

Sindh Journal of Linguistics (2025)

Volume 4, Issue 1-pp. 21-33

eISSN: 2957-9309

Published Annually By:

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Linguistic Strategies and Customer Engagement in Social Media Marketing: An Analysis of Brand Posts

Muhammad Dawood¹

Ahmad Raza²

Shahid Ijaz³

Waqar Younas⁴

Noor Gul⁵

Abstract

This study examines how in modern age the use of digital platforms has manipulated the way of communication between organizations and the consumer (Koswara, 2025). Though copious research has been conducted on online marketing, meager attention has been paid to how customer engagement develops via these online platforms. In this paper we investigate linguistic strategies employed in social media marketing and how they affect the involvement of customers. The research involves the analysis of linguistic elements like emotional language, inclusive pronouns, imperative sentences, storytelling, humor, emoji, hashtag and call-to-action expressions, based on theories in persuasive communication and digital discourse (McGuire, 2025). A quantitative content analysis is applied which yields authentic samples of social media posts from various leading brands on important platforms such as Instagram, Facebook and X. Linguistic characteristics are systematically coded and quantitative analyzed with customer engagement characteristics such as likes, comments and shares. Based on statistical analyses such as descriptive, correlation, and multiple regression, the relationship between linguistic strategies and customer engagement was determined. Results have shown that linguistic persuasive elements evoke high involvement, and therefor significantly different; the effect of the individual persuasive elements differs between the measures of involvement. The study also makes a significant contribution to applied linguistics, as it expands the knowledge of how language is used in the field of digital marketing, and can prove relevant for digital marketers, content writers and communication practitioners looking into improving the efficiency of their social media marketing efforts. It further serves as a ground for doing further research on marketing content created by artificial intelligence and multilingual communication for digital media (Roy et al., 2015).

¹ Department of English Language and Literature, Islamia University of Bahawalpur, Pakistan

² Department of English Language and Literature, National University of Modern Languages, Pakistan

³ Department of English Language and Literature, National University of Modern Languages, Pakistan

⁴ Department of English Language and Literature, Bahauddin Zakariya University, Pakistan

⁵ Bachelor of Studies in English, University of Swabi, Pakistan

Keywords: Social Media Marketing; Linguistic Strategies; Customer Engagement; Digital Discourse, Brand Posts

Introduction

Social media has revolutionized the way that companies use communication to market products to users where they actually use the social media accounts like Instagram, Facebook, X, TikTok etc. to communicate with people (Swaminathan et al., 2022). Unlike conventional advertising, social media marketing thrives on two-way communication, presenting an opportunity for consumers to like, comment, share and discuss social media posts about a brand. It is an interactive setting where language has become more meaningful in order to pry people's interest, foster connection with people and stimulate consumer behavior. This means that using certain language components effectively is now a crucial part of any successful digital marketing campaign. Linguistic strategies are when one uses language deliberately to communicate with a specific goal in mind (Andriuzzi, A., & Michel, G. 2021). These approaches are seen in social media marketing as being emotional, inclusive, imperative, storytelling, humorous, emoji, hashtag, question and call-to-action. These linguistic cues invigorate conversation, foster emotion, and engage audiences – all things that heal a brand's ability to communicate. With the brand competition dramatically increasing on digital media, the understanding of the impact of these linguistic approaches on the engagement of the customer with the brand has become crucial to both the researcher and marketing agency (Arafat, T. & Hamamra, B. 2022). Considering the level of customer engagement, it is said to be one of the significant metrics to measure the effectiveness of social media marketing. It shows the "likes, comments and shares" consumers provide for brand content. This increased engagement can lead to greater visibility of content on platforms through the algorithms, which also boosts brand awareness, customer loyalty and the likelihood of purchasing. The literature on social media marketing has been studied in different ways, but many of them are mainly based on the business and marketing's standpoints; less attention has been given to the linguistic features of digital communication (Gross et al., 2025). Furthermore, there is little systematic study, based on corpus method, that investigates how various linguistic strategies are related to different levels of customer engagement. In this study, the researcher aimed to analyze the linguistic strategies applied to increase customer engagement on social media marketing in order to find out how the strategies influence customer engagement in social media marketing using authentic social media texts of selected brands. It investigates the relationship of the persuasive linguistic features and audience interaction through quantitative content analysis and statistical techniques (Hashem et al., 2024). The results have an impact on the fields of applied linguistics, digital discourse as well as marketing communication. Moreover, this study provides practical applicant information for marketers, content creators, and communication experts to create more successful and linguistically savvy social media approaches.

