

The Role of Social Media in Digital Marketing Platform to Draw Shoppers' Attention in India

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Abstract: *Digital marketing is a system of reaching to the prospective shoppers or consumers with products or services by using digital devices and channels. The rising trend of both mobile phone usages and internet over the last one decade in India has been creating a bigger avenue for the marketers to promote their products on the various social platforms at a cheaper rate compare to traditional media which indeed is very expensive. This study depicts that ~22% people of India which is, in fact, in upward trend now use the social media such as Facebook, You Tube, Twitter, Instagram and so on for their entertainment and thus, companies see it is an opportunity to go more on digital platform with their products and services. The digital marketing enables the marketers to collect information on shoppers buying behavior, their brand loyalty related insight and their preferences for making shoppers' needs base business decision at an ease. This paper will help to understand the significance of digital marketing to draw shoppers' attention towards a company's products or services..*

Keywords: digital-marketing, channel, platform, SEO.