

Marketing strategies on social media case study: Orchestra grupo5

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Abstract: The study analyzes the marketing and communication strategies implemented by the GRUPO5 orchestra, focusing on their impact, positioning, and audience connection through digital platforms, with a special emphasis on Instagram. The research employs a mixed methodology combining quantitative and qualitative analysis, which enables an understanding of how audience interactions and behaviors serve as key tools for applying these strategies. The study highlights how GRUPO5 has utilized a variety of formats, ranging from the publication of retrospective videos to collaborations with other artists, achieving an average engagement rate of 43% in the campaign selected as the case study, titled "50th ANNIVERSARY." Additionally, it demonstrates that the use of interactive elements, campaign-specific hashtags, and emotional storytelling has strengthened the emotional bond with their audience. The analysis underscores that emotions play a crucial role in implementing effective hypermedia storytelling within content strategies. Furthermore, the application of segmentation strategies has allowed for greater impact by optimizing the creation of emotionally relevant content for the audience. This has enabled GRUPO5 to maintain its relevance in a competitive digital environment marked by constantly evolving consumer trends.

Keywords: Digital Marketing, Engagement, GRUPO5, Instagram, social media.

1. Introduction

The research analyzes how the musical marketing strategies employed by the GRUPO5 orchestra on Instagram have facilitated and enabled its brand positioning. The main objective is to establish the relationship between social media marketing strategies and the recognition and influence the orchestra has achieved among its followers and the general audience. The goal is to examine how the strategic use of Instagram can strengthen its identity, foster interaction, and consolidate its presence in a saturated and ever-evolving market. In this context, communication plays a crucial role.

According to Delgado [1] in a constantly changing world, communication plays a fundamental role in the development of human relationships. It is not merely about transmitting a message, as in the traditional model where a sender sends a message to a receiver who receives it without further interaction. Today, communication is more dynamic, as both parties actively participate in the co-creation of meanings.

Through words, gestures, and other nonverbal elements, a bond with an emotional connection is created. This occurs because communication, as a theoretical and comprehensive possibility, is no longer limited solely to information transmission but seeks a deep understanding of what is truly meant to be expressed. The realization that the message goes beyond provoked changes in disciplines such as advertising and marketing. As marketing became professionalized, it began to be perceived as a communication tool available to develop strategies capable of influencing consumer purchasing decisions.

Vicuña [2] points out that communication within marketing uses influential and advertising techniques, which have been employed since the early days of sales. One of the most traditional forms of advertising, known as "word of mouth," has been and continues to be essential for attracting

customers. To this day, this technique is considered one of the most important, as word of mouth represents a highly effective form of advertising. However, it is also important to recognize that, over time, media channels have begun to have an increasingly greater impact on marketing strategies.

The evolution from mass marketing to more personalized marketing marks the beginning of a new approach, based on modernity, which focuses on strategies tailored to individual customer tastes. In this context, communication plays a fundamental role in connecting the brand with the public, considering their preferences and needs. This evolutionary process goes further, overcoming the barriers of one-way communication without considering what the customer truly desires or needs.

According to Kotler [3] the emergence of radio and television in the 20th century increased the importance of marketing, allowing brands to reach a broader audience. These messages were designed to reach large audiences, making it impossible to obtain feedback on whether the objective of influencing public decisions was being met. To achieve a more personal and direct relationship, marketing underwent a fundamental change; it began to consider the needs and interests of each audience segment so that the customer felt proximity, trust, and saw themselves as an important part of the brand. In an ever-evolving world, new mass media emerge, especially with the advent of the internet. This makes the power to connect with customers through clearer and more understandable messages even more significant, without losing the ability to transmit on a large scale.

According to Díaz [4] the emergence of the internet in the 1990s completely transformed the way of communicating, as marketing became a more interactive and personalized form of communication. This allowed for more precise audience segmentation and, in turn, real-time communication, fostering the creation of more direct bonds between brands and consumers, marking the end of one-way marketing. Thus, a new bidirectional model emerged, where feedback and interaction became key tools to consider.

