ONLINE IMAGE MANAGEMENT: A NEW ERA OF COMMUNICATION STRATEGIES

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Abstract

Online advertising is nowadays a relevant issue that received in the last years a growing attention from advertisers as a more productive source to bring in consumers. Online image management is a topic that concerns business policies, corporate choices and also entire communication strategies; in particular, technology and community are strongly connected to on line advertising. Among advertisers and consumers in Albania there is a weak knowledge of the subject, the very words of "on line image management" takes on different meanings and values for both of them. This paper aims to discuss the connection between communication and representation of online management and the relationship between online advertising & community or consumer behavior. The analysis is carried out through reviewing the literature in the field from which emerges the centrality and importance of information and communication that affect the construction of new communication strategies. The outcome shows that Internet is the best channel for the collection and acquisition of general or specific information about products and companies; social media are recognized the most effective tools available; the traditional media are viewed with suspicion because they are not independent and tied to economic and political interests; personal relationship, family and friends, are considered a credible source of information, as invested with high degree of confidence (word of mouth). The television is not considered a credible source of information. This study allowed us to compare the way in which scientific communication and public communication have been addressed the issue of online advertising in Albania across the last years. The results of this study allow identifying some communication strategies in order to manage the online image of products.

*Keywords***:** *online image management, communication, community, advertising, strategies.*