

Consequences of Social Media Marketing for Customer Engagement

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Abstract: *This comprehensive abstract investigates the wide-ranging consequences of social media marketing on customer engagement in the digital age. Social media has evolved into a ubiquitous platform for businesses to connect with their audience, and its impact on customer engagement is profound. This study explores the multifaceted effects, including heightened brand loyalty, customer satisfaction, and interactive communication facilitated by social media marketing strategies.*

Positive outcomes encompass increased customer reach and enhanced brand loyalty, while potential drawbacks include information overload and customer privacy concerns. The study employs an in-depth analysis of diverse case studies and current research to shed light on the evolving dynamics of customer-brand relationships within the context of social media marketing. It emphasizes the pivotal role of social media as an integral component of modern marketing strategies, shaping customer interactions and brand perceptions in an interconnected world. The findings underline the imperative for businesses to adapt and optimize their social media marketing practices to effectively engage and retain customers in the digital landscape.

Keywords: Customer, satisfaction, digital, marketing