

A Framework to Effectively use Social Media as A Marketing Strategy for Swiggy

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Abstract: *Social media has become an integral part of marketing strategies for businesses across various industries. Swiggy, a food delivery platform, can benefit greatly from social media marketing to increase its reach and customer base. To effectively use social media as a marketing strategy. A focus on social listening, which involves monitoring conversations about Swiggy on social media platforms and addressing customer queries and complaints in a timely and personalized manner.*

Keywords: Integral part of marketing strategies, Effectively use social media as a marketing strategy, Monitoring conversations about Swiggy

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