Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Business Administration



Bachelor Thesis

Digital Marketing in Business:
A Case Study of a Selected Company

Marsel Spartak

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CZECHUNIVERSITYOFLIFESCIENCESPRAGUE

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

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Thesis title

Digital marketing in business: a case study of a selected company

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Objectives of thesis

The main objective of this thesis will be to assess the use of digital marketing in today's business Landscape using the example of a selected company.

The work will identify the weak and strong points oF digital marketing and propose recommendations for The selected business.

Methodology

The thesis will contain a theoretical and practical part.

The theoretical part will include a literature review of academic sources on the given issue.

The practical part will include the outputs of the research (e.g., SWOT analysis and content analysis). On the basis of the findings, recommendations for the successful implementation of digital marketing strategies will be given.

The proposed extent of the thesis

30-40 pages

Keywords

Digital marketing, literature review, marketing, SWOT analysis.

Recommended information sources

Deiss, R. and Henneberry, R. Digital Marketing For Dummies, John Wiley & Sons, 2020. ISBN 9781119660491.

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Thesis supervisor

PhDr. Martina Jarkovská, Ph.D.

Supervising department

Department of Languages

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PhDr. Mgr. Lenka Kučírková, Ph.D.

Head of department

Electronic approval: 04. 11. 2024

doc. Ing. Tomáš Šubrt, Ph.D.

Dean

Prague on 27. 11. 2025

Declaration

I declare that I have worked on my bachelor thesis titled "Digital Marketing in Business: A Case Study of a Selected Company" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 30.11.2025 _____

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Digital Marketing in Business:
A Case Study of a Selected Company

Abstract

This bachelor thesis examines the effectiveness of digital marketing using the case of Rant, Inc., an online media company operating in the entertainment and lifestyle sector. The study evaluates how the organization utilizes social media platforms, search engine optimization (SEO), and content-driven brand communication to attract and retain audiences. A combination of SWOT analysis and qualitative content analysis was applied to assess the company's strategic position and the consistency of its digital presence across Instagram, Facebook, Twitter/X, and TikTok. The findings show that Rant, Inc. benefits from strong trend sensitivity, rapid content production, and an informal tone that resonates with its audience. However, the analysis reveals weaknesses, including limited visual identity, inconsistent posting patterns on key platforms, and a high dependence on algorithm-driven traffic. Opportunities such as short-form video expansion, influencer collaboration, and improved SEO practices offer pathways for long-term growth. Based on these insights, the thesis proposes strategic recommendations aimed at enhancing content consistency, brand recognition, and overall digital marketing performance.

Keywords: Digital marketing, content analysis, SEO, social media strategy, online media, branding, SWOT analysis, user engagement, trend-driven content, Rant Inc.

Digitální marketing v obchodě:
Případová studie vybrané společnosti

Abstrakt

Tato bakalářská práce zkoumá efektivitu digitálního marketingu na příkladu společnosti Rant, Inc., online mediálního podniku působícího v oblasti zábavy a lifestyle. Studie hodnotí, jak organizace využívá sociální sítě, optimalizaci pro vyhledávače (SEO) a obsahově orientovanou komunikaci značky k přilákání a udržení publika. K posouzení strategické pozice společnosti a konzistence její digitální prezentace na platformách Instagram, Facebook, Twitter/X a TikTok byla použita kombinace SWOT analýzy a kvalitativní obsahové analýzy. Zjištění ukazují, že Rant, Inc. těží z vysoké citlivosti na trendy, rychlé tvorby obsahu a neformálního tónu, který dobře rezonuje s publikem. Analýza však odhaluje také slabé stránky, jako je omezená vizuální identita, nekonzistentní frekvence publikování na klíčových platformách a výrazná závislost na algoritmickém dosahu. Příležitosti v podobě rozvoje krátkých videoformátů, spolupráce s influencery a zlepšení SEO postupů představují potenciál pro dlouhodobý růst. Na základě těchto poznatků práce předkládá strategická doporučení zaměřená na zvýšení konzistence obsahu, posílení rozpoznatelnosti značky a celkové zlepšení výkonnosti digitálního marketingu.

Klíčová slova: Digitální marketing, obsahová analýza, SEO, strategie sociálních sítí, online média, branding, SWOT analýza, angažovanost uživatelů, trendový obsah, Rant Inc.

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1. Introduction

Digital technologies have significantly changed how organizations communicate, compete, and reach their audiences. As consumers increasingly rely on online platforms for information and entertainment, marketing has shifted from traditional one-way communication to interactive, data-driven engagement. This development has made digital marketing a central part of business strategy, allowing companies to reach broader audiences, personalize messages, and measure performance more precisely. At the same time, competition in the digital environment has intensified, increasing the importance of a strong and consistent online presence.

For companies that operate entirely online, such as digital media platforms, effective digital marketing is essential for maintaining visibility and engagement. Their success often depends on timely content, the ability to follow trends, and consistent communication across multiple channels. These requirements highlight the need for strategic planning and a clear understanding of how digital tools influence long-term performance.

This thesis focuses on evaluating the use of digital marketing through the example of Rant, Inc., an online media company in the entertainment and popular culture sector. The aim is to examine how effectively the company uses digital marketing tools - including social media, SEO (Search Engine Optimization) , content creation, and branding - and how these practices contribute to its competitiveness. The work also seeks to identify strengths and weaknesses in the company's current approach and outline opportunities for improvement in a rapidly changing digital market.

To meet these goals, the thesis combines a literature review with an empirical analysis based on SWOT (Strengths, Weaknesses, Opportunities, Threats) and content analysis. These methods help assess the company's communication, branding consistency, platform usage, and engagement levels. The results form the basis for recommendations intended to improve Rant, Inc.'s digital strategy and support sustainable long-term growth.

2. Objectives and Methodology

2.1 Objectives

The main objective of this thesis is to evaluate the use and effectiveness of digital marketing in the modern business environment through the example of Rant, Inc., an online media company operating in the entertainment and popular culture industry. The thesis aims to assess how well the company applies key digital marketing principles-such as responsiveness to trends, social media engagement, SEO practices, and content strategy-and how these contribute to its online visibility and competitiveness.

A further objective is to identify the strengths and weaknesses of Rant, Inc.'s current digital marketing activities, including inconsistencies, opportunities for improvement, and external factors influencing performance. Based on these findings, the thesis aims to develop practical, evidence-based recommendations that can support the company in building a stronger brand identity, improving communication across digital platforms, and adopting a more strategic and stable approach to long-term digital marketing.

2.2 Methodology

The methodology of this thesis consists of two main parts: a theoretical section and a practical section. The theoretical part is based on a literature review of academic sources focused on traditional and digital marketing concepts, strategic frameworks, and current best practices. This section provides the foundation for understanding how digital marketing functions and how it has evolved in response to technological and consumer changes.

The practical part applies two research methods to Rant, Inc.: SWOT analysis and content analysis. SWOT analysis examines the company's internal strengths and weaknesses as well as external opportunities and threats affecting its digital marketing performance. Content analysis evaluates Rant, Inc.'s communication across key platforms-Instagram, Facebook, Twitter/X, and TikTok-focusing on posting frequency, engagement, visual identity, and alignment with digital marketing best practices. These combined methods allow for a clear comparison between theory and practice and form the basis for the recommendations presented later in the thesis.

3. Literature Review

3.1 Introduction to Marketing

Marketing represents the foundation of contemporary business strategy and a key driver of organizational success in increasingly competitive environments. It encompasses the processes of understanding consumer needs, creating value, communicating benefits, and maintaining long-term customer relationships. According to Tuten (2020), marketing is a core business function that integrates production, communication, and the delivery of value for customers while ensuring benefits for both organizations and stakeholders. In essence, marketing connects a firm's capabilities with market opportunities, transforming insights into actionable strategies that generate satisfaction and loyalty.

While marketing earlier emerged from a narrow transactional perspective, it evolved to embrace a broad relationship philosophy. Attention has accordingly shifted away from mass production and distribution efficiency and toward customer engagement, customization, and co-creation. According to Puthussery (2020), this represents changes in consumer behavior, technological progress, and global interconnectivity. Contemporary marketing, therefore, does more than serve as a vehicle for promoting goods but functions as an integrated approach in analytics, innovation, and brand ethics to drive strategic goals.

As businesses navigate global digital ecosystems, marketing has taken up an interdisciplinary domain that includes psychology, data science, and communication. These allow organizations to understand shifting consumer motivations and deploy targeted approaches that make them more competitive. The following sections review how traditional marketing principles have adapted to the digital era, emphasizing conceptual transformations and emerging opportunities (Navarro et al., 2023).

