

SOCIAL MEDIA MARKETING STRATEGIES

ABSTRACT

With the rise of Web 2.0, people now have more options for working together and sharing information than ever before. The use of social media for advertising is now standard practice for any serious business. It is another way to get firms' message out to a far wider audience than the firm could with only an internal mailing list. The goal of this chapter is to identify social media marketing strategies for managers. The most important social media marketing strategies include social media WOM, firm-created content, user generated content, social media advertising, online communities, and customer engagement. By implementing any appropriate social media marketing strategy can be useful in helping firms to increase awareness and sales. Hence, social media marketing strategy is key for firms success.

Keywords: Social Media, Strategies, Web 2.0, Marketing, Facebook, Twitter

I. INTRODUCTION

Because of the proliferation of the internet and social media around the world, private forms of business communication are becoming untenable. To gain the trust of current and potential customers, businesses now need to actively participate in public conversations and answer to consumer inquiries on social media (Holtman, 2019). Benefits include higher levels of involvement with shoppers who provide evidence of legitimacy of the company, improved awareness of the brand, and high ratings in social media techniques (Fu et al., 2018), despite the fact that this trend places intense pressure on organizations to provide outstanding client service and address issues with clients swiftly and completely. All of these things are foundational to the success of any business, which is why social media is such an important tool for establishing a trustworthy and lucrative brand name. In today's digital era, businesses of all sizes can benefit from social media marketing. Social media has transformed the way consumers engage with and support businesses. Seeing the power of social media in bringing people closer to their companies, company executives join online communities to network with competitors and customers. Entrepreneurs now have more opportunities than ever to use digital channels to promote their wares (Geurin & Burch, 2017). The use of Facebook and WhatsApp, two popular social media apps, has improved two-way contact between customers and company executives (Saridakis et al., 2018).

Establishing a target audience, selecting the most appropriate social networks, and monitoring progress are the three main components of a successful social media marketing strategy. Better client involvement and higher profits are two potential outcomes of a well-planned business strategy (Floreddu & Cabiddu, 2016). Awareness, brand enhancement, new customer acquisition, relationship building, and awareness are the major objectives of social media marketing (Ismail, 2017). Considering that online marketing tactics are not universal to all businesses (Batum & Ersoy, 2016), business owners who are thinking about implementing social media as a marketing strategy would do well to familiarize themselves with the unique aspects of their company and the online platforms it uses. Some corporate leaders in charge of marketing strategies find it challenging to learn enough about the sector and products they represent to effectively use social media as a marketing strategy (Felix et al., 2017). Research into SNS is scarce, and mostly focuses on the customer in a business-to-consumer (B2C) domain, despite the popularity of SNS, the importance of SNS in defining commercial online interaction (Mislove et al. 2007), and the potential of SNS to promote brands (Christodoulides 2009). As such, this chapter's objective is to specify managerial social media marketing methods.

In a practical sense, this chapter improves practitioners' knowledge of the varied impacts of social media marketing campaigns. Furthermore, the results of this study provide guidance to practitioners who are already using social media as a marketing communication tool on how to enhance their engagements and connections with consumers on social media. Marketers can utilize this research to better allocate resources and capitalize on the growing importance of social media marketing (SMM) techniques (SMM ad, OBCs, e-WOM, etc.). The most popular and efficient way to spread information about new products and services is through social media. It's crucial for marketers to grasp how this factor affects consumers' propensity to make purchases. Finally, the chapter reaffirmed why it is important for businesses and brand managers to maintain their financial commitment to social media as a marketing strategy for expanding their brands' reach and popularity.

II. LITERATURE

Social Media

According to the research of Malik, Asif, and Wali (2016), "social media" refers to "an a web-based software built on the technological and ideological underpinnings of Web 2.0 that people use to create and exchange user-generated content." The goal of social media marketing is to expand firm's customer base, promote product awareness, and boost sales and website visits. The goal of

SMM, also known as digital marketing and e-marketing, is to enhance awareness of a brand or product, boost sales, and attract new customers using various social media platforms. Marketers may monitor the efficacy of their SMM campaigns and discover new avenues for interaction with existing and potential customers by using SMM's in-built data analytics. However, the ever-evolving nature of the marketing landscape has made it difficult for business leaders to fully embrace social media marketing (Ogbuji & Papazafeiropoulou, 2016). Successful use of social media as a low-cost marketing tool can help businesses determine their missions and priorities (Ogbuji & Papazafeiropoulou, 2016). Business leaders may be able to use the study's findings to implement social media marketing strategies that boost their companies' success rates, so it's not just that a deeper understanding of the topic will allow for more application of the findings.

