
The Strategic Role of Social Media in the Promotion of Transportation Services

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Abstract:

Social media have become an increasingly important component of marketing communication, particularly in service industries where customer interaction and engagement significantly influence business performance. The transportation sector is increasingly adopting social media to promote services, disseminate information, strengthen customer relationships, and enhance brand visibility. The aim of this paper is to examine the role of social media in the promotion of transportation services and to explore their contribution to effective marketing communication.

The research is based on a review of relevant scientific and professional literature, complemented by the analysis of illustrative cases from the transportation sector. This approach provides insights into the practical application of social media in promoting transportation services and engaging customers through digital platforms.

The findings indicate that social media play multiple strategic roles, including increasing service visibility, facilitating two-way communication, strengthening brand image, and fostering customer loyalty. The study also highlights the importance of selecting appropriate social media platforms and implementing an integrated digital marketing strategy tailored to the characteristics of transportation services. The paper concludes that the strategic use of social media can contribute to the competitiveness and long-term success of transportation service providers in an increasingly digital business environment.

Keywords:

Social Media, Transportation Services, Marketing Communication, Digital Marketing, Customer Engagement.