

The Role of Social Media Marketing

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Abstract: *This research investigates how businesses use social media platforms to enhance brand visibility, engage customers, and increase sales. Using a mixed-method approach involving 390 survey responses and expert interviews, it identifies key benefits, platform preferences, and barriers to effective implementation. Findings show a strong positive correlation between consistent social media usage and customer engagement, with Instagram and LinkedIn emerging as industry-specific leaders. Despite challenges like limited budgets and strategic clarity, social media marketing offers significant opportunities for growth when guided by data and creative planning.*

Keywords: Social Media Marketing, Customer Engagement, Digital Strategy, Brand Awareness, Influencer Marketing