III. SOCIAL MEDIA MARKETING STRATEGIES

Using social media to reach out to potential customers is a novel approach to advertising. Because of the two-way nature of social media, customers can voice their opinions about businesses through the development of original content. In addition, businesses may draw in and interact with customers via their social media channels if they produce quality material for them to share. Firm-generated content (FGC) and user-generated content (UGC) both play important roles in business outcomes and consumer actions. Managers of advertising campaigns would do well to read De Vries et al.'s (2017) analysis of the effects of social media advertising on customer acquisition and brand loyalty. Social media marketing tactics were categorized by De Vries et al. (2017) based on content, interaction, and word of mouth. These strategies include user generated content (UGC), firm-created content (FCC), Customer engagement (CE), Word-of-Mouth (WoM), and online brand communities (Schivinski et al., 2016).

- 1. Firm Created Content (FCC):** Content of any kind made by companies for use in their own social media accounts. Using social media to reach out to potential customers is a novel approach to advertising. Because the content is published by the company itself, online audiences trust FCC as a credible and knowledgeable resource. As a result, it will have an effect on customers' interest in and propensity to buy the company's goods or services. To advertise their products and boost consumer engagement (CE) on social media, businesses create sponsored content (FCC) (Liang et al., 2020). More opportunities for interaction between businesses and their customers, as well as between customers themselves, are created by material created in-house

(Pongpaew et al., 2017). In the restaurant industry, FCC is essential since it allows businesses to advertise their eco-friendly practices and encourage positive consumer attitudes (Hwang et al., 2020). The influence of certain Facebook post-attributes on CE with eateries was recently studied by Gruss et al. (2020). Remembering that a picture is worth a thousand words, Romo et al. (2019) suggested that companies put their money into visually appealing social networks.

2. **Social Media Advertising:** Advertisers on social media platforms can engage with customers on an individual basis by leveraging digital tools (Atwong, 2015). Advertisements on social media can take the shape of anything that can be uploaded or shared on a user's wall or profile page (Keller, 2009). Promoting one's ideas, products, or services through social media advertising is crucial in today's competitive market (Fu et al., 2018). To get to know their customers on a more personal level, many business owners are turning to social media advertising (Atwong, 2015). Advertising receives a significant share of marketing budgets across sectors with the goal of creating profitable brands (De Vries et al., 2017). Ads have this effect because they boost consumers' familiarity with a brand, which in turn boosts their memory of that brand (Jaskani, 2015). Brands can be popularized and consumers' memory of those brands triggered in numerous ways through advertising (Jaskani, 2015). Brand managers rely strategically on advertising to build value since it helps them give their products a distinct identity in the marketplace (De Vries et al., 2017). With the rise of social media, many advertisers have turned to social media advertising in an effort to boost revenue, but not all business owners are equipped to capitalize on the trend (Stavrianea & Kavoura, 2015). Online product promotion for dedicated fans is more convenient and time-efficient for business owners (Atwong, 2015). Blogs, emails, social media sites, vlogs, forums, customer ratings, and a plethora of other platforms are all part of the social media advertising that consumers use today (Zwick & Bradshaw, 2016). Brand awareness can be increased by the utilization of customer interaction on social media sites like Facebook (Galati, Tinervia, Crescimanno, & Spezia, 2017). Some small business owners lack the resources and knowledge to adopt successful social media marketing tactics (Galati et al., 2017), despite the fact that these techniques are valuable tools for reaching new customers, increasing sales, and growing profitability.

Except for the investment of time and perhaps some specialist software, the costs associated with social media marketing are minimal. Successful marketing campaigns often start with a small budget and then expand when

audiences are built and content is published on free social media sites. Businesses may benefit greatly from investing in ad-supported marketing tools. Advertising to specific groups of people is possible because to data like demographics, retargeting, and user activity. There are tools to help handle large-scale social media marketing, but starting with the native advertisements feature is all a firm needs to promote posts, acquire leads, and guarantee firm's messages reach the proper people.

