

# Brand Awareness and Lead Generation by Social Media Content Creation w.r.t Bombay Sofa and Furniture Industries

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**Abstract:** *Now a days technology is changing so faster every day with an less time the generation of technology is changes so faster due to that change in technology. So due to that change in technology you also change with to that manufacturing also & with to that of marketing. So here we are doing project how can make brand awareness of Bombay sofa & furniture by creating social media content creation & doing a study of comparison between traditional marketing with to that digital marketing like brand awareness, sales generation. for selection of social media, we are chosen Instagram as a social media. with the help of Canva is graphic design website here we are creating content like single photo, Instagram reels, story with to that consideration of product also while publishing a content doing a proper SEO, Keywords, captions that ca n helps the optimization of that your content so after that whatever interaction comes with post, we have to give answers like about the products. Our main moto of the study is that lead generation by brand awareness by content creation through social media.*

**Keywords:** Brand Awareness

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