

CALL FOR PAPERS

Marketing Management Journal – Special Section

Social Media Marketing: Leveraging the Community for Maximum Returns

Marketing is now a two-way road, and Social Media Marketing provides existing and potential consumers growing opportunities to dialog about the brand. This special section of the *Marketing Management Journal* will focus upon the unique issues surrounding Social Media Marketing. A wide variety of topics within the area of Social Media Marketing will be considered for publication including, but not limited to:

- Detailed analysis of successful Social Media Marketing initiatives
- B2B use of Social Media Marketing
- Small business accomplishments with Social Media Marketing
- The utilization of Social Media Marketing to engage and motive employees
- Inclusion of Social Media Marketing within the Strategic Marketing Plan
- Keys to successful Social Media Marketing implementation
- New metrics used in the Managing and Measuring Social Media Marketing
- Consumer concerns and issues with Social Media Marketing

Submission Deadline: April 1, 2012

Please see detailed submission guidelines located at:

<http://mmaglobal.org/publications/marketingmanagementjournal.html>

Submit articles via email to mmjournal@gmail.com

Special Section Editor

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