Analysis of New Trends and Challenges in Brand Management in the Era of Social Media

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Abstract: With the rise of social media and digital transformation, brand management is facing new opportunities and challenges. This article analyzes the new trends and challenges of brand management in the era of social media and proposes corresponding strategies. The main content includes the transformation of personalized brand content, the application of big data and artificial intelligence in consumer insights, as well as the challenges brought by social media and digital transformation, such as information overload, platform dependence, and technological risks. At the end of the paper, strategies for responding to the development process of the brand management industry were proposed, including two-way interaction, shared responsibility, and core return. This article aims to provide guidance and reference for brand management to achieve high-quality development.

1. Introduction

Brand management in the era of social media is one of the main responsibilities of brand development and a collective term for brand strategy. It can be divided into basic brand management and non-basic brand management, respectively composed of traditional media and digital media. To adapt to digital transformation, brands also entrust professional organizations to carry out brand communication on social media. Since the rise of social media, brand personalization has become the key to brand strategy, and social media has become an indicator for evaluating brand influence. Unlike traditional brand management, the era of social media places more emphasis on the use of personalized content, big data, and artificial intelligence. Therefore, a new issue of brand management has been proposed, and social media has provided new channels for brand communication.

Brand management in the era of social media originates from the consumer-centered marketing concept, and its digital transformation contains new ways of interaction between brands and consumers, which is also a tool for brand innovation. From the perspective of brand management structure, brands pursue high-quality transformation and achieve brand modernization through the combination of social media and consumer insights. However, this is only at the theoretical level. Today, social media has embarked on a unique path of brand development. The comprehensive promotion of social media not only rewrites the rules of brand communication and reflects the new relationship between brands and consumers, but also rewrites the model of brand management, which has a profound impact on brand development. Therefore, discussing brand management in the era of social media must have a forward-looking perspective and a global perspective. Therefore, a new proposition of brand management has been proposed in the new era.

In short, brand management in the era of social media is the practical condition and guarantee for achieving high-quality brand development. From a practical perspective, brand management has made progress, but there are also shortcomings. Social media has not yet fully identified an effective path for brand management, and efforts are still being made to explore it. Therefore, brand management still needs continuous innovation, which is not only related to the future development of the brand itself but also an inevitable choice to adapt to the digital economy era.

Based on the above background analysis, this article proposes a new theory of brand management in the era of social media, aiming to address the challenges faced by brand management. Through theoretical analysis and case study methods, the problems in brand management practice are solved. The main content includes the transformation of personalized brand content, the application of big data and artificial intelligence in consumer insight, and effectively addressing information overload, platform dependence, and technological risks, which have theoretical and practical significance.

2. The "Digital Transformation" of Social Media and Brand Management to Achieve a New Transformation in Marketing

2.1 Personalized Transformation of Brand Content

Social media is a concept developed in parallel with traditional media. It is "saturated" with Internet thinking, highlights the user-centered interaction orientation, and reflects the personalized marketing strategy since the 21st century. However, when we attempt to construct the definition and essence of social media using certain traditional media standards, it is still difficult to reach a clear consensus.

2.2 Big Data, Artificial Intelligence, and Consumer Insights

2.2.1 User Profile Construction and Refined Analysis of User Needs

User profile is an important standard of brand management, which is a refined expression of consumer characteristics. Big data and artificial intelligence have discussed different definitions of user profiles from technical and other perspectives. Some scholars believe that user profiling is the key to understanding consumer needs or predicting consumer behavior. It is precisely because user profiles are more predictive to some extent that they belong to the data science aimed at market segmentation. The construction history of user profiles can even be traced back to the early stages of database marketing, which mainly involved collecting and analyzing consumer data. The concept and theory of user profiling are closely related to the rise of digital marketing. Brand management has become an important responsibility for achieving personalized marketing through user profiling. The user profile theory in the era of social media mainly contributes to providing a measurement standard based on consumer behavior and preferences. Therefore, the concept of user profiling initially focused on consumer insight measurement based on data standard attributes.

