



Branding Strategy for New Product Implementation: The Role of Promotion, Product Quality, and Influencer Marketing

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Abstract

Purpose: This article aims to better understand the dynamics and interaction between the three elements so that companies can optimize their branding strategies and achieve success in marketing their new products.

Research Methodology: The research methods in this article use techniques by describing a result, with the analysis collecting the necessary data from additional sources, which are then analyzed and explained properly. For the purpose of conducting research, additional information collected from books, research papers, articles, lecture notes, the internet, and other information sources are used to collect more data.

Results: The results of implementing branding strategies for new products, promotions, quality products, and influencer influence are significant. Based on the research and understanding of marketing concepts, the following conclusions can be drawn: Promotion is key to introducing new products to consumers.

Conclusions: Promotion is key in introducing new products to consumers. Through effective promotional campaigns, companies can increase brand and product awareness among consumers. It is important to design an attractive promotional campaign and choose the right communication channels to reach the target audience.

Limitations: This study is limited by its conceptual approach, which relies solely on secondary data without empirical validation. Additionally, the scope is restricted to three variables promotion, product quality, and influencer without considering other factors that may influence new product branding success.

Contributions: Through effective promotional campaigns, companies can increase brand and product awareness in consumers. It is important to design an attractive promotional campaign and choose the right communication channels to reach the target audience.

Keywords: *Influencer, Promotion, Quality Product, Strategy Branding New Product*

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1. Introduction

Sales promotion is very important in a new product branding strategy to introduce products to potential customers, effective sales promotion can help increase brand recognition, communicate the advantages of a product, and influence consumer purchasing decisions (Belch et al., 2004), in order for advertising to have a greater impact, businesses must plan and implement the right strategy (Chaffey & Smith, 2022). To increase their chances of success in the market, marketers want to develop and select product concepts with higher purchase intentions and overall favorite scores (Lam et al., 2013). Brand expansion into new products has become a popular growth strategy for companies in recent decades, despite the risks (Dall’Olmo Riley et al., 2013). Promotion can be achieved through various channels, including television and radio advertising, print media, digital marketing, sales promotion, and other marketing activities. In today’s digital age, online promotion through social media and websites has become an integral part of promotional strategies. By utilizing various social media platforms, companies can reach a wider audience and directly interact with consumers (Andrews & Shimp, 2017).

Companies must develop effective branding strategies to introduce new products to consumers. Three important factors that can be the foundation of the strategy are promotion, quality products, and influencer influence (Amaral and Iramani (2022) and Keller et al. (2011)). Promotion is a powerful tool for building brand awareness and attracting consumer interest in new products. Companies can use a variety of channels in their promotional efforts, including television advertising, print media, digital marketing, and other promotional activities. It is important to create a promotional message that is clear, relevant, and compelling to communicate the benefits of products to potential consumers (Kotler & Keller, 2016; Zhou et al., 2021). In addition to promotion, quality products are an important element of a new product branding strategy. Consumers tend to look for products that not only meet their needs but also provide high quality (Hudaya, 2022a). Therefore, companies should focus on developing high-quality products with attractive designs, innovative features, and reliable performance. Quality products can help build a positive brand image and increase consumer satisfaction (van den Akker et al., 2012).

The influence of influencers has become a significant factor in new product branding strategies. Influencers have a loyal following and influence consumer purchasing decisions through their recommendations (Gupta & Harris, 2010). Companies can collaborate with influencers relevant to their market to expand their brand reach and build connections with a wider audience. It is important to choose influencers who have values that are in line with the brand and who have high credibility in the eyes of consumers (Hennig-Thurau et al., 2004; Hudaya, 2022b). To deepen the understanding of new product branding strategies that include promotion, quality products, and influencer effects, further research is needed. By better understanding the dynamics and interactions between these three elements, companies can optimize their branding strategies and successfully market their new products.

2. Literature Review & Hypothesis Development

2.1 Branding Strategy

Branding strategy plays a crucial role in the successful implementation of new products in the market (Edeh et al., 2020; Katsikeas et al., 2020). A strong brand not only differentiates a product from competitors but also builds consumer trust and long-term loyalty. Brand strategy is essential in shaping consumer perceptions and creating brand equity, especially when introducing new products. Companies must carefully design their branding strategies to ensure that new products are well-positioned and aligned with consumer expectations (Parmenas, 2022; Wijayanti & Santoso, 2022).

In addition, branding strategy helps companies create a clear identity and positioning in the minds of consumers. A well-developed branding strategy enables firms to communicate their values, vision, and

product advantages effectively (Isibor et al., 2021; Tien et al., 2019). This not only enhances brand recognition but also strengthens emotional connections with consumers, which is essential for long-term success in competitive markets.