3.2 Definition and Importance of Marketing in the Digital Age

Marketing in the digital age signifies the incorporation of classical marketing theory into new technologies, online communication channels, and data-driven insights. The emergence of interactive platforms has turned passive consumers into active participants who create and add meaning to brands. Kingsnorth (2022) insists that digital transformation means a delicate balance for marketers between analytical precision and creative engagement in building trust and authenticity in saturated markets.

The digital context finally places businesses in a position where they can address global markets with unprecedented speed and efficiency, creating inclusiveness and the possibility of immediate feedback. It also tests firms on their ability to be ethical, transparent, and responsive in light of fast-moving consumer expectations. The sections below explain in detail the principles, cross-country comparisons, and conceptual bases of marketing in the digital context (Meire et al., 2023).

3.2.1 Core Principles and Objectives of Marketing

Essentially, the objective of marketing will be to create, communicate, and deliver value to customers while meeting organizational objectives. It involves targeting audiences, understanding their preference and designing offerings that satisfy needs of target markets better than competitors. According to Tuten (2020), marketing is the system of value exchange that maximizes mutual benefit for firms and their customers.

Central principles include segmentation, targeting, and positioning (STP); the marketing mix (product, price, place, promotion); and relationship management. These frameworks enable businesses to align their strategic intent with market demands. In the digital era, these principles remain relevant but are complemented by personalization, data analytics, and customer experience (CX) optimization. Deiss and Henneberry (2020) argue that modern marketing objectives must integrate measurable digital goals such as conversion rates, engagement metrics, and customer lifetime value.

Furthermore, the rise of automation and artificial intelligence (AI) allows for predictive modeling of consumer behavior. Through algorithmic recommendations and dynamic pricing, marketers can anticipate needs rather than simply respond to them (Singh, 2025; Marketing AI Institute, 2024). However, as noted by Veleva and Tsvetanova (2020), ethical concernssuch as privacy, data security, and manipulatiomust remain central to responsible marketing practice. Hence, the core objective extends beyond profit generation to include sustainable relationship building and societal contribution.

3.2.2 Digital Marketing vs. Traditional Marketing

The traditional channels of marketing are print media, television, radio, and outdoor advertising. These provide good visibility but are relatively less interactive and the measurement of performance is hard. On the other hand, digital marketing works on online platforms, enabling immediate feedback, audience targeting, and detailed analytics. According to Puthussery (2020), digital approaches tend to democratize marketing by making it possible for even small organizations to reach a global market of consumers at the lowest cost.

While traditional marketing has its strength in tangibility and brand credibility, mainly in local contexts, digital marketing scores by personalization, flexibility, and scalability. Kingsnorth (2022) underscores that digital channels allow for real-time optimization; strategies can be modified per data insights. Its efficacy can also be measured instantly through metrics such as click-through rates, conversion ratios, and social media engagement levels.

Yet, the most powerful strategies are often a combination of both. IMC makes use of traditional media's rich emotional depth combined with the precision of digital analytics. It's duality that amplifies both reach and resonance, thereby guaranteeing brand experiences that are consistent throughout all touchpoints. As Deiss and Henneberry, 2020, have said, today's successful marketer is a "multichannel strategist" who effectively balances human creativity with technological intelligence.

3.2.3 Introduction to Digital Marketing

Digital marketing is the promotion of businesses, products, and services using digital technologies and the internet. Chaffey and Ellis-Chadwick (2019) define it as accomplishing one or more marketing tasks through the application of eleclickonic communications and interactive media. It encompasses channels like search engines, social networks, websites, emails, and mobile applications.

Digital marketing is all about interactivity and data orientation. Unlike traditional marketing, where responses from audiences are hard to quantify, digital platforms bring instant insight into the pattern of consumer engagement. According to Kingsnorth (2022), the triad of personalization, automation, and analytics ensures a comprehensive digital marketing strategy. Through content marketing, social media storytelling, and influencer collaboration, brands build emotional connections while collecting behavioral data for future campaigns.

Besides, Tuten (2020) has emphasized that the digital context has reshaped customer decision journeys: nonlinear, enabled by peer-to-peer reviews and algorithmic visibility. In such a scenario, successful digital marketing would have to be informed by user intent, relevant content, and transparency for long-term trust.

As Veleva and Tsvetanova (2020) observe, the accessibility of digital marketing today means that businesses can target diversified demographics all over the world while continuously optimizing performance. The next sections discuss some theoretical frameworks and empirical models that explain how digital marketing strategies work in dynamic online ecosystems. (Sarkis, N. ,2025)

3.2.4 Theoretical Frameworks and Key Concepts

Understanding the theoretical underpinnings of marketing in the digital age is a crucial determinant of explaining how consumer behavior, communication, and value creation work in online environments. A number of theories provide a foundation for digital marketing dynamics analyses that include, among others, the AIDA (Attention, Interest, Desire, Action) model, TAM (Technology Acceptance Model), CRM (Customer Relationship Management) framework, and RBV (Resource-Based View) of the firm.

The AIDA model remains relevant for structuring digital campaigns. In a digital setting, attention is captured through targeted advertisements and personalized content, while interest and desire are sustained via interactive experiences such as social media engagement or influencer collaboration. Conversion (action) occurs through optimized landing pages and clear call-to-action designs. Deiss and Henneberry (2020) emphasize that digital marketing enhances every AIDA stage through automation and real-time feedback mechanisms, ensuring efficient lead nurturing.

The Technology Acceptance Model has helped in understanding consumer adoption of digital platforms. It indicates that perceived usefulness and perceived ease of use influence the intention of individuals to interact with technology-based marketing channels. Kingsnorth (2022) stated that in current marketing practices, two newer dimensions of trust and perceived privacy play a role in deciding the adoption rate of online platforms.

Another important model that is necessary in understanding customer lifecycle management is the CRM framework. Customer data platforms and automated segmentation are some of the digital marketing tools that have enabled firms to deliver personalized communication at scale. According to Tuten (2020), effective CRM in digital contexts integrates data analytics and behavioral tracking to strengthen customer retention and loyalty.

Finally, from a strategic perspective, there is the Resource-Based View (RBV), which locates sustained competitive advantage in the unique resources and capabilities internal to the firm. In the case of digital marketing, these include proprietary algorithms, brand communities, and expertise in content creation. According to Puthussery (2020), organizations that leverage digital data as a strategic asset are in a better position to innovate their way to maintain long-term relevance.

In summary, the theoretical models clarify why digital marketing can be superior to the traditional ones concerning adaptability, accuracy, and depth of the relationship. They underscore that value creation in the digital age depends not just on content but also on data, technology, and user-oriented design.

3.2.5 Digital Marketplace Analysis

The digital marketplace is an integrated network wherein buyers, sellers, and intermediaries interact over the Internet. In comparison with traditional markets, it offers transparency, interactivity, and accessibility. The growth of Amazon, Shopify, and other social commerce networks provides evidence of how digitalization has captured B2C and B2B relations in its frameworks. (Matoušková, D., 2022)

According to Kingsnorth, the digital marketplace relies on immediacy and relevance. Individual consumers want recommendations tailored to their needs, rapid service, and responsive customer support. Algorithms and artificial intelligence tools tweak offers continuously so that they match this behavioral data. Such an evolution saw the rise of what is known as the "experience economy" in which, along with the quality of goods, consumers put a premium on engagement and satisfaction.

Puthussery 2020 details that digital marketplaces also lead to intense competition since there are low barriers to entry compared to traditional retail. To this effect, companies have to achieve differentiation through innovative branding, omnichannel integration, and ethical positioning. Veleva and Tsvetanova (2020) postulate that while digitalization presents new opportunities, it places firms at reputational and cybersecurity risks, hence calls for comprehensive digital risk management strategies.

On the macro level, the digital marketplace democratizes economic activity globally. Minimal investment by SMEs can extend their consumer reach to any country with access to platforms such as Google Ads and Meta Business Suite (Lubis et al., 2025; Kamyabi et al., 2025). According to Deiss and Henneberry (2020), accessibility is one thing, but firms have to move forward with data-driven decisions and continued optimization.

Therefore, analyzing the digital marketplace involves not only examining consumer trends but also understanding the evolving interplay between data, trust, and technological infrastructure. Successful firms, as Kingsnorth (2022) mentions, strike a balance of efficiency with empathy and integrate technological innovation with human-centered marketing principles.

3.2.6 Digital Marketing Strategy and Channels

The digital marketing strategy is a conscious effort and coordination of online channels towards the realization of predefined business goals. It knits together different components, such as search engine optimization, social media marketing, email, and paid advertising, into one coherent framework. According to Tuten (2020), a good digital marketing strategy interlinks organizational objectives with audience insights so that every digital touchpoint which the customer comes into contact with helps to further the customer experience.