Literature Review

Social media have shaped the marketing communication landscape, giving brands new space to engage with consumers directly and influencing the nature and purpose of communication. Social media marketing is different from traditional advertising, and uses language as a persuasive and interactive tool to create relationships and draw in customer participation (Al-Badawi, M. 2024). The language used in digital marketing communication impacts the brand's perception, powering up the understanding of the promotion message, and participation in the internet community. This made the research into linguistic strategies an important field in applied linguistics, discourse analysis and research on marketing communication. The

persuasive language techniques used in advertising discourse, as noted in the previous studies, are the main discourse features to guarantee influence on consumer attitudes and behaviors (Tants, 2026). Marketers use words, expressions, jabs and tag lines to build positive perception and associations with products and services. A study advertising language revealed that adjectives, imperative and personalized approaches boost the effectiveness of promotional messages by building the emotional bond between a brand and customer. These linguistic characteristics spur consumers to react with like, comment, information sharing, and even warm purchase decisions. The contribution of speech acts to consumer interaction has also been shown through pragmatic marketing perspectives. Directives, promises, suggestions and invitations are often employed by brands to tempt customers into taking certain actions (Khoiruman et al., 2026). The proper application of the politeness strategies and conversational language also diminishes the gap between businesses and customers, and renders digital communication to seem more genuine and reliable. Language plays a role in many social media platforms besides information sharing. It is also a tool for building relationships especially in social media contexts where interaction and immediacy are the main roles. The study of digital discourse has also stressed the use of multimodal features of the language, such as code switching and abbreviating and using hashtags, as well as the use of emoji (Firat et al., 1997). All of these aspects help to develop a compelling online presence and enable brands to connect with different audience groups. Across a multilingual society, the use of English alongside local languages can support marketers to illustrate cultural identity and make target population easier to reach. All of this reflects that social media marketing jargon is dynamic, context-dependent and technology and culture sensitive. It is a fact that customers' engagement represents a major rewarding aspect of undertaking successful social media marketing (Simmons G & 2008, n.d.). It is hypothesized that use of linguistic strategies can enhance consumers' involvement as it requires them to interact with, participate in, and feel connected to brands.

Studies indicate that linguistic strategies would create greater consumer involvement, as it would require consumers to interact with, participate in, and feel attached to brands. However, previous research tends to have emphasized the marketer's perspective on marketing efficacy and not attended to the linguistic processes involved in engaging customers.

Methodology

The study is mixed-method research design to analyze the role of linguistic strategies in social media marketing and impact on the customer engagement and understanding (Abbas et al., 2025). In this study four (100) posts collected from different platforms like Facebook, Instagram, Tick tick that are easily available to analyze the linguistics features used for marketing. The purpose of mixed method was both qualitative and quantitative imbibe meaning from different scenarios. In this study qualitative measures how linguistics features applied in brand posts, and quantitative measures the impact of this tract likes shares and comments. Both qualitative and quantitative methods embedded in a single study to get a comprehensive picture of the role of language in the persuasive and interact communication in digital marketing. The qualitative component of the study looks at the analysis of linguistic characteristics employed in social media marketing content, while the quantitative component looks at customer engagement based on measurable metrics like "likes," "comments," "shares," and other internet interactions. Through this methodology, the study could look at both the linguistic aspect of the marketing discourse as well as the aspect of its linkage with the responses of the consumers (Firat & Dholakia, 2006). This study uses discourse analysis approach to discuss language strategies used in the message in social media marketing. Content statistics and data derived from all marketing information that is available and is published publicly on platforms

