

Brand Management in Social Media

Abstract

This present paper deals with brand activity in social media environment. Brand which has functional and also symbolic meanings serves as a link between product, service or business and (potential) customers. Brand's value is therefore influenced by a lot of factors. The text puts brand's movement into a wider theoretic context of the onset of new forms of communication (network communication many-to-many) and reveals how to manage the brand in this environment of social media which is so different from mass media world. Recommendations are made how to work with the community and content around the brand. Further, it introduces new marketing tools in social media such as word-of-mouth, recommendations or viral marketing.

Assuming quality monitoring social media can bring benefits also to the brand, not just consumers. Discussed are in particular following benefits: customer care, brand tracking, evaluating advertising campaigns, getting feedback and suggestions for improvements and alert system. The mixed research explores social media listening, it monitors the three brands of Czech mobile operators and then their representatives analyze the measured data. There are also presented the actual activities of these brands in the Czech social media environment.