Kingsnorth (2022) categorizes digital channels into three strategic groups: owned (e.g., company websites, blogs), earned (e.g., media coverage, organic shares), and paid (e.g., sponsored ads). The synergy between these channels enhances visibility and builds brand authority. Owned media offers control and stability, earned media provides credibility, and paid media accelerates reach. Modern marketers use integrated digital strategies that combine these elements to maximize impact.

Moreover, Deiss and Henneberry (2020) emphasize the use of key performance indicators such as the conversion rate, bounce rate, and customer acquisition cost to gauge the impact of digital initiatives. Such measures enable continuous improvement and accountability.

Other emerging trends also include omnichannel marketing, where digital and physical experiences seamlessly connect (Infront Marketing, 2024; Decathlon/Amazon/ASOS Study, 2023). For example, online ads might drive consumers to events or stores, while customer feedback from physical purchases will be driving online campaigns. This makes sure that the message is consistent across every interaction point of a customer.

Ethical considerations, such as data privacy and transparency, have also become intrinsic in strategic planning. As Veleva and Tsvetanova (2020) remark, responsible marketing bolsters confidence and ensures loyalty in the long run. Firms that misuse consumer data or engage in manipulative practices risk reputational damage and regulatory penalties. Therefore, ethical digital strategy is both a compliance requirement and a competitive differentiator.

3.2.7 Content Marketing and Brand Storytelling

Content marketing and brand storytelling are the emotive and narrative forms lying at the core of contemporary digital marketing (Wei, 2024; AlFraihat et al., 2025). It is important to build connections with the audience by providing value, consistency, and relevance. Kingsnorth (2022) defines content marketing as the art of communicating with customers without overtly selling - providing information that enhances awareness, engagement, and trust.

According to Puthussery (2020), there are three guiding principles behind effective content marketing: authenticity, consistency, and utility. Through authentic content, credibility is established; through consistent posting, visibility is maintained; and through useful material, greater brand authority is gained. Formats vary, from blogs and podcasts to interactive videos and infographics, in line with the preferences of the different audiences (Koob et al., 2021; Ladha, 2024).

Storytelling amplifies content's emotional resonance. According to Tuten (2020), narratives let brands humanize their identity by turning abstract values into relatable experiences. For example, customer success stories or social impact initiatives arouse empathy and loyalty in campaigns. The more emotional the engagement, the higher the potential for conversion and advocacy.

Deiss and Henneberry (2020) add that it needs to be data-informed: only with deep analysis of audience metrics can stories be iterated and tuned to resonate with discrete demographic and psychographic segments. AI-powered technology can now also enable personalization at scale and optimize tone, timing, and distribution.

According to a study by Veleva and Tsvetanova (2020), constant storytelling makes brand coherence across channels stronger, reducing message fragmentation and cognitive dissonance among audiences. Companies that invest in content marketing foster not only higher short-term engagement but also sustainable brand communities that reinforce long-term brand equity.

3.2.8 Social Media Marketing and Community Building

Social media has transformed from a basic tool of communication to an integral part of strategic marketing. It has allowed companies to interact directly with consumers, build brand communities, and influence the formation of public opinion in real time. According to Tuten (2020), social platforms like Facebook, Instagram, LinkedIn, and TikTok are dynamic channels where the interaction can be two-way, providing brands with opportunities to generate a dialogue rather than a monologue.

The most valued aspect of SMM is engagement and trust developed based on authenticity. Engagement metrics-likes, comments, shares, and mentions-can be proxies for interest and satisfaction by consumers (Shang et al., 2022; Laradi et al., 2024). Kingsnorth (2022) points out that the participatory character also democratizes consumer influence over brand reputation, with recommendations between peers often being much more compelling than advertising itself.

Furthermore, social media serves as a foundation for community-based marketing. Brand communities are groups of consumers connected by shared enthusiasm or identity regarding a product or company. These communities extend brand value through user-generated content, offering peer support and co-creating experiences. According to Puthussery (2020), such communities reinforce customer loyalty, reduce churn, and provide valuable insights into customers' needs.

Social media analytics applications can now enable marketers to monitor sentiment, identify opinion leaders, and evaluate campaign impact (Xiao et al., 2025; Lim, 2022). Veleva and Tsvetanova (2020) point out that the analytical dashboards of platforms such as Meta Business Suite and LinkedIn Campaign Manager offer detailed information for fine-tuning targeting and improving communication strategy.

Yet, immediacy via social media begets its own challenges-misinformation, privacy issues, and negative feedback. Because of this, brands are considering transparent and responsive communication policies. Deiss and Henneberry (2020) describe a “listen-first” approach-

active observation of audience behavior prior to engagement-to foster mutual respect and authenticity.

It eventually strengthens emotional and behavioral commitment through social media marketing. If ethics are maintained, then customers turn into advocates who promote the brand voluntarily, creating exponential visibility through organic sharing.

3.2.9 Shareable Content

The concept of "shareability" defines content's capability for distribution voluntarily by users across digital networks. Shareable content is designed not only to inform but to inspire social participation, extending brand reach without necessarily increasing advertising expenditure proportionally. According to Kingsnorth (2022), shareability relies on emotional resonance, perceived value, and relevance to community identity.

Content that evokes strong emotions-like joy, surprise, or inspiration-tends to achieve higher engagement rates. Story-driven videos, relatable memes, or cause-based campaigns often gain viral momentum. According to Tuten (2020), emotional contagion and social validation drive users to share content that reinforces their self-image or social status.

From a technical perspective, shareable content abides by the algorithms on digital platforms that are optimized for engagement. Short-form videos, infographics, and carousel posts work well on Instagram and LinkedIn because they balance brevity and visual appeal. According to Deiss and Henneberry (2020), high performing content weaves in strong calls to action and brand identity while maintaining nativity in each platform-adapting to each channel's audience behavior.

Moreover, the role of user-generated content is gaining more and more importance. When customers themselves create content, like testimonials or product reviews, they keep increasing authenticity and trustworthiness. According to the study of Veleva and Tsvetanova (2020), UGC (User- Generated Content) increases credibility since consumers consider peer-created material more objective than corporate messages.

The incorporation of social triggers (hashtags, challenges, polls, interactive stories) empowers participation even further. According to Puthussery (2020), modern brands need

to create content ecosystems where users can co-create by inviting them into the process; hence, the merging of entertainment and engagement. Shareable content illustrates another important aspect of the democratization of marketing communication: audience participation fuels visibility more than does paid exposure.

3.2.10 Search Engine Optimization SEO and Paid Advertising

Search Engine Optimization (SEO) and paid advertising form the analytical backbone of digital marketing strategies that ensure visibility and, consequently, discoverability in an increasingly crowded digital space. According to Kingsnorth (2022), SEO is the process of enhancing the structure, content, and authority of a website to achieve high ranking on search engines' results pages. Digital assets aligned with search algorithms can create organic traffic, lower costs of acquisition, and ensure enhanced credibility for businesses.

SEO practices include keyword research, on-page optimization, link building, and content relevance. As expressed by Tuten (2020), the results of SEO depend mainly upon constant adjustments to changes in algorithms by Google and other search engines. Technical SEO, such as site speed and mobile responsiveness, has become just as important as semantic optimization because people also expect smooth digital experiences.

Paid advertising supports SEO by offering immediate visibility through targeted campaigns, including PPC (Pay-Per-Click) and programmatic advertising. Deiss and Henneberry (2020) indicate that most modern advertising platforms, such as Google Ads, Meta Ads Manager, and LinkedIn Ads, give the option for granular audience segmentations in terms of demographics, behaviors, and interests. Such precision allows firms to optimally spend their budgets by tracking activities through metrics such as cost-per-click and return on ad spend.

Puthussery (2020) adds that the interaction between organic and paid strategies is optimal. SEO creates long-term visibility, while paid advertisements offer temporary boosts necessary for new products and seasonal campaigns. The key challenge is in remaining authentic; too much paid promotion can make consumers skeptical of the product if the business does not balance this with real engagement.

As Veleva and Tsvetanova (2020) observe, the debates around algorithmic transparency and data ethics are becoming increasingly central for digital advertising. Ethical SEO places user value and content quality first, instead of manipulation strategies, and ethical advertising must guarantee that personalization will not compromise privacy and consent. Therefore, sustainable digital visibility is about combining technical expertise, ethical awareness, and creative storytelling.

