Acura de Puerto Rico	93,688	93,113	4.5 out of 5
Alfa Romeo Puerto Rico	2,878	2,907	0
Audi San Juan Puerto Rico	8,296	8,347	4.2 out of 5
Lexus de San Juan	16,448	16,488	0
San Juan Lincoln	10,206	10,242	0

Source: Own elaboration.

Own elaboration

An analysis was made for each brand's digital content marketing, social media engagement metrics (reactions, shares, views) and the type of media (hashtag, link, photo, video, text) on each post.

Acura de Puerto Rico published 13 posts during the examination period. Based on the results, Acura de Puerto Rico's DCM focuses on brand awareness, brand salience, and elicit emotion with (7 posts) each one. Also, convey detailed information and brand personality are the second highest objectives used for this brand, with five objectives each. The media type used by Acura de Puerto Rico are, hashtag (12 posts) and photo (7 posts). On the other hand, for engagement metrics Acura de

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Puerto Rico received a total of 150 shares, 1,047 reactions and 66,333 views in 13 posts in a total of 45 days.

Alfa Romeo Puerto Rico published 23 posts during the examination period. Based on the results from the content analysis, Alfa Romeo Puerto Rico's DCM is focused on brand awareness and brand salience. For this brand, awareness reflected 16 posts and brand salience rendered 10 posts. Also, elicit emotion had 11 post and brand image 8 posts. The most recurring media type used by Alfa Romeo Puerto Rico are hashtag (13 posts) and photo (21 posts). Lastly, engagement metrics had a total of 67 shares, 451 reactions, 369 views and used text on all 23 examined posts.

Audi San Juan Puerto Rico published 48 posts during the examination period. Based on the results from the analysis, Audi San Juan Puerto Rico's marketing objectives are focused on brand personality (22 posts) and brand awareness (18 posts). The most recurring type of media used by Audi San Juan Puerto Rico are text with 47 posts, hashtag with 46 post, and video with 7 posts that generated 3,939 views.

Lexus de San Juan published 15 posts during the examination period. The marketing objectives mostly used in their DCM strategies are brand personality and emotional branding (10 posts each). The most recurring types of media used by Lexus de San Juan are photo with 15 posts and text with 14 posts.

San Juan Lincoln published 10 posts during the selected examination period. Based on the results, their objectives are directed towards brand salience (7 posts). The recurring type of media are text (10 posts) and photo (9 posts).

The following tables present a summary of the findings of this study. Table 2 shows the overall performance of the brands and the strategies found based on the marketing communication objectives used by each brand. In addition, Table 3 displays the type of media chosen by the brands and the social media engagement metrics generated on each post.

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Table 2

Overall Analysis of Digital Content Marketing Based on Marketing Communication Objectives

Overall Analysis of Digital Content Marketing Based on Marketing Communication Objectives

Brand name	Brand awareness And salience		Convey detailed information	Create imagery and personality		Build trust	Elicit emotion	Inspire action	Instill loyalty	Connect people
	Brand awareness	Brand salience	Detailed information	Brand imagery	Brand personality	Building trust	Emotional branding	Inspiring action	Instilling loyalty	Brand Love
Acura de Puerto Rico	7	7	5	2	5	2	7	4	3	3
Alfa Romeo Puerto Rico	16	10	7	8	4	1	11	3	2	5
Audi San Juan Puerto Rico	18	15	16	10	22	14	7	13	9	16
Lexus de San Juan	8	9	9	5	10	3	10	7	2	3
San Juan Lincoln	6	7	6	0	4	1	6	4	1	1
Total	55	48	43	25	49	21	41	31	17	28

Source: Own elaboration.

Own elaboration

Table 3

Overall Analysis of Type of Media and Social Media Engagement Metrics

Overall Analysis of Type of Media and Social Media Engagement Metrics

Brand name	Type of media				Engagement metrics			
	Hashtag	Links	Photo	Video	Text	Shares	Reaction	Views
Acura de Puerto Rico	12	2	7	6	13	150	1,047	66,333
Alfa Romeo Puerto Rico	23	10	21	2	23	67	451	369
Audi San Juan Puerto Rico	46	11	41	7	47	479	5,162	3,939
Lexus de San Juan	6	7	15	0	14	1,639	112,695	0
San Juan Lincoln	0	0	9	1	10	215	3,018	374
Total	83	30	93	15	107	2,550	122,373	71,015

Source: Own elaboration.

Own elaboration

The comprehensive analysis of the DCM strategy, type of media and social media engagement metrics present a broad perspective into the overall performance of the analyzed brands. The marketing communication objectives most used by these brands are brand awareness (55 posts), and brand personality (49 posts). In Table 3, the type of media

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preferred by brands are text and photo. Also, social media engagement metrics generated a total of 122,373 reactions and 71,015 views.