such as Instagram, Facebook and TikTok. They are chosen because of their popularity for brand promotion and customer engagement. Purposive sampling method is used to select the required social media published materials by emphasizing the important linguistic elements of persuasion, customer interaction and marketing communication. Selected data include promotional ads, product campaigns, and posts geared toward the brand that show consumers how they are asked to learn to use the strategic approach to language. Data being collected is analyzed using qualitative content analysis to extract and classify various approaches undertaken in social media marketing (SMM). Persistent attention is paid to elements of persuasion, emotions appeal, word choice, imperative constructions, conversational language, code switches, hashtag, emoticons, and other interesting features of digital discourse (Lee et al., 2016). All the successful posts are analyzed in terms of their linguistic features and communicative function. The study also explores the contribution of these strategies in fostering consumers' interest, building brand identity, and stimulating audience engagement. Apart from linguistic analysis, customer engagement is measured by other numbers as well; likes, comments, sharing, and other interactions visible on marketing posts. These types of engagement markers are evaluated for their correspondences to higher proportions of consumer engagement. The fusion of linguistic analysis and involvement measurement brings about more complete understanding of the impact of language on the online consumer behavior. In order to guarantee the reliability and validity of research, this study adopts a systematic coding framework that had been drawn out from previous studies (Speak to head and heart: The effects of linguistic features on B2B brand engagement on social media) in domain of both the field of advertising discourse and digital communication and applied linguistics (Sapientiae et al., 2021). The collected data are analyzed carefully in order to ensure that the language patterns and their functions are recognized in a consistent manner. Several methods of analysis allow for a combination of linguistic and behavioral perspective that increases the level of credibility of the findings. In addition, the study adheres to ethical research methods, using solely publicly posted social media material, and respected privacy research participants. In general, this methodology allowed this study to examine the relationship among linguistic strategies and customer engagements in social media marketing. The integrated framework of discourse analysis and engagement-based evaluation offers information on the role strategic language plays in effective digital marketing communication (Arafat & Hamamra, 2022).

Findings

This research study shows that linguistic strategies can impact on the degree of customer engagement in social media marketing. The study of certain social media marketing posts illustrates the strategic use by brands of various linguistic features to draw the attention of consumers, induce emotional responses and elicit consumer reactions.

The outcomes show that language is not only employed to communicate product information, but is also used in a persuasive manner which affects consumer's perception and engagement attitude towards the product (Miguel Alcántara-Pilar et al., 2024).

According to the analysis, one of the most important linguistic strategies that is utilized the most frequently in the social media marketing content is persuasive language to gain the attention of customer or to encourage customer like some brands use on them add "available on very affordable price". Brands often use imperative expressions, promotional phrases and words that want consumers to "do something" to their marketing messages.

