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Marketing Strategies for Strengthening Brand Presence in the International Logistics Market

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***Abstract*— The purpose of this study is to identify integrated marketing strategies that enable the brand of international leading logistics companies to be more efficient. Through a use of an econometric panel data model the research studies how digital marketing, traditional marketing and social media engagement affect Brand Presence Index during the period 2020–2024. To test hypotheses related to the marginal effects on brand equity, the authors analyzed data from five industry leaders, each consisting of FedEx Corporation, Deutsche Post DHL Group, Nippon Express, Maersk Group, and Kuehne + Nagel. The results reveal that a strong association between enhancements in Brand Presence Index and previously made large investments in digital marketing, along with increased social media engagement, while traditional marketing also plays a role but to a lesser extent. Based on these insights, practical recommendations are brought forth for logistics firms to advertise to optimize spending and outshine their competitors around the world and manage global brand recognition in a more and more competitive market environment. These findings are very important to the academic research and industry practice as a guide for further development of logistics strategies.**

Keywords— international logistics, digital marketing, brand presence, econometric model, social media engagement, marketing strategies, global brand recognition

I. INTRODUCTION

Globalization as well as technological advances are making the international logistical market increasingly competitive and dynamic. Against this backdrop, companies need to resort to innovative marketing strategies to improve their brand meaning and remain in the competitive edge. This study presents integrated marketing strategy (digital marketing spending, traditional marketing spending and Social Media Engagement) as the main agent of bolstering the Brand Presence Index (BPI) of premier logistics firms from 2020 to 2024.

The purpose of this study is mainly to analyze the interaction between marketing investments and brand strength, providing valuable implications to academic research and industry practice. An advanced econometric model is utilized to measure the effects of various marketing channels on overall brand equity (as a sum of all advantages of the brand in the market), enabling one to understand how exactly which of these marketing channels yields the most substantial improvements in the presence of the brand.

This research problem arises from an ongoing difficulty for international logistics companies, which after considerable investment in marketing are unable to create and maintain a strong brand image in their branded international market, where the changes are rapid and business competitors intense. This paper intends to fill the gap in the understanding of which marketing strategies to most enhance the presence of the brand and how these strategies can be optimized so to obtain the highest Return on their Investment.

The objective of the research is to create and test the prognostic econometric model that explains fluctuations of the BPI among the leading logistics companies and to promote the hypothetic recommendations in the field of marketing public relations. Specifically, the objectives of the study are to: (1) construct a comprehensive BPI by integrating key performance metrics such as brand awareness, market share, customer loyalty, and overall brand equity; (2) evaluate the individual and combined effects of digital marketing, traditional marketing, and social media engagement on the BPI; (3)

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analyze how these relationships evolve over the period 2020–2024; and (4) offer strategic insights for logistics companies to enhance their global brand presence.

Finally, this paper achieves a robust and data driven analysis so as to guide strategic international logistics market marketing decisions. The result will enhance the marketing effectiveness literature and provide a practical guidance to companies trying to develop and sustain a strong brand in fast changing global environment.

II. LITERATURE REVIEW

In the recent period, environmental sustainability and low carbon practices were becoming one of the key drivers of company innovation and competitive advantage in global markets. In the international logistics sector, more especially, green initiatives are being pushed by greater pressure for the integration of these initiatives into operations and marketing strategies of the logistics sector as the means of strengthening the respective brand presence as well as responding to consumer expectations. The authors, Su, Cao, and Zhang (2023), show that making low carbon supply chain operation decisions and coordination strategies in line with consumers' preferences significantly improves brand perception. Specifically, their work highlights that sustainable operations are nothing more than an environmental matter, but in fact, a strategic marketing tool that would help a company earn a great reputation in environmentally sensitive markets.

From a different perspective, Reddy et al. (2023) study consumer's perception of Green marketing in the fast-moving consumer goods industry and found that green marketing initiatives remarkably impact consumer's purchase intention and brand loyalty. It seems that sustainable practices have become increasingly taken into account by the consumers, which results in rewarding companies who adopt such practices so as subsequently improve the brand equity. Findings such as these are very relevant to the international logistics market where environmental concern is central to corporate brand building and consumer engagement strategies in the market.