3. Online Brand Communities (OBCs): As defined by Fuller, Jaweck, and Muhlbacher (2007), an OBC is an online community dedicated to a specific brand in which members communicate largely through the use of the web. Thus, to begin, an OBC is a brand community, which is defined as a "specialized, non-geographically bounded society as a whole based on an organized network of interpersonal interactions amongst followers of a brand" (Muniz & O'Guinn, 2001). Because of their exclusive interest in branded products and services, brand communities are very niche. The commercial character of these consumer communities and the members' shared interest, admiration, sympathy, and even love for a brand set them apart from more traditional societies. One definition of an online brand community is a social networking hub for consumers who have an interest in a particular brand. In this online community, customers can discuss the company and its products with others who share their interests (Ben, 2021). In addition, an online brand community is about the audience identifying with the business's values and goals. Companies and consumers alike can benefit from engaging with online brand communities. Quantitative study was employed by Loureiro and Kaufmann (2018) to look at the relationship between positive and negative consumption and time spent online. Six online brand communities were sampled for the study, with each pair representing a distinct brand and consisting of members from both the positive (love or fan) and negative (hate or antibrand) valences. Having a specific location where a firm can communicate with its customers and encourage them to interact with one another is a great way to generate genuine, shareable content. This is the type of content that can significantly raise brand profile and broaden brand exposure. Constant feedback on products or services, original user-generated content, and increased website traffic and sales are all results of active online brand communities (Ben, 2021). This approach, which is powered by social evidence, encourages brand advocacy and, through word of mouth, can bring in new members to the community.

4. User-Generated Content: Brand-related content that was made by users or online audiences and is available for public consumption is known as user-

generated content (UGC). People's own work, as opposed to that of established companies, is known as user-generated content (UGC) (Beveridge, 2022). Consumer- and user-generated content (UGC) refers to the same thing: content that consumers make about a brand and then share online. UGC can be in the form of a podcast, video, photo, review, or testimonial. Customers will find UGC engaging and lucrative thanks to our method based on incentives. In exchange for the completion of a few tasks, users are acknowledged and rewarded. High scores, badges, leaderboards, levels, and points are all examples of ways in which brands employ game theory to motivate consumers to engage with and talk about the brand (Yasar, 2023) and its products. Because it can boost awareness of a brand and shape the after-purchase experience for consumers, UGC is credited as being both educational and persuasive. User-generated content is invaluable because it provides direct input from customers that can be utilized to assess and improve business operations and inform strategic planning. User-generated content (UGC) allows consumers to actively shape a company's development rather than simply observe it (Schivinski et al., 2016). Having the opportunity to contribute to a brand's community through the production of user-generated content (UGC) has a significant impact on consumer loyalty and affinity for that brand. In addition to fostering community engagement, UGC allows for two-way communication between a brand and its customers (Beveridge, 2022). Content created by users of a website for free is known as user-generated content (UGC). It might be anything from a photo or video to a blog post, forum thread, poll answer, or comment submitted on a social networking platform. Brands can get an edge in a crowded digital market by capitalizing on genuine customer feedback, comments, and shares. Consumers are more likely to trust recommendations for products and services made by other people than by the brand itself, which is why UGC can help expand a business's social media presence.

This type of writing typically appears on people's individual blog pages, where readers can discuss and review products they have used. User-generated content can also include comments, reviews, and likes left on a brand's official page via social media, the web, and mobile apps. Reviews written by regular people are used by shoppers (Berné et al., 2020) to make decisions about what to buy and what not to buy. Customers that prefer to learn from other customers through user-generated content rather than content developed by marketers highlight the significance of e-WOM (Geurin & Burch, 2017). As a result of customers' willingness to provide a hand to one another, trust in the e-WOM grows (Geurin & Burch, 2017). Microvideos made by people inspire higher customer trust than those made by agencies, according to a 2020 study (Gu et al. User-generated

sentiment microvideos outperform agency-produced videos in terms of review quality and consumer action toward the brand (Gu et al., 2020). Through the use of digital channels, businesses may gauge the level of consumer recognition and interest in their products. User-generated content (UGC) fosters brand loyalty because users, not the brand's representatives, produce the content. Putting the audience first and getting their input on how the brand is seen is a surefire way to develop trust among new and existing customers (Yasar, 2023) for any business. Instead of spending thousands of dollars on expensive advertising and TV advertisements, businesses can save money by promoting their brands using user-generated content (UGC). The vast majority of UGC comes from unpaid consumers who either are seeking to promote a product or service, connect with others who share similar interests, or take advantage of special offers.

