Using Social Media to Generate Leads

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Abstract: *The most popular channel for communicating, establishing and sustaining both social and professional ties is social media. Their widespread acceptability is demonstrated by the expansion of platforms and the exponential development in the user base of social media websites like LinkedIn, Facebook, and Twitter. They provide several chances for organisations to take use of this aspect of digitally mediated interactions, such raising brand recognition and connecting with potential clients. This study focuses on the usage of social media to find appropriate profiles or "leads" for businesses looking to hire new people or collaborate with others. The study provides an automated method for lead finding using data from Twitter and LinkedIn, two social networking websites. Due to Twitter's emphasis on personal vs. professional user positioning, it was determined that it was not significant for lead generation in the business cases under consideration. The proposed final technique is evaluated for resilience to variations in input data, different business settings, and vulnerability to noise in the input data. It uses only four attributes from LinkedIn users' profiles to provide high quality leads. Despite only using a small portion of data, the findings demonstrate the resilience and consistency of the suggested technique to produce leads.*

Keywords: Social Media

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