2.2 The Role of Promotion in New Product Branding

Promotion is one of the key elements in new product branding. Effective promotional activities help increase brand awareness, communicate product value, and influence consumer purchasing decisions (Hendiyana et al., 2022; Laili & Sukesu, 2022). Integrated marketing communication, including advertising, sales promotion, and digital marketing, plays a significant role in delivering consistent brand messages. In the digital era, promotional strategies have evolved significantly, with social media becoming a dominant channel for reaching broader audiences (Fadlianto & Sulistyowati, 2022; Lumi & Yosef, 2022). Properly executed promotional strategies can accelerate market penetration and enhance product visibility. Companies can utilize various promotional tools such as online campaigns, content marketing, and interactive media to engage consumers more effectively (Bala & Verma, 2018; Seyyedamiri & Tajrobehkar, 2021). By delivering clear and compelling messages, promotion can create strong initial impressions and encourage consumers to try new products (Ardhianti et al., 2022).

2.3 Product Quality as a Determinant of Brand Success

Product quality is another fundamental factor influencing the success of new product branding (Nuraeni et al., 2022; Tran & Le, 2020). High-quality products not only meet consumer expectations but also contribute to positive brand perception and customer satisfaction. Product quality includes aspects such as performance, reliability, durability, and design, all of which influence consumer evaluation (Kurniawan & Hariadi, 2022; Ricardianto et al., 2022).

When companies consistently deliver high-quality products, they can strengthen brand credibility and foster long-term customer relationships. Quality products also reduce the risk of negative experiences, which can damage brand reputation. Therefore, maintaining high standards in product development is essential to ensure the sustainability and competitiveness of a brand (Hernawan et al., 2022; Onalaja & Otokiti, 2021; Papista & Dimitriadis, 2019).

2.4 Influencer Marketing in Branding Strategy

In addition to promotion and product quality, influencer marketing has emerged as a powerful tool in modern branding strategies (Berlian Rms & Wahyuningsih, 2021). Influencers, who often have strong credibility and a loyal following, can significantly impact consumer attitudes and purchasing decisions. Their ability to communicate messages in a relatable and authentic way makes them highly effective in promoting new products (Abidin et al., 2022; Harywibowo & Hariadi, 2022). By collaborating with relevant influencers, companies can enhance brand exposure and build trust more effectively than through traditional advertising alone. Influencer marketing also allows brands to target specific audiences more precisely, increasing the effectiveness of promotional efforts. As a result, influencer involvement can strengthen brand image and drive consumer engagement (De Veirman et al., 2019; Gambhir & Ashfaq, 2021; Leung et al., 2022).

2.5 Brand Strategy and Product Development Approaches

Brand strategy is closely related to how companies develop and introduce new products to the market. Strategies such as using sub-brands under a parent brand can help companies target different consumer segments and expand market reach. Brand architecture decisions, including the use of sub-brands or entirely new brands, influence product acceptance and overall brand perception (Ardhianti et al., 2022).

Consumers, particularly early adopters, tend to prefer established brands when faced with the risks associated with innovative products. Therefore, leveraging an existing brand can reduce uncertainty and

increase consumer confidence. A well-structured brand strategy can support successful product launches and improve market acceptance (Sudono, 2021).

2.6 Hypothesis Development

Therefore, the following hypotheses are proposed:

- H_1 : Promotion has a positive effect on new product branding success.
- H_2 : Product quality has a positive effect on new product branding success.
- H_3 : Influencer marketing has a positive effect on new product branding success.

3. Methodology

This article uses techniques by describing a result, with Analysis collecting the necessary data from additional sources, which are then analyze and explained properly, For the purpose of conducting research, additional information collected books, research papers, articles, lecture notes, the internet, and other information sources are used to collect more data.

4. Results and Discussion

Implementing a new product branding strategy involving promotions, quality products, and influencers is an important step in achieving marketing success and building a strong brand image. This strategy allows companies to introduce new products to consumers in an engaging way, ensure satisfactory quality, and leverage the power of influencer marketing to reach a wider audience. In implementing this strategy, the company must pay attention to several important aspects. Existing articles were found regarding existing variables.

The study of (Lam et al., 2013) where stated the purpose of this article the specialists discussed the dual branding strategy to successfully launch Minute Maid Orange Pulp juice in China, research results After the successful first launch of the main product, marketers can introduce new products under different sub-brands to meet different consumer needs. The same parent brand can be used to launch multiple products to expand the reach of the brand, and marketers can differentiate their product offerings using different sub-brand names. The seller can place the brand purchased by the company from another company as a sub-brand of the parent brand if the marketer has defined the business scope of the parent brand broadly enough and with the parent brand of reference.

Rahman and Areni (2014) researched the existing brand framework for new products. It distinguishes between combining the parent brand with a generic sub-brand that serves primarily as a product category identifier, combining the parent brand with actual sub-brands that form specific associations for new products, and creating an entirely new brand without mentioning the parent one. The research results in a number of variables that affect how suitable a product is to its category and how aligned its brand is with it. This information is used to calculate the amount of product-specific brand equity required to benefit from a new product's launch.

