Handbook of Research on Effective Advertising Strategies in the Social Media Age

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

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Description:
Social media pervades people’s awareness and everyday lives while also influencing societal and cultural patterns. In response to the social media age, advertising agents are creating new strategies that best suit changing consumer relationships.

The Handbook of Research on Effective Advertising Strategies in the Social Media Age focuses on the radically evolving field of advertising within the new media environment. Covering new strategies, structural transformation of media, and changing advertising ethics.

Readers:
This book is a timely publication for policymakers, government officials, academicians, researchers, and school practitioners interested in furthering their research exposure and analyzing the rapidly evolving advertising sector and its reflection on social media.


Topics Covered:
- Advertising Agency
- Advertising Field
- Augmented Reality
- Contemporary Advertising
- New Media
- Social Impacts
- Social Media Age

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Preface
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Acknowledgement
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Section 1
New Media Channels, Advertising Production and Media Planning Strategies in the Social Media Age

Chapter 1
A Model for Mind-Device Dialectic and the Future of Advertising in the Social Media Age
Recep Yilmaz, Beykent University, Turkey
Nurdan Oncel Taskiran, Ondokuz Mayis University, Turkey

Chapter 2
Gamification and Social Media as Tools for Tourism Promotion
Magdalena Kachniewska, Warsaw School of Economics, Poland

Chapter 3
Social Media as an Advertisement Tool: Needs to be More Experiential
Fusun Topsuemer, Ege University, Turkey
Dincer Yarkin, Gediz University, Turkey

Chapter 4
Advertising in Games: Advergaming Applications in the Tourism Industry
Evrim Celtek, Gaziosmanpasha University, Turkey

Chapter 5
The Organizational Structure of Advertising Agencies and New Directions
Pinar Altok Gurel, Beykent University, Turkey
Talat Firhar, Beykent University, Turkey
Nursen Firhar, Gelisim University, Turkey

Chapter 6
Online Media Planning and Online Media Common Measurement Currencies
Bilgen Basal, Yeditepe University, Turkey

Chapter 7
Augmented Reality Advertisements in Tourism Marketing
Evrim Celtek, Gaziosmanpasha University, Turkey

Section 2
Marketing Communication Strategies in Social Media

Chapter 8
The Strategic Planning Process of Social Media Advertising, in the Context of Integrated Marketing Communication
Fusun Topsuemer, Ege University, Turkey
Dincer Yarkin, Gediz University, Turkey

Chapter 9
Advertising in the World of Social Media Brand Board Communities
Mohammad Reza Habibi, Concordia University, Canada
Michel Laroché, Concordia University, Canada
Marie-Odile Richard, University of Montreal, Canada

Chapter 10
The Role of Social Media on International Advertising
Kipolin Kasemlap, Suan Sunandha Rajabhat University, Thailand

Chapter 11
Corporate Advertising at the Age of Social Media
Ercan Akan, Aksaray University, Turkey
Mehter Nejat Ozupek, Selcuk University, Turkey

Chapter 12
Identity is What We Sell
Anette Horn, University of the Witwatersrand, South Africa
Peter Horn, University of the Witwatersrand, South Africa

Chapter 13
Effective, Privacy-First Display Advertising: Ambient Intelligence for Online Ambient Environments
Ratko Orlandic, FairCom Corporation, United States

Chapter 14
The Role of the Mass Media on Shaping the Public Opinion about the Enlargement of the European Union in the Social Media Age
Ebru Nergiz, Gelisim University, Turkey

Chapter 15
Turkish Healthcare Industry Promotional Practices and Digital Era
Bilgen Basal, Yeditepe University, Turkey

Section 3
Social Media Uses, Advertising Discourses, Their Social Impacts and Ethics

Chapter 16
The Influence of Perceived Interactivity of Social Media Advertising and Voluntary Self-Disclosure on Attitudes and Intentions to Pass-Along
Shu-Chuan Chu, DePaul University, United States
Yeuseung Kim, DePaul University, United States

Chapter 17
Employing a Mixed Method to Explore Mobile Social Media Users’ Big Data Privacy Concerns
Kenneth C. C. Yang, The University of Texas at El Paso, United States
Yowei Kang, Kainan University, Taiwan

Chapter 18
Advertising Ethics in the Social Media Age
Tanses Yasemin Gulsoy, Beykent University, Turkey

Chapter 19
Dynamic Narrative Alignment: Rhetoric in Community-Driven Social Media Management
Sophie Wrobel, CAS Software, Germany
John Kellden, Conversation Labs, Sweden

Chapter 20
Subliminal Advertising and Its Ethical Dimensions in the Social Media Age
Meral Elci, Gebze Institute of Technology, Turkey
Arzu Sert, Gebze Institute of Technology, Turkey

Chapter 21
Digital Advertising Practices and Its Impacts on Students: An Application in the Public and Private Universities in Turkey
Ibrahim Kircova, Yildiz Technical University, Turkey
Dilaysu Cinar, Beykent University, Turkey

Chapter 22
The Use of Myths as an Advertisement Strategy at the Age of Social Media
Ugur Kline, Kocaeli University, Turkey

Chapter 23
Does Social Media Marketing Improve Business Performance? A review of the Evidence with Implications for Effective Advertising in the Social Media Age
Tanses Yasemin Gulsoy, Beykent University, Turkey

Compilation of References
About the Contributors
Index