3.2.11 Digital Marketing in Specific Industries

Digital marketing strategies differ across industries due to the nature of consumer behavior, competition, and regulatory constraints. The use of digital tools differs from one industry to the next in order to achieve strategic objectives. Kingsnorth (2022) believes that it is the industry context that defines not just channel selection but also message tone, content frequency, and audience expectations.

The e-commerce platforms utilize social media ads, influencer partnerships, and personalized email marketing in order to spur conversion within the retail sector. In addition, AR enables customers to "try before they buy," which improves experiential engagement. Tuten (2020) argues that retail brands are integrating data analytics into predictive inventory management and cross-selling recommendations.

In finance, trust and adherence are key. In digital marketing, that means educational content, transparency, and security assurances. Thought leadership is developed through SEO and content marketing strategies, while professional networking and lead generation take place on LinkedIn.

The hospitality and tourism industry is critically dependent on visual storytelling and user-generated reviews. According to Puthussery (2020), online reputation management and collaboration with influencers are critical in maintaining brand authenticity and differentiation within the competitive markets.

In the health domain, strict private regulation shapes digitized communication. Campaigns often focus on credibility and evidence-based information using SEO for informational

outreach rather than aggressive promotion. Ethical marketing practices and empathetic tone are essential to maintain the public's trust.

Finally, in the technology sector, agility and innovation dominate marketing strategies. Companies make use of omnichannel content strategies, webinars, and community-driven forums to showcase expertise and maintain relevance. Veleva and Tsvetanova (2020) underline that an ability to adapt means success, and firms that manage to quickly position their marketing approach in line with emerging technologies maintain their competitive advantage.

The echoes across industries remain the same: data-driven personalization and engagement on ethical grounds. Success in digital marketing requires framing strategies around sector-specific dynamics while keeping within the principles of universal transparency, user value, and strategic coherence.

3.3 Summary of Literature Review Findings

The literature reviewed has showcased how marketing as a discipline has shifted essentially from being product-centric into customer-centric engagement through technology and data. Marketing theory evolution shows an increased orientation toward the integration of creativity, analytics, and ethics to achieve value creation in a sustainable manner in the digital era.

Traditional marketing is still relevant due to tangibility, emotional appeal, and credibility, but its limitations are high costs, low measurability, and one-way communication, making it difficult to adopt in dynamic environments. Digital marketing, in turn, relies on flexibility, interactivity, and real-time analytics. According to Tuten (2020) and Kingsnorth (2022), digitalization has redefined the relations of organizations and their consumers by ensuring transparency, personalization, and continuous engagement.

Chaffey and Ellis-Chadwick (2019) further emphasize that effective digital marketing requires a structured, data-driven planning process, in which organizations integrate channel

selection, audience segmentation and measurable objectives into a coherent strategic framework.

The literature also shows that for digital marketing to work, equal attention has to be paid to theoretical comprehension and to strategy. Indeed, frameworks such as AIDA, TAM, and CRM remain critical in mapping consumer decision processes and engagement. The virtual marketplace runs on immediacy, interactivity, and data-driven optimization that make companies of all scales compete at higher levels-on a global scale, according to Puthussery (2020) and Deiss & Henneberry (2020).

Central to modern practice is the integration of multi-channel and storytelling techniques that join information with emotion. Content marketing and social media engagement are strong drivers of authenticity and community, converting passive audiences into active brand advocates. Meanwhile, search engine optimization and paid advertising drive visibility and precision in targeting, underpinned by analytics to direct budget allocation and campaign refinement.

Other consistent findings include the ethical and transparent use of data. As Veleva and Tsvetanova (2020) note, trust remains a decisive factor in consumer behavior. Digital strategies are increasingly successful where there is balance in the exploitation of data and protection of privacy. Companies commanding respect for user consent and adding real value through the content will generally hold better and longer-term loyalty.

Industry-specific evidence finally underpins that digital marketing is adaptable across diverse sectors, from retail and finance to healthcare and technology, but requires execution sensitive to context. This shall be tenable proof that digital marketing is not a universal formula but a modular framework responsive to audience and industry characteristics (Tam, 2025; Torres, 2024; European Scientific Journal, 2025).

The literature reveals that successful digital marketing strategies are based on integration, authenticity, ethics in data usage, and value delivery that is measurable. Firms utilizing digital tools intelligently while keeping communications human achieve not only competitive advantage but also relevance in society.

4. Practical Part

4.1 Introduction to the Practical Part

The application of these theoretical foundations is integral to the practical side of this thesis and is conducted on the subject company of choice: Rant, Inc. The role of this final chapter is to determine to what extent the company is leveraging online marketing tools and communication channels and to what extent this is aiding its presence and position within the digital media sector as a whole. This is also central to the overall aims of this thesis and involves identifying areas of success and failure within online marketing efforts to inform recommendations for improvement for overall marketing performance at the company.

To achieve these aims, this chapter uses two methodological approaches: SWOT analysis and Content analysis. Using SWOT analysis helps to systematically assess the company's attributes from the inside and its surroundings that influence its performance on the web. It is especially helpful for companies whose business environments are constantly dynamic and quick-changing on the web because many threats and opportunities may arise quickly and have pronounced impacts on business strategies. Content analysis is another approach which helps to gain information on communications of the company on social media sites as well as on other web platforms to establish whether its web presence is compliant with modern web marketing best practices discussed in the last section of this thesis.

These techniques combined make it possible to conduct a full analysis of Rant, Inc.'s online marketing efforts. This section begins by discussing the corporation itself, moving on to its marketing approach and social web communications, its outcomes from its SWOT analysis, and finishing off at last with recommendations for improvement. This is to ensure a smooth transition is created from analysis to explanation to future projections.

4.2 Company Profile: Rant, Inc.

Rant, Inc. is a USA (United States of America)-based online media company headquartered in Irvine, California (Figure 1). It specializes in providing digital content across

entertainment, gaming, popular culture, lifestyle, and technology. The company operates primarily through its online platforms, where its business model revolves around generating high website traffic and monetizing this activity through advertising impressions. As a content-driven organization, its overall performance depends largely on its ability to produce engaging, timely, and trend-relevant material for a diverse international audience. Given the highly competitive nature of the digital media industry in the United States, Rant, Inc.'s long-term relevance is closely linked to its responsiveness to trends, editorial agility, and effective storytelling.

Figure 1 Rant Inc. Logo



Source: Rant-Inc.com

Operating exclusively online, the company is highly dependent on efficient digital communication. A substantial portion of its traffic originates from search engines and major social media platforms, making it essential for the company to apply effective digital marketing tools. Rant, Inc. maintains an active presence on Instagram, Facebook, Twitter/X, and TikTok, each of which serves a specific communication purpose. Twitter/X is predominantly used for rapid commentary on trending topics, Instagram for visual content, Facebook for longer and more detailed posts targeting a wider demographic, and TikTok- although used less consistently-offers significant potential to reach younger audiences through short-form videos.

The company’s communication style reflects the characteristics of the entertainment and popular-culture sector in which it operates. Its posts are typically informal, concise, visual, and often embedded with humor or trend-based references, which resonate strongly with digital-native audiences. However, the lack of cohesive visual identity and inconsistency in posting frequency across platforms indicate shortcomings in its broader branding strategy. These issues, combined with intense competition in the U.S. digital media landscape, highlight the need for systematic evaluation and strategic refinement of its marketing activities, which are further analyzed in the sections below.

4.3 Evaluation of Digital Marketing

A discussion on performance of digital marketing for Rant, Inc. could benefit from analyzing its web communications, website effectiveness, and overall social media engagement activities. Since Rant, Inc. is itself a web-based business whose primary source of success comes from user engagement and interaction, it operates in a very saturated market where the key is time and quality of web-content being offered to its audience.

This assessment will utilize all those concepts and theories developed in my literature review portion to directly analyze the existing processes practiced by Rant, Inc. and determine their effectiveness on its performance for its overall digital marketing strategy.

4.3.1 General Characteristics of the Digital Strategy

The online strategy of Rant, Inc. is designed around the publication or distribution of content through various platforms. Each published piece essentially acts as a product as well as an advertisement for further publications to come, making its success dependent on its being able to publish material on a periodic basis aligned to the prevailing trends of entertainment or popular culture at any time. It is to be noted that the company is very nimble at being able to publish material on things of interest to the general audience, and this nimbleness is what its promotion strategy is founded upon.

Nevertheless, this also brings volatility to your website's traffic generation strategy. This is because while your website's posts on current trends may generate traffic quickly once they

go live because they appeal to many at any particular point in time, this does not automatically mean that your website will retain its traffic or performance at all times. This is because your website is very much dependent on what is transpiring at any particular moment among your target market.

