



# CALL FOR PAPERS

**ICSMMA 2021**  
**Jan 18-19, 2021**  
**Rome, Italy**

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations.

ICSMMA 2021 : International Conference on Social Media Marketing Applications is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Social Media Marketing Applications. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Topics of interest for submission include, but are not limited to:

Social media marketing  
Business in social networking  
websites  
Social customer relationship  
management  
Business through mobile phones  
Strategies in social media  
marketing  
Public relations and social media  
marketing  
Benefits of social media marketing  
The impacts of social media  
marketing on economy

Implications of social media  
marketing on traditional  
advertising  
Marketing techniques  
Social media content planning  
Social media for content promotion  
Social media for reputation and  
brand management  
Integrated marketing  
communications  
Internet marketing  
Social media optimization