Segura and Garriga [5] indicate that communication in marketing is no longer limited to transmitting information or messages but goes further by allowing the establishment of an emotional bond and a constant, solid relationship with the customer. This, in turn, facilitates the customer's consideration of maintaining loyalty, committing to being a regular customer of the brand. All this is possible thanks to the evolution of marketing, especially with the use of digital media, which allows the application of strategies through more personalized interactions.

In the music industry, listeners no longer consume only songs; today, they play an active and fundamental role in building and positioning the brand of each artist or group. Thus, we can observe the transformation of communication within an industry like music, where the strategies employed begin to respond to the needs of new audiences.

The music industry originated in the late 19th century, with phonographs and wax cylinders as the primary recording instruments, while music distribution was done through sheet music and live performances. In the 1950s, music dissemination took a turn with the arrival of vinyl records, and artists began promoting their albums through television and radio. During the 1970s and 1980s, vinyl records remained popular as a distribution medium, while cassettes emerged as a crucial tool for music distribution by record companies [6].

According to Quiroga [7] digitalization has not only transformed the various ways and resources artists interact with their followers but has also changed how music is advertised and disseminated in the market. Technological advancements demonstrate why innovations have become key steps for the distribution, consumption, and production of music, altering the conventional process of distribution and access in subsequent years.

For Gallardo [8] online music dissemination has simplified many tasks. For example, uploading MP3 files to various streaming platforms is not complicated and does not require complex processes or permissions to be published and shared. As noted by Gallardo [8] and Microfusa [9] before the internet, music production represented a considerable investment, primarily made by those with financial backing, such as record labels. Professional studio recordings could cost thousands of dollars due to the use of analog equipment and technology, such as consoles, high-end microphones, and

soundproof booths. Additionally, these projects required hiring various professionals, from sound engineers to producers, to ensure the quality of the final product. However, in a context where streaming platforms and social media are transforming the dynamics of the music market, as well as how artists release their music and communicate with their audience, technology continues to evolve to adapt to connectivity and immediacy, expanding distribution options.

Martín [10] explains that streaming platforms and social media have become the main showcases for music, replacing record or cassette stores. Consumers no longer turn to these points of sale, and artists no longer depend on record labels to distribute their music (p. 187). A fundamental change in the music industry has been the transformation of distribution forms and tools; while buying records was once the norm, access to music is now immediate through online platforms. In pre-internet projects, marketing investment was considerably riskier, as market analysis was essential to minimize losses. In contrast, the current market, driven by digital platforms, allows for real-time data collection, facilitating the creation of more personalized musical experiences and fostering loyalty among new audiences.

According to Abárzuza [11] large companies like Warner Music, Sony Music, and Universal Music Group assumed the costs of producing music but did so with the intention of recovering this investment through the sale of physical records, concerts, among others. However, only some artists achieved enough success to cover these expenses, making this industry a risky business, subject to a public that chooses its tastes. This aspect not only reflected a high degree of doubt and economic uncertainty but also evident control over artists' careers, who were often molded to the commercial demands of the market without the freedom to explore their creativity. "The secret to succeeding in the music sector lies in the power of adaptability of both artists and producers, as this is a step that allows adjusting to the demands of new audiences and can thus be used as a data analysis tool" [12].

In this sense, Martín and Rodés [13] indicate that digital marketing has become a key instrument for artists, as the world is increasingly competitive, and new rhythms emerge daily. Currently, both creativity and talent are essential to stand out, as audiences, encompassing all types of popular tastes, seek what is new, what differs from the ordinary, and what brings a renewing impact.

Marketing is no longer limited to promoting songs or albums; it now focuses on building communities of followers who not only enjoy the music but also act as disseminators and feedback providers. These followers fulfill the role of spokespersons for the artists, allowing for a more genuine and authentic interpretation of the relationship between them and their audience.

For his part, Kotler [3] describes Marketing 5.0 as an integration of advanced technologies with a more human focus. Brands no longer focus solely on satisfying functional needs; they now seek to establish a deeper emotional connection with consumers, understanding their desires and emotions in more detail.

Music, by its nature, is an art capable of transmitting emotions and creating meaningful experiences. In current marketing, artists must go beyond simply promoting their songs or videos; if the audience does not feel a connection or identification, what could be considered a popular taste will not stand out. In this sense, Kotler [3] emphasizes that it is essential to build a narrative, a story, and values that resonate with the audience. This allows the audience to identify and connect with the artist, not just the song or video, reinforcing the audience's perception of the artist as an authentic and unique representation, closely linked to a brand.