IV. SOCIAL MEDIA PROMOTION

Promotion is used to increase brand awareness and sales (Jaskani, 2015), making it a key component of marketing strategies. Referring to marketing campaigns conducted via social networking sites. Due to its recent rise in popularity, social media is now a vital tool for advertising and marketing campaigns (Jaskani, 2015; Karamian et al., 2015). Shen and Bissell (2013), for instance, analyzed the content of six different US-based cosmetics companies. The research showed that among other marketing strategies, Facebook is used to promote sales through postings like those discussing the posting of vouchers, discount codes, product samples, and giveaways. In a similar vein, Taecharungroj (2016) confirmed that store advertising, promotion of goods, and campaigns development are the most common forms of marketing content posted on social media. Sales promotions in the form of discounts, free samples, limited-time offers, and other similar offerings are crucial to building consumer trust in a brand (Keller, 2009). Promotional incentives, such as discounted prices, are frequently used in social media marketing (Keller, 2009) to encourage consumers to make a purchase or try a new product.

- 1. Customers Engagement (CE):** An engaged customer is one who actively participates in co-creation through repeated interactions with a business (Islam & Rahman, 2016). According to Gligor et al. (2019), CE is an innovative strategy for clarifying the value provided to customers. Improved prospects for CE have emerged thanks to the rise of social media, which has emerged as a primary venue for customer-business communication in recent years (Viglia et al., 2018). Dolan et al. (2019) shown that customers' levels of participation on social media affect and are affected by the organization's approach to customer relationship management. Sales can be boosted by

employing a social media marketing approach that focuses on consumer engagement. Business leaders need to be social media savvy in order to connect with modern consumers, according to Braojos, Benitez, and Llorens-Montes (2017). In order to succeed in e-commerce, business owners need to earn their clients' trust by catering to their psychological needs as well as their rational ones (Harrigan, Evers, Miles, & Daly, 2017). Islam and Rahman (2016) agreed with Harrigan et al. (2017) that strengthening customers' trust in a company's online presence is an effective way to boost sales. According to Harrigan et al. (2017), increasing brand trust and customer confidence in the safety of online shopping can help increase customers' loyalty when promoted via social media.

2. **Storytelling:** According to González-Romo et al. (2017), business executives should prioritize storytelling as part of their social media marketing plan. Using video and social media to involve customers in the story creates a sense of community and participation (González-Romo et al., 2017). Ashley and Tuten (2015) argue that in order to increase engagement, media information must come from a variety of different sources that all convey the same idea. For example, González-Romo et al. (2017) found that high-end firms with exclusive products often employ videos and storytelling to create a series of short videos that describe the business's story using brief, motivational, and emotionally inspiring content.
3. **Social Media Interactive Marketing:** According to Abedniya and Mahmoudi (2010), one of the most common forms of social media marketing is interactive marketing, which consists of using social media to engage in both business and consumer-facing activities. One of the main reasons social media has become such a popular medium for communication between businesses and marketing activities is because of the interactivity it provides (Burton & Soboleva, 2011). Interactive marketing in social media is becoming more efficient as networking platforms like Facebook gain popularity (Keller, 2009). Customers, both new and old, can be actively involved in the marketing process through the use of social media engaging advertising (Taecharungroj, 2016). The goals of interactive marketing are to increase consumer exposure to and familiarity with a brand, as well as consumers' participation in and emotional investment in that brand. Also, according to research by Rohm et al. (2013), social media advertising can encourage consumers to make a purchase.
4. **Social Media Word of Mouth (SMWoM):** Businesses rely on WOM as a promotional tool for their goods and services. E-WOM, or consumer-

