

THE MARVEL STUDIOS MARKETING COMMUNICATION STRATEGY IN MAINTAINING VIEWERS AT TWITTER

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ABSTRACT

Investigating Marvel Studios' marketing communication strategy to interact with viewers on Twitter is the focus of this study. The research attempts to pinpoint the promotional content that Marvel Studios uses, including posters, trailers, and captions for Marvel products. The study used content and document analysis techniques to gather information from Marvel Studios' official Twitter account, employing a qualitative descriptive methodology. The results provide insight into how Marvel Studios uses interactivity and strategic content to effectively engage its audience. This study adds to our understanding of social media marketing in the entertainment sector, especially as it relates to building a devoted following. Key parts of the strategy include releasing trailers often to spark discussions, using eye-catching posters to create excitement, writing engaging captions to build emotional connections, regularly posting to keep the brand visible, and actively engaging with fans to build a community and increase loyalty. Additionally, the study highlights the importance of leveraging beloved characters like Tony Stark to connect with fans in a unique and fun way, as well as the role of user-generated content and social media campaigns in fostering a strong community around the Marvel brand.

Keywords: Marvel Studios, Marketing Communication, Twitter