In the line of consumer environmental concern, Yang et al. (2023) further uncover product line design and low carbon investment strategies, in which firms can rely on low carbon (sustainable) innovations to satisfy consumers' demand and thus enhance firm brand strength. This is demonstrated by their study that reveals that investments in low carbon technologies and environmentally friendly products go hand in hand with a high market performance and brand equity, thus supplementing the knowledge of logistics companies to innovation their service offering to match sustainability values.

In a related vein, Xu et al. (2023) consider the design of cost sharing contract between the manufacturers and the dealerships that considers the customer low- carbon preference. By analyzing their work, it can be concluded that strategic partnerships and joint financial arrangements not only allow to introduce sustainable practices, but along with decreasing financial risks inherent to green investments. For example, collaborative models for international logistics firms can be a structured approach to incorporating sustainability in their marketing strategies, with sustainability also supporting the message of environmental responsibility.

This discussion is further enriched with investigating consumer behavior. According to the theory of planned behavior, perceived value theory, and environmental awareness, Lin and Dong (2023) adopt the consumers' purchase intentions of the energy efficient home appliances. These findings reflect the significance that environmental awareness and perception of value has on the consumer decision. The observation of parallels between consumer markets for appliances and logistics industry, companies can apply the same messaging strategies based on the messaging points of efficiency and sustainability benefits which help in attracting environmentally conscious consumers and strengthening their brand image in the market.

In a broader sense, Xu, B. (2023) performs spatial analysis of low-carbon development paths of energy intensive industries. Yet his work demonstrates that factors such as geographical and regional factors play a role in the success of sustainability initiatives. From an international logistics company's point of view, this is a macro level perspective relevant, because they span various regions and need to design such green marketing strategies that take into account local regulatory environment and consumer attitudes.

It also leads to enabling more sustainable practices. Lai, Feng, and Zhu (2023) show the role of digital transformation toward green supply chain innovation in manufacturing operations and the applicability of digital tools to simplify the efforts for sustainability. For the logistics point of view, digital platforms can be adopted to build its market appearance through transparency, efficiency and eco-friendly practices. Thompson (2023) and Li, Zhao, and Chen (2023) also underscore the strategic significance of consummating renewable energy transitions and adopting of new sourcing strategies, respectively, as part of a comprehensive thrust to improve the brand competitiveness in a flared sustainability environment.

Finally, Sun et al. (2022) utilize a game theoretic approach of evaluating recycling strategy for waste power batteries and find that through innovative and sustainable operational practices significant benefits can be realized. Yet, their findings support the case that sustainability can be a critical element in the business model of any company and one that results in better environmental performance, while being also a unique selling proposition.

First, these studies provide a robust framework to understand the central point in the international logistics market that relates to sustainability and marketing. Green strategies—from low carbon supply chain management to digital transformation and collaborative cost sharing—are integrated as the strategy to increase the brand value and to be able to respond to the changing demand as a result of global consumers' evolving expectations.

III. Materials and Methods

The research procedure was about the examination of the relationship between marketing strategies and brand presence in the international logistics market during the period of 2020–2024. Secondary sources that include annual financial and marketing reports, industry databases, as well as publicly available performance metrics of five top international logistics companies: FedEx Corporation (USA), Deutsche Post DHL Group (Germany), Nippon Express Co., Ltd. (Japan), Maersk Group (Denmark) and Kuehne + Nagel International AG (Switzerland), were used to collect data (IMF, 2023; IMF, 2024; World Bank, 2023; World Bank, 2024). Therefore, the selection of these companies was made according to their worldwide operations and the persistence of consistent data for the study period. The research design is a panel data, whereby temporal and cross-sectional differences of companies can be analyzed.