generated word-of-mouth, has been shown to be beneficial beyond traditional marketing strategies (Roelens et al., 2016). Buzz marketing takes the form of electronic word of mouth (eWOM), which can spread rapidly if the message is either compelling or humorous enough. "Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau, et al., 2004) is a conceptual definition of electronic word of mouth. E-word-of-mouth, or eWOM, is the result of consumer-to-consumer (C2C) interactions that take place online and manifest in a wide variety of formats, including but not limited to user-generated content, online product evaluations, private emails, and social network posts. Research in the fields of advertising, communication, and marketing have all identified eWOM as a crucial topic in light of the rapid development of digital media and new technologies. It is widely accepted that in today's noisy environment, eWOM carries more weight than traditional forms of marketing and advertising. Since the rise of social media, WOM has become one of the most important channels for marketing communications. The Power of Social Media Word-of-mouth (WOM) describes the kind of interaction between businesses and their customers that inspires them to spread positive information about a product or service online. Finding and creating community in the digital arena, in addition to building brand loyalty, is impressive. Marketers can encourage brand loyalty in a systematic and genuine manner with the use of electronic word of mouth. Social media such as Facebook, Twitter, and YouTube provide users with a convenient forum in which to disseminate their product ratings, reviews, and comments to a large audience. Word-of-Mouth (WOM) can also be transmitted digitally. It's clear from the widespread adoption of social media that people enjoy interacting digitally and exchanging insights and anecdotes with their peers. This occurs despite the fact that they might never actually meet the people with whom they are corresponding online. People in the modern era are more comfortable saying things online that they might not feel comfortable saying to a waiter or store manager face to face (Michaelson, 2020). According to studies (Zhang et al., 2017), e-WOM reviews and external reviews after sampling have a beneficial effect on sales. When launching a product and sharing post-launch details via e-WOM, marketers and company heads must take into account a wide range of consumers' preferences (Marchand et al., 2017). Customers are more likely to trust unfavorable e-WOM than they are to trust content produced by marketers when looking for feedback on a product or service (Yen, 2016). Business executives who want to promote their use of e-WOM should think

about tapping into the power of influencers. Business-promoting influencers join the ranks of social media's content creators.

With the use of social media, customers are more likely to speak their minds, both positively and negatively, when it comes to eWOM. Social media sites like Facebook and LinkedIn allow businesses to connect with their target audience on a personal level, something that word-of-mouth and other kinds of media have never been able to accomplish. Unfortunately, eWOM can quickly damage a company's reputation and bottom line (Michaelson, 2020). Bad experiences and opinions can be shared instantly via a response to a friend's post, or even worse on a public forum or review platform, thanks to the accessibility of the Internet. The importance of keeping an eye on firm's brand's online reputation cannot be overstated.

V. IMPLICATIONS

There are a number of useful takeaways from this research as well. This research made the first significant contribution in the form of useful metrics for gauging the impact of social media. Businesses wanting to take advantage of this UGC tactic should produce material with distinct, easily-remembered hashtags. The aims of the business and the marketing program should work hand in hand when using social media for promotion. Brand recognition, website visits, and sales are just some of the KPIs that firms can use to gauge their progress. There is no need for businesses to have a presence on every single social media channel. Businesses must consider their target demography when deciding which platform(s) to use. Video, images, links, and private messages are just some of the forms of material that may be shared throughout the many social networks. As a result, businesses need to determine what kind of content would most effectively reach their marketing persona. Companies who actively engage their customers on social media notice an increase in brand mentions and product discussions. Users will engage with them other and the company through comments, shares, tagging, and instant chat. Ideal notifications are in place to inform social media managers about these kinds of interactions. Because of this, they are able to provide excellent service to their customers.

The findings could help company executives design more practical social media marketing strategies. Insights gained from studying the strategies of business leaders who have successfully used social media marketing to boost customer engagement can help other companies and the local economy as a whole. Companies may analyze and adapt the tactics highlighted in this study to

establish long-term survival plans to boost their viability, making it crucial for business executives to implement effective social media marketing strategies. The study's findings could be used by business leaders at a different company to establish measurable business goals and objectives with the potential to raise brand awareness and loyalty, promote brand content, and increase exposure to boost traffic, leads, and sales—all while decreasing marketing expenditures and increasing profits. When people interact with ads on social media, it provides real-time marketing research data that may be used to optimize ad placement and copy in order to boost sales. Smart business owners monitor social media for customer input and reactions, then adapt their campaigns accordingly.

VI. CONCLUSION

Social media is an online community where users may make and share content, connect with others, and get rapid feedback on their ideas and initiatives. These networks allow CEOs and marketers to communicate with a worldwide audience at a fraction of the expense of traditional media, and with just a few mouse clicks. Using the framework of relationship marketing, this research aims to investigate how social media might be used to advertise to key decision-makers in organizations in order to boost revenue. Results from this research could aid business owners in improving their social media ROI by increasing the proportion of social media interactions that result in monetary gain. Implications for social transformation include the possibility of more employment and a stronger local economy as business owners learn to better leverage social media to boost sales. The study's findings have implications for company leaders' professional practice by providing them with insights from their peers on the effectiveness of various social media marketing methods. Leaders in the business world are more likely to expand their operations, hire more people, and reinvest their profits back into the community in the form of new services, facilities, and programs. When used as part of a larger marketing strategy, social media can help a company's top brass boost sales without breaking the bank.

