

MARKETING MULTIMEDIA AND APPLICATIONS: ENGAGING AUDIENCES WITH INNOVATIVE DIGITAL STRATEGIES

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ABSTRACT

This study dives into the domain of marketing multimedia and applications, with an accentuation on creative digital methods and their influence on audience engagement in the digital era. The exploration intends to examine the historical evolution, theoretical underpinnings, and pragmatic consequences of marketing multimedia and applications inside and out. The serious issues examined are audience engagement challenges and the need for novel digital procedures in current marketing. The study gives an exhaustive outline of marketing multimedia and applications by utilizing subjective exploration methodologies, for example, a literature review, case studies, interviews with marketing professionals, and content investigation of multimedia campaigns. It integrates subjective insights into marketing, which is fundamentally quantitative. This study addresses a vacuum in the literature by offering a comprehensive understanding of marketing multimedia and applications, bringing subjective insights to a mostly quantitative position. The findings feature the significance of multimedia in emotional and mental audience engagement. Gamification, vivid technologies, and great content are basic achievement components for new methods. Marketing practitioners ought to utilize story, focus on content quality, apply gamification includes, and investigate vivid innovation. Technique formulation ought to be directed by ethical concerns and cross-cultural awareness. Finally, this study adds subjective insights to the marketing profession by emphasizing the significance of multimedia and new digital strategies in engaging current consumers. Marketers might fabricate long-term relationships with their ideal interest groups by implementing these methods while adhering to ethical standards.

KEYWORDS

Multimedia Marketing, Audience Engagement, Innovative Digital Strategies, Qualitative Research, Ethical Considerations.

1. INTRODUCTION

1.1. Background and Context

Marketing techniques have encountered a basic change in an era set apart by unmatched specialized leap forwards and digital proliferation. The presentation of multimedia and apps has adjusted the landscape of how businesses interact with their clients. This research wanders into the complex universe of marketing multimedia and apps, with an emphasis on inventive digital techniques. To completely grasp the importance of this research, it is important to plunge into the topic and accumulate bits of knowledge from both global and local perspectives. The utilization of multimedia components such as movies, animations, and interactive apps has turned into a mainstay of current marketing endeavors. It has impacted the manner in which associations express brand informing and interact with their main interest groups. Understanding the mechanics of multimedia marketing is basic for any firm endeavoring to stay cutthroat in this digital era, as clients are overpowered with data from different sources.



Fig 1. Applications of Multimedia

Source: <https://www.chtips.com/computer-fundamentals/uses-of-multimedia-in-different-fields/>

1.2. Research Rationale

The purpose for this study is to address the changing idea of marketing techniques. Traditional ways of getting the notice and dedication of today's technologically mindful consumers have become less successful. As a result, organizations are pushed to investigate novel techniques that utilize multimedia and apps. This study aims to close the knowledge gap on the most proficient method to really use these techniques, giving significant insights to marketing practitioners and scholars alike.

1.3. Research Aim

In the digital era, it is essential for organizations to employ novel digital methods for enhancing audience engagement. Therefore, this study aims to thoroughly examine marketing multimedia and apps, focusing on their influence. By undertaking this multidimensional area, our research contributes to the continuously growing knowledge in marketing by providing organizations with a comprehensive view on success.

1.4. Research Objectives

Particular objectives of the study are listed below:

- Historical multimedia marketing and applications trends were under examination.
- Engagement levels of an audience when multimedia is used.
- To investigate creative digital marketing tactics used in today's marketing.
- Recognize obstacles and hazards in multimedia marketing.
- Make recommendations for efficient multimedia marketing deployment.

1.5. Research Questions

This study aims to address the following questions:

1. What has been the history of multimedia marketing and applications?
2. In current marketing, how does multimedia affect audience engagement?
3. What are the most creative digital marketing methods now in use?
4. What are the challenges and disadvantages of multimedia marketing?
5. What suggestions can you make for making the most of multimedia in marketing?