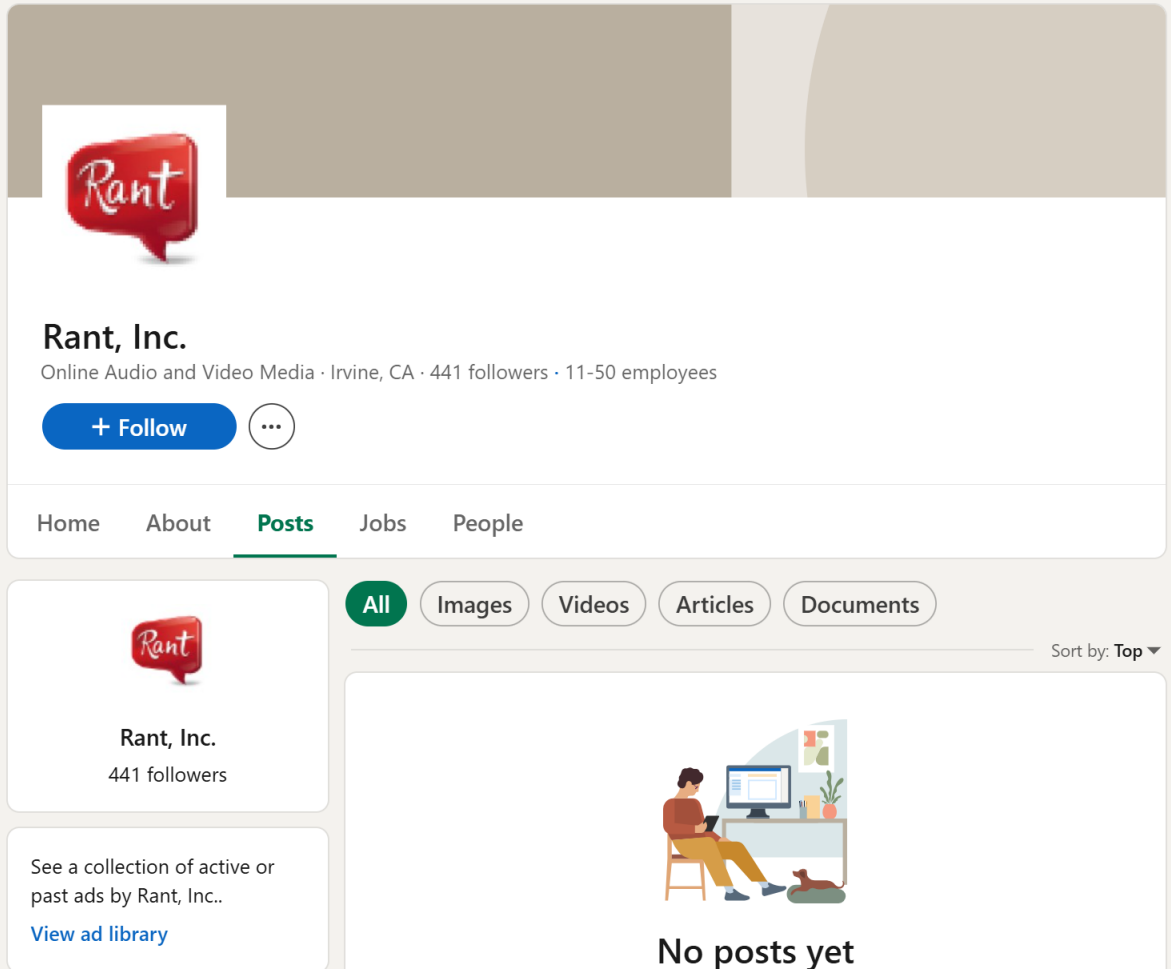
4.3.2 Social Media Activity and Engagement

Rant, Inc. is very actively using many social media platforms to publish content and begin audience interaction. The company's presence is especially strong on the Twitter/X social media platform because its brief commentary is very naturally linked to entertainment and quick-changing cultural trends. This social network provides good short-term visibility and facilitates real-time interaction for Rant, Inc., enabling it to reach its audience at peak points of interest. This strategy is very effective for getting instantaneous traffic, but its brief posts do not facilitate further audience engagement or storytelling.

Instagram is for a different purpose and is more related to visual communication and personality branding. The company makes use of different posts such as promotion pictures and short stories or communications through video posts. Some of these posts gain significant engagement, especially those posts containing emotional pictures or funny or meaningful stories or contents. But overall posting or social network strategy is not systematic or planned for effective branding or visual identity on Instagram or any social media website such as TikTok.

Facebook appears to have more steady levels of engagement because its population is larger and because its platform lends itself to writing posts instead of just pictorial images. Yet at the same time, engagement on its platform is also dependent on whether good stories are being promoted and whether strategies in terms of community development on this platform need improvement or refinement. Overall, while it is successful at generating interest, especially during events where things go viral on social media, its strategy on social media can be made much more effective.

Figure 2 LinkedIn



Source: LinkedIn.com

Although Rant, Inc. maintains active use of major social media platforms such as Twitter/X, Instagram, Facebook, and TikTok, its presence on LinkedIn is relatively new (Figure 2). The company only recently created its LinkedIn profile, and its activity on this platform remains minimal, with no posts published so far. This indicates that LinkedIn has not yet been integrated into its broader communication approach, despite being a platform commonly used by media companies for professional visibility, networking, and corporate communication.

4.3.3 Website Functionality, SEO and User Behaviour

The website of Rant, Inc. is its main destination for content distribution and is thus crucial to its success on the digital front. The website is updated constantly with new content, is

properly categorized to facilitate easy searching for topics of interest, and also features title optimization for higher search engine rankings. This makes it conducive to its excellent organic performance on the digital front.

However, closer inspection shows several areas for further improvement. While the website is very content-rich, some of its articles contain contents whose main aim seems to revolve around popular key terms at the cost of comprehensiveness and uniqueness, thus possibly affecting its credibility to some extent. A broader approach to SEO techniques such as better link-building measures and clustering around concepts could certainly result in making its positions less volatile at any point of time. At the same time, areas pertaining to user experience need improvement as well, such as faster page-loading speed and smoother navigation trends.

4.3.4 Strengths and Weaknesses of the Current Approach

Overall analysis indicates that Rant, Inc. has some strong points in its current approach to digital marketing. It is responsive to trends and publishes frequently on social media platforms to gain widespread attention. It also shows good awareness of the preferences of social media users and is successful in sustaining its traffic even in peak interest periods of the public.

Nevertheless, it is argued that these weaknesses spelled out earlier necessitate further refinement. Some of these weaknesses include lack of differentiation among its competitors, lack of consistency in its brands, reliance on external algorithms and poor utilization of high-potential platforms such as TikTok and Instagram. The final risk emanating from its reliance on trends is also potentially destabilizing for sustained stability as its visibility is subject to the intensity of interest emanating from the general populace. (Rant, Inc. Profile, 2025. RocketReach.com)

4.3.5 Overall Evaluation

In conclusion, Rant, Inc. is clearly established on strong digital marketing fundamentals, and this is evident through its adaptability, presence on its platforms, and steady stream of

outputs. Nevertheless, for it to sustain itself for many years to come, it should learn to adapt to a more organized and identity-driven strategy for its outputs, improve its consistency and quality of visual communication, and upgrade its SEO strategies to become more analytics-driven. This will bring Rant, Inc. abreast of modern digital marketing trends and help it establish its presence on the digital landscape.

4.4 SWOT Analysis of Rant, Inc

The SWOT analysis takes into account all possible information regarding the capabilities of Rant, Inc. and all aspects of its external environments that influence its performance on digital marketing platforms. This approach also helps to analyze the company by weighing its strengths against its weaknesses while considering all opportunities and threats posed by the market within which the company operates. It is very crucial for any digital media firm to have all the details required for sustaining itself in its position within the market, which is constantly undergoing drastic changes.

4.4.1 Strengths

Rant, Inc. also takes benefit from having many strong attributes that further enhance its position within the digital media industry. One of the most crucial attributes is its timely response to trends. Rant, Inc. is constantly observing trends associated with entertainment and popular culture and is further using this information for its publishing purpose. This will further result in Rant, Inc.'s capturing audience interest at peak interest points and thus increasing its engagement and traffic instantly. It further has its presence on all channels simultaneously, ensuring its published content reaches all sections of different demographical areas. This timely visibility is achieved through social platforms such as Twitter/X, while platforms such as Facebook and Instagram further enhance its engagement attributes through its visual approach to content.

