

# **Social Media Advertising: Trends and Effectiveness**

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**Abstract:** *This paper examines the current trends in social media advertising and evaluates its effectiveness as a marketing strategy. The rapid growth of social media platforms has transformed brand-consumer interactions, prompting a shift from traditional advertising to more engaging, personalized approaches. Through analysis of various trends, effectiveness metrics, and case studies, this research provides a comprehensive understanding of social media advertising's impact on modern marketing*

**Keywords:** modern marketing