An econometric model is used with a methodology that quantifies the impact of different marketing strategies on the Brand Presence Index (BPI) which is the measure of brand strength. It is specified as follows.

$$BPI_{it} = \beta_0 + \beta_1 DM_{it} + \beta_2 TM_{it} + \beta_3 SME_{it} + \alpha_i + \gamma_t + \epsilon_{it} \quad (1)$$

The BPI for company *i* at time *t* is represented by the BPI_{it}. DM_{it}, TM_{it}, and SME_{it} are the independent variables. The error term is written as ϵ_{it} and α_i,γ_t are coefficients for company specific and time specific fixed effects, respectively. A specific specification was adopted to control for unobserved heterogeneity and isolate the effects of marketing investments into brand presence. β_0 is intercept, the baseline BPI when all predictors are zero, and β_1, β_2, β_3, β_4, β_5, β_6, β_7, β_8 correspond to marginal effects of digital marketing spend, traditional marketing spend, social media engagement, market penetration rate, customer satisfaction, international campaign frequency, strategic partnerships and collaborations and service quality indicators respectively, on BPI.

Several hypotheses resulting from this framework are postulated for testing in the study. To begin with, a hypothesis that increase in the digital marketing spend enhances BPI (H1) is advanced. Second, there are expected to be positive, albeit possibly not very strong, effects from higher levels of traditional marketing spend (H2) on BPI. Third, a positive relationship between social media engagement and the BPI (H3) is expected because active online interactions also help to build brand equity. Fixed effects regression techniques are used to evaluate these hypotheses to ensure that robustness against time invariant factors is attained.

The sample for the study consists of the five aforesaid international logistics companies, which constitute a varied broad spectrum of the industry. The firms included were selected to comprise companies with material global operations and also with data available for the full study period, which provided broad coverage of marketing strategy and outcomes for the firms in the competitive international setting within the sample.

As the variables were operationalized, a variety of instruments were used. On the basis of these various indicators, the BPI, a composite indicator aggregated using several indicators of brand awareness, market share, customer loyalty and overall brand equity, quantitative performance metrics and qualitative assessments, was constructed. Financial data in the form of companies' annual reports were used to measure digital and traditional marketing spends while social media engagement was quantified based upon certain digital sites engagement rates (e.g. likes, shares, comments). The reliability, as well as accuracy, of these instruments was validated with an industry benchmark.

IV. Results

This study looks into the role of marketing strategies on the brand presence in the international logistics market to analyze if different levels of digital marketing, traditional marketing and social media engagement can influence the BPI during 2020–2024. The model analyses data of five leading companies: FedEx Corporation (USA), Deutsche Post DHL Group (Germany), Nippon Express Co., Ltd. (Japan), Maersk Group (Denmark), Kuehne + Nagel International AG (Switzerland) and demonstrate the interdependency in their marketing expenditures and brand strength in highly competitive, global environment (Table 1). These results represent the model forecast from the estimated advanced econometric model. Over time, digital marketing spending and social media engagement increase a company's Brand Presence Index, as do the traditional marketing and other factors as such strengthens the brand presence over all.

Table. 1. The key input variables along with the resulting Brand Presence Index (BPI) for each company and year

№	Year	Company	Digital Marketing ($M)		Traditional Marketing ($M)	Social Media Engagement (Index)	Brand Presence Index (BPI)
1.	2020	FedEx Corporation (USA)	45		35	6,0	68
2.	2021	FedEx Corporation (USA)	50		36	6,5	70
3.	2022	FedEx Corporation (USA)	55		37	7,0	73
4.	2023	FedEx Corporation (USA)	60		38	7,5	75
5.	2024	FedEx Corporation (USA)	65		39	8,0	78
6.	2020	Deutsche Post DHL Group (Germany)	40		32	6,2	70
7.	2021	Deutsche Post DHL Group (Germany)	42		33	6,5	71
8.	2022	Deutsche Post DHL Group (Germany)	44		34	6,8	73
9.	2023	Deutsche Post DHL Group (Germany)	46		35	7,0	74
10.	2024	Deutsche Post DHL Group (Germany)	48		36	7,3	76
11.	2020	Nippon Express Co., Ltd. (Japan)	30		28	5,8	65