2.2.2 Market Dynamics Prediction Drives Brand Strategy Decision-making

Compared with traditional market forecasting, big data and artificial intelligence emphasize more on the relationship between data and strategy in brand management, with dynamic and predictive characteristics. Although some scholars question whether big data may not be directly related to brand strategy,[1] most scholars advocate that big data can provide a rational evaluation of market dynamics.[2] Some experts have proposed a classic model for dynamic prediction containing multiple elements, which has since become a typical tool for brand strategy formulation, leading to the development of data-driven brand strategy concepts.[3] These scholars believe that big data is predictive and "future-oriented". Only when brands can accurately predict market trends can brand strategies be more effective.[4] Therefore, market dynamics prediction is seen as the result of brand strategy decision-making. Some scholars have summarized market dynamics prediction into two models, namely time series models based on historical data and machine learning models based on algorithms. The former focuses on trend analysis, while the latter focuses on pattern recognition, which predicts consumer behavior through algorithms. Although big data has experienced some practical failures in market dynamics prediction, in the long run, it can improve the accuracy and efficiency of brand strategies. As a result, the data-driven concept has gradually become a consensus in brand management research and practice.

3. Brand Management Challenges Brought by Social Media and Digital Transformation

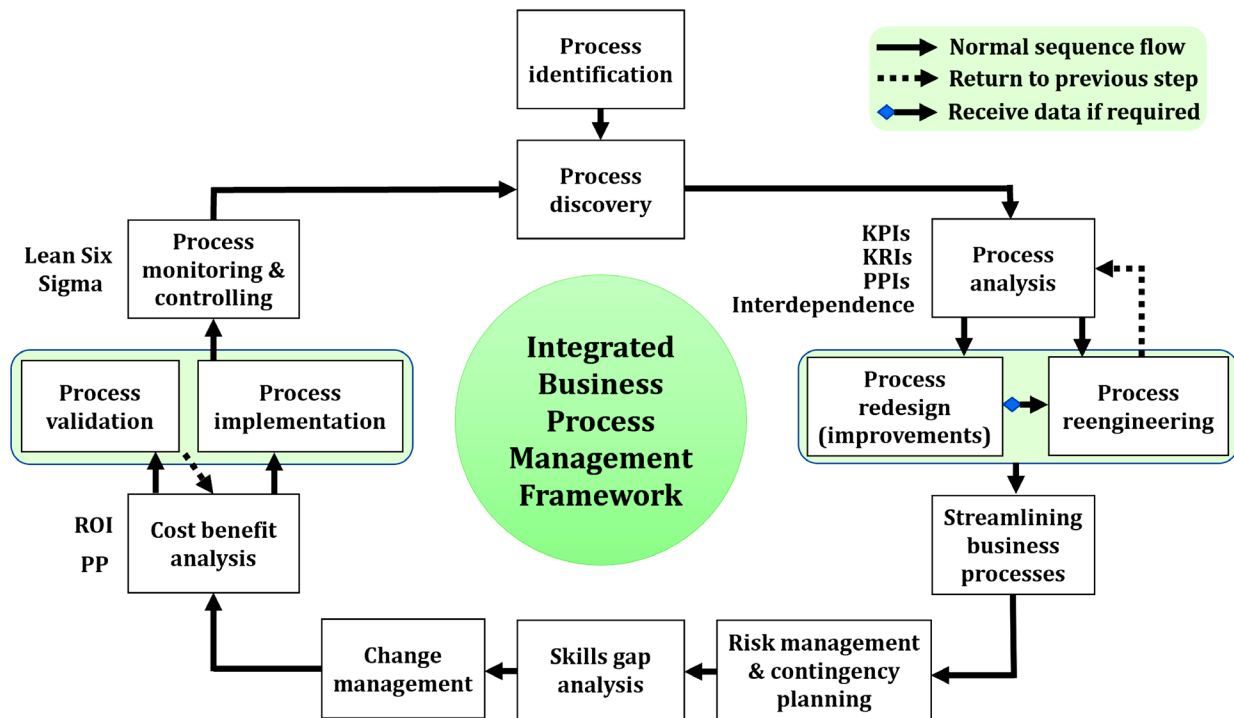The brand management challenges brought about by social media and digital transformation are shown in Figure 1.

