

**EDITORIAL**

**Social Media Marketing: Strategies, practices and social impacts**

**GUEST EDITORS**

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**1. INTRODUCTION**

Social Media Marketing is the best defined in the context of the previous industrial media paradigm (Zarrella, 2010). With the democratization of internet access and the popularization of social networks such as Facebook, Twitter and Instagram, our ways of communicating and relating to both people and brands have changed a lot. New ways and platforms for marketing have emerged.

Tuten and Solomon (2017) show some items that should be addressed by those who intend to research in this field of knowledge. Namely, social media environment, digital natives, social media infrastructure, monetization, and especially the careers needed in this area (Tuten & Solomon, 2017). The issue regarding the segmentation of consumer audiences should also be the subject of relevant studies by the academy.

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Shareef *et al.* (2019) conducted a study to conceptualize the value of advertising and consumer attitudes toward advertising. In this case, another interesting strand for research.

In the studies of Prasad & Saigal (2019), it is understood that creating well-structured content that consumers can share to help a company grow its customer base and increase brand visibility. However, different social media platforms have different target audiences and, therefore, to be successful, marketers must have a complete understanding of the tools and techniques needed to attract different groups of customers. Another research field that the academy should not forget.

Social media and big data have become ubiquitous keywords in everyday life. According to Fuchs (2018), critical marketing studies are based on the understanding that marketing has devoted much attention to improving itself as an instrumental science, with the corollary emphasis on knowledge production for the 'marketing organization', not for the broader stakeholders. His text leads us to critically understand social media and the political economy of big data. It describes the main classical texts, contemporary texts, and future directions of research that can help us reach the goal. Based on it, we researchers should focus on the analysis of the political economy of social media based on various approaches to critical theory.

## 2. STRUCTURE

This special issue on Social Media Marketing of the International Journal of Marketing, Communication and New Media (IJMCNM) publishes four relevant contributions about:

1. Social Media Usage Practices of Luxury Automobile Consumers;
2. The use of algorithms to target children while advertising on YouTube Kids platform: a reflection and analysis of the existing regulation;
3. The Influence of Social Media Friendship on Brand Awareness and Purchase Intention: Evidence from Young Adult Consumers;
4. The Influence of Social media on nutritional behavior and Purchase intention among millennials.

The papers evaluated by double blind review system belong to authors who have presented the results of their studies that fit in the scientific areas of the IJMCNM; so, they were accepted for publication in this international scientific journal.

### 3. ACKNOWLEDGEMENTS

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