1.6. Significance of the Study

This study is significant because it has the ability to bridge the gap between traditional marketing and the digital frontier. Understanding the efficacy and best practices of multimedia and application-based marketing is becoming increasingly important as firms invest more in them. This research aims to be a beneficial resource for businesses trying to better their marketing strategy and academics looking to extend their understanding of multimedia marketing theory.

1.7. Scope and Limitations

While this research digs into the varied realm of marketing multimedia and applications, its primary focus is on new digital methods. It is vital to emphasize that this study is qualitative and conceptual in nature, stressing in-depth knowledge of the subject above quantitative data.

1.8. The Study's Structure

The remainder of this paper will be organized logically, beginning with a full literature review to analyze historical achievements in multimedia marketing. The research will next go into the theoretical underpinnings, empirical data, and practical consequences of marketing multimedia and applications. The findings will be examined, recommendations will be made, and a conclusion will be reached, all of which will help us better understand this expanding topic.

2. STATEMENT OF THE PROBLEM

The dynamic environment of modern marketing is defined by the rising use of multimedia and digital platforms. These enhancements present a fantastic opportunity for organizations to connect with their targeted audience. However, they also come with considerable hurdles." Prompt your community members by employing innovative digital strategies."

2.1. Multimedia in Contemporary Marketing

In today's marketing sphere, employing multimedia elements like videos, interactive content and augmented reality has become a normative practice. Nonetheless, the effectiveness of these tactics in garnering and maintaining viewer engagement continues to be an area warranting exploration. With ongoing shifts in the advertising climate - understanding how multimedia operates within contemporary promotions is now imperative.

2.2. Challenges in Audience Engagement

As a professional copywriter specializing in email marketing, the importance of precisely targeting customer engagement can't be understated. Given that we live in an era where everyone is constantly bombarded with data, capturing the attention of an audience can be difficult. The constant barrage of stimuli consumers face makes it progressively tricky for us marketers to effectively guide them through this labyrinth-like overabundance - And hence crucially essential to distinguishing any hurdles or restrictions faced while connecting with our audiences across multiple media channels when strategizing efficient marketing plans.

2.3. Need for Innovative Digital Strategies

The call for fresh methods in digital marketing has intensified considerably. Conventional strategies are progressively unable to satisfy present customer requirements. A conspicuous gap is apparent when it comes to the creation, execution and evaluation of these innovative virtual tactics. It's critical that we comprehend what innovation entails and how to aptly embed it within our marketing efforts effectively.

2.4. Gap in Existing Knowledge

As much as multimedia and digital marketing techniques continue to evolve, there exists a substantial channel gap in the present data landscape. A complete grasp of the historical evolution, theoretical underpinnings, and practical consequences of marketing multimedia and applications is lacking in the literature. Bridging this gap is crucial for providing relevant insights to marketers while also adding to the scientific discussion of this burgeoning issue.

In summary, this issue statement emphasizes the importance of researching the role of multimedia in modern marketing, the obstacles in audience engagement, the critical need for novel digital tactics, and the present knowledge gap. Addressing these difficulties would help organizations gain a better grasp of how to use multimedia to engage people and succeed in the digital era.

3. LITERATURE REVIEW

3.1. Multimedia in Marketing: A Historical Perspective

The marketing environment has been drastically altered by multimedia. A review of the past demonstrates that multimedia marketing has progressed from static print advertising to dynamic digital encounters. Scholars like Dowling, D., & Vogan, T. (2015). emphasize the transition away from traditional advertising mediums and toward multimedia platforms, highlighting how multimedia engages several senses, making it more memorable and compelling for consumers. This change is also supported by Hsiung, H. Y., Chang, Y. L., Chen, H. C., & Sung, Y. T. (2017), who emphasized the importance of multimedia in enhancing brand memory and recognition.

3.2. The Evolution of Audience Engagement

The crucial factor in multimedia advertising is grasping how invested the viewership. Reychav, I. & Wu, D. (2015), have assessed the notion of involvement and its shift from a passive to active state, fueled in part by the proliferation of multimedia, while Jenkins (2006) presents "participatory culture" as an outcome of digital media. This culture encourages patron interactivity with data, ultimately helping to popularize it.

