

A Study on Consumer Perception towards Social Media Marketing

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Abstract: *Social media marketing (also known as digital marketing and e-marketing) The use of social media – the platforms on which users build social networks and share information to build a company's brand, increase sales, and drive website traffic. A social media brief is a document that possesses all the details necessary to lead a successful social media marketing campaign. No matter if you are an agency, a freelancer, or an employed social media manager, building one and using it to guide your efforts will help your work more effectively. Social media marketing is a strategic approach to promoting products, services, or brands through various social media platforms. The purpose of creating and sharing content on Platforms .It involves creating and sharing content on platforms like Facebook, Instagram, Twitter, and LinkedIn. And others to engage with a target audience, build brand awareness, and achieve marketing goals. Social media marketing includes activities such as content creation, audience engagement, paid advertising, and analytics to optimize and measure the effectiveness of campaigns. Social media refers to. The means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and network. The Office of Communications and Marketing manages the main Facebook, X/Twitter, Instagram, LinkedIn, and YouTube accounts. The goal is to leverage the social nature of these platforms to connect with potential customers, drive websites traffic, and ultimately, boost sales or achieve other business objectives.*

Keywords: Consumer perception, Social Media Marketing, Social Media platforms, Customer Buying Behavior, Promoting Products, etc

