

1. Record Nr.	UNINA9910813594103321
Autore	Moriuchi Emi
Titolo	Social media marketing : strategies in utilizing consumer-generated content // Emi Moriuchi
Pubbl/distr/stampa	New York, NY : , : Business Expert Press, , 2016
ISBN	1-63157-119-2
Edizione	[First edition.]
Descrizione fisica	1 online resource (x, 119 pages)
Collana	Digital and Social Media Marketing and Advertising Collection
Disciplina	658.872
Soggetti	Social media - Marketing Online social networks in business Internet advertising
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 93-116) and index.
Nota di contenuto	1. What is consumer-generated content? -- 2. Consumer-generated content and Web 2.0 -- 3. Trustworthiness of consumer-generated content -- 4. A cross-national perspective on consumer-generated content -- 5. Optimizing consumer-generated content -- References and bibliographies -- Index.
Sommario/riassunto	With the introduction of the Internet, consumers have been relying heavily on the media for content. The popularity of consumer-generated content (CGC) has captured the consumer (i.e., user) as the producer, which has caused a power shift in the market from companies to consumers. When technology is paired with culture, it is inevitable that consumers constantly change their attitudes toward consumption to adapt to current trends. Thus, marketers are meticulously looking for information to stay current with the consumer market in order to maintain their market share. CGC is closely related to electronic word-of-mouth (eWOM) and is found on various online review sites, forums, blogs, company websites, and social media platforms. Consumers' contribution toward the content on different digital media sites (including a company's website) is voluntary, either paid (e.g., sponsored) or nonpaid (e.g., personal blogs). It is evident that information that is published online travels faster to consumers than when delivered through traditional media such as television. Thus, companies are trying to be proactive and, as a part of their promotional

efforts, are turning to online media for the latest information on their target market, feedback on their company (e.g., criticism, praises), and information on their competitors. However, despite the convenience of knowledge transfer via the Internet, there are still disadvantages of the use of CGC. The goal of this book is to educate business owners, marketing practitioners, students, and marketing researchers about the use of CGC and how it is beneficial for their marketing plan.
