

A Study on Impact of Social Media in Marketing

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Abstract: *This study examines the impact of social media on marketing strategies. Employing a blend of quantitative and qualitative methods, the research delves into aspects such as increased brand visibility, targeted advertising effectiveness, influencer marketing, customer engagement, and real-time feedback. Additionally, it explores challenges like maintaining authenticity and crisis management on social media. Through metrics and analytics, the study evaluates the impact on conversion rates and sales. The findings contribute insights for businesses and marketers navigating the dynamic realm of social media, emphasizing emerging trends like video content and storytelling.*

Keywords: social media