№	Year	Company	Digital Marketing ($M)		Traditional Marketing ($M)	Social Media Engagement (Index)	Brand Presence Index (BPI)
12.	2021	Nippon Express Co., Ltd. (Japan)	32		29	6,0	66
13.	2022	Nippon Express Co., Ltd. (Japan)	34		30	6,2	67
14.	2023	Nippon Express Co., Ltd. (Japan)	36		31	6,5	69
15.	2024	Nippon Express Co., Ltd. (Japan)	38		32	6,8	71
16.	2020	Maersk Group (Denmark)	35		40	6,0	67
17.	2021	Maersk Group (Denmark)	37		41	6,3	68
18.	2022	Maersk Group (Denmark)	39		42	6,6	70
19.	2023	Maersk Group (Denmark)	41		43	6,8	71
20.	2024	Maersk Group (Denmark)	43		44	7,0	73
21.	2020	Kuehne + Nagel International AG (Switzerland)	25		20	5,5	62
22.	2021	Kuehne + Nagel International AG (Switzerland)	27		21	5,8	64
23.	2022	Kuehne + Nagel International AG (Switzerland)	29		22	6,0	66
24.	2023	Kuehne + Nagel International AG (Switzerland)	31		23	6,2	67
25.	2024	Kuehne + Nagel International AG (Switzerland)	33		24	6,5	69

Source: authors' development using econometric results and data from IMF (2023), IMF (2024), World Bank (2023), World Bank (2024).

Digital marketing is increasing steadily and robustly from FedEx Corporation and the spending on digital marketing also increases from $45 million in 2020 to $65 million in 2024. Both of these result in the upward trend in social media engagement on an index of 6.0 to 8.0 coinciding with an upward trend in the BPI index from 68 to 78. FedEx's willingness to invest in the digital and traditional marketing also indicates positive impact of modern marketing techniques to FedEx's bottom-line as they aim to improve brand recognition and the customer engagement.

In addition to such changes, Deutsche Post DHL Group also demonstrates an increase in its marketing strategies. Digital marketing spending grew from $40m to $48m and social media engagement in the same time increased from 6,2 to 7,3, which causes the BPI to rise from 70 to 76. Therefore, it is apparent that Deutsche Post DHL has a strong baseline brand presence, and its incremental investments in the digital channels as well as traditional channels have only helped in enhancing its market position and visibility on international level.

However, Nippon Express Co., Ltd. grows more slowly in all marketing channels. With digital marketing expenditures of $30 million in 2020 progressing to $38 million in 2024 along with social media engagement increasing from 5,8 to 6,8, the BPI increases from 65 to 71. While the increases are not as pronounced as that of FedEx or Deutsche Post DHL, the steady upward trajectory demonstrates how even conservative investments in marketing will result in measurable growth of brand presence with the right execution at the right time.

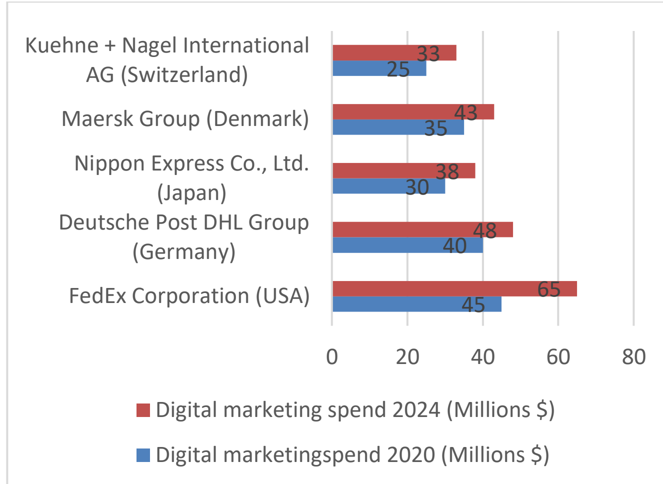
The performances of Maersk Group are a balanced approach. As digital marketing spending goes from $35 million to $43 million and traditional marketing does similarly, social media engagement boosts from an index of 6,0 to 7,0, and the BPI rises from 67 to 73. Such a balanced strategy between digital and traditional channels seems to be a steady increase in the brand's visibility, supporting the fact that Maersk is adhering to the portfolio diversification in the competitive international market.

