

Bookstagram, Brand Identity, and Consumer Engagement: Multimedia Strategies in the Digital Age

Tejasvi Khatry

Research Scholar, Faculty of Media and Mass Communication,
Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan, India

Abstract: *The research investigates how Bookstagram shapes brand identity and drives consumer engagement through integrated multimedia practices in contemporary digital commerce. An analysis of branded Bookstagram campaigns, complemented by interviews with ten content creators, reveals the platform's ability to seamlessly blend visual aesthetics, interactive storytelling, and micro-influencer outreach. Results demonstrate that innovative book presentations such as short-form video reviews, creative photography, and interactive polls significantly enhance brand recall and audience participation. The study identifies Bookstagram as an adaptive marketing channel where brands establish trust, foster community loyalty, and drive purchasing decisions by deploying authentic, visually rich content tailored to evolving digital consumption patterns. Implications suggest that successful consumer engagement in the multimedia era requires leveraging Bookstagram's collaborative and creative toolkit to maximize reach and maintain cultural relevance in an increasingly competitive online marketplace.*

Keywords: Bookstagram, brand identity, consumer engagement, multimedia marketing, digital commerce