Percentages of Marketing Communication Objectives Per Brand

Brand name	Brand awareness	Brand salience	Detail information	Brand image	Brand personality	Building trust	Emotional branding	Inspiring action	Instilling loyalty	Brand Love
Acura de Puerto Rico	13%	15%	12%	8%	10%	10%	17%	13%	18%	11%
Alfa Romeo Puerto Rico	29%	21%	16%	32%	16%	5%	27%	10%	12%	18%
Audi San Juan Puerto Rico	33%	31%	37%	40%	45%	67%	17%	42%	53%	57%
Lexus de San Juan	15%	19%	21%	20%	20%	14%	24%	23%	12%	11%
San Juan Lincoln	11%	15%	14%	0%	8%	5%	15%	13%	6%	4%

Source: Own elaboration.

When reviewing the four most used objectives in Table 4 (brand awareness, brand salience, detail information, and emotional branding), Audi San Juan Puerto Rico represented the highest percentage for brand awareness (33%), brand salience (31%), and detail information (37%). Alfa Romeo Puerto Rico followed the percentage ranking for brand awareness, brand salience (29% and 21% respectively), but represented the highest percentage for emotional branding (27%). Alfa Romeo de Puerto Rico and San Juan Lincoln stayed at the lowest percentages on the four objectives in comparison with the other brands. Lexus de San Juan had the second highest percentage for emotional branding (24%) and detail information (21%).

Discussion & Conclusion

For the discussion of the findings, the brands will be considered in order from the highest to lowest in social media posts presence. Audi San Juan Puerto Rico posted 48 times during the examination period. Brand personality was used in 22 different posts and brand awareness in 18; these two objectives were the most frequently used. Detailed information and brand love with 16 posts each, were the second most used objectives. Also, emotional branding (7 posts) and instilling loyalty (9 posts), were the least objectives used. The highest percentages for the objectives from this brand are building trust (67%) and brand love (57%). On the other hand, emotional branding represents the lowest percentage in objectives (17%).

Alfa Romeo Puerto Rico is a relatively new brand in the Puerto Rican market; the total number of posts published is 23. As seen on Table 4, their marketing efforts were directed towards brand awareness (16 posts) and emotional branding (11 total posts). In addition, brand salience had 10 posts and brand image 8 posts, rendering them the second most used objectives for this brand. The overseen objectives are instilling loyalty (2 posts) and building trust (1 post). The objective percentages for Alfa

Romeo Puerto Rico were brand image (32%) and brand awareness (29%). Also, the lowest percentage was from building trust (5%).

Lexus de San Juan displayed a variety of objectives on their Facebook posts. The number of posts examined for this brand were 15. The highest objectives for this brand were emotional branding and brand personality (10 posts each). Also, brand salience and detailed information have 9 post each. The least objectives used were brand love and build trust (with 3 posts each) and instilling loyalty (2 posts). The highest objective percentage of Lexus de San Juan are emotional branding (24%) and inspiring action (23%). The lowest objective in percentage for this brand is brand love (11%).

For Acura de Puerto Rico, the number of posts examined were 13. From these posts, brand awareness, brand salience, and brand trust were the main objectives used with 7 posts each. Also, brand image and build trust were two objectives barley used 2 posts each. For Acura de Puerto Rico, the highest objective percentages are instilling loyalty (18%) and emotional branding (17%), and the lowest percentage is brand image (8%).

San Juan Lincoln displayed only 10 published posts on their Facebook page and had less presence in comparison to the other brands. The objectives this brand uses are brand salience, detailed information and brand awareness (6 posts each). The objectives that are used with less frequency are building trust, instilling loyalty, and brand love with one post each. For San Juan Lincoln, the highest objective percentage were brand salience and emotional branding with 5% posts each. The lowest percentage of objectives were brand image (0%) and brand love (4%).

In an overview of the objectives, Audi San Juan Puerto Rico represents 33% of the posts in brand awareness. Another high objective found on this brand's posts are detailed information (37%) and brand salience (31%). Also, Alfa Romeo Puerto Rico represents the highest percentage for emotional branding (27%); brand awareness (29%); and brand salience (21%). In addition, Lexus de San Juan has the highest percentage for emotional branding (24%) and detailed information (21%). Acura de Puerto Rico and San Juan Lincoln rank the lowest in the usage of communication objectives. The top four communication objectives that are most frequently used by the analyzed brands are: brand awareness, brand salience, detailed information, and emotional branding.

The analysis of social media engagement metrics helps understand the underlying connections between the marketing communication objectives and the media type used. As seen in Table 3, a total of 93 posts had photos attached, rendering photo the media type with the highest number of usages. Among the examined brands, Audi San Juan Puerto Rico with (41 posts) and Alfa Romeo Puerto Rico (21 posts) had the highest usage of photo in their posts. In addition, hashtag has the most repetitions with a total of 83 posts from 109 examined posts. With this information it can be determined that the most recurrent media type of brands are text and photo.

