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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	SECTION I: Conceptual issues in Social Media -- Chapter 1. How Social Media will Impact Marketing Media -- Chapter 2. Social Media Marketing: Evolution And Change -- Chapter 3. Uniqueness Of Social In The Overall "Social, Mobility, Analytics and Cloud" Stack -- Chapter 4. Lifecycle of information on the web: Implications for Aggregator Sites' -- Chapter 5. Shadow Side of Social Media Marketing -- SECTION II: Understanding Digital Consumers -- Chapter 6. Exploring The Relationship Between Perceived Benefits And Social Media Brands Using Discriminant Analysis -- Chapter 7. The Influence of Trust and Ease of Use of Social Media Platforms on South Africa's Generation Y: Social Media Use, Intention and Information sharing -- Chapter 8. Decoding Digital Consumer Feedback: Customer Intelligence Insights Through Unstructured Data Mining -- SECTION III: Integrating Social Media for Marketing -- Chapter 9. Social Media Marketing, Corporate Social Responsibility, and Social Change in India -- Chapter 10. Future of

Social CRM -- Chapter 11. Sales Professionals' Use of Social Media to Create and Deploy Social Capital in US and Indian Firms -- SECTION IV: Social Media Applications and Case Studies -- Chapter 12. Influence of Social Media Marketing on Healthcare and Automobile Sectors in India -- Chapter 13. A Critical Analysis on Consumer Protection in Social Media Selling with Reference to Disclosures -- Chapter 14. Case Study: Portea -- Chapter 15. Case Study: QWICKILVER. A A A A A A .

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Sommario/riassunto

This book focuses on the role of social media as the next major game-changer. Social media has emerged as the defining trend in the last decade and continues to restructure communication and interactions between individuals, communities, governments and businesses. Researchers and marketers are still struggling with the profound impact of rapidly evolving social media on viral user-generated content, its ability to shape consumer perceptions, and the constantly changing landscape for developing business cases to proactively engage with stakeholders. The growing opportunities to “hear” about customer priorities and concerns on company managed channels as well as third party review sites, including social media pages, across the digital space are accompanied by the challenges of responding to these conversations in real-time, which calls for a massive shift in the way marketing functions engage in dialogue with customers. As leading users of social media in emerging markets, Indians are increasingly logging into their Facebook and Twitter accounts, with the country recording the highest growth in social networking. This book begins by discussing the impact of social media on marketing, from brand building, communications, and advertising to customization and customer engagement. The book approaches the subject matter systematically, identifying broad trends, concepts and frameworks in the first few chapters. It then goes on to address the varied application of social media in marketing for different sectors. Primarily focusing on understanding digital consumers, the book integrates social media with marketing and the outcome. It also presents new, selected cases of successful digital companies in emerging markets never before considered. Researchers and managers alike will find this book to be a handy reference guide to social media in emerging markets.

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