In the current context, artists' marketing must go beyond simple promotion and focus on creating a coherent and meaningful narrative. The main objective of marketing for musical artists is to build a solid and memorable identity, which will allow them to stand out and differentiate themselves in a saturated market. Each digital interaction becomes an opportunity to communicate who the artist is and what unique proposition they offer.

Storytelling has become a key tool in marketing, playing an essential role not only in transmitting music but also in making known a lifestyle, a way of thinking, and a philosophy from an artistic perspective. Likewise, the use of strategies such as interactive content and the creation of online

communities expands the possibilities of connecting with the audience in a deeper and more meaningful way.

Zúñiga, et al. [14] explains that one of the main advantages of digital marketing lies in its ability to provide precise and real-time data on audience behavior and preferences. This information includes details such as which posts and songs are most listened to, at what times of the day, which platforms users prefer to consume music, and even how they interact with content on social media. These data are fundamental for artists' marketing teams, as they first allow identifying current trends or the optimal context to launch promotional content. Subsequently, after publication, these data are key to analyzing and evaluating the effectiveness of the implemented strategy.

Social media has transformed the way artists connect and interact with their followers, establishing a direct and dynamic channel. Through these platforms, musicians can respond to comments, share their daily lives, and build an emotional connection with their audience, strengthening a bond that fosters loyalty. This allows followers not only to consume their music but also to feel part of a movement or community. Additionally, social media are essential tools for measuring audience reactions in real-time and adjusting content strategies as needed. From announcements of new releases to informal interactions, platforms like Instagram allow musicians to stay at the center of the conversation, projecting an accessible and authentic image.

Scolari [15] proposes a fundamental vision on the role of media, which have ceased to be mere transmission channels to become environments that shape followers' perceptions and their understanding of the world. In the music industry, social media not only function as promotional tools but also become spaces where artists can expose themselves and build their identity on a global level.

This perspective is complemented and reinforced by McLuhan [16] theory, who stated that "the medium is the message," explaining how media not only transmit content but also shape the way it is perceived and interacts with the environment. Scolari expands this idea by conceptualizing media as dynamic environments, emphasizing that the digital medium not only amplifies the musical message but redefines it. This occurs through the cultural and social interactions that arise between creators and their followers, shaping new forms of communication and connection in the digital ecosystem.

User experience is fundamental to consider. It is not just about sharing content that connects with the audience but about creating music-related experiences that are meaningful and unforgettable for followers. Artists have the ability to offer unique and personalized experiences that not only capture the audience's attention but also maintain it over time.

A clear example is social media like Instagram, which allows live broadcasts. These broadcasts offer multiple possibilities: performing songs, answering questions, or even talking directly with followers. This type of interaction generates a strong feeling of closeness and emotional connection, strengthening the bond between the artist and their audience.

Interactions through the internet promote a sense of community and reinforce the sense of belonging to a group. Followers have ceased to be passive content receivers; today, they are active participants in the artist's story. Sharing exclusive moments, such as project previews, behind-the-scenes, or creative processes, facilitates a deeper emotional connection with the audience. This dynamism turns followers into symbolic collaborators in the artist's process and achievements, enriching both the relationship and the shared experience.

According to López [17] sound plays a crucial role in capturing and retaining users on social media. A well-crafted melody can become an emblematic element of an artist's career and contribute to the creation of a positive and lasting memory. For example, on TikTok, a song fragment can become the catalyst for a viral challenge or dance, exponentially increasing the artist's visibility. These tactics not only promote the music but also associate specific emotions with concrete situations, fostering a sense of identification in followers.

Sound is not simply an additional component in marketing strategies but a key tool to enhance the brand and capture the attention of an increasingly demanding audience with more specific needs. Viral content on social media acts as a catalyst, allowing artists to maintain a constant and genuine presence.

However, sustaining this attention is a challenge due to the constant change of trends on digital platforms. Creating marketing strategies requires not only establishing a solid identity but also foreseeing new trends and quickly adapting to changes in social media algorithms. For example, Instagram's algorithm currently prioritizes video content, such as reels. Additionally, it gives greater visibility to content that generates quick reactions, highlighting the importance of designing tactics that leverage these formats.

