Chapter 21
The Roles of Social Media Marketing and Brand Management in Global Marketing

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ABSTRACT
This chapter explains the roles of social media marketing and brand management in global marketing, thus describing the theoretical and practical concept of social media marketing, the overview of brand management, the significance of social media marketing, and the application of social media-related brand management in global marketing. The creation of social media marketing and brand management is necessary for modern organizations that seek to serve suppliers and customers, increase business performance, enhance competitiveness, and gain routine success in global business. Thus, it is vital for modern organizations to acknowledge their social media marketing and brand management utilization, establish a strategic plan to consistently evaluate their effective promotions, and immediately respond to social media marketing and brand management needs of customers. The chapter argues that applying social media marketing and brand management in global marketing has the potential to enhance organizational performance and achieve strategic goals in the digital age.

INTRODUCTION
The development of social media has facilitated communication of consumer to each other in global marketing (Abzari, Ghassemi, & Vosta, 2014). Due to the rising level of global competition as well as a fast-growing number of innovations organizations are forced to find new ways to attract, gain, and sustain loyal customers in order to stay competitive (Lorenzo-Romero, Constantinides, & Brünink, 2014). Social media has changed the power structures in the global marketplace (Constantinides, 2014). Social media is used as a platform to access potential customer and implement marketing campaign (Rawat
The Roles of Social Media Marketing and Brand Management in Global Marketing

& Divekar, 2014). Social media offers opportunities to stimulate and to measure social interrelations among customers in global marketing (Chen, Chen, & Xiao, 2013).

The evolution of social media is challenging the ways that marketing academics and practitioners effectively conceptualize and manage the brands in modern organizations (Davis, Piven, & Breazeale, 2014). Brands have become instruments of status signaling, that satisfy consumer prevalence of a need for status (Han, Nunes, & Dreze, 2010). Understanding how brands should operate on social media is very important for contemporary marketing researchers and managers (Habibi, Laroche, & Richard, 2014). Brands have the power to communicate valuable information and can be used and perceived in many different ways by consumers (Catalin & Andreea, 2014). Concerning the advantages of social networks, brand management is practically able to implement brand communities with less time and financial effort (Zaglia, 2013).

The strength of this chapter is on the thorough literature consolidation of social media marketing and brand management. The extant literature of social media marketing and brand management provides a contribution to practitioners and researchers by describing a comprehensive view of the functional application of social media marketing and brand management to appeal to different segments of social media marketing and brand management in order to maximize the business impact of social media marketing and brand management in global marketing.

BACKGROUND

The use of social media has immensely grown over the past decade, with technological and Internet innovations like Facebook, Twitter, and YouTube achieving massive adoption in a few years. Social media is increasingly important in daily life and is an especially important social interaction mechanism for young people (Luchman, Bergstrom, & Krulikowski, 2014). Social media includes countless sites with very different functions or uses that fulfill different personal needs (Brandtzeg & Heim, 2009). Social media is defined as the perspective of technological innovations in terms of both hardware and software that facilitate inexpensive content creation, interaction, and interoperability by online users (Berthon, Pitt, Plangger, & Shapiro, 2012).

Labrecque et al. (2013) stated that the predictions of growing consumer power in the digital age are fueled by the rise of the Internet and reignited by social media With the proliferation in Web 2.0 technologies, many marketing educators are experimenting with new teaching and learning tools (i.e., Facebook, Twitter, YouTube, and Second Life) (Lowe, D’Alessandro, Winzar, Lafley, & Collier, 2013). A typical classification of social media includes collaborative projects (i.e. Wikipedia), blogs, user-generated content communities (i.e., Flickr, YouTube, and Youku/Tuduo), virtual game worlds (i.e. EverQuest), and virtual social worlds (i.e. Second Life) (Kaplan & Haenlein, 2010).

SOCIAL MEDIA MARKETING AND BRAND MANAGEMENT IN GLOBAL MARKETING

This section describes the theoretical and practical concept of social media marketing, the overview of brand management, the significance of social media marketing, and the application of social media-related brand management in global marketing.
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