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The results indicate that the most engaged posts were the ones with more than one communication objective and the type of media used. For Acura de Puerto Rico, the post with the highest engagement was post number 1. This post has 38 shares, 204 reactions, and 34,000 views. The communication objectives aligned with this post are brand personality, building trust, brand salience, inspire action, instill loyalty, and brand love. In addition, the highest engagement for Alfa Romeo Puerto Rico was post number 7. This post had 163 reactions and 6 shares. The objectives used on this post were: brand awareness, brand salience, brand personality, detailed information, brand personality, building trust, and emotional branding. Audi San Juan Puerto Rico's highest consumer engagement was post number 74. This post showed 722 reactions and 24 shares. The objectives found in this post were: brand salience, detailed information, brand personality, and inspiring action. Also, the highest engagement post for Lexus de San Juan is post number 90. This post contains 83,000 reactions and 593 shares. The latter showed the following communication objectives: brand salience, brand awareness, detailed information, brand personality, inspiring action, brand imagery, and elicit emotion. Lastly, San Juan Lincoln's highest post engagement has 662 reactions and 46 shares. The communication objectives found on this post are brand salience and emotional branding.

The purpose of the comparisons is to identify similarities between the recurrence of the objectives and the media types. The results indicate that posts that integrate the most communication objectives can generate more engagement. Also, since photo is the media type with the most repetitions per posts, it can be assumed that a visual stimulation seems to captivate the consumers attention thus facilitating the engagement. In addition, brand salience (logo, jingle, symbol, and brand name) was the objective with most repetition, which implies that this objective should accompany all communication messages.

The top three brands with the highest Facebook likes are Acura de Puerto Rico with 93,688 likes, followed by Lexus de San Juan with 16,448 likes, and San Juan Lincoln with 10,206 likes. The brand with the highest social presence is Audi San Juan Puerto Rico, which posted 48 times out the 109 posts that were analyzed. In comparison, this brand does not rank in the top three highest of Facebook likes. It can be inferred that having a large amount of likes or followers does not reflect the level of engagement and social presence a brand could have. The results show that numbers in Facebook page likes are not the equivalent to post engagement, as well as the amount of content posted versus the quality of the content messages being delivered.

The marketing communication objectives most frequently used are brand awareness, brand personality (49 posts each), and brand salience (48 posts). This means that brands are focusing their strategies towards making the brand more visible and recognizable by reflecting human-like traits and attitudes in their communication messages; and creating brand associations that remind the consumer of the brand. The media type findings show that the most used media type is: text (107 posts),

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photo (93 posts), and hashtag (83 posts). In addition, it suggests that brands limit the amount of media type chosen for posts in social media. As a result, we suggest varying the types of media and to implement different sets of media combinations. The strategic incorporation of the communication objectives with the different media types will lead to positive development of an IMC plan. In this manner, the consideration of an IMC plan is imperative for brands and marketers to carry out a well-designed DCM.

Implications

In a broad perspective, this study contributes to the absence of literature on strategic marketing about DCM. From a theoretical perspective, this study contributes to the lack of literature on the accountability of DCM as an essential part of an IMC plan. In addition, there is insufficient data of how brands use DCM in social media marketing and what kind of marketing communication objectives are present in their strategies. These objectives are the key for identifying and understanding which aspects of their communication strategies are aligned with the expected outcomes, based on their performance on digital and traditional media platforms. Previous research does not explore the DCM in alignment with marketing communication objectives. After an extensive literature review, we did not find an empirical study on social media marketing strategies connected to marketing communication objectives. Recent literature focus on fragmented issues such as tactics for effective communication on social media but do not develop a strategic marketing approach (Felix et al., 2017). Another important theoretical implication is the study of the relationship among Bata & Keller's (2016) communication objectives, the DCM in social media marketing, type of media, and social media engagement metrics used by brands.

From the managerial perspective, this study presents a framework that could benefit marketers to better incorporate communication objectives on their social media marketing. When creating communication messages, it important for marketers to have specific strategies to align with communication objectives. Also, it is essential to take in consideration the marketing communication objectives available to integrate them in the DCM of social media marketing. One important finding from this study is that posts can be categorized under more than one objective which offer marketers various communication opportunities. In addition, the posts that integrated the most objectives seem to generate more engagement. Furthermore, since photo is the media type with most repetition on posts, it can be assumed that visual representation on posts could generate more engagement. The results showed how brand salience (logo, jingle, symbol, brand name) almost always accompanied all highly engaged content posted by brands. Marketing managers should use the content analysis rubric developed in this study to analyze what type of DCM strategy in social media

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marketing is more appropriate to achieve their brand's marketing communication objectives.

In the digital marketing communications world, brands must decide the level of involvement and engagement they want with their brand's stakeholders. Through recent years, consumer demands have risen, and market tendencies have change, forcing marketers, scholars, and brands to adopt and combine old marketing tools with new social media marketing strategies. In this crucial moment brands and marketers need to understand that DCM strategies based on Batra & Keller's (2016) communication objectives will result in building better consumer relationships and long-term consumer loyalty.

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