2. Methodology

This research adopts a mixed approach, combining content analysis as a quantitative technique and the study of hypermedia narrative as a qualitative technique. This integration allows for a more comprehensive and in-depth understanding of the marketing tactics employed by GRUPO5 on Instagram, covering both quantifiable elements and narrative and visual components, which are key to the impact of their strategy.

By employing a mixed approach, the study provides a detailed analysis of the effect of the orchestra's marketing strategies, incorporating both objective data and creative, contextual interpretations. This allows for an evaluation of how these elements contribute to GRUPO5's positioning on social media, offering a holistic view of its performance in the digital landscape.

Content analysis enables the examination of every quantifiable detail and element, such as the number of likes, comments, shares, and hashtag usage, providing a structured view of interactions and the reach of each post. For this analysis, key posts from GRUPO5's "50th Anniversary" campaign were carefully selected. Instagram insights were used to assess the impact of these posts based on interaction metrics.

According to Ortega [18] insights are a fundamental tool for understanding consumers and designing strategies that meet their needs. This is achieved through data analysis, which reveals behavioral patterns, habits, attitudes, and market or consumer environment characteristics. By considering insights, trends in the audience can be identified, such as preferences for certain types of content, the effectiveness of hashtags, and how reach varies depending on the format or theme of posts. This allows each type of content to be correlated with the audience's response level.

Moncayo [19] notes that insights are strategic data derived from an in-depth analysis of the behavior, preferences, and needs of target audiences. On social media, these insights are obtained from metrics such as likes, comments, shares, and reach, enabling the analysis and interpretation of user interactions. Within the methodology, insights are essential because they identify patterns of interaction and behavior during the campaign. These metrics not only facilitate the evaluation of post impact but also support the strategies employed, aligning them with the preferences of the target audience.

The analysis of hypermedia narrative, according to Trejos [20] allows for a qualitative interpretation of the visual and textual elements present in posts. This analysis examines how the message is constructed and how it emotionally connects with the audience through digital storytelling, which includes images, videos, descriptions, and other multimedia elements. Additionally, it enables an understanding of both the context and intent of each post, considering narrative elements such as color usage, recurring themes, visual style, and language.

Both quantitative and qualitative analyses are structured based on matrices designed to interpret the results. These matrices allow for the identification of strategic elements used and the analysis of audience responses to GRUPO5's marketing strategies on Instagram, as well as an understanding of associated consumption trends.

Finally, the selection of a mixed methodology facilitates not only the identification but also the interpretation of each marketing strategy implemented in the posts. This provides a comprehensive view of how these strategies contribute to brand building.


3. Results and Discussion

The application of the content analysis matrix is essential for evaluating and systematically understanding the impact of social media posts. The results obtained through this tool demonstrate the significant impact of each action.

The promotion of the "50th Anniversary" event achieved a high level of interaction: 21.2 thousand likes, 200 comments, and 40 shares, reflecting notable interest and anticipation from the audience. Content designed in a countdown format proved particularly effective in capturing attention and generating suspense, key elements for maximizing event participation. The findings highlight that posts with high emotional resonance and meaning for followers generate the highest interaction levels.

Table 1.

Instagram Post Content Analysis (Countdown).

Post	Publication Objective	Main Message	Engagement (%)	Strategic Effectiveness
	Promotion of the "50th Anniversary" event.	Kickoff of the countdown for the 50th Anniversary	21.2K likes, 200 comments, 40 shares.	The effectiveness lies in initiating a countdown that builds suspense around the event.

Note: Self-made, 2025.

Posts with the highest likes and views related to GRUPO5's 50th anniversary on Instagram were selected for analysis. The application of matrices to each post demonstrated how each digital action contributed to the campaign's success and the strengthening of brand positioning. Moreover, the combined use of quantitative and qualitative matrices revealed how the orchestra has effectively adapted to an ever-evolving digital environment.

The study showed an average reach of 520,000 people per post, with notable increases in content featuring high emotional value or added elements, such as tributes to founding singer [21] with renowned artists. This demonstrates an effective strategy in segmenting content for diverse audiences, including regular followers, new audiences, and global viewers.

