Brands Ch(om)ping at the Bit for a Piece of Suarez Social Media Action

It’s a classic soap opera, brands vs. social media vs. business as usual. Larger brands have been trying to work with Suarez's social media teams (real and fake) in order to get a piece of the action. From the surface it looks like Suarez is using social media to do business deals and make money.

It’s a bit of a front, but it’s also a sign that social media is becoming a more important part of business strategy. Suarez’s actions suggest that he sees social media as a way to generate buzz and interest in his products.

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