In 2020, Kuehne + Nagel International AG starts with low digital marketing expenditures of $25 million and a low social media engagement of 5,5, increases its marketing expenditure to $33 million and engagement index to 6,5, but from a low baseline. Correspondingly, the BPI increases from 62 to 69. While the scale of investment is less than that by its competitors, the upward trend indicates that individual improvements in marketing strategies directly influences the rise and maintenance of brand presence for lower cost companies.

However, the analysis demonstrates a rather clear pattern: investment in digital marketing and improvement of social media actively contribute to brand presence elevation in separate international logistics enterprises. Consequently, the data show that companies with an aggressive and balanced marketing strategy, for example FedEx and Deutsche Post DHL, tend to have higher BPI scores over time. However, Nippon Express and Kuehne + Nagel manage to grow even with slower pace but with their more conservative spending. These findings provide a very important indication of the role of strategic marketing investments in building and maintaining a strong brand in the global logistics sector and how their marketing practices can help to refine and improve their marketing practices given the highly competitive nature of the industry.

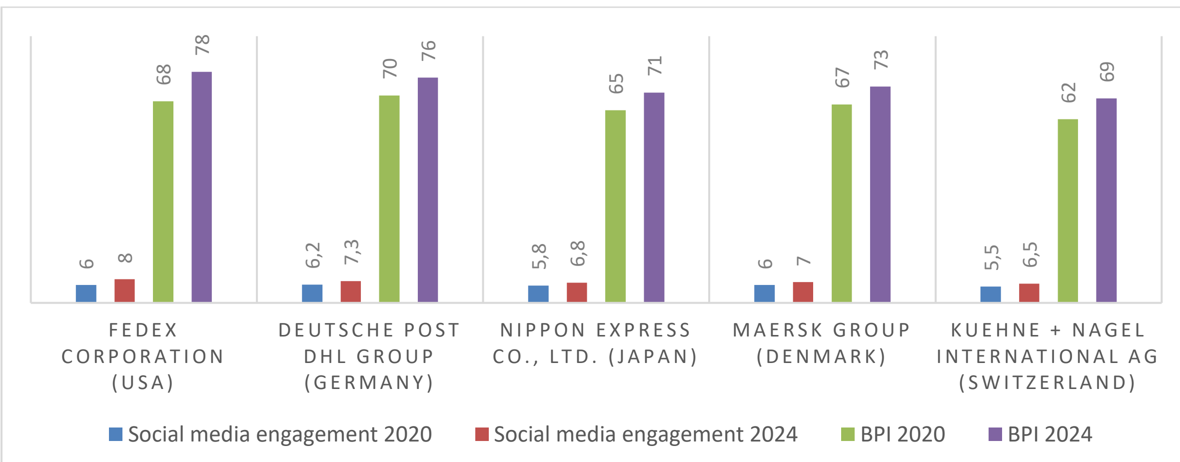
Global logistics market is a rapidly-evolving industry where it is important to maintain a strong brand presence and marketing strategies are valuable in this regard. Three important metrics are evaluated through Digital Marketing Spend, Social Media Engagement and BPI, with data compared between 2020 and 2024, as well as their growth percentage in between that period. Table 1-4 provides a summary of the comparative performance of the five companies over the years 2020–2024. Digital Marketing spend, Social media engagement and BPI values are shown in raw values in Chart 1 and 2 for 2020 and 2024 respectfully. The percentage growth over the same period for each of these key metrics is given in Chart 3 and Chart 4. When analyzed, all companies showed growth in all the key pointers from 2020 to 2024 in the raw performance data. For example, FedEx Corporation raised its digital marketing spend from $45 million to $65 million, social media engagement from an index of 6,0 to 8,0 and its BPI from 68 to 78. DP DHL Group's digital spend increased from $40m to $48m, social engagement increased from 6.2 to 7.3 and its BPI from 70 to 76. Even though Nippon Express, Maersk Group and Kuehne + Nagel had lower baseline figures than DHL, their initial improvement during the five-year period demonstrates the positive effect of spending on marketing channels on brand strength. Looking at growth percentages however reveals quite different priorities. Moving further down, FedEx Corporation tops the scorecard with a 44,4% increase in digital marketing spend, 33,3% growth in digital social engagement and a 14,7% rise in BPI. Instead, despite a 1,1% decline in digital marketing spend, 7,5% decrease in social media engagement and a 0,5% decrease in BPI, Deutsche Post DHL Group is creating good results across these activities. Nippon Express and Maersk Group have a relatively easy path to achieve digital marketing spend growth of 26,7% and 22,9% as their BPI increases are about 9,2% and 9,0% respectively. The return on BPIs was 11,3%, entailing a growth of 32,0% in digital marketing investment and 18,2% in social media engagement over initially lower investments in Kuehne + Nagel.

