

# A Study on the Role of Social Media Marketing on Brand Building of a URBAN MONKEY

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**Abstract:** *In today's digital age, social media platforms have become integral tools for businesses to connect with their target audience and build brand presence. This research paper investigates the significance of social media marketing in the brand building process, focusing on Urban Monkey, a contemporary fashion brand. Through a comprehensive analysis of existing literature, theoretical frameworks, and empirical studies, this study aims to explore the impact of social media marketing strategies on enhancing brand awareness, brand perception, and brand loyalty for Urban Monkey. Additionally, the research seeks to identify the most effective social media platforms and marketing techniques utilized by Urban Monkey in its brand building endeavors. By employing a mixed-methods approach involving surveys, interviews, and content analysis, this study intends to provide valuable insights into the role of social media marketing in shaping consumer perceptions and fostering brand engagement in the context of Urban Monkey. The findings of this research are expected to contribute to both theoretical knowledge in marketing and practical implications for businesses seeking to leverage social media for brand building purposes.*

**Keywords:** URBAN MONKEY

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