

A Study Role of Social Media in Brand Building

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Abstract: *In the digital age, the role of social media marketing in brand building is pivotal. Social media platforms offer businesses the opportunity to increase brand visibility and awareness, engage with their audience, and create a distinct brand identity. Through content sharing, direct audience interaction, and targeted advertising, brands can effectively connect with their target demographic. Additionally, social media provides valuable insights into customer preferences and allows for influencer partnerships, community building, and crisis management. By harnessing the power of social media, businesses can gain a competitive advantage, foster brand loyalty, and adapt to the ever-evolving landscape of digital marketing.*

Keywords: Brand building, Brand awareness, Audience engagement, Content sharing, Brand personality