Figure 1 Framework system and structural diagram of brand management challenges brought about by social media and digital transformation

3.1 Chaos of Information Overload: Excessive Content Overflow Causing a Decline in Brand Recognition

The essence of the concept of information overload focuses on brand management issues in the era of social media. Information overload is the application of digital thinking on social media. To overcome the shortcomings of traditional media information transmission, it has entered the research field as a new alternative model-information filtering framework. The basic concept of this framework is that brands should ensure the effective transmission of information. Set professional standards for content output. Capturing consumer attention through algorithms and other technologies. Use data analysis methods to measure content effectiveness. The information filtering framework reconstructs the way brand information is transmitted, emphasizing the need to enhance the relevance of content and build the personalization, interactivity, timeliness, and effectiveness of brand information.

3.2 Platform Dependency Prison: Limited Brand Operations Under Changes in Platform Rules

3.2.1 The Uncertainty of Platform-Oriented Decision-making and the Flexibility Deviation of Management

Platform dependency is an important criterion for brand management in the era of social media, and it is a direct expression of the relationship between brands and social media platforms. Social media platforms and brand operations have discussed different definitions of platform dependence from different perspectives. Some scholars also believe that platform dependence refers to the degree to which a brand relies on social media platforms or the degree to which a brand is constrained by changes in platform rules. It is precisely because platform dependence is to some extent more complex that it belongs to the brand management science aimed at social media marketing. The history of platform dependence can even be traced back to the early stages of social

media marketing, whose main activities include brand content publishing, interaction, and advertising on social media platforms. The concept and theory of platform dependence are closely related to the rise of social media marketing. Through platform dependence, brand operation has become an important responsibility of social media marketing. The platform dependency theory in the era of social media mainly contributes to providing a measurement standard based on platform rule changes and brand strategy adjustments. Therefore, the concept of platform dependence initially focused on brand operation metrics based on standard attributes of social media platforms.

3.2.2 Data Security Issues and Privacy Protection Risks

Compared with traditional brand management, data security concerns and privacy protection risks in the era of social media emphasize more on the interrelationship between personal data and brand activities, with privacy protection characteristics. Although some scholars question that personal data security may not be directly related to brand management, most scholars advocate that data security concerns can provide a rational evaluation of brand activities. Some experts have proposed a classic model of data security concerns that includes multiple elements, which has since become a typical tool for brand management, leading to the development of a brand management concept based on privacy protection. These scholars believe that data security concerns are preventive and risk-oriented, and privacy protection can only be effectively implemented when brands can ensure consumer data security. As a result, data security has become a result of brand management. Some scholars have summarized data security concerns into two models, namely compliance-based data security models and technology-protected personal privacy models. The former focuses on legal compliance, while the latter focuses on technological prevention, that is, protecting consumer privacy through technological means.

Although data security concerns have experienced some practical failures in brand management, in the long run, they can enhance the brand's emphasis on data protection, and the concept of privacy protection has gradually become a consensus in brand management research and practice.

3.3 The Birth of Derived Risks Under the Governance of Technology

3.3.1 The Essence of the Concept of Online Public Opinion Risk Focuses on Brand Management Issues in the Era of Social Media

Online public opinion is the application of digital thinking on social media. To overcome the shortcomings of traditional media information transmission, it has entered the research field as a new alternative model - the framework of online public opinion management. The basic concept of this framework is that brands should ensure effective monitoring of online public opinion, set professional standards for content output, capture public opinions through technologies such as network data analysis, and use public opinion analysis to measure brand image. The framework of online public opinion management has restructured the monitoring method of brand image, emphasizing the need to enhance the pertinence of content and build the interactivity, transparency, timeliness, and accuracy of brand image.