Another key strength is to be found within the use of search engine optimisation strategies by the company. Titles and descriptions tend to have been designed with optimisation strategies in mind to become discoverable online, thus signifying good use of basic SEO strategies. Additionally, good use of knowledge of online users' expectations is demonstrated

by the organisation because of its informal manner of communication to its audience, use of jokes, and dependence on popular culture.

4.4.2 Weaknesses

Despite all these benefits, there are several areas within the company which may act as limitations for its stability as a business entity. The most significant one is related to the highly competitive market within which Rant, Inc. operates. This is because there are many organizations that tend to place similar content related to entertainment to meet the interests of their audiences. Nowadays, it is becoming increasingly tough for Rant, Inc. to carve out its niche among its competitors because of its increasing focus on popular topics to attract its audience.

Another challenge is that the company is dependent on external platforms and algorithms. This is because social platforms keep on changing their policies and algorithms for visibility. This may highly influence the reach of posts on social media platforms (Tan, P. L., 2024). In case of lack of alignment between posts and algorithms, it may result in reduction of visibility of posts even if they contain good information. Another point is that lack of consistency makes it difficult for the company posts to be identified easily.

Minimal or newly established presence on LinkedIn, which limits the company's professional visibility, employer branding, and credibility within the digital media industry. Despite active usage of high-engagement platforms such as Twitter/X and Instagram, the absence of activity on LinkedIn restricts opportunities for networking, corporate communication, and collaboration with industry partners.

At last, though the frequency of postings is highly effective from the point of view of visibility, concerns arise regarding quality and uniqueness. This amount of postings demands lots of resources and may result in work prioritized on speed rather than depth and analysis.

4.4.3. Opportunities

Despite these challenges, Rant, Inc. is also faced with several favorable external factors which it can leverage to improve its position vis-à-vis its competitors. The growing need for entertainment and information online provides Rant, Inc. opportunities to broaden its reaches regionally as well as internationally. The popularity of short-form video sharing platforms such as TikTok and Instagram Reel provides opportunities for Rant, Inc. to experiment and appeal to new segments by offering diverse content on these platforms which favor creativity, speed, and character-features which Rant tends to possess through its editorial approach.

Also, possibilities for collaborations or associations within the entertainment or gaming niches may offer additional promotion opportunities to the company. A development of a strong identity is also seen as one of the opportunities for Rant, Inc. This is because having a strong identity will allow Rant to stand out among its competitors who may also have adopted similar strategies for their business operations. The development of advanced analytics and AI (Artificial Intelligence) is also promising for its opportunities to better target and predict user behavior.

4.4.4 Threats

The external environment is also full of threats to Rant, Inc.'s stability as a company for an extended period. The digital media industry is also experiencing oversaturation not only among professional but also among amateur writers and even AI writers. This makes it highly challenging to compete for visibility and user engagement on social media platforms as well as on search engines where any slight adjustment on social platforms impacts user engagement performance measures to some extent.

The shorter attention spans of web audiences and the pace at which trends come and go also make web content planning even tougher. The information that may have shown initial promise of being highly interesting may quickly go out of fashion, making it tough to create audience engagement. Economic concerns also exist because web publications are highly dependent on advertising expenditure for business. Any cutback in ad spending budgets,

especially during economic downturns, affects the very stability of the company's financial performance. The entertainment web content may also include copyrighted information, making it vulnerable to lawsuits if proper licensing procedures are not followed.

4.4.5 Summary of SWOT Analysis Results

The result of this SWOT analysis shows that Rant, Inc. is operating from a position of significant strength, especially where its response to stimuli is concerned and its sheer amount of content and audience familiarity are factors to consider. At the same time, its vulnerabilities lie in its emphasis on fast-moving trends and a lack of distinction for its brands, all of which can be easily and should likely be addressed through adjustments as needed.

Results derived from this SWOT analysis constitute a significant foundation for recommendations presented in the ensuing section of this thesis document.

4.5 Content Analysis

The role of content analysis within this thesis is to assess how Rant, Inc. is communicating on its key online platforms and to what extent its communications are successful at engaging its audience through its contents. The success of Rant, Inc. is largely dependent on its success to engage its online audience. As such, the manner in which the company is structuring its communications and presenting its contents is basic to its success and visibility within cyberspace. Content analysis will thus act as a crucial lens to analyze posting activities, communication tone, and overall consistency of its online identity of Rant, Inc. for comparison to guidelines discussed within the theoretical framework of this thesis.

4.5.1 Key Platforms

The content analysis is conducted on four key platforms for which Rant, Inc. has a discernible presence: Instagram, Facebook, Twitter/X, and TikTok. In deciding on these platforms to conduct the analysis on, they have been selected because each of these platforms provides its own unique channel of online communication and is accessed by users of

different demographical composition. A period of around thirty days is selected for sampling to include contemporary trends of communication. The analysis is conducted for key determinants such as posting rate, kind of postings being made during this period of time, extent of audience interaction being achieved, and to what overall extent Rant, Inc. adheres to their respective style of communication on each of these platforms.

The criteria for assessment have been shaped by some of the themes mentioned in Chapter 3 and include several parameters which have been established for evaluating digital content within academic circles. The dimensions include the frequency of posts, audience engagement measured by likes, comments, shares, and views, visual and text composition of posts, whether or not the posts have a unified style of branding and to what extent it conforms to digital trends. The approach adopted here is to determine not just whether Rant, Inc. is active on any social platforms but also whether its activity is getting any meaningful engagement and effective communication.

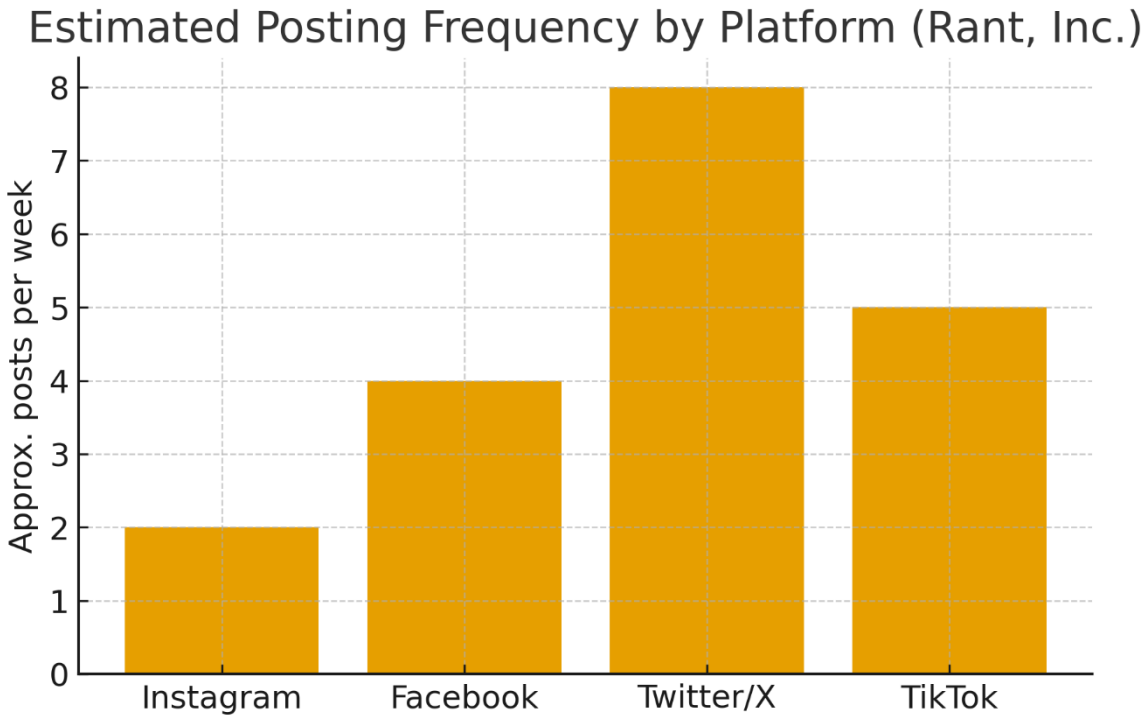
4.5.2 Posting Behaviour and Platform Dynamics

In terms of activity during the period under observation (Figure 3), Rant, Inc. posts a high level of information on Twitter/X, where quick comments and responses to trends are central to its posting activities. This is possibly one of its most active platforms because updates are posted almost daily. This kind of activity is to be expected on any kind of media organization requiring constant visibility because it is rewarded on the platform itself because of its topical activity on any subject at all. However, because posts are brief, opportunities for narrative or corporate communication are limited by such activities.