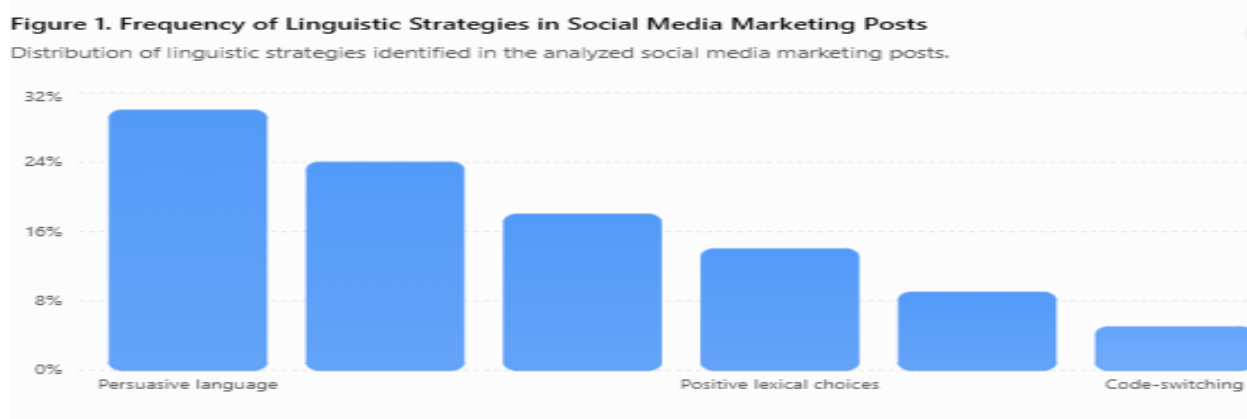


Figure 1. Represent the frequency of linguistic strategies

Words like “discover,” “try now,” “experience” and “join us” invoke a sense of urgency and make viewers want to “look into” brand messages. Direct appeal is used often, indicating an effort by marketers to minimize the gap between brands and consumers by creating a relationship between brands and consumers that is conversational. The other significant finding was the employment of emotion language strategies in marketing communication. When considering the posts analyzed, certain words and expressions often reflect happiness, trust, excitement, confidence and satisfaction. Emotional appeals play a role in building connections and creating feelings and attitudes with regard to the product/service and/or with the audience (Al-Badawi, M. 2024). The results indicate that posting emotional elements are more likely to get interactions from audience since it makes them feel relevant to the post and ask for their experiences and opinions. The study also reveals the importance of positive lexical choices in enhancing brand image and consumer engagement. An effective marketer often employs pleasing appellation such as adverbs of value and adjectives to describe a product in a positive light. One can see many promotional phrases that emphasize quality, innovation, reliability and uniqueness. Positive brand identity is built by such lexical selections and relates to consumers’ interpretation of a marketing message. Moreover, these results show that interactive and conversational language is an important factor in driving customer engagement. Social networking posts on social marketing frequently feature questions, invitations and tailor-made expressions that pique purchasers into taking part in conversation. Second-person pronouns like “you” and “your” make brand-to-consumer interactions more direct, and make the brand feel “as you,” engaging the consumer. This interactive format allows for more comments, reactions, and discussions (Holiday et al., 2023). It also underscores the significance of hashtags, emojis, and digital expressions as pivotal components in today's marketing communication landscape. Hashtags enhance brand discoverability and user engagement with targeted communities online, and emojis provide emotional significance to marketing messages that makes them more appealing. The multimodal features are used to enhance voice interaction and increase visual engagement in the digital interaction (Sudartinah, T., Nursanti, E., & Arrum, R. 2026). The other key thing that was identified is the practice and use of code switching in social media marketing. Some companies use English mixed with local languages to advertise to a wider audience and make the material familiar to them. Having this linguistic

flexibility, marketers can adjust their messages to each particular public and social setting (Başal, M. 2025).

Using more than one language makes products accessible, and increases the relationship between brands/ consumers. The general results suggest that linguistic strategies can be evidenced to have an effect on customer engagement. Marketing messages with a mix of elements more likely to appeal to consumers, including persuasive expressions, emotive language, interactive dialogue and digital communication elements tend to result in more robust consumer reactions. The findings indicate that effective language usage plays a key aspect of the success of social media marketing (McGuire, 2025). The findings support the knowledge of digital discourse in that it showcases the effect of language on relationship-building with the consumer and engagement through the Internet.