Future studies (Truong et al., 2017) with the goal of early adopters will subsequently prefer established brands to deal with the increased risks associated with innovative high-tech products by leveraging Dowling and the risk-perception handling framework, the results of previous adopters' research, and then reacting better to existing brands of innovative high-tech products.

The implementation of a new product branding strategy involving promotions, quality products and influencers is an important step in achieving marketing success and building a strong brand image. This strategy allows companies to introduce new products to consumers in an engaging way, ensure

satisfactory quality, and leverage the power of influencer marketing to reach a wider audience. In implementing this strategy, the company must pay attention to several important aspects. Existing articles were found regarding existing variables.

Quality products presented to consumers is an important factor in new product branding strategies. Companies must ensure that the new products offered meet high-quality standards and consumer expectations. This includes aspects such as good design, reliable performance, innovative features, and reliability of use. By delivering quality products, companies can build consumer trust and satisfaction, which contributes to the success of the new brand (Saniuk et al., 2020).

The implementation of a new product branding strategy Promotions, quality products, and influencers can deliver significant results for a company. Here are some of the results that can be achieved through this strategy (Rosenbaum-Elliott, 2020):

Discussion: By combining effective promotion, quality products, and influencer influence, companies can increase consumer awareness of new brands. This can expand brand reach, attract Consumer interest and product visibility in the market are increased.

Increased product appeal: Through proper promotion and use of relevant influencers, Companies can create strong traction for their new products. The influence and recommendations of trusted influencers can help build a positive product image and influence consumer purchasing decisions.

Increased sales and revenue: An effective branding strategy can increase sales conversion rates, and drive revenue growth. By combining attractive promotions, quality products, and strong influencer influence, companies can increase sales and achieve their financial targets.

Increase consumer trust and loyalty: By providing quality products, companies can build consumer trust in their brands. The use of authentic and credible influencers can also help build a stronger relationship between brands and consumers, increasing consumer satisfaction and brand loyalty.

Better competitive positioning: By implementing an effective branding strategy, companies can strengthen their market position and overcome competition with other brands. Brands Known for attractive promotions, quality products, and strong influencer influence, they can differentiate themselves and attract consumers.

5. Conclusions

From the descriptions above, in implementing branding strategies for new products, promotions, quality products, and influencer influence play a significant role. Based on research and understanding of marketing concepts, here are the conclusions that can be drawn: Promotion is key in introducing new products to consumers. Through effective promotional campaigns, companies can increase brand and product awareness among consumers. It is important to design an attractive promotional campaign and choose the right communication channels to reach the target audience. High-quality products are an important factor in branding strategies. Companies must ensure that the new products offered meet high-quality standards and consumer expectations. Aspects such as good design, reliable performance, innovative features, and reliability of use must be considered.

Influencer influence can be an effective tool for promoting new products. Choosing relevant influencers with a strong influence can help build consumer trust and increase product appeal. Authentic influencer recommendations can influence consumer purchasing decisions.

In combination, promotion, quality products, and influencer influence can deliver significant results for companies. This includes increased brand awareness, product appeal, sales and revenue, consumer trust

and loyalty, and competitive position in the market.

It is important for companies to plan and execute a branding strategy well, considering promotional aspects, quality products, and influencer effects holistically. By implementing this strategy, companies can successfully introduce new products, build brand awareness, and win consumer trust.

5.1 Research Limitations

Several limitations must be considered in this research:

1. This research is based on a descriptive and literature review method without empirical data collection, limiting its ability to provide statistical validation.
2. The study relies on secondary data sources such as books, journals, and online materials, which may not fully represent current market dynamics.
3. The discussion is broad and not focused on specific industries, regions, or types of products, which may reduce its applicability in specific contexts.
4. Only three main variables (promotion, product quality, and influencer) are examined, while other relevant factors such as pricing, brand equity, and consumer behavior are not included.

5.2 Suggestions and Directions for Future Research

To enhance the depth and applicability of future studies, several recommendations are proposed:

1. Future research should use quantitative or mixed methods to empirically test the proposed hypotheses.
2. Additional variables such as brand trust, customer engagement, digital marketing strategies, and perceived value should be incorporated.
3. Researchers are encouraged to focus on specific sectors (e.g., FMCG, technology, tourism) to obtain more contextual insights.
4. Future studies can compare the effectiveness of influencer types (micro vs. macro influencers) or traditional vs. digital promotion.
5. Conducting cross-country or cross-cultural research would provide broader generalizability.
6. Examining branding strategies over time would help understand long-term effects on brand performance.

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Author Contributions

M contributed to conceptualization and supervision. DEF contributed to methodology and writing—original draft preparation. N contributed to formal analysis and writing—review and editing. RJ contributed to data collection and validation. RFS contributed to investigation.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this paper. This research was conducted independently without any financial or commercial relationships that could be construed as a potential conflict of interest.

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