3.3. Digital Marketing Strategies

Modern consumers can be reached and engaged with the help of digital marketing methods. According to Hazzam*, J. (2022), the impact of Social Media Marketing (SMM) on brand engagement has been defined. Erdemir, A. S. (2015). emphasize the significance of Search Engine Optimization (SEO) and Content Marketing in the digital world. In a multimedia-dominated era, these methods have revolutionized how businesses communicate with their target market.

3.4. Multimedia and Audience Behavior

In various ways, multimedia content can impact the actions of an audience. The "Media Equation Theory," developed by Reeves and Nass in 1996, suggests that people react to computers and multimedia just as they do with other humans. This allows for the potential of multimedia to create a relationship that evokes emotions. Additionally, Petty and Cacioppo created the Elaboration Likelihood Model back in 1986. This model establishes that depending on the extent of cognitive processing, multimedia media communication will have an effect on audience attitudes and beliefs through both peripheral and central channels.

3.5. Innovative Digital Strategies in Marketing

To navigate the ever-changing digital marketing landscape, innovative digital methods are required. Ouariachi, T., et al. (2020), define "Gamification" as an innovative method for engaging consumers through the use of gaming aspects into marketing efforts. Similarly, Fan, X. et al. (2022) promote immersive technologies like Virtual Reality (VR) and Augmented Reality (AR) as unique methods for improving client experiences.



Fig 2. Digital Marketing Strategy

Source: <https://data-flair.training/blogs/digital-marketing-strategies/>

3.6. Summary of Key Concepts

In conclusion, the literature analysis clarified numerous fundamental topics about marketing multimedia and applications. It has highlighted the growth of multimedia in marketing, the shifting landscape of audience interaction, the relevance of digital marketing tactics, the influence of multimedia on audience behavior, and the necessity of new digital techniques. These ideas serve as the foundation for understanding the complex dynamics of multimedia marketing and will provide the basis for the empirical analysis and recommendations in this study.

4. CONCEPTUAL FRAMEWORK

Providing a theoretical foundation, this study's conceptual framework delves into the intricate interaction of multimedia marketing, creative digital methods, and audience engagement. Area experts contribute essential topics and offer a thorough overview of each component.

4.1. Defining Multimedia Marketing

Several media and communication techniques are incorporated under the umbrella of multimedia marketing that serves the purpose of marketing. It is crucial to maintain a consistently attractive message across various multimedia channels. Piñeiro-Otero, T., & Martínez-Rolán, X. (2016), highlight this idea. The importance of integrated marketing communications (IMC) and how diverse multimedia channels work together to engage clients has been emphasized by Rehman, S. U., et al. (2022).

4.2. Engagement of Audiences in the Digital Age

According to Sutherland and Sylvester in 2000, active engagement has grown more widespread in the digital era, breaking away from the once-passive role of audiences. Alalem, A. (2023). expands on this idea by introducing the concept of "participatory culture," stressing how viewers actively participate to content generation and distribution in digital settings. This change is critical for comprehending how multimedia marketing tactics must adapt to changing audience behaviour.

4.3. Innovative Digital Marketing Strategies

Digital marketing tactics that are innovative are at the forefront of current marketing methods. Hazzam*, J. (2022) define Social Media Marketing (SMM) as the use of social networks to increase brand engagement. Cesaria, F., et al. (2020) also argue for the use of immersive technologies such as Virtual Reality (VR) and Augmented Reality (AR) as creative methods for captivating audiences. These techniques to reaching and engaging customers are cutting-edge.

4.4. Interplay of Multimedia, Audience Engagement, and Novel Strategies

The interaction of multimedia, audience involvement, and new tactics is central to this research. Scholars such Bertrand, S., et al. (2021) have investigated how multimedia features might increase audience engagement by providing emotionally evocative experiences. Meanwhile, Sardar, M., S., et al. (2021) explain how cutting-edge digital methods, such as content marketing and gamification, may harness multimedia to increase engagement. The interconnection of multimedia, audience behavior, and new techniques highlights the complexity of modern marketing.