Discussion

The results obtained in this study confirm that such a thing as linguistic strategies plays a crucial role in marketing communication on social media, and greatly affects the engagement of the customer (Sahay, H., Bharathy, G. 2024.). The findings suggest that the brands do not only use language as a tool to convey product/service information, but they also make strategic linguistic decisions to influence their consumers, appeal to their consumers' emotions to make them feel good, and to involve their consumers actively. These results are in line with the previous studies in the field of advertising discourse and their conclusions that the language is the key element in creating meanings and constructing consumers' perception, and affecting the purchase-related behaviors in Digital environments (Ilipinar, G., Johnston, W. 2011). Persuasive language is the main research finding in social media marketing, it has been observed in the study. In the study, it was observed that persuasive language plays a key role in social media marketing, one of the major findings of the study. Imperative sentences and promotional jargon and appeal are common features of the promotional communications, indicating the value of

language methods	demonstration	Frequency	percentage	impact on customers
imperative language	use of impressive, imperative and promotional words	30	30	Strong
Feelings	Authentic, trustworthy, confident, blissful	24	24	Strong
cohesive interactions	interrogation, direct approach, discussions	18	18	medium - strong
lexical resources	innovative vocabulary	14	14	medium
Emoji's & stickers	different symbols and emoji's to promote products	9	9	medium
Alternative language	sudden shifts from one language to another	5	5	medium
total		100	100	

Table 1. Express tendencies of social media posts for marketing

action oriented communication to capturing audience attention. This result is in line with previous research on advertising discourse that focuses on the persuasiveness of linguistic devices in motivating audience reactions to advertising messages. Brands use a strategic mix of words and expressions to engage and motivate their target audience, making interactions and connections with the products on-screen more likely to happen (Sun et al., 2021). The research also focuses on the right emotional language of digital marketing communication. Interestingly, the findings show that brands use emotion a lot to build emotional connections with consumers. Marketers try to invoke positive emotions that correlate with trust, assurance, happiness, and satisfaction through the use of expressions (Chen et al., 2015).

This sustains the point that consumer decisions are not made based on rationalizing only but also given an emotional hit. With an abundance of promotional messages in social media, emotional communication can help brands stand out and make an impact on their audience. Another major contribution made by this study is the discovery of interactive and conversational language as an important aspect of customer engagement. The results indicate that the brands tend to employ personal formulas and forms of questioning their consumers to engage them in online discussion (Bouvier, G. 2015). Use of second person pronouns and informal language/fexis creates a familiarity and easy access for brands and their customers to communicate with each other. In accordance with the growing trend in studies of digital discourse, where successful online communication is understood in terms of interaction, participation and the creation of a relationship, the teachers' practices were analyzed for these features. Teaching practices were analyzed for these characteristics in line with preceding research in digital discourse in which one-way information delivery was not seen as successful communication, but as interaction, participation, and establishment of a relation (Ge et al., 2018). The results for hashtags, emoticons and other digital expressions further portray how the nature of marketing discourse is evolving in social media environments. These are added attributes to written words and are emotional, cultural and visual in their use in marketing messages. This means that the mix of verbal and non-verbal components can help a brand to reach different people more effectively. This discovery confirms things that have already been said about multimodal, with a digital communication being perceived as a combination of linguistic, visual and technological resources (Andriuzzi et al., 2021). Moreover, code switching and Multilingualism in SMMS is emphasized. Multiple languages provide the opportunity for brands to customize messaging based on cultures and social conditions. Using multiple languages can help make the audience more accessible and build a stronger identity and connection continuum; combining English with local languages. The result indicates that persuading messages not only construct in the right terms, they also culture-aware and linguistically flexible. The results are of theoretical and practical significance. Theoretically, the study helps in the digital discourse research because it shows the important role of linguistic choice in the process of achieving the goal of communication. Expands upon previous work by combining linguistic analysis to measurable consumer involvement metrics (Hanifah, H. 2025). It also has practical implications for marketers, as the results of these changes seem quite promising in helping create an effective social media campaign, assuming a balance can create in the first place between terms that have meaning and just using a marketing agenda. Even with these contributions, the study recognizes that there could be industry, cultural and social media differences in the use of the linguistic strategies. So future research will need to focus on wider data samples and comparison to other environments to gain a more in-depth knowledge of language/customer engagement relationships. In conclusion, this study has established that strategic language use is a vital tool for the success of any digital marketing

campaign and its impact is evident in the consumer interaction within the contemporary online environment (Bouvier, G. 2015).

