عنوان مقاله:

Investigating the impact of Real-Time Marketing on brand engagement in social media networks

محل انتشار:

هفتمین کنفرانس بین المللی ترفندهای مدرن مدیریت، حسابداری، اقتصاد و بانکداری با رویکرد رشد کسب و کارها (سال: 1399)

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خلاصه مقاله:

Today's consumers are often well informed and more critical to marketing messages from companies, where opinions of peers often weigh heavier than information provided by employees of a company. Also, resulting from the rise of social media, brands can today communicate with consumers in real-time. Social media has played agreat role in how storytelling is created nowadays. Stories are known for the ability to capture attention, engage and influence people, create meaning, exemplify values, and gain trust. Given the fact that real-time marketing is a rather new concept and that theoretical framework regarding the topic can be hard to come by, we feel that an abductive approach is certainly most suitable for the research we aspire to perform. Internet and e-libraries has been our primary source of data, and we have especially been using the Internet in the early stages of the research to get a good and solid understanding regarding the chosen subject. The data was collected from scientific journals, Thomson Reuter and Google Scholar databases. Next, the researcher's observations of different types of Real-Time Marketing and their effects and consequences were presented, along with visual examples. Finally, some recommendations for managers and marketers were given.

کلمات کلیدی:

Real-Time Marketing, brand engagement, social media networks

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