

Decoding Social Media Engagement: Strategies, Metrics and Impact on Marketing Success

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Abstract: *In today's digital age, social media has become an integral part of business marketing strategies, allowing companies to connect with their target audience on a more personal level and build meaningful relationships. This abstract delves into the significant role of social media marketing and engagement in fostering brand awareness, customer loyalty, and overall business growth.*

Through a comprehensive analysis of industry best practices and case studies, this abstract provides valuable insights for businesses seeking to harness the full potential of social media marketing and engagement to drive sustainable growth, foster customer loyalty, and establish a competitive edge in the dynamic digital landscape..

Keywords: Social, media, platform, Online, Brand, Digital, Marketing, Strategy