Conclusion

This study investigated the part of linguistic strategies in social media marketing and how it affects the social media marketing customers (Bahmanova, 2025). It is shown that language is an effective communicative tool in a digital marketing context, in which brands make strategic use of linguistic elements to gain their attention, stimulate their emotional response and gain audience attention (Herlina, Lina et al, 2024). Consistent with prior research, it was found that persuasive expressions, the use of emotional appeals, positive lexical selection, use of "You," hashtags, emojis, and the presence of multilingualism are key characteristics of high-impact social media communication. The study not only shows that brands' success with social media marketing needs to be measured by the user experience of their products and visual presentations, but by the words they use to talk to their audiences (Seraj et al., 2021). Action and persuasion phrases will encourage consumers to engage with marketing messages and emotional phrases will deepen the connection between brands and their customers. In the same way, conversational techniques and customized communication engender some involvement and inspire customer participation with comments, reactions, sharing exercises and more. The results will inform consumers in the future and add to the knowledge body of applied linguistics (AL) and digital discourse (DD) studies (Rekha et al., 2024). Albeit earlier studies have concentrated on marketing effectiveness as seen from a business point of view, this research will offer a linguistic approach by examining the impact of particular language aspects on customers' engagement for internet-based marketplaces. The study also adds to the field of advertising discourse studies, by highlighting the dynamic, interactive and techno linguistic and cultural nature of SMM language. In practical terms, the findings in the study can be of use to digital marketers and the brand managers (Ming Cheung & 2010, n.d.). The findings indicate the effectiveness of using a carefully designed linguistic strategy to increase audience engagement and effective communication. When creating content for social media, marketers should take into account the cultural connections and linguistic inclinations and anticipations of their target market. Delivering strategically timed content with engaging, persuasive, and emotional words can help at brand to build better relationships with their customers and boost their web presence (Fox et al., 2019). However, the findings of this research still brings very useful results, about the relationship between language strategies and customer interaction, but cannot be concluded that sufficient as many researches are still needed to be done to further explore the relationship between the language strategy and customer interaction both in and out of different cultural context, in different industries and different internet platforms (Dilnora Mirali Qizi & 2026). Future research can be conducted with larger data volumes, using computational linguistic methods, and/or looking at the roles newly, developed technologies, like artificial intelligence, play in relationship to marketing discourse. So, on a final note, linguistic strategies are a key part of the successful communication of social media marketing. With effective use of language, brands can break beyond a product and create meaningful brand communication with their consumer (Koswara. 2025). Thus, the language/engagement phenomenon is crucial, both in language studies and in digital marketing today.

Limitations of the Study

While the findings in this research shed light on the importance of language strategies in social media marketing and their impact on the customers' interaction with the product it also brings

