

## Special Issue

# Sustainable Marketing Driven by Social Media and Consumer–Brand Relationships

### Message from the Guest Editors

Social network services (SNSs) have had a profound impact on the decision-making processes of customers. Influencers also play a vital role in promoting products and brands via SNSs. Many consumers build and maintain a long-term relationship with companies via SNSs such as Facebook, Instagram, and YouTube. Thus, more and more companies are deciding to actively use SNSs in their marketing strategies. Despite the importance of SNSs in customer's decision-making processes, little light has been shed on the role of SNSs in developing and maintaining brand relationships.

Therefore, this Special Issue seeks papers devoted to examining the role of SNSs in developing and maintaining brand relationships. In this Special Issue, original research articles and reviews are welcome.

Research areas may include (but are not limited to) the following: - Enabling sustainable social network service marketing

- Strategies for brand relationships in the post-pandemic era
- New areas of communication between consumers and social media
- Social customer relationship marketing and management
- Influencer marketing strategies
- Creative digital and social media advertising options

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### Deadline for manuscript submissions

closed (31 January 2023)



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### Editor-in-Chief

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