

Social Media and Marketing: A Working Study

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Abstract

During different time era's different methods of communications has developed and changed the everyday life. Social media has become the way of communication in the 21st-century, enabling us to express our thoughts, ideas and feelings in a complete new way. This way of communication have also had a huge impact on corporations, where they have realized that without a proper plan and social media strategy they have no chance to stand out in the rapidly changing digital space. To ensure a successful presence on social media the companies need to take different marketing theories into consideration so that they can boost their brand in diverse aspects. If this can be combined with innovative ways of consumer interaction the companies have a good chance to take the lead in social media marketing. Provided the importance, this study intends to assess the impact of social media activities on marketing effectiveness. The research team investigates the companies which utilizes social media as a marketing tool and intends to achieve the said objective above. The survey is a proposed cross sectional survey and data will be collected from marketing managers by means of a semi structured questionnaire. The proposed study may have important implications to the practice and the theory provided the value and emergence of the field of social media a marketing tool.

Keywords: Social media, Marketing, Impact

Paper Type: Model Testing.