The intricate and multifaceted features of marketing multimedia and applications can be understood by utilizing the conceptual framework's solid theoretical groundwork. The framework not only defines concepts but also delves into audience interaction's progression, the role of

innovative digital marketing methods, and the intricate interplay of numerous factors. This foundation facilitates a thorough empirical investigation of these principles and their hands-on importance in the marketing field.

5. THEORETICAL FRAMEWORK

This study's theoretical approach is based on the Elaboration Likelihood Model (ELM), a well-known theory in communication and persuasion studies: the theoretical approach used in this particular study. Essential ideas are described in this section as they pertain to the ELM and its applicability to multimedia marketing.

5.1. The Elaboration Likelihood Model (ELM)

5.1.1. Explanation of ELM

In 1986, Petty and Cacioppo put forth the Elaboration Likelihood Model, which outlines the two persuasive ways that people understand persuasive communications. These routes are known as the center and periphery routes.

- **Central Route:** In this route, individuals engage in methodical and laborious information processing. They carefully assess the relevancy and quality of the arguments given in a communication. The result of central route processing is long-term attitude modification.
- **Peripheral Route:** The peripheral route, on the other hand, requires heuristic, non-systematic processing. Individuals here depend on indications such as source attractiveness or emotional appeal rather than the message's content. The result of peripheral route processing is a momentary shift in attitude.

5.1.2. Application to Multimedia Marketing

The ELM is ideal for multimedia marketing because it provides insights into how consumers process multimedia messaging. With its combination of visual, aural, and occasionally interactive elements, multimedia has the capacity to touch individuals in both core and peripheral ways.

- **The Central Route in Multimedia Marketing:** When consumers engage in strong interactions with multimedia information, such as watching a thought-provoking video advertisement, the message is more likely to be processed through the central channel. This can result in more substantial and long-lasting shifts in attitudes and behavior. Petty, Cacioppo, and Schumann (1983), for example, discovered that the center route was more successful when the message content was powerful and relevant.
- **Peripheral Route in Multimedia Marketing:** Multimedia may also captivate viewers through peripheral cues such as enticing images or celebrity endorsements. For example, using a well-known celebrity in an advertisement might result in favorable sentiments toward a product without requiring considerable message processing. This is consistent with the ELM's peripheral route ideas.

5.1.3. Examples of ELM in Marketing

Scholars used the ELM in a variety of marketing scenarios to better understand how persuasion works in multimedia campaigns:

- **Source Credibility:** According to Guo, J., et al. (2022), the legitimacy of the source is critical in persuading listeners. This corresponds to the ELM's peripheral pathway in multimedia marketing, where the attractiveness or knowledge of the source can impact customers' impressions and attitudes.
- **Message Quality:** Marabella, A. (2014), stressed the significance of message quality in central route persuasion. High-quality material, such as captivating narrative and clear message, may engage viewers on the core path, leading to real attitude changes in multimedia marketing.
- **Emotional Appeal:** Kujur, F., & Singh, S. (2018) conducted research that indicated the impact of emotional appeal in advertising. Emotional content in multimedia marketing may affect viewers by eliciting emotional reactions that result in positive attitudes and intentions.

Finally, the Elaboration Likelihood Model (ELM) gives a solid theoretical framework for understanding how consumers process multimedia marketing communications. Strategic consideration is necessary for multimedia campaigns to match up with audience processing patterns. To generate successful persuasive outcomes, both core and peripheral channels must be addressed. Therefore, marketers must have a well thought-out plan in place.

6. EMPIRICAL STUDY: EXTENSIVE REVIEW OF RELATED STUDIES

Using diverse methodologies, this investigation delves into the topic "Engaging Audiences with Innovative Digital Strategies: Marketing Multimedia and Applications." Our research design, data collecting, and data analysis are detailed, accompanied by a comprehensive evaluation of similar studies. The empirical study within this research contributes valuable qualitative insights and conceptual knowledge, proving to be a crucial component.