Segmentation enhanced the impact of each post, reaching both local and international audiences with a diverse approach that maximized the campaign's reach.

To determine a post's engagement rate, an equation is used that relates the total number of interactions (likes, comments, shares, saves) to the post's total reach (the number of people who viewed it). This is expressed as:

$$\text{Engagement (\%)} = \left(\frac{\text{Interacciones Totales}}{\text{Alcance Total}} \right) \times 100$$

The engagement equation measures interaction levels, allowing for an evaluation of the effectiveness of content strategies applied in each post. The formula relates interaction metrics (likes, comments, shares) to the post's total reach, representing the number of people who viewed the content or follow the account. The result is multiplied by 100 to obtain a percentage reflecting audience participation.

This metric is crucial because it identifies whether published content resonates with followers. A high engagement percentage indicates a committed and receptive audience, while a low percentage signals the need for new strategies, as the current content is not generating the expected interaction.

Using this equation provides brands and content creators with a valuable tool to analyze and adjust their strategies, improving audience connection and maximizing each post's impact.

The campaign achieved an average engagement rate of 43%, significantly higher than Instagram's standard rate, which, according to Master Metrics [22] "typically ranges between 1% and 5%" (p. 4).

This high interaction level was achieved through highly effective digital tactics, such as campaign-specific hashtags (#Grupo5En50Años), polls in stories to encourage follower participation, and making them feel integral to key event decisions.


Public thank-you messages strengthened the emotional bond with the audience, promoting more active participation and making followers feel valued and involved. These strategies not only solidified the emotional connection with the existing community but also reinforced and maintained the brand's presence among its regular and new audiences.

The application of the hypermedia narrative analysis matrix allowed for a structured and detailed evaluation of post impact, considering key aspects such as storytelling, insights, interactivity, and audience emotional response. This approach facilitates an understanding of how visual narratives and messages conveyed in posts act as bridges for emotional connection with followers.

Likewise, elements like interactivity through comments and shares significantly influence content effectiveness. The matrix identified strengths in communication strategies, highlighting aspects such as positive reactions to singer recognition and, simultaneously, critiques regarding the lack of prominence given to other group members.

Table 2.

Instagram Content Analysis (Storytelling & Emotional Engagement).


Post	Storytelling	Insights	Interactivity	Emotional Response
	Photographs of the orchestra singers accompanied by a gratitude message.	<ul style="list-style-type: none"> - Emotional, value-driven content with a meaningful connection to each singer. - Relevant hashtags: #Grupo5, #50thAnniversary, #SanMarcosStadium. 	Public engagement through likes/comments	Positive: Recognition of singers generated favorable responses. Negative: Criticism for lack of spotlight on other GRUPO5 musicians.

Note: Self-made, 2025.

The use of diverse formats and their combination were key to the campaign's success. Retrospective videos, behind-the-scenes images from backstage, and posts showing soundcheck moments captured audience attention. Additionally, snippets of collaborations with guest artists expanded the group's reach.

Historical content effectively appealed to followers' nostalgia, not only maintaining the loyalty of long-time fans but also emotionally connecting with current ones. Elements such as tributes to founder [21] and stories about the orchestra's beginnings evoked nostalgia and pride among followers.

Table 3.
Hypermedia Narrative Analysis Matrix (Collaborations).

Post	Storytelling	Insights	Interactivity	Emotional Response
	Photos accompanied by a thank-you message, inviting the artist to share their experience.	<ul style="list-style-type: none"> - High emotional-value content to maximize impact, featuring affectionate and connective imagery. - Relevant hashtags: #Grupo5, #50thAnniversary, #SanMarcosStadium 	Audience engagement through shares/comments.	Overwhelmingly positive: Fans expressed excitement and gratitude for the artist's performance.

Note: Self-made, 2025.

Collaborations with prominent artists in Latin cumbia and other tropical rhythms were pivotal in expanding GRUPO5's reach. A notable example is Eva Ayllón, a Peruvian singer and composer, who was invited by GRUPO5 to share the stage. As an interpreter of Afro-Peruvian genres, Ayllón enabled the group to connect with a variety of audiences beyond Peruvian cumbia fans. Other guest artists, such as Gian Marco and Eddy Herrera, enriched the group's history, extending its reach beyond its regular follower base. Additionally, humorous posts captured the attention of younger audiences, demonstrating GRUPO5's ability to adapt to different demographics and segment them effectively. Such collaborations have also increased the group's visibility in emerging markets, strengthening its global presence.

