

An Analyzing the Relationship Between Digital Campaigns and Consumer Involvement

Ritika Gupta¹ and Dr. Deepak Tiwari²

Research Scholar, Department of Management¹

Professor, Department of Management²

NIILM University, Kaithal, Haryana, India

Abstract: *The digital revolution has changed brand-consumer relationships, requiring active participation and community-building. The research examines how digital marketing affects consumer engagement and what methods and content types work best to build brand loyalty. The study examines customer impressions of brand material on social media, where customers actively interact in online communities, offering comments and engaging with relevant information. The research also examines how email and content marketing, outside social media, maintain client engagement. Brands use digital technologies to personalize experiences based on consumer demographics and behavior. The research examines how storytelling creates emotional connections with customers and how limited-time offers affect customer engagement and purchase behavior. Finally, the study emphasizes the relevance of brand authenticity in the digital era and transparency in developing customer trust and good opinions*

Keywords: Digital Marketing, Customer Engagement, Social Media