

## Anexo I. Registro del Título del Trabajo Fin de Grado (TFG)

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### Título provisional del TFG:

“Influencia del Social Media Marketing en el Brand Equity: el caso de Gymshark - una marca de ropa deportiva”

### Justificación de la importancia:

En la actualidad, es cada vez más importante que las marcas entiendan cómo pueden utilizar las redes sociales de forma selectiva para aumentar su capital de marca (Brand equity).

El concepto de valor de marca según el modelo de David Aacker distingue cinco dimensiones clave (Brand Loyalty, Brand Awareness, Perceived Quality, Brand Associations, Proprietary assets) cruciales para el éxito a largo plazo de la marca. Este modelo se utilizará como base del trabajo y se actualizará con trabajos más recientes sobre Brand Equity. Las redes sociales ofrecen una nueva oportunidad para que las empresas se dirijan a su público objetivo de forma eficaz y precisa, aumentando así las cinco dimensiones del brand equity.

En esta tesis se ha elegido la marca Gymshark como ejemplo para investigar el impacto del marketing en las redes sociales en el brand equity. Gymshark es una marca de ropa de fitness conocida por su amplia e inteligente estrategia en las redes sociales, que es la base del rápido éxito de la marca en el sector.

Se ha investigado bastante sobre el impacto del uso de las redes sociales por marcas en general en alguna de las dimensiones que David Aaker menciona en su modelo de brand equity. Pero aún faltan trabajos que ofrezcan una visión general del impacto de Social media en todas las cinco dimensiones del modelo de Aaker. Además, no existen trabajos relevantes que examinen esta relación en términos del sector específico de la ropa de fitness.

Al examinar el caso de Gymshark, este estudio pretende contribuir a llenar este vacío de conocimiento.

Las conclusiones del estudio pueden servir de información e inspiración a otras empresas basadas en e-commerce y enfoque en un público objetivo global para optimizar sus estrategias en las redes sociales y reforzar su brand equity.

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#### Objetivos:

- Analizar de que manera el social media marketing de una marca influyen en la construcción y el fortalecimiento del brand equity (Brand Loyalty, Brand Awareness, Perceived Quality, Brand Associations, Proprietary assets)
- Proporcionar una visión general sobre las relaciones entre Social Media Marketing y los elementos del Brand Equity
- Identificar las estrategias de social media marketing utilizadas por la marca Gymshark y valorarlas
- Aportar recomendaciones identificando Best Practices, que otras marcas pueden utilizar para aumentar el capital de sus marcas

#### Metodología:

##### **Técnicas cualitativas con enfoque inductivo:**

- Revisión de literatura sobre Brand equity y su relación con Social media Marketing
- Case Study de las redes sociales de Gymshark que incluye análisis:
- de contenido publicado en las cuentas de redes sociales de Gymshark en Instagram y Tiktok
  - del Influencer Marketing Strategy
  - interacción de los seguidores con la marca en sus redes sociales y al revés
  - de engagement metrics

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