Gratitude was expressed through event photos accompanied by appreciative narratives, where GRUPO5 thanked each guest for their participation in one of the orchestra's most important events. This generated interest among each artist's followers, positively impacting the group's engagement.

Historical and emotional content resulted in increased interaction and reach, demonstrating that tapping into collective memory is a powerful tool in learning and applying marketing strategies. Similarly, Instagram tools like polls and hashtags made followers feel part of the event before, during, and after, strengthening their loyalty and creating unique emotional experiences.

The balance between nostalgia, innovation, and participation positioned GRUPO5 as a digital marketing benchmark in the music industry. These insights are valuable resources for designing future strategies that maintain emotional connections with fans and enable expansion into new audiences and markets. The focus on digital interactivity, facilitated by social media tools, not only increased participation levels but also made followers feel involved in the process. The campaign, by reinforcing loyalty through unique and personalized experiences, demonstrated that a well-designed campaign, backed by proper analysis of needs, nostalgia, and innovation, can generate a positive and meaningful impact on engagement and follower base growth.

4. Conclusions

The study of the diverse marketing and strategic communication tactics implemented by GRUPO5 during the "50th Anniversary" campaign has revealed how it was executed through detailed organization and the effective use of digital tools that maximized impact on social media. These tactics were based on emotional narratives, interactivity, and diverse formats, demonstrating proper application to maintain audience loyalty and achieve outstanding results within the campaign's success.

The orchestra prioritized emotional aspects in its posts, highlighting historical moments and tributes such as those to founder [21] which fostered a deep connection with its traditional audience. This strategy not only reinforced GRUPO5's cultural identity and historical values but also extended its relevance to new generations, solidifying its presence as an icon of Peruvian music.

The balance between remembering its origins and projecting its continuity allowed GRUPO5 to maintain an image of solidity and relevance in an ever-changing music industry. Instagram's digital tools, such as story polls, thematic hashtags (#Grupo5En50Años), action buttons, and behind-the-scenes videos, encouraged active follower participation, who consumed content consistently and felt part of the event.

The campaign achieved an average engagement rate of 43%, significantly surpassing the platform's standard and peaking in emotionally charged posts, reaching up to one million views. The variety of formats, such as retrospective videos, collaborations with renowned artists, and lighter, humorous posts, connected with different audience segments. This flexible and strategic approach maintained constant interest before, during, and after the campaign, sustaining interactions over time.

Audience response was overwhelmingly positive, reflecting emotions such as nostalgia, pride, and gratitude toward GRUPO5. This highlighted how emotions played a crucial role in content strategies, not only generating interaction but also strengthening the campaign's overall connection to meet its promotional goals and consolidate GRUPO5's position as a cultural benchmark.

The strategic use of social media demonstrated its value as an essential tool for creating direct and emotional connections with followers. Interactive posts, visually appealing content, and proper hashtag usage enabled GRUPO5 to reach new audiences, including millennials, Generation Alpha, and international viewers. This underscores how digital platforms have evolved into indispensable mediums for artists and brands seeking to build closer, more authentic relationships with their communities.

As technology advances, strategies like artificial intelligence, data analytics, and augmented reality will be critical for more precisely understanding audience interests and behaviors in a shifting consumption landscape. The future of digital marketing demands adaptability, creativity, and proper integration of these tools while maintaining a focus on personalization to deliver enriching and relevant experiences.

In an increasingly competitive digital landscape, a brand's success will depend on its ability to explore and apply new ways of connecting with audiences, staying relevant, and fostering lasting consumer relationships.

In conclusion, the success of GRUPO5's strategies in its 50th-anniversary campaign lies in its ability to coherently combine emotions, interactivity, and diverse content. This campaign not only promoted ticket sales but also strengthened connections with its traditional audience, expanded its reach to new viewers, and solidified its brand in the digital space. Adapting marketing strategies to consumption trends and audience preferences remains key to generating a meaningful and sustainable impact over time.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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