
A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA MARKETING STRATEGIES

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ABSTRACT

Today's businesses depend on social media marketing because it gives advanced tools to connect with their followers while appearing more prominent in public view. Research explores social media marketing approaches which consider perfect content alongside selected specific audiences and variable resource levels and advertisements. This paper examines brand engagement activities between consumers and brands as well as brand loyalty generation and sales acceleration using both literature review methods and Facebook, Instagram and Twitter case study analysis. Organizations need to use social media data for decision making and continuous strategy development to measure their success. Companies maximize their social platform marketing success by developing exact targets and conducting thorough research about their consumer base.

Keywords: Social media marketing, engagement, brand visibility, content strategy, audience targeting, paid advertising.

INTRODUCTION

Social media functions as the primary tool which enables companies to establish product-service connections with customers through promotions during this current digital age. Organizations need to develop content for social media marketing initiatives as they distribute materials on Facebook, Instagram, Twitter and LinkedIn to reach brand recognition goals and maintain customer relationships along with creating leads to increase revenue growth. Modern marketing strategies benefit from key features they integrate for better content quality and targeted customer selection and ideal timing distribution with data-driven analytics frames. Social media platforms enable businesses to establish one-on-one connections with their customers which ultimately generates loyal customer bases for the long term by using online communication channels. Rising competition across platforms pushes businesses to change their plans in order to sustain their performance.

STATEMENT OF THE PROBLEM

Social media platforms enable businesses to establish one-on-one connections with their customers which ultimately generates loyal customer bases for the long term by using online communication channels. Rising competition across platforms pushes businesses to change their plans in order to sustain their performance. Research analyzes social media efficiency by investigating business approaches to platform utilization as well as audience engagement strategies that produce tangible business achievements. Organizations achieve major expansion through their implementation of essential social media factors while using proven performance approaches.

OBJECTIVES OF THE STUDY

- To explore the challenges businesses, face in implementing social media marketing strategies and how to overcome them.
- To provide recommendations for optimizing social media marketing strategies to achieve better results.
- To achieve success in social media marketing, you need to understand your target audience's preferences.
- To build customer loyalty brands need to offer consistent value and personalized experiences.

SCOPE OF THE STUDY

This study examines the platform features used by companies to achieve marketing targets through brand awareness measures and customer participation and lead acquisition and conversion at sales levels. The evaluation of different marketing approaches will cover content promotion and influencer collaborations and paid media platforms after analyzing audience interaction methods and user-generated promotional events. The research monitors four key performance indicators (KPIs) to track engagement metrics and audience metrics and conversion rates as well as the return on investment along with other measurements. This investigation studies company-to-company social media strategy differences through the study of healthcare industry merger with e-commerce along with retail market coordination.

LIMITATIONS OF THE STUDY

- Limited access to data due to privacy policies and platform restrictions.
- Social media algorithms reflect results that have been affected by recurring modifications.
- Measuring the prolonged effects of implemented marketing strategies on brand loyalty together with sales performance poses obstacles for precise measurement.
- Audience groups adopt different perceptions about content effectiveness which leads to subjective interpretation.
- Study findings have limited application because the geographic boundaries prevent their use in particular areas or markets.

REVIEW OF LITERATURE

1. **Dr. M. Saravanakumar , Dr.T.SuganthaLakshmi (2012)¹ “Social Media Marketing”** During different time era's different methods of communications has developed and changed the day by day life. Social media has become the method of statement in the 21't century, enabling us to express our belief, ideas and manner in a absolute new way.
2. **Claudia Grob and Dirk Vriens “How Multilevel Marketing Companies Pressure Their Participants to Buy Their Products” (2023)²** Despite the popularity of multilevel marketing (MLM) companies and their ability to attract many distributors worldwide with the promise of an income opportunity, the financial outcomes for participants are often unfavorable.

COMPANY PROFILE

Expands Brand Awareness and Reach, a global business audience becomes accessible through minimal social media efforts. Enhances Customer Engagement and Loyalty, A business that connects directly with customers by using commenting features along with messaging features and Starbucks uses its social media platform through interls and live video sessions creates stronger brand relationships active content and customer engagement features and real- time interaction which drives better engagement results with their audience. Drives Website Traffic and Sales, the traffic flow from social media directly contributes to website visitors and transforms them into online buyers. Brands achieve customer purchases through purposeful placement of CTA buttons and shippable posts together with links that direct potential buyers to their shopping destinations.

ANALYSIS & INTERPRETATION

Simple percentage for the demographic profile of the respondents The table depicts the demographic profile-wise classification of the respondents by means of simple percentage which used to convert qualitative to quantitative data.

DEMOGRAPHIC PROFILE	GROUP	NO. OF RESPONDENTS	PERCENTAGE
Gender	Male Female	30	38
	Total	70	62
		100	100
Age	18 to 20	44	54
	21 to 28	29	30
	Above 28	27	16
	Total	100	100
Education	Student Professional	62	60
	Others	34	32
	Total	4	8
		100	100
How frequently do you use social media platforms	Daily	56	62
	A few times a week Rarely	33	26
	Never	11	12
	Total	-	-
		100	100
Which social media platform do you engage with the most	Facebook Instagram	4	8
	YouTube	40	56
		28	16
	Total	28	16
	100	100	
How often do you interact with advertisement or promotional content on social media	Very frequently	54	46
	Occasionally Rarely	28	32
	Never	15	16
	Total	3	6
		100	100
How trust worthy do you find social media ads	Very trustworthy	3	6
	Somewhat Trustworthy	36	46
	Neutral		

	Not trustworthy	31	36
	Total	30	12
		100	100

FINDINGS OF THE STUDY

- The table shows that among the total respondents taken for the study, so the 70% are female respondents compared to male respondents. The male respondents are 30% only.
- The table shows that among the total respondents taken for the study, then the 54% of age group are under the 18-20, 30% of age group are under the 21- 28 and 16% of age group are under the above 28.
- The table shows that among the total respondents taken for the study, the highest respondents are students as 60% and the least respondents are others as 8%.
- The table shows that among the total respondents taken for the study, the questionnaire about Which social media platform do you engage with the most. And one of the most chosen category are Instagram as 56%.
- The table shows that among the total respondents taken for the study, the questionnaire about How trust worthy do you find social media ads. Then the most of the respondents selects somewhat trustworthy as 46% and very trustworthy as 6%.

SUGGESTIONS

Businesses should be evaluated for their usage of social media analytics to improve both marketing strategies and performance quality. Examine how consumer reviews together with user-produced content affect both brand integrity perception and purchasing choices of consumers. Research evaluates the effect of focusing marketing towards specific particular groups within audience demographics. Evaluating both the frequency of social media posts together with their posting times will determine their effects on audience reactions and their subsequent engagement.

CONCLUSION

Social media marketing strategies have become a crucial component of modern business success. The ability to effectively engage with a targeted audience through tailored content, strategic ad placement, and consistent communication has proven to drive significant results. By utilizing social media analytics, businesses can refine their approaches and continuously improve performance. Additionally, the influence of user-generated content and customer feedback strengthens brand trust and loyalty. Overall, a well-executed social media marketing strategy not only enhances brand visibility but also fosters deeper connections with consumers, leading to sustained growth and long-term success.

REFERENCES

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