

ABSTRACT

The first aim of the thesis is to investigate, through a sociological and economic point of view, the mechanism and the strategies that are behind the intense network of social media, and try to find out what are the main benefits that individuals and companies take from them. This work is divided into three chapters. The first is focused on the development of modern society caused by the evolution of technological devices, that transported social media users in an apparent parallel universe, called web 2.0. This revolutionary process affects significantly the perception of modern society, but also the individual shape of mind, that changes the way each one of us thinks and acts. The same chapter tries to highlight the effects that the new 2.0 dimension produces on the cognitive subjectivity of society, in which every individual understands their importance as fundamental part of the communication process. The second chapter is focused on the development of the main topic of this essay: Social Media Marketing. After describing the most famous social media devices, this chapter aims to define the wide-ranging opportunities that these digital media provide for business strategies and brand-awareness. So that, the digital marketing strategies can be considered as the perfect link between technological progress and the development of the individual in modern society, being based on traditional marketing approaches. The main topic of the last chapter is an analysis on the opinion that enterprises have towards social media devices. In fact, even if social media can be a strong powerful tool to improve the companies' businesses, many of them are a bit sceptical in their use. This essay aims to show how a proper use and a continuous monitoring of social media activity in

business can be the right way to excellent results. In this new framework, there is no doubt that enterprises should invest in the innovation that is social media marketing, in order to emerge on the competitive market. Unfortunately, due to the relatively recent apparition of social media devices, there aren't yet a lot of users that understand their importance in business communication, and that is why they cannot get most of the benefits. Scepticism and lack of ability towards social media strategies reveal that industries have not yet fully understood that the web 2.0 is the new frontier of self-promotion. In this field, enterprises can keep direct contact with their customers, and customers can share their opinions on the products and the services that they offer. Social media is not only about money or institutional control, but also about people who look for creative new ideas. Facebook and all the other digital media that are treated in this paper, are bound to bring more customers to enterprises' businesses, thanks to their fast and easy use that can offer multiple services to the clients, such as customer care, customer satisfaction and lifetime value. The most important concept, this thesis wants to demonstrate, is that the social media are not only simple devices we use for leisure, but that they are parallel worlds in which we are projecting part of our lives.