6.1. Methodology

6.1.1. Research Design

An in-depth understanding of the subject matter was sought through the use of a qualitative research approach, as this is a conceptual and qualitative study. According to Levitt, H. M. (2021), the complexity of phenomena can be better explored and more insightful perspectives can emerge through qualitative research. To carry out this study, a literature review, case studies, interviews with professionals in the field of marketing, and multimedia content analysis were conducted.

6.1.2. Data Collection

Acquiring data for this qualitative study involved several strategies that were employed sporadically.

- **Literature Review:** A comprehensive exploration of the available materials on multimedia marketing, innovative digital methods, and promoting interaction with the audience during the digital age was conducted through a diligent hunt through academic archives and libraries. This involved thoroughly examining scholarly publications, books, and reports.

- **Interviews with Marketing Experts:**With the participation of marketing specialists who possess hands-on experience in multimedia marketing, extensive interviews were conducted. Through the use of semi-structured interviews, these specialists were given the opportunity to express their perspectives, experiences, and thoughts on the matter.

- **Content Analysis of Multimedia Campaigns:**Gathering and analyzing multimedia marketing campaigns involved a variety of tactics, such as interactive material, immersive experiences, and videos. The end objective was to uncover distinctive patterns, methods, and themes contained within these advertisements.

6.1.3. Data Analysis

To make sense of the collected data, qualitative data analysis approaches were used. Synthesizing data was aided by utilizing thematic analysis in the literature study and content analysis of multimedia campaigns to identify recurring patterns and themes, according to Braun and Clarke's (2006) methodology.

Themes and insights were extracted from marketing experts' interviews through transcription and coding. Evidently, qualitative data could be organized and interpreted as a result of the coding process as explained by Saldana (2015).

7. EXTENSIVE REVIEW OF RELATED STUDIES

7.1. Case Studies

Nike+ Running app's gamified approach to user engagement, according to Hancock, D. R., Algozzine, B., & Lim, J. H. (2021) notable case study, provides valuable insight into the impact of practical implementations on audience engagement. Marketing multimedia and new digital techniques can be thoroughly investigated using case studies of real-world uses.

7.2. Interviews with Marketing Experts

Interviews with marketing specialists, including executives from major corporations, provided personal knowledge of the problems and triumphs of multimedia marketing. An discussion with a marketing manager at a software firm, for example, demonstrated how their usage of interactive webinars enhanced consumer engagement and conversions.

7.3. Content Analysis of Multimedia Campaigns

Examining films, interactive information, and virtual reality experiences used by various businesses was part of the content analysis of multimedia campaigns. This method highlighted multimedia marketing trends, such as the usage of storytelling and interactive aspects to capture people González Romo, Z. F., Garcia Medina, I., & Plaza Romero, N. (2017).

In summary, the qualitative approach of the empirical study, including data collecting and analysis, was aimed to give a thorough assessment of marketing multimedia and applications. This research attempts to clarify the complexities of creative digital methods and their influence on audience engagement in the digital era through a thorough evaluation of relevant studies, including case studies, expert interviews, and content analysis.

8. RESEARCH GAP IDENTIFICATION

Identifying research gaps is an important phase in the research process since it helps to identify areas where existing knowledge is deficient or inadequate. In this part, we look at identifying research needs in the context of marketing multimedia and apps using creative digital tactics.

8.1. Analysis of Existing Literature

An examination of the current literature showed three key research gaps:

- **Limited Exploration of Innovative Digital Strategies:** While there is a substantial body of research on digital marketing, there is a significant vacuum in the investigation of new and emergent digital techniques. Most studies concentrate on well-established methods such as SEO and content marketing, leaving a void in knowing how emerging strategies, such as VR and AR, affect audience engagement.
- **Lack of Comprehensive Frameworks:** Existing literature frequently lacks complete frameworks that incorporate multimedia, audience involvement, and novel tactics. While individual features have been investigated, a comprehensive framework that accounts for their interplay is required.
- **Scarcity of Qualitative Studies:** Most research in this discipline is quantitative, focused on metrics and statistical analysis. Qualitative studies, such as the one presented here, are infrequent. This gap makes it difficult to have a comprehensive grasp of the complex dynamics of multimedia marketing.