up some limitations which should be recognized (Kostron., 2013). The study has narrow scope and emphasis with the aim of promoting social media and marketing practices in a limited set of social media platforms and marketing contexts; and the results do not necessarily reveal all social media and marketing linguistic practices (Teodorescu, A. 2014). There are various communication styles, patterns and behaviors of users on the different platforms, and some linguistic strategies may be more or less effective (Epure & Mihăeș, 2018). Second, the study profoundly analyzes public messages of social media marketing, restricting access to consumers' personal motivations, attitudes and decision-making processes. Engagement metrics like likes, comments and shares might be quantifiable measures of engagement but do not necessarily fully capture a consumer's perceptions, satisfaction or buying intentions (Prabowo et al., 2024). Further research using survey, interview, or experimentation techniques might yield more original research regarding, audience interpretation of marketing language. Thirdly, purposive sampling of social media posts could limit the generalizability of the findings. The findings are identified from selected marketing content based on the criteria; therefore, the findings do not necessarily represent all industries, brands and consumer groups (Kurmaić & marusic, 2023). Increased sample size and variability would offer greater insights to linguistic patterns in digital marketing communication across the board. Also, this research mainly focuses on the examination of the linguistic structures from a discourse stance and does not extensively analyze any other factors that could impact customers' experience with the product, such as the visual design, brand reputation, product quality, social media platforms' algorithmic factors, advertising budgets, etc. (Degtiar, 2022). Digital marketing communication is a multimodal message (communication) influenced by a number of factors that affect its overall effectiveness so the linguistic strategies are just one part of the overall effectiveness (Afzal & Zubair, 2025.). Last but not least, cultural and linguistic differences could influence consumer interpretations of marketing communication. Results of this research may differ depending on language, place, culture and other factors since the words or phrases that get people interested in an issue might not work in another community (Al-Subhi, 2022.). The findings must be interpreted in light of the socio-linguistic context of the data analyzed. Notwithstanding the restrictions above, contemporary study makes its valuable contribution to the comprehension of the connection between usage of language and customers' engagement in social media marketing (Real, M. R. 1996). It lays the groundwork for further research on the intricate relationship that forms between language and digital communication and consumer behaviors (Rose, 1991).

Future Research

While this study results offer valuable insights for customer engagement in social media marketing from the attitudes of making use of linguistic strategy, there are also a number of gaps in the study that warrant additional attention in future research (Arafat & Hamamra, 2022). The increasing shift towards digital communication and its applications demands further research to extend the knowledge base of the impact of language on consumer behavior within varying technological, cultural and commercial environments.

More comprehensive understanding of language practices in the context of online marketing could be gained with the help of larger data sets and a wider array of research methods, along with newer digital platforms. An area of future research of interest would involve exploring linguistic strategies on an increased variety of social media platforms (Kronrod et al., 2026). While the focus of this study is on selected platforms, how communication is expressed and how the audience reacts is very different on each platform, e.g., LinkedIn, YouTube, Snapchat,

and emerging social networking applications. Comparative studies may reveal the different linguistic features found in platforms, as well as what types of communication strategies are used for audience groups and technology affordances (Pezzuti et al., 2021). Researchers could also examine the impact of cultural/linguistic differences on customer engagement in future. Cross-cultural interpretations of language will give insight into working out the function of persuasive strategies in various regions in the world since consumer interpretation of language is being determined by cultural values, social norms and language backgrounds. A comparison with the multilingual communities and international brands might determine whether certain linguistic tactics are appropriate for all communities or culture-specific. An emerging field of inquiry is using computational techniques and artificial intelligence for digital marketing analysis of the language used in digital marketing. As the number of tools and techniques supporting natural language processing grows, as does machine learning and sentiment analysis software, researchers can analyze large quantities of social media data more accurately and efficiently. Possible future studies involve applying classical discourse analysis techniques in conjunction with computational linguistics to pinpoint patterns in discourse and make more extensive forecasts of customer engagement (Cheng et al., 2019). Other variables that impact customer engagement in addition to language strategies could be utilized in research. Visual design, multimedia content, influencer marketing, brand reputation, algorithm content distribution and consumer trust can also influence the responses of the audience via the language. These factors could be studied using mixed-method or experimental research designs to gain a better insight into the effectiveness of digital marketing. Last but not least, longitudinal research is recommended to explore changes over time of the use of linguistic strategies in the event of improvements in technology and shifts concerning the preference of consumers. Future research should examine the effectiveness, authenticity, and ethical concerns surrounding AI language-generated marketing to contrast the language generated by AI with that produced by humans as marketers. The results of these studies would help the applied linguistics, digital discourse and marketing communication field and would also provide practical guidelines for those organizations who want to learn how to craft effective and culturally appropriate social media marketing strategies

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