Internet and social media were both made possible by technological developments in the recent decade. Communication between individuals and between groups of people has been profoundly altered by social media apps like Facebook, Twitter, and Instagram.

REFERENCE

- [1] Abedniya, A., & Mahmoudi, S. S. (2010). The Impact of Social Networking Websites to Facilitate the Effectiveness of Viral Marketing. *International Journal of Advanced Computer Science and Applications*, 1(6), 139–146.
- [2] Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- [3] Atwong, C. T. (2015). A social media practicum: An action-learning approach to social media marketing and analytics. *Marketing Education Review*, 25(1), 27–31. doi:10.1080/10528008.2015.999578
- [4] Ben, J. (August 4, 2021). Community Marketing 101: What Are Online Brand Communities? <https://www.vesta-go.com/community-powered-marketing/online-brand-communities/>
- [5] Beveridge, C. (January 13, 2022). What is User-Generated Content? And Why is it Important? <https://blog.hootsuite.com/user-generated-content-ugc/>
- [6] Burton, S., & Soboleva, A. (2011). Interactive or reactive? Marketing with Twitter. *Journal of Consumer Marketing*, 28(7), 491–499. <http://doi.org/10.1108/07363761111181473>
- [7] De Vries, L., Gensler, S., & Leeftang, P. S. (2017). Effects of traditional advertising and social messages on brand-building metrics and customer acquisition. *Journal of Marketing*, 81, 1–15. <https://doi.org/10.1509/jm.15.0178>
- [8] Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J. and Goodman, S. (2019), “Social media engagement behavior: a framework for engaging customers through social media content”, *European Journal of Marketing*, Vol. 53 No. 10, pp. 2213–2243
- [9] Floreddu, P. B., & Cabiddu, F. (2016). Social media communication strategies. *Journal of Services Marketing*, 30, 490–503. <https://doi.org/10.1108/jsm-01-2015-0036>
- [10] Fuller, J., Jawecki, G., & Muhlbacher, H., 2007. Innovation creation by online basket- ball communities. *Journal of Business Research*, 60 (1), 60–71.
- [11] Fu, F. Q., Phillips, J. J., & Phillips, P. P. (2018). Roi Marketing: Measuring, Demonstrating, and Improving Value. *Performance Improvement*, 57(2), 6–13. <https://doi.org/10.1002/pfi.21771>
- [12] Galati, A., Tinervia, S., Crescimanno, M., & Spezia, F. (2017). Social media as a strategic marketing tool in the Sicilian wine industry: Evidence from Facebook. *International Journal of Globalisation and Small Business*, 6(1), 40–47. doi:10.1016/j.wep.2017.03.003
- [13] Gligor, D., Bozkurt, S. and Russo, I. (2019), “Achieving customer engagement with social media: a qualitative comparative analysis approach”, *Journal of Business Research*, Vol. 101 No. 8, pp. 59–69
- [14] Gruss, R., Kim, E. and Abrahams, A. (2020), “Engaging restaurant customers on Facebook: the power of belongingness appeals on social media”, *Journal of Hospitality and Tourism Research*, Vol. 44 No. 2, pp. 201–228.
- [15] Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, 59, 597–609. doi:10.1016/j.tourman.2016.09.015
- [16] Hennig-Thurau, T., Kevin P. G., Gianfranco W., and Dwayne D. G. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing* 18.1: 38–52. DOI: 10.1002/dir.10073
- [17] Hwang, J., Kim, I. and Gulzar, M.A. (2020), “Understanding the eco-friendly role of drone food delivery services: deepening the theory of planned behavior”, *Sustainability*, Vol. 12 No. 4, p. 1440
- [18] Holtman, M. (2019). Why engagement rates are important on social media. The UK Domain. Retrieved from <https://www.theukdomain.uk/why-engagement-rates-are-important-on-social-media/>

