

Study on Utilizing Social Media Platforms for Lead Generation and its Implication in Online Business

Ashish Chauhan¹, Jha Sudhanshu², Sahani Shubam³

Asst. Professor¹ and FYIT^{2,3}

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

Abstract: *Social media is the dominant platform for communication, establishing, and maintaining social and professional connections. Their extensive popularity is evidenced by the proliferation of platforms and the rapid growth in the user base of social media websites such as LinkedIn, Facebook, and Twitter. They offer multiple opportunities for organizations to leverage this feature of digitally mediated interactions, such as enhancing brand recognition and engaging with prospective clients. The primary objective of this study is to examine how organizations may effectively utilize social media platforms to identify suitable candidates or "leads" for employment or collaboration purposes. The paper presents an algorithmic approach for identifying potential leads by utilizing data from Twitter and LinkedIn, two popular social networking platforms. Twitter's focus on personal rather than professional user positioning led to the conclusion that it was not relevant for lead generation in the business cases being evaluated. The proposed final technique is assessed for its ability to withstand changes in input data, adapt to varied business environments, and tolerate noise in the input data. The system utilizes a mere four attributes extracted from LinkedIn users' profiles in order to generate leads of exceptional quality. Although the analysis only utilized a limited amount of data, the results clearly indicate the robustness and reliability of the proposed method in generating leads.*

Keywords: Social media, lead generation, Profiles, online business