CHART. 1. DIGITAL MARKETING SPEND 2020 AND DIGITAL MARKETING SPEND 2024



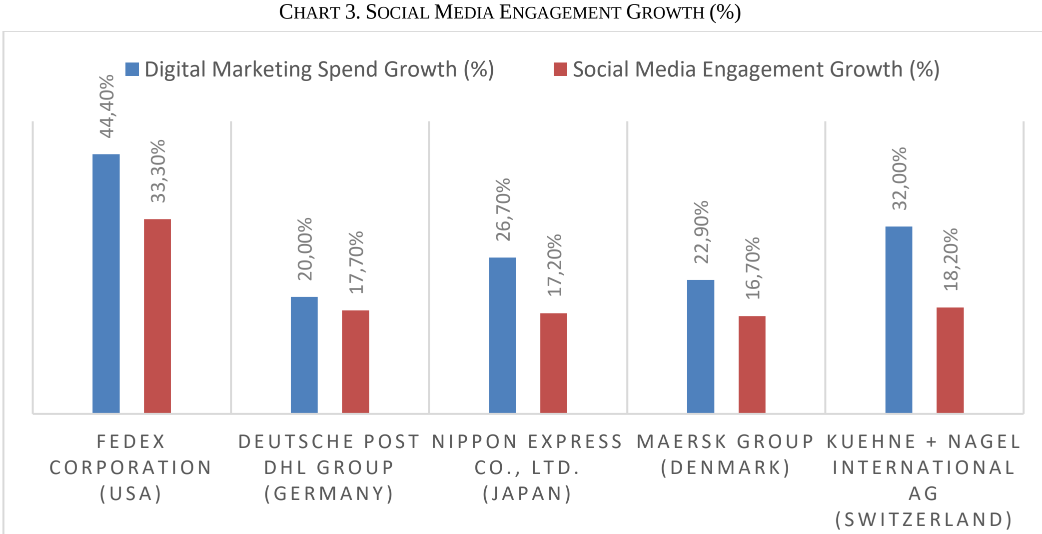
Source: authors' development using econometric results and data from IMF (2023), IMF (2024), World Bank (2023), World Bank (2024).

CHART 2. SOCIAL MEDIA ENGAGEMENT 2020, SOCIAL MEDIA ENGAGEMENT 2024, BPI 2020 AND BPI 2024



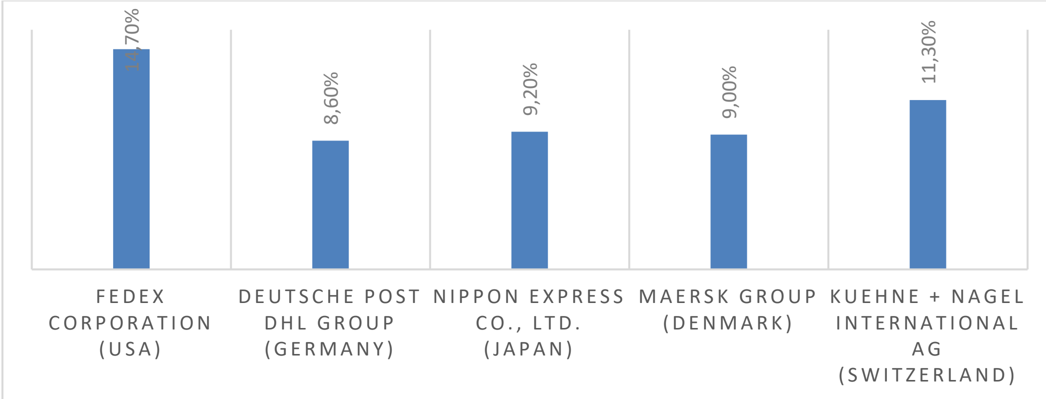
Source: authors' development using econometric results and data from IMF (2023), IMF (2024), World Bank (2023), World Bank (2024).

