

A Study of the Role of Social Media in Brand Building with respect to AdSAGA Marketing, Pune

Dr. Kiran Nagare¹ and Ms. Gargi Jadhavar²

Assistant Professor, MAEER'S MIT Arts, Commerce, and Science College, Alandi, Pune, Maharashtra, India¹
Research Scholar, MAEER'S MIT Arts, Commerce, and Science College, Alandi, Pune, Maharashtra, India²

Abstract: *This research paper delves into the dynamic interplay between social media and brand building, with a specific focus on adSAGA Marketing, a digital marketing company based in Pune, India. Drawing insights from Instagram followers of adSAGA Marketing, the study investigates the efficacy of social media strategies in enhancing brand awareness, engagement, and loyalty. Through a mixed-methods approach encompassing survey data and secondary sources, the research unveils key findings regarding follower demographics, brand perception, and engagement levels. The study reveals a positive correlation between the frequency of adSAGA Marketing's social media presence and brand awareness among the target audience. Furthermore, it offers recommendations for optimizing social media strategies to strengthen brand identity, foster community engagement, and expand reach.*

Keywords: Brand Building, Social Media

REFERENCES

- [1]. <https://www.instagram.com/adsaga.marketing/>
- [2]. <http://sagamarketingco.in/>
- [3]. <https://in.linkedin.com/company/adsaga-marketing>
- [4]. <https://www.linkedin.com/pulse/role-social-media-building-your-brand-creatives-ocean>
- [5]. <https://www.techfunnel.com/martech/role-social-media-brand-building/>