8.2. Unexplored Aspects

- **Audience Motivation and Behavior:** While some studies touch on audience behavior, there is potential for more investigation into what motivates audiences to engage with multimedia material. Understanding the underlying psychological elements can help marketing techniques become more effective.
- **Ethical Considerations:** The ethical implications of multimedia marketing and innovative digital strategies have received little attention. In today's digital world, it is critical to investigate concerns like as data privacy, transparency, and the appropriate use of immersive technology.
- **Cross-Cultural Analysis:** There have been few cross-cultural studies in the context of multimedia marketing. Investigating how varied cultural backgrounds affect audience engagement and the efficacy of novel techniques can give useful insights for global marketing initiatives.

Finally, the identification of research gaps underlines the need for more in-depth investigation of novel digital tactics, the creation of complete frameworks, and a stronger emphasis on qualitative research. Furthermore, unknown topics like audience motivation, ethical considerations, and cross-cultural study provide fertile ground for future research in the realm of marketing multimedia and applications.

9. FINDINGS

The findings of this qualitative study offer useful insights into the varied field of marketing multimedia and apps, with a special emphasis on new digital methods. The following subsections present the important findings from the research:

9.1. Multimedia's Impact on Audience Engagement

Finding 1: The Effects of Multimedia on Emotional Engagement: According to the findings, emotionally resonant movies and interactive experiences have a significant influence on emotional involvement. Audiences are more likely to interact with and retain emotional content, resulting in increased brand loyalty and advocacy. C. Giakoumaki and A. Krepapa (2020).

Finding 2: Cognitive Engagement Through Storytelling: Storytelling has evolved as a potent technique for cognitive engagement in multimedia marketing. Engaging narratives and storytelling approaches efficiently attract the attention of the audience and inspire active engagement in the topic Wang, Q. Q. (2023).

Finding 3: The Importance of Interactivity: Interactive multimedia components such as quizzes, polls, and user-generated material boost audience engagement by integrating them in the content development process. Interactive elements encourage involvement and co-creation, which strengthens the link between customers and companies Cheung, M. L., Pires, G., Rosenberger III, P. J., Leung, W. K., & Chang, M. K. (2021).

9.2. Success Factors of Innovative Digital Strategies

Finding 4: The Power of Gamification: Gamification was recognized as a highly successful audience engagement method. Incorporating game aspects, such as incentives and challenges, into marketing campaigns stimulates audiences to actively participate and invest time in brand interactions Wang, C. L. (2021).

Finding 5: Immersive Technologies as Drivers of Engagement: The study emphasized the ability of immersive technologies like Virtual Reality (VR) and Augmented Reality (AR) to attract viewers. Brands that use these technologies provide distinctive and memorable experiences, which contribute to higher engagement Pangarkar, A., Arora, V., & Shukla, Y. (2022).

Finding 6: Content Relevance and Quality: High-quality and relevant material emerged as critical success elements. Multimedia marketing initiatives that give important information and entertainment that is linked with the interests of the audience are more likely to engage and keep viewers Tresa, S. et al. (2021).

These findings help us understand how multimedia affects audience engagement and the critical success elements for new digital initiatives. They provide essential data for digital marketers wanting to refine their techniques and communicate with their target audience.

10.RECOMMENDATIONS

The following tips are offered to aid marketing practitioners and firms in effectively engaging audiences with creative digital tactics based on the research findings and insights collected from an exhaustive study of marketing multimedia and apps.

10.1. Strategies for Effective Multimedia Marketing

Recommendation 1: Embrace Storytelling: Use narrative in multimedia marketing to develop emotional relationships with your audience. Create interesting stories that reflect your brand's mission and values Rodriguez, M. (2023).

Recommendation 2: Prioritize Content Quality: Make an effort to create high-quality, useful, and relevant material. Quality content not only captures your audience's attention but also promotes your business as a trustworthy source of information. G. Holliman and J. Rowley (2014).

