

Impact of Social Media on Digital Marketing

Dr. Balram C. Gowda, Mrs. Poonam Chaurasiya and Maroof Syed

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra

Abstract: *Growing use of Social Media and its advancements have proved to be a boon to mankind in this Technological aimed world. Social Media has made it easy to connect with people from any corner of the world. And so in today's Technology driven world, Marketers are coerced into adapting to technological mean of Marketing that is Digital Marketing. Digital Marketing helps the marketers to reach the audience by using various digital means. Being easily adaptable and to access has made marketers to make their businesses online. Large number of population is engaged today in Social media. Social media platforms have created opportunities for marketers to reach their target audience through highly targeted advertising, content marketing, influencer partnerships, and customer engagement. Through social media, brands can create and share content that resonates with their target audience, increasing brand awareness and building a loyal following. Social media has also made it easier for marketers to track the effectiveness of their campaigns, with analytics tools providing real-time feedback on engagement and ROI. Social media has transformed digital marketing by providing new opportunities for businesses to engage with their customers and reach their target audience in a more effective and personalized way. Final impact of Social Media on Digital Marketing can be concluded by comparing Marketing before Social media and Marketing after Social media emerged*

Keywords: Social Media, Digital Marketing, Types of Digital Marketing, Advantages of Social Media on Digital marketing, Disadvantages of Social media and Social media Strategies