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## **Between Strategic and Tactical Online Narratives: The Daily Life of Brands**

**Abstract:** My paper focuses on the online narratives that brands create in order to coagulate their identity and communicate with their target audience. Thus, the strategic communication of the company meets the new media strategies and tactics, in order to better tell its story. For Michel de Certeau (1984), strategies are systems or plans of action created by institutions in order to guide human beings, while tactics are produced by individuals in order to deal with this strategic management. Strategic communication is seen as “the purposeful use of communication by an organization to fulfill its mission” (Hallahan et al. 2007), whereas tactical communication is rather operational, concerning the actual practices of communication. In spite of theories, online communication blurred these fixed delimitations, and many times the perceptions of strategies and tactics do not correspond with what the literature review depicts as being strategies and tactics (Plowman and Wilson 2018). In this respect, my example is Airbnb, a brand that instead of narrating the company’s story (one of the powerful strategic narratives), persuades its customers to unfold their own stories. Thus, the customer *is* the brand that is constructed on customers’ online narratives. Moreover, the strategic narrative for this brand is, as a matter of fact, a puzzle of tactical individual narratives, which transformed consumers into producers and moved the brand away from the business of rooms to the business of home.

**Keywords:** strategic narratives, tactical narratives, online communication, brand, storytelling