



Social Media Marketing: Strategies in Utilizing Consumer-Generated Content

Emi Moriuchi

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With the introduction of the Internet, consumers are 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 the companies to the consumers. When technology is paired with culture, it is inevitable that consumers are constantly changing their attitudes toward consumption to adapt to current trends. Thus, marketers are meticulously looking for information to keep current with the consumer market in order to maintain their market share. CGC relates closely to electronic word-of-mouth (eWOM) and can be found in various online review sites, forums, blogs, company websites, as well as on social media platforms. Consumers' contribution toward the content on the different digital media sites (including company's website) is on a voluntary basis, 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. Companies are therefore trying to be proactive; and as part of their promotional efforts, they are turning to online media for the latest information on their target market, feedback on their company (e.g., criticism, praises), as well as information on their competitors. The goal of this book is to educate business owners, marketing practitioners, students, as well as marketing researchers in understanding the use of CGC and how it is beneficial for their marketing plan.

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