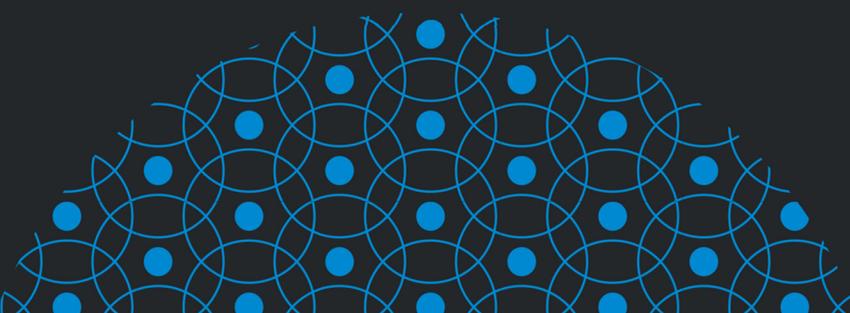


EMERALD POINTS

CROSS- CULTURAL SOCIAL MEDIA MARKETING

Bridging Across Cultural
Differences

EMI MORIUCHI



CROSS-CULTURAL SOCIAL MEDIA MARKETING

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CROSS-CULTURAL SOCIAL MEDIA MARKETING: BRIDGING ACROSS CULTURAL DIFFERENCES

BY

EMI MORIUCHI

Rochester Institute of Technology, USA



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ABOUT THE AUTHORS

Emi Moriuchi is an Assistant Professor of Marketing in the Saunders College of Business at Rochester Institute of Technology. She received her PhD in Business and Management (Marketing) from the University of Manchester, UK. Her research has appeared in the *Psychology & Marketing*, *Journal of Business Research*, *Journal of Marketing Theory and Practice*, *International Marketing Review*, *Journal of Marketing Channels*, and others. She has published a book (2nd edition): *Social Media Marketing: Strategies in Utilizing Consumer-generated Content*.

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PREFACE

As technology advances and consumer behavior changes based on different values and beliefs, social media platforms are changing its features and benefits to enable users and/or consumers to have a better experience while using the platform for leisure and for businesses to better establish their presence and market their products. “One size fit all” is not the strategy to adopt when it comes to social media marketing. Every consumer has a difference in preference in how they consume information on social media. Furthermore, not all social media platforms are suitable for every companies’ target audience. To make things more complicated, the content not only needs to attract consumers but also needs to be presented on the appropriate social media platform to be persuasive.

Marketers have to be strategic in how they utilize these platforms and understand their consumers while meeting their goals and objectives. With an increase in globalization in the business world, many marketers are struggling to establish a presence outside of the United States. As I research and consult with different companies, I notice that there is a misconception on the usage of each social media platforms. For example, companies often think that they should be on the most popular social media platform regardless of the nature of their product or service. In this book, there is discussion how social media platforms are used differently in different countries from a user’s perspective and marketer’s perspective.

I will also be having a discussion on the features of each social media platform and how its usage differs from country to country. I will introduce a cross-cultural social media marketing strategy which caters toward each country that is being discussed in the book. I will be discussing the cultural difference in select countries and how that actually matters why certain social media platforms are considered to be more user-friendly and useful in certain countries.

This book also includes an introduction to some of the newer technologies that are being integrated with the social media platforms. Examples of companies that use these technologies to increase their brand awareness, engagement, and conversion will be discussed. The goal of this book

is to educate business owners, marketing practitioners, students, as well as marketing researchers in understanding and strategizing the use of social media platforms for their marketing strategy domestically and internationally. This book contains both evergreen content as well as trending knowledge in the consumer market.

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