Abstract

This research evaluates the impact of social media analytics on brand management, focusing on how data derived from social platforms can influence brand perception, engagement, and strategy. As social media becomes an increasingly integral part of business marketing, understanding how to leverage social media data to enhance brand management is crucial for maintaining competitive advantage. This study explores how businesses use social media analytics to shape brand identity, monitor consumer sentiment, and inform marketing strategies.

The study adopts a mixed-methods approach, combining quantitative data analysis with qualitative interviews to provide a comprehensive view of the role of social media analytics in brand management. The quantitative phase involves analyzing metrics such as engagement rates, sentiment analysis, and follower growth to assess their correlation with brand awareness, loyalty, and consumer behavior. Statistical methods are used to determine the effectiveness of social media strategies in shaping brand performance. The qualitative component includes interviews with brand managers, social media strategists, and marketing experts to explore the practical application of social media analytics, its influence on decision-making, and the challenges faced in managing brand presence online.

The findings offer valuable insights into the power of social media analytics in brand management, demonstrating its ability to enhance brand strategies and consumer interactions. The research provides actionable recommendations for businesses looking to optimize their use of social media data to drive brand success and improve customer engagement.