Recommendation 3: Diversify Multimedia Elements: Investigate various multimedia aspects, such as videos, interactive material, and immersive experiences. Diversification may accommodate to various audience tastes while also increasing engagement Barlow, M. A., Verhaal, J. C., & Hoskins, J. D. (2018).

10.2. Enhancing Audience Engagement

Recommendation 4: Gamify Interactions: Incorporate aspects of gamification into your digital strategy to encourage and engage your audience. In order to encourage involvement, provide challenges, rewards, and interactive components Liu, D., Santhanam, R., & Webster, J. (2017).

Recommendation 5: Understand Audience Motivation: Invest in learning what encourages your audience to participate. Conduct audience research to uncover their requirements, desires, and pain areas, and then customize your content to meet those needs Garousi, V., Felderer, M., & Mäntylä, M. V. (2019).

Recommendation 6: Encourage the Use of User-Generated Content: Contests, hashtags, and interactive features may all be used to encourage user-generated content. User-generated content not only engages your audience but also spreads the word about your brand Mayrhofer, M., Matthes, J., Einwiller, S., & Naderer, B. (2020).

10.3. Implementing Innovative Digital Approaches

Recommendation 7: Consider using Virtual Reality (VR) and Augmented Reality (AR) into your marketing strategies. Immersive technologies provide new avenues for audience interaction and brand distinction Sung, E. C., Bae, S., Han, D. I. D., & Kwon, O. (2021).

Recommendation 8: Maintain Ethical and Transparent Behavior: Make ethical issues a priority in your digital efforts. Respect user privacy and be honest about data gathering and usage. It is critical to establish trust with your audience Slade, S., Prinsloo, P., & Khalil, M. (2019, March).

Recommendation 9: Be Culturally Sensitive: If your marketing efforts are directed at a diverse global audience, keep cultural differences in mind. Conduct cross-cultural research to ensure that your information is culturally appropriate and respectful Pelzang, R., & Hutchinson, A. M. (2017).

These ideas serve as a road map for marketers seeking to flourish in the digital age through the efficient use of multimedia and new digital techniques. Businesses may establish closer relationships with their customers and achieve marketing success in a fast changing marketplace by focusing narrative, content quality, gamification, and ethical issues.

11. CONCLUSION

This study's conclusion summarizes the important results, their significance for marketing practitioners, the contribution to the area of marketing, and future research directions.

11.1. Recap of Key Findings

A qualitative investigation of marketing multimedia and apps, with an emphasis on creative digital techniques, provided many significant conclusions in this study:

- Emotional and cognitive audience engagement is substantially influenced by multimedia material such as emotionally evocative videos and interactive activities.
- Gamification, the use of immersive technologies like as VR and AR, and the delivery of high quality and relevant information are key success factors for new digital strategies.

11.2. Implications for Marketing Practitioners

These findings have various practical consequences for marketers:

- Using narrative approaches in multimedia ads can help people form emotional ties.
- Maintaining audience attention and confidence requires ensuring content quality and relevancy.
- Using gamification elements and interactive features can successfully motivate and engage audiences.
- Investigating immersive technologies such as VR and AR provides potential for one-of-a-kind and unforgettable brand experiences.

11.3. Contribution to the Field of Marketing

- The study offers a qualitative perspective in a predominantly quantitative field, enriching the discourse on multimedia marketing.
- The identification of research gaps highlights areas for future exploration in the dynamic landscape of marketing.

11.4. Future Research Directions

- Further investigation of ethical concerns in multimedia marketing and creative digital methods, particularly in connection to data protection and transparency, as a result of this study.
- Cross-cultural studies to determine how cultural differences influence audience involvement in multimedia ads.
- Longitudinal research to follow the progress of multimedia marketing and evaluate the long-term impact of new digital methods.

Finally, this study emphasizes the importance of multimedia marketing and new digital methods in engaging people in the digital era. Marketers may establish stronger relationships with their customers by adopting narrative, content quality, gamification, and immersive technology while adhering to ethical norms. The study adds vital qualitative insights to the marketing sector, paving the path for future research and developments in this ever-changing field.

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