- [19] Ismail, A. (2017). The influence of perceived social media marketing activities on brand Loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29, 129–144. <https://doi.org/10.1108/APJML-10-2015-0154>
- [20] Islam, J., & Rahman, Z. (2016). The transpiring journey of customer engagement research in marketing: A systematic review of the past decade. *Management Decision*, 54, 2008–2034. doi:10.1108/MD-01-2016-0028
- [21] Jaskani, N. H. (2015). Examining attitudes and beliefs towards online advertising in Pakistan. *International Journal of Scientific & Engineering Research*, 6(1), 463–480.
- [22] Karamian, H., Nadoushan, M. A., & Nadoushan, A. A. (2015). Do social media marketing activities increase brand equity? Brand equity. *International Journal of Economy, Management and Social Sciences*, 4(3), 362–365.
- [23] Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*. <http://doi.org/10.1080/13527260902757530>
- [24] Liang, S., Schuckert, M., Law, R. and Chen, C.C. (2020), “The importance of marketer-generated content to peer-to-peer property rental platforms: evidence from Airbnb”, *International Journal of Hospitality Management*, Vol. 84 No. 1, p. 102329.
- [25] Malik, F., Asif, M., & Wali, S. (2016). Role of social media on consumer preferences. *City University Research Journal*, 6, 256–268. Retrieved from <http://www.cityuniversity.edu.pk/curj/>
- [26] Michaelson, L. (Feb 7, 2020). Electronic Word of Mouth – Your most valuable digital marketing tool. <https://www.linkedin.com/pulse/electronic-word-mouth-your-most-valuable-digital-tool-laurie#:~:text=According%20to%20Buzz%20Talk%3A%20E2%80%9CElectronic,type%20of%20marketing%20we%20know.>
- [27] Pérez-González, D., Trigueros-Preciado, S., & Popa, S. (2017). Social media technologies’ use for the competitive information and knowledge sharing, and its effects on industrial SMES’ innovation. *Information Systems Management*, 34(3), 291–301. <https://doi.org/10.1080/10580530.2017.1330007>
- [28] Marchand, A., Hennig-Thurau, T., & Wiertz, C. (2017). Not all digital word of mouth is created equal: Understanding the respective impact of consumer reviews and microblogs on new product success. *International Journal of Research in Marketing*, 34, 336–354. <https://www.sciencedirect.com/science/article/abs/pii/S0167811615300318>
- [29] Muniz, A. M., & O’Guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27 (4), 412–432.
- [30] Pongpaew, W., Speece, M. and Tiangsoongnern, L. (2017), “Social presence and customer brand engagement on Facebook brand pages”, *Journal of Product and Brand Management*, Vol. 26 No. 3, pp. 262–281.
- [31] Rohm, A., Kaltcheva, V. D., & Milne, G. R. (2013). A mixed-method approach to examining brand-consumer interactions driven by social media. *Journal of Research in Interactive Marketing*, 7(4), 295–311.
- [32] Shen, B., & Bissell, K. (2013). Social Media , Social Me : A Content Analysis of Beauty Companies ’ Use of Facebook in Marketing and Branding Social Media , Social Me : A Content Analysis of Beauty Companies ’ Use of Facebook. *Journal of Promotion Management*, 19(April), 629–651. <http://doi.org/10.1080/10496491.2013.829160>
- [33] Taecharungroj, V. (2016). Starbucks’ marketing communications strategy on Twitter. *Journal of Marketing Communications*, 7266(February), 1–19. <http://doi.org/10.1080/13527266.2016.1138139>
- [34] Viglia, G., Pera, R. and Bigné, E. (2018), “The determinants of stakeholder engagement in digital platforms”, *Journal of Business Research*, Vol. 89 No. 8, pp. 404–410.
- [35] Yasar, K. (2023). What is user-generated content and why is it important? <https://www.techtarget.com/searchcio/definition/user-generated-content-UGC>

- [36] Yen, Y. (2016). Factors enhancing the posting of negative behavior in social media and its impact on venting negative emotions. *Management Decision*, 54(10), 2462– 2484. <https://doi.org/10.1108/MD-11-2015-0526>
- [37] Zhang, Y., Moe, W. W., & Schweidel, D. A. (2017). Modeling the role of message content and influencers in social media rebroadcasting. *International Journal of Research in Marketing*, 34(1), 100–119. <https://doi.org/10.1016/j.ijresmar.2016.07.003>
- [38] Zwick, D., & Bradshaw, A. (2016). Biopolitical marketing and social media brand communities. *Theory, Culture & Society*, 33(5), 91-115. doi:10.1177/0263276415625333