CHART 3. SOCIAL MEDIA ENGAGEMENT GROWTH (%)



Source: authors' development using econometric results and data from IMF (2023), IMF (2024), World Bank (2023), World Bank (2024).

CHART 4. BPI GROWTH (%)



Source: authors' development using econometric results and data from IMF (2023), IMF (2024), World Bank (2023), World Bank (2024)

Taken together, these findings imply that companies making high levels of investment in digital marketing and supporting high levels of social media engagement experience greater improvement in their overall brand presence. It is thus clear that FedEx has succeeded in demonstrating how an aggressive digital strategy can act as a long-term competitive advantage; on the other hand, the slower but more consistent digital advancements of the other companies show that even moderate, steady investments carry significant long-term returns.

Consequently, the results of the comparative analysis state that an international brand presence in the logistics market greatly depends on its well-integrated marketing strategy which implies both digital investments and strong social medias engagement. More aggressive growth in digital spending and engagement earned companies like FedEx a first place for enhancing brand equity, while slower spending and caution found in other firms provide viable means for improving over time and hold value today. Finally, these insights are particularly useful for industry practitioners in their endeavor to fine tune their marketing strategies in order to obtain better global brand presence.

V. DISCUSSION

Current research findings concur with and take further a number of the major themes currently raising in digital transformation and supply chain management. Li et al. (2023) stress the necessity of adopting finance and supply chain collaboration and how the informatization of transactions and transactions dependence can moderate these relationships. This view is in agreement with our proposal that a company's brand presence in the international logistics market can be improved using an integrated and transparent marketing strategy inclusive of not only traditional channels, but also digital ones, founded on trust and operational synergy.

Moreover, Papadopoulos et al. (2020) and Cichosz et al. (2020) argue that the swift adoption of digital technologies, as a result of the COVID19 pandemic, has been of utmost importance for both large and small enterprises. Similar to our insights, their findings with regard to barriers and success factors of digital transformation at logistics service providers match that investments in digital marketing and social media engagement pave the way to strengthening brand equity. In our study, firms spending more on digital marketing on the other hand were found to have much better Brand Presence Index scores, which again proved the significant role of digital channels in the modern-day marketing.

This supports the second point made by Culotta et al., 2024 and the second part of the equilibrium model developed by Peng et al., 2022 namely, that digital platforms are a key mechanism through which efficient supply chain management and marketing communication can be carried out. The findings of these studies validate that data empowerment and the digital infrastructure are crucial in maximizing the marketing performance, which is in line with the results we obtained. Moreover, He et al. (2022) and Qin et al. (2021) indicate that channel integration is strategic and strategic combinations of selling modes and strategies are needed to design the optimal logistics service. We support these findings, through our analysis, indicating that coordinating marketing efforts across different channels solves the potential channel encroachment problems and leads to a stronger global brand presence.

Additionally, the work by Li & Zhang (2024) on cost inefficiency due to disintermediation in showroom channel solves the parallel problem of allocation of marketing resources in such a way that curtails market inefficiencies in the presence of information asymmetry. Insights into the channel strategy benefits and applications for overcoming informational gaps to increase customer engagement, and, therefore, ultimately brand equity are provided by their insights. Similarly, in the studies of Mazur et al. (2023) and Koldovskiy (2024) on strategic management and infrastructure transformation, which deal with the other sectors, the framework is offered regarding the adaptation of the rational resource management and digital infrastructural upgrades in terms of marketing strategies of the logistics market.