3.3.2 Technical Security Risks

Technical security risk is an important criterion for brand management in the era of social media, and it is a direct expression of the relationship between brands and the technological environment. Social media platforms and brand operations have discussed different definitions of technological security risks from different perspectives. Some scholars also believe that technological security risk refers to the degree of risk that a brand faces in the application of technology, or the vulnerability of a brand to technological vulnerabilities. It is precisely because technological security risks are more challenging to some extent that they belong to the risk management science aimed at brand protection. The history of technological security risks can even be traced back to the early stages of information technology security, and its main activities include risk assessment, prevention, and response of brands in technological applications. The management concept and theory of technological security risks are closely related to the rise of social media marketing. Brand

protection has become an important responsibility of social media marketing through technology security risk management. The theory of technological security risk in the era of social media mainly contributes to providing a brand risk management measurement based on technological standard attributes. Therefore, the concept of technology security risk initially focused on brand risk management measurement based on information technology security standard attributes.

3.3.3 Legal Compliance Risks

Compared with traditional brand management, legal compliance risks in the era of social media emphasize more on the relationship between brand activities and laws and regulations and have normative characteristics. Although some scholars question that legal compliance risk may not be directly related to brand management,[5] most scholars advocate that legal compliance risk can provide a rational evaluation of brand strategy.[6] Some experts have proposed a classic model of legal compliance risk that includes multiple elements, which has since become a typical tool for brand management,[7] leading to the development of a compliance-based brand management concept. These scholars believe that legal compliance risks are preventive and risk-oriented.[8] Only when brands can ensure compliance with laws and regulations can compliance risks be effectively controlled. As a result, legal compliance becomes the result of brand management. Some scholars have also summarized legal compliance risks into two models, namely the compliance model based on legal compliance and the integrity model based on moral ethics. The former focuses on regulatory compliance, while the latter focuses on ethical standards, which guide brand behavior through ethical principles. Although legal compliance risks have experienced some practical failures in brand management, in the long run, they can enhance the brand's emphasis on legal compliance, and the concept of compliance has gradually become a consensus in brand management research and practice.

4. Strategies for Responding to the Development Process of the Brand Management Industry under Technological Challenges

4.1 Bidirectional Interaction: Brands Actively Embrace Change and Overcome Technological Challenges

4.1.1 Continuous Improvement of Technical Capabilities to Achieve High-quality Brand Transformation

The essence of enhancing technological capabilities focuses on brand management issues in the era of social media. Technical capability is the application of digital thinking in social media. To overcome the shortcomings of traditional media information transmission, it has entered the research field as a new alternative model - the framework for enhancing technical capability. The basic concept of this framework is that brands should ensure the effective improvement of their technological capabilities, set professional standards for content output, capture market dynamics through data analysis and other technologies, and use technological innovation methods to measure brand effectiveness. The framework for enhancing technological capabilities has restructured the brand management approach, emphasizing the need to enhance the brand's innovation capabilities and build the brand's technological maturity, market sensitivity, flexibility, and effectiveness.

4.1.2 Brand value upgrading under technological domestication

The upgrading of brand value under technological domestication is the main goal of brand management in the era of social media, which emphasizes the relationship between brand and technology. Technological domestication directly reflects the brand's market position and consumer cognition. The constituent elements of brand value are gradually taking shape, and the domestication of technology and various evaluation systems are also gradually receiving attention. However, from a practical perspective, the technological application of some brands is still in its early stages, which contradicts the logical framework and generation mechanism of digital technology, leading to the problem of brand value realization.

