

The Role of Social Media in Digital Marketing

Prof. Geeta Yadav and Sushant kamble

Asst. Professor and Research Scholar

St. Rock's College of Commerce and Science, Borivali (W), Mumbai, India

Abstract: *The advent of social media has profoundly transformed the landscape of digital marketing. This paper explores the multifaceted role of social media in contemporary marketing strategies. It delves into the fundamental ways in which social media platforms have become indispensable tools for businesses and brands to connect with their target audiences. The paper examines the power of social media in enhancing brand visibility, driving engagement, and fostering customer loyalty. Furthermore, it discusses the various techniques and strategies employed in leveraging social media for marketing purposes, such as influencer marketing, content marketing, and data analytics. The study also addresses the challenges and ethical considerations associated with social media marketing. By analyzing the ever-evolving relationship between social media and digital marketing, this paper sheds light on the dynamic and intricate ecosystem that marketers must navigate in the digital age. It concludes by emphasizing the importance of adaptability and a customer-centric approach to succeed in the constantly changing realm of social media-driven digital marketing*

Social Media Addiction created a new dimension in the social world. Though it has positive uses providing real-time communication, making an user globalize, a best platform for marketing, etc. on the other hand addicting to it results in disturbing the psychological state of the user.18-Jan-2014

It highlights how social media platforms enable businesses to reach vast audiences, target specific demographics, engage with customers, and build brand awareness. The abstract also emphasizes the importance of data analytics, influencer marketing, and customer support in the context of social media marketing. Overall, it underscores the multifaceted impact of social media on modern digital marketing strategies.

Keywords: Social, Media, Marketing, Brand, Awareness