A different attitude is observed on Instagram and Facebook. While several posts emerge occasionally, they are certainly not as frequent as those on Twitter/X. The kind of posts on Instagram will include promotional pictures or accompanying short video links for newly published posts on articles. While moderate engagement is attracted through these posts, they do not have the visual unity required for companies functioning within highly saturated and competitive digital spaces. A higher text length is allowed on Facebook for Rant, Inc. to advertise articles to some extent but engagement gets influenced by the respective subject matter rather than any community strategy.

TikTok is full of opportunities because of its algorithmic affinity for short and entertaining content, but it does not seem to have any strategy for its use by Rant, Inc. It is intermittent at best, and its lack of cohesive or distinctive formatting makes it seem like no strategy is being implemented at all, especially considering its untapped market because of its apparent affinity for short-form viewing.

Figure 3 Estimated posting frequency by platform for Rant, Inc.



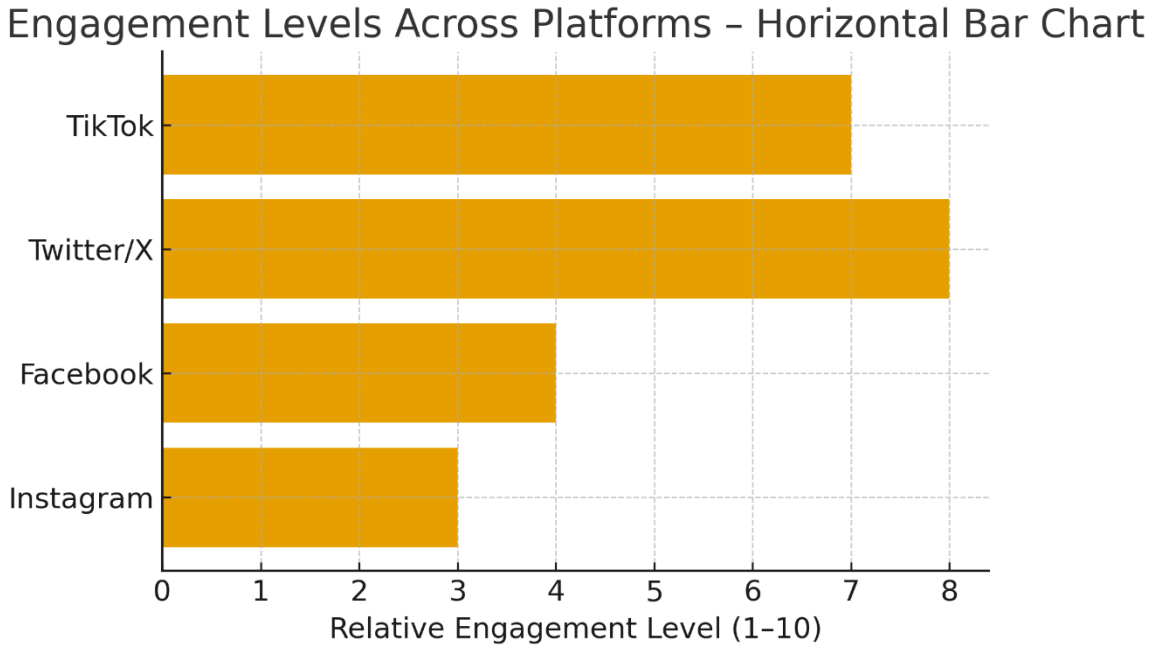
Resource: Author's own work

4.5.3 Engagement Levels and Audience Response

In all these platforms analyzed, user engagement (Figure 4) tends to remain variable based on whether or not its contents match entertainment trends at any particular time. Those posts formulated around entertainment releases or popular shows tend to work much better than others if they do not have any entertainment-related context at any particular point in time. This verifies why the company tends to leverage interest cycles for its visibility because it may result in short-term success but is rather unreliable in the long run.

The kind of information being published also makes its presence or absence felt when it comes to active engagement of users or followers. While posts relating to funny comments or cartoon-like images tend to reach further than anything else-as is obvious already by virtue of Instagram becoming such a huge success on social media-the same cannot be said for anything related to Facebook.

Figure 4 Relative engagement levels across key platforms (Rant, Inc.).



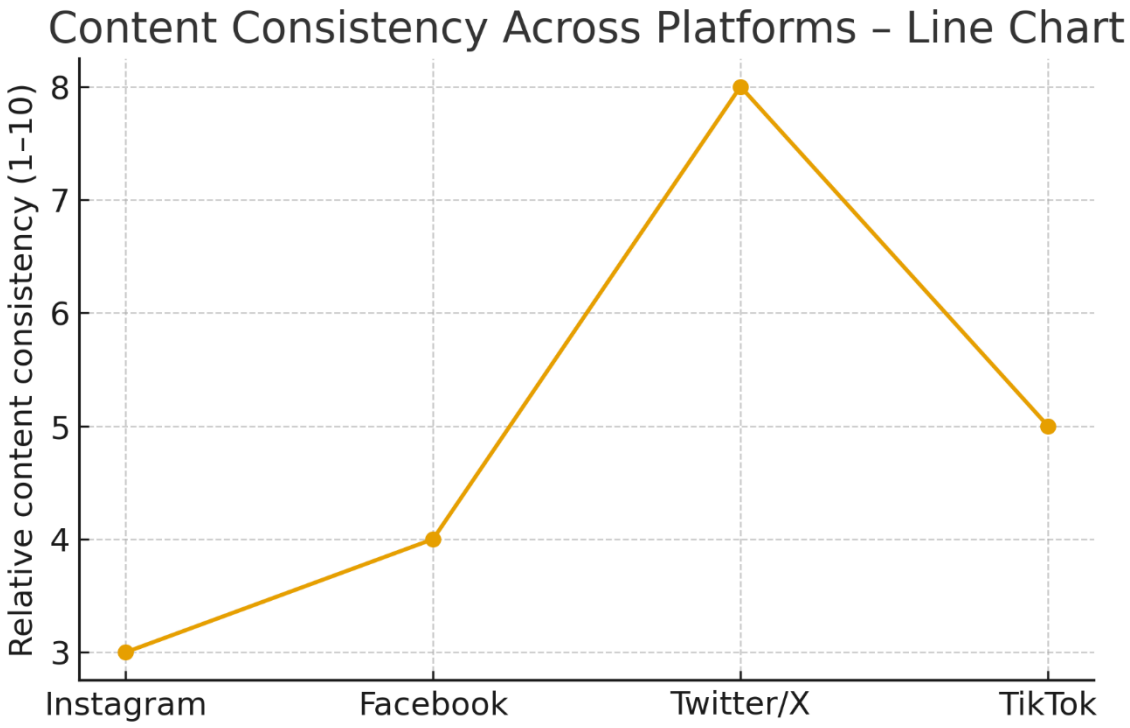
Resource: Author's own work

4.5.4 Communication Tone and Branding.

Rant, Inc.'s communication tone is informal and conversational or even funny since it matches entertainment-oriented digital culture traits. This kind of communication tone is very effective and appealing to Generation Y individuals because they regard it as authentic and genuine because of its informal tone. However, this kind of approach may lack effectiveness for brands because it is informal but does not have any visual identity for its posts because its visual identity is highly variable from one post to another without any specific colour palette or typography style whatsoever to give each post visual identity associated with Rant, Inc.

Lack of a coordinated or unified branding strategy also affects the efficiency of cross-platform communication (Figure 5). The posts on Instagram, Facebook, and TikTok seem to lack any link between them and those on Twitter/X in terms of tone and presentation. This means that while it is successful at posting contents on several platforms, it is not leveraging on the combined power of having all its efforts coordinated through digital marketing.

Figure 5 Relative content consistency across Rant, Inc.'s main platforms.



Resource: Author's own work

4.5.5 Comparison with Best Practices

Results from content analysis indicate that Rant, Inc. does abide by some best practices discussed in the literature review, especially those associated with responsiveness to trends and adaptability to the platform native to its market. This is indicative of Rant, Inc.'s good appreciation for what kind of information is most acceptable to digital-born customers and its successful utilization of these trends within its daily communication activities. Conversely, several aspects emerge for which Rant, Inc.'s strategy is at variance with current trends associated with digital marketing exploratory studies.

Specifically, having no visual identity is against established principles of consistency for brands. The erratic posting schedules for visual and video-driven platforms such as Instagram and TikTok reduce the company's leverage on such platforms to tap into their full benefits. Additionally, the focus is put on short-term engagement rather than audience development for sustained visibility opportunities. Storytelling techniques and narrative development emphasized by the literature are largely unutilized within Rant, Inc.’s messaging strategies at present.

