

# How brand management is revitalized in the era of social media

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**Abstract:** In the era of social media, brand management has encountered unprecedented opportunities and challenges. The widespread popularity of social media has changed the way information is disseminated and has reshaped the interaction between consumers and brands, which makes brand management urgently need to innovate to present new vitality. Based on the characteristics of the social media environment, this paper analyzes the transformation direction of brand management in terms of concepts, strategies and paths, analyzes how it adapts to the needs of the new era with the help of emotional connection, content innovation and data-driven, and points out that brand management should be user-centered, technology-supported, and value-oriented to achieve sustainable growth.

**Keywords:** social media; brand management; emotional connection; content innovation; Data-driven

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## Introduction

With the rapid development and widespread adoption of social media technology, the environment of brand management has undergone far-reaching changes, and the previous management model with one-way communication and channel control as the core can no longer meet the requirements of the new era. Social media platforms have become a key carrier of information dissemination, as well as a key field for consumers to express, interact and make decisions, and brands need to re-examine their management strategies to stay dynamic in the face of fierce competition. Under such a background, brand management should break through the shackles of the traditional framework, make full use of all the interactivity, immediacy and community characteristics of social media to build a deep connection with consumers and achieve the reshaping and improvement of brand value.

## 1.The motivation for change in brand management in the era of social media

The transformation of brand management in the social media era is driven by a combination of factors, including the continuous evolution of technology, changes in consumer behavior, and the restructuring of the market environment. The widespread popularity of social media has profoundly changed the mode of information dissemination, and the one-way indoctrination communication in the era of traditional media has been gradually replaced by a two-way interaction model. In the social media environment, consumers show a higher degree of autonomy and participation, they will take the initiative to search for brand-related information, and will also use sharing, commenting and creation to influence the brand's reputation, which requires brand management to change from the previous "control" model to the "guidance" and "empowerment" model. Social media platforms have powerful data accumulation and analysis capabilities, which provide brands with unprecedented market insights opportunities, relying on the mining of user behavior data, emotional tendencies, and community dynamics, brands can more accurately grasp changes in market demand and optimize their strategies.

## 2.The core strategy of brand management in the era of social media

### 2.1 Build emotional connections and community interactions

In the era of social media, the key to brand management is not only to convey functional value, but also to build emotional connections and community interaction mechanisms. Social media platforms have created ways for brands to reach consumers directly, but it is not enough to rely on information exposure, and brands need to cultivate user loyalty through emotional narratives, value resonance, and immersive experiences. For example, brands can use social media to tell authentic and heartwarming stories that resonate with users, and rely on topic discussions, online campaigns, and user-generated content campaigns to inspire user engagement. Community operation has become a key direction of brand management, and brands need to build online communities around core users to promote

interaction between users and improve their sense of belonging.

## **2.2 Innovate content ecology and narrative methods**

In the era of social media, content innovation has become a key driving force for brand management to present new vitality, and brands should change from simple product promotion to the construction of a multi-value content ecosystem. Social media has the characteristics of information overload, which requires brand content to have strong attractiveness, unique differentiation and a sense of value, otherwise it is easy to be ignored by users. Brands should design a variety of content forms based on the characteristics of the platform, such as short videos, live broadcasts, graphics, etc., and use entertaining, educational or motivational elements to increase user participation. For example, use short videos to present the story behind the brand, use live broadcasts to carry out product experience and Q&A, and use graphics and texts to share industry knowledge or user cases, so that the content can achieve brand communication and bring value to users.

## **2.3 Strengthen data-driven and precise operations**

In the era of social media, brand management cannot be separated from data-driven and precise operation, and the application of technology is the key guarantee to improve management efficiency and effectiveness. The large amount of data generated by social media platforms, such as user portraits, behavioral trajectories, interaction metrics, etc., gives brands the opportunity to gain a deeper understanding of the market and users, and brands need to use data analysis tools to explore potential demand, predict trends, and quantify the effectiveness of strategies. For example, use sentiment analysis to monitor brand reputation, social popularity analysis to optimize content direction, and conversion tracking to evaluate marketing ROI. Based on this, brands can achieve personalized communication and accurate reach, push customized information according to the characteristics of different user groups, and improve interaction efficiency and conversion rates.

## **3. The path to brand management to rejuvenate new vitality**

### **3.1 Reinvent the user-centric brand concept**

Brand management can be revitalized by reinventing the user-centric mindset and putting the consumer at the heart of all strategies. In the era of social media, the voice of users has been greatly improved, and brands need to pay attention to users' needs, emotions and experiences, rather than just pursuing short-term sales goals. Brands should use social media to build a two-way communication mechanism, collect user feedback regularly, and integrate this feedback into product development, service optimization, and communication planning.

### **3.2 Integrate cross-platform and full-link management**

The social media environment is diverse and fragmented, which requires brands to carry out cross-platform and full-link management work to maintain the consistency of brand image and the coherence of user experience. Brands should design differentiated but collaborative strategies based on the characteristics and user groups of different social media platforms to prevent resource dispersion or information conflicts. For example, on Douyin, we should focus on short videos and entertainment content, on WeChat, we should deeply cultivate private domain communities and in-depth interaction, and on Weibo, we should strengthen hot response and public communication. Brands need to open up online and offline channels, use social media to guide users to physical scenes, or use offline activities to increase online popularity and achieve global integration. Full-link management focuses on covering the entire process from awareness, interest, purchase to loyalty, and brands need to provide a seamless experience at every touchpoint and optimize the process with data sharing.

### **3.3 Pay attention to innovation and iteration and risk prevention and control**

The rapid change in the social media environment requires brand management to continuously innovate and iterate, strengthen risk prevention and control, and maintain vitality with dynamic adaptability and resilience. Brands should set up agile management mechanisms, use small steps, test and learn methods to continuously optimize

strategies to prevent conformism or blind follow-up. For example, regularly evaluate emerging social media trends, such as the metaverse and AI-generated content, to explore innovative application scenarios and quickly pilot them. Brands should cultivate internal innovation capabilities, stimulate team creativity with the help of organizational changes, talent introduction and cultural construction, and make brand management more forward-looking and flexible. In addition, the openness and viral characteristics of social media amplify brand risks, and negative events may spread rapidly and cause serious damage.

#### **4.Conclusion**

The social media era has brought far-reaching changes and new opportunities to brand management, and only with the help of concept reshaping, strategy innovation and path optimization can it be revitalized. In the future, with the continuous evolution of technology and the continuous changes in consumer behavior, brand management needs to maintain openness and adaptability, continue to explore new models and new methods in the social media environment, and always lead the trend in the dynamic competition.

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