4.2 Shared Responsibility: Building a Brand Ecological Governance System with Multi-party Participation

4.2.1 Regulatory Regulation and Industry Self-discipline

From the perspective of regulatory regulation and industry self-discipline, regulatory regulation is the fundamental link of the brand ecological governance system and the core embodiment of brand management standardization. Therefore, regulatory regulations are primarily generated based on legal compliance. Regulatory regulations are the main control means of brand management and the normative subject of brand ecological governance. At present, regulatory measures strengthen brand management and control from a legal perspective, with three main forms: first, the improvement of laws and regulations. Clarify laws and regulations to ensure the protection of rights and interests between brands and consumers; The second is the formulation of industry standards. By establishing brand management standards, industry self-discipline standards, and publicly disclosing these standards, standardized control of brand management can be achieved. The third is the internal process reengineering of the brand. In recent years, laws and regulations, as well as industry self-discipline, have been used to improve the quality of brand management and enhance brand value through regulatory measures. However, compared with laws and regulations, the standardization of industry self-discipline still needs to be further improved.

4.2.2 Transparent Decision-making and Brand Trust Cultivation

From the perspective of transparent decision-making and brand trust cultivation, brands cannot accurately provide the brand value that consumers need. Consumer satisfaction evaluation is the main form of brand evaluation, but brands lack relevant information and trust mechanisms from consumers. The core of this problem may be the information asymmetry between brands and consumers. In brand management, consumers are often described as "information demanders", and their level of trust in the brand directly reflects the effectiveness of brand trust cultivation. However, most consumers are concerned about brand image and other information, and trust cultivation is relatively scarce. Usually, consumer trust is difficult to obtain or measure. Asymmetric information and imperfect trust mechanisms directly lead to obstacles in cultivating brand trust.

4.2.3 Shared Responsibility and Social Governance

From the perspective of shared responsibility and social governance, brand management has long constrained the ability to enhance brand value. Since the 21st century, the brand ecological governance system that integrates technology and management has reshaped the brand image through technological domestication. However, the drawbacks of traditional brand management still constrain the maximization of brand value. Not only due to the influence of technological means but also due to the influence of laws and regulations, brand governance still needs to be improved. Under the premise of brand management, shared responsibility is seen as a direct way of brand ecological governance. However, the actual impact of brand governance, which focuses on shared responsibility, on brand value remains to be debated. Meanwhile, due to difficulties in brand governance, brands lack effective governance mechanisms. Therefore, sharing responsibilities does not always seem to achieve the goal of enhancing brand value. Brand governance is not only a technical challenge but also faces the issue of social responsibility.

4.3 Core Return: Strengthening Brand Essence and Reshaping Brand Image

Undoubtedly, technological challenges cannot avoid the "brand essence" that serves as the core of brand management. In the brand management mechanism, technology is a standardized and effective brand management tool that plays an important role in shaping the brand image. It also makes technology not only a technical concept but also a strategic concept. Therefore, brand management, which focuses on "technological domestication," has become a strategic mechanism for brand management. The practical interpretation of brand management is generally based on the gradual formation of a brand value enhancement path based on technology, although this path involves attempts to apply technology. From enhancing technical capabilities to elevating brand

value, technology is closely centred around the essence of the brand from beginning to end. Brands should be committed to technological applications to meet the requirements of technological challenges. However, when technology is magnified, it also brings a dilemma of technological security risks. Overall, there is still room for improvement in brand management and other aspects of technological challenges, and their technological applications need further improvement, which is also an important task of brand management.

5. Conclusions

The era of social media has arrived, posing new challenges and requirements for brand management. Technology is not only a symbol of modernization in brand management, but also an important means of brand management. It is an urgent need to achieve brand value and maintain brand image, fundamentally reflecting the internal requirements of brand management. The technological challenge lies in building a theoretical analysis framework and practical mechanism for brand management under the guidance of digital transformation. In recent years, modern information technologies such as big data and artificial intelligence have promoted brand management. By empowering brand management with data and enhancing the accuracy and scientificity of consumer insights, its value aligns with the inherent logic of brand management. Therefore, based on technological challenges, it also provides a new path for brand management. In short, sustainable improvement and development of technological challenges contribute to better responding to technological challenges and contribute to the high-quality development of brand management.

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