4.5.6 Summary of Content Analysis Results

Content analysis shows that Rant, Inc. is strongly and actively present on online platforms, especially within environments where timeliness and trend sensitivity are most crucial. However, inconsistencies shown by Rant, Inc.'s branding strategy, use of online platforms, and respective engagement activity indicate several areas requiring improvement at Rant, Inc. to have overall success based on strategic changes planned to rectify these areas discussed further within this thesis proposal at the recommendation stage.

5. Results and Discussion

5.1 Recommendations for Improvement

Based on the outcomes of both the SWOT analysis and content analysis, it appears that Rant, Inc. is founded on strong fundamentals for success in digital marketing but that its performance over time could benefit from being presented with a more informed and strategic approach. The recommendations outlined below have been designed to take account of any weaknesses and unfulfilled opportunities identified earlier and are put forward within this section because they are informed by established best practice outlined in the preceding literature review.

They cover areas intended to improve the company's identity within its corporate brand, improve its content quality and consistency, improve its social marketing efforts, and stabilise its website performance through its use of advanced digital techniques. One of the most pressing concerns for Rant, Inc. is promoting its own branded identity. While their use of informal and trend-driven language is certainly fitting for its entertainment category affiliation, lacking any visual identity makes it inherently unrecognizable and thus poor at promoting any kind of solid branded identity for themselves or maintaining their own memorability on social media platforms for any meaningful length of time or against similar companies offering similarly founded trends for entertainment consumption by informed customers eager to remain abreast of new information on past timely trends and so forth on and so on ad infinitum.

Another key area of opportunity is to improve its social media presence, especially on those platforms where its presence is not very consistent. Instagram and TikTok have enormous opportunities for growing its audience base, especially among youngsters who tend to watch extensive visual and Video Content. Although the company has recently created a LinkedIn profile, it has not yet developed an active presence on this platform. Strengthening LinkedIn activity would significantly enhance Rant, Inc.’s professional visibility, support employer branding, and broaden opportunities for strategic partnerships within the digital media industry. This step is particularly important because LinkedIn is one of the most frequently visited platforms among professionally active users, including marketers, content creators,

advertisers, and other stakeholders who represent a highly relevant segment of Rant, Inc.'s targeted audience. By sharing corporate updates, achievements, industry insights, and key announcements, the company could improve its credibility, attract potential collaborators, and reinforce its position within the U.S. digital media landscape. Increasing the number of posts on these platforms and making use of their formats for Content will provide them with efficient traffic and engagement generation tools for the company. Partnerships with micro-influencers in gaming and entertainment categories can further extend its reach while also building credibility. Concerning the actual contents being developed, Rant, Inc. is advised to create a combination of contents centered around trends and evergreen contents.

Article contents centered around trends have high traffic generation capabilities but have shorter lifespans, while evergreen contents possess the ability to draw traffic to their website for extended periods of time as they include things like explanation guides or reviews. This shall help normalize traffic to their website while leveraging Rant, Inc.'s presence in the entertainment and media industry. Optimization for performance is also one of the key areas to concentrate on for improvement. While the website is displaying good SEO strategy implementation, further optimizations could have been achieved by leveraging advanced strategies. Implementation of structured metadata, link enhancements for better intra-linking, and development of topic clusters will result in enhanced rankings for search engines on the website. At the same time, areas related to user experience can also be optimized for better performance, such as enhanced page load times and easy mobile accessibility for navigation. Development for high-quality visual designs for article thumbnails may also enhance CTR (Click-Through Rates) for both search engines and social media sites.

Increased analytics use is also another area of significant improvement for Rant, Inc. Rant, Inc. already leverages engagement analytics to determine its content strategy. Greater use of analytics will give Rant, Inc. the opportunity to create highly segmented and customized content for its audience. It should test A/B (A versus B) versions for headlines and images on its website, use user behavioral analysis for various categories of its published articles to gather insights on user behavior, or use Predictive Analytics software to improve its strategy for online communication. This will give users on its website the opportunity to read several articles at one time and improve website advertisement earnings for Rant, Inc. When one looks at the strategic overview for a longer period of time, Rant, Inc. may become an even

stronger market presence by offering different formats for its material. Video-based initiatives, whether they are short documentaries or behind-the-scenes features and interviews with key players within the field or features on specific themes each series may revolve around, have opportunities to gain larger appeal for various segments of society so that Rant may compete even better against brands primarily focusing on video publications.

Other opportunities include developing non-English-speaking material to reach new markets. Cumulatively, these recommendations indicate one way for Rant, Inc. to move toward having a more stable, distinctive, and strategically mature online presence. Using these strategies to improve overall brand alignment, planning for content strategies, utilization of social media platforms, and utilization of advanced analytics techniques, Rant, Inc. is poised to position itself for success through increased visibility and competitiveness in the digital media sector. These key points will become integral to forming conclusions discussed within the final chapter of this thesis.

5.2 Summary of the Results

The application of the concepts for digital marketing to the empirical analysis of Rant, Inc. provided information on its strengths and weaknesses within its highly dynamic industry of digital media by employing the techniques of SWOT analysis and content analysis in the overall assessment of this particular company's performance. The outcomes of this comprehensive analysis have provided information on both areas where the company stands strong and on which it can further develop its strengths and areas requiring improvement to remain successful or maintain its position at all times. The analysis showed that Rant, Inc. has several significant advantages, most importantly its quick response to new trends on the Internet and its flexible presence on various social media platforms. This adds positively to its visibility and engagement numbers, which are very crucial to an industry dominated by immediacy and relevance. The company's informal communication approach is very effective for younger Internet users because its continuous generation of contents helps keep its presence active on the Internet and social media algorithms.

However, concurrently, it has been found that several factors exist that negatively impact the company's capabilities for forming steady viewer relationships. These factors include lack of consistency in branding, uneven use of crucial platforms, overreliance on trend-driven

contents, and being prone to changes dictated by external platforms through algorithms. A lack of overall visual identity makes it difficult to establish brand identity, while a lack of strategic editorial planning makes it inadequate for viewer retention. Additionally, while its SEO strategies are sufficient, they are elementary and should adopt a technically advanced strategy instead. The recommendations offered in the past section cover all these concerns and have provided Rant, Inc. with possible strategies for enhancing its brand identity on social media platforms, entering new areas of online content, or utilizing advanced data analysis capabilities for making new decisions on social media marketing. Implementation of these measures will not only benefit Rant, Inc.'s performance on social media but also minimize its reliance on unpredictable outcomes.

In conclusion, the empirical part of this thesis verifies that though Rant, Inc. provides strong ground for success for digital marketing, for its effective growth in the future it should adopt a rather more balanced approach. The information gathered from this chapter directly addresses one of the objectives outlined for discussion at the beginning of this thesis and also provides meaning to its final conclusion stated at the end of this thesis.

6. Conclusion

This thesis set out to evaluate the effectiveness of digital marketing in the modern business environment, using Rant, Inc. as a practical example. The theoretical part showed how marketing has evolved into a digital, data-driven discipline that emphasizes personalization, transparency, and active audience engagement. The reviewed literature confirmed that successful digital marketing requires both creative content and strategic planning.

The practical analysis revealed that Rant, Inc. has several advantages, such as strong responsiveness to trends, active presence across multiple social media platforms, and communication that resonates with entertainment-focused audiences. These factors help the company maintain high visibility during periods of public interest. However, the findings also highlighted several weaknesses, including inconsistent branding, uneven use of platforms like Instagram and TikTok, heavy reliance on trend-based content, and dependence on external algorithms. SEO practices, while present, could also be improved through more structured optimization.

The recommendations in this thesis aim to address these issues by strengthening the company's visual identity, improving platform consistency, diversifying content, and increasing the use of analytics. By adopting a more strategic approach, Rant, Inc. can build a stronger brand, reduce fluctuations in audience engagement, and mitigate risks associated with rapid changes in online trends and platform algorithms.

In conclusion, Rant, Inc. has a solid foundation for digital marketing success but requires a more organized and long-term strategy to remain competitive. Implementing the proposed improvements will enable the company to enhance its digital presence, increase audience loyalty, and achieve sustainable growth within the dynamic digital media industry.

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8.2 List of Abbreviations

A/B - A versus B

AIDA - Attention, Interest, Desire, Action

AI - Artificial Intelligence

CRM - Customer Relationship Management

CTR - Click-Through Rate

PPC - Pay-Per-Click

ROAS - Return on Advertising Spend

SEO - Search Engine Optimization

SWOT - Strengths, Weaknesses, Opportunities, Threats

TAM - Technology Acceptance Model

UGC - User-Generated Content

USA- United States of America