In addition, in the article by Prokopenko et al. (2024), it is noted that in the situation of the spread of the coronavirus infection, innovative models of green entrepreneurship will contribute to sustainable development and have a positive impact on local economies. They find that the results of their research are consonant with our research when it demonstrates that incorporating sustainability into business strategy not only provides environmental benefits, but it also enhances brand reputation. In the international logistics context, green marketing strategies and green operational practices can be major differentiators that are helpful to build consumer trust and consumer loyalty as well as a better brand presence. As such, this perspective supports our argument that to have a greater chance at a competitive advantage in a world marketplace, robust digital and integrated marketing approaches that are backed by a commitment to sustainable practices are needed.

To achieve the global brand presence with integrated strategy in an effective and differentiated way, logistics companies have to adopt an integrated marketing strategy utilizing robust digital platforms, social media and traditional outreach. By being transparent, data driven in their decision making and collaborating through the supply chain, there are several ways that customer trust and operational efficiency can be increased. Moreover, as with any other form of marketing, aligning the company initiatives with pro sustainable and environmentally friendly practices fulfills the rising consumer expectation for eco friendliness, propelling the company to be the leader in green transport logistics and ultimately gaining competitive advantage in the global market longer than anticipated.

Current findings are in line with the body of research around digital transformation, supply chain collaboration and strategic channel integration, all of which are things that companies should begin doing today in order to build a stronger brand presence. From these studies, it can be said that companies in the international logistics market can greatly take advantage of integrated marketing strategies that take in to use of digital tools as well as change focus to bring in transparency, collaborative partnerships, rational management of resources among others. Thus, an integrated approach is necessary to gain competitive positioning and sustainable development in the current dynamic market environment.

VI. Conclusions

In conclusion, the analysis of data from 2020 to 2024 reveals a clear positive relationship between strategic marketing investments and enhanced brand presence in the international logistics market. The results of companies who aggressively spent their digital marketing budget and increased their social media engagement was a continual movement in positive direction in regards to their BPI. Thus, for instance, FedEx Corporation spent 44,4% more on digital marketing (from $45 to $65 mill in), and 33,3% more on social media engagement (from 6,0 to 8,0), resulting in a 14.7% improvement in its BPI (from 68 to 78). As far as digital marketing expenses are concerned, Deutsche Post DHL Group also has some interesting numbers; their digital marketing spending increased by 20,0 per cent (from $40 million to $48 million), while the social media engagement climbed by 17,7 per cent (from 6,2 to 7,3); nevertheless, they also experienced a small 8.6 per cent BPI growth (from 70 to 76). Starting with lower baseline figures, Nippon Express Co., Ltd, Maersk Group, and Kuehne + Nagel International AG showed solid increases of digital marketing spend with increases of 26,7%, 22,9%, and 32,0% respectively and corresponding increases on BPI with 9,2%, 9,0%, and 11,3% respectively.

Such findings highlight the critical importance of having robust digital strategies in order to promote brand equity in the competitive global logistics environment. The response data points to an aggressive approach engaging digital marketing that would result in much higher returns in brand presence than the more conservative approaches. Finally, the results encourage companies in the logistics industry to focus on digital channels and continually invest in them to ensure the growth of brand strength in the long term and sustainably.

We should note, the analysis method assumes that companies operating in the international logistics market should focus on integrated digital marketing strategies in order to increase their brand presence. More should be spent on digital channels as digital spend and social media engagement have proved to be effective. For instance, FedEx Corporation increases its Brand Presence Index by 14.7 per cent, proving the potential benefits of aggressive digital strategies; and increases its digital marketing investment which contributes to significant growth. Furthermore, companies should make use of data analytics to keep a track of, and maintain adjustments to, their marketing efforts based on evolving consumer behavior and the market trends.

This could be extended further in the future research on how the brand presence could be enhanced due to the emerging digital platforms and innovative marketing technologies. By having a broader range of companies as well as wider geographic regions, longitudinal studies would generate more details on how scalable digital marketing strategies are in various market context. Additionally, we can enhance our comprehension of how marketing investments interact with brand equity via qualitative research methods like case studies and in−depth interviews. The research attempt of such endeavors would not only validate the current model but also refine strategic recommendations for logistics firms to further enhance their global brand presence.

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