

Research Article

# Power of Social Media Marketing: Driving Customer Engagement in the Digital Era

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**Abstract:** In the digital era, social media has become an integral part of people's lives, with platforms such as Facebook, Instagram, Twitter, YouTube, and LinkedIn playing a crucial role in communication and engagement. As a result, businesses increasingly leverage social media marketing to promote their products and services, interact with customers, and enhance brand visibility. This study examines the mediating role of social media in capturing consumer interest and evaluates its necessity compared to traditional marketing methods. By reviewing relevant literature, the paper explores whether businesses should rely solely on social media marketing or consider alternative promotional strategies. A qualitative and descriptive research approach is employed to assess the advantages and drawbacks of social media marketing. The findings highlight the importance of responsible usage while mitigating potential negative impacts. Ultimately, the study emphasizes that the focus should be on the strategic and productive utilization of marketing platforms, whether social media or other channels, to maximize effectiveness.

**Keywords:** Social media marketing, Digital era, Customer Engagement

## INTRODUCTION

In today's digital age, rapid advancements in technology have transformed various aspects of life, including marketing. Social media platforms such as Facebook, Instagram, Twitter, YouTube, and LinkedIn have become an essential part of daily interactions, significantly influencing consumer behavior. As a result, businesses increasingly utilize social media to reach their target audience, promote products and services, and enhance brand engagement. The growing influence of digital platforms on marketing strategies underscores the need to understand their impact. According to [1] consumers spend a considerable amount of time on social and digital media, engaging in activities ranging from information gathering to making purchasing decisions. This shift has altered traditional marketing practices, prompting businesses to allocate a significant portion of their advertising budget to digital marketing initiatives. With the rise of social media, marketers have leveraged various strategies, including traditional marketing mix elements and newer techniques such as sponsorships, event marketing, one-on-one engagement, internet marketing, and social media marketing. Among these, social media marketing has emerged as one of the most influential and widely adopted approaches. Research [2] highlights that marketing campaigns for

luxury brands incorporate key elements such as personalization, reputation, trendiness, interaction, and entertainment—factors that significantly shape consumer purchase intentions and brand perception. Additionally, emphasize that community marketing efforts stem from the interaction between events and individuals' psychological responses, with products serving as external influences. Given these dynamics, understanding the role of social media marketing in shaping consumer behavior and brand engagement is crucial for businesses seeking to optimize their marketing strategies. [3] found that social media marketing significantly influenced consumer purchase intentions during the COVID-19 pandemic. Their study in Bangladesh revealed that while most factors had a strong positive impact, discount or coupon offers and brand awareness did not play a decisive role. Similarly, research on American consumer behavior [4] indicated that participation in community activities, such as meetups and discussions, shaped brand-related behavior. Additionally, [5] suggested that a consumer's brand identity positively influences satisfaction. [6] further emphasized that consumers actively engage in virtual communities to share their experiences and thoughts about brands regularly and effortlessly.

Traditional marketing, as defined refers to promotional strategies that primarily target a local audience through offline channels such as billboards, print advertisements, and television commercials. While traditional marketing methods have been widely used for decades, they are often costly and difficult to measure in terms of effectiveness. In contrast, digital marketing leverages online platforms, including social media, email campaigns, and search engines, offering a more cost-effective and easily trackable alternative. To effectively utilize social media marketing, businesses must thoroughly understand its role, assess available resources, determine the feasibility of marketing methods, analyze competitors' online presence, and develop a comprehensive strategy tailored to their niche and objectives. This paper explores the role of social media in marketing and evaluates whether it is an essential necessity or merely an optional tool. While social media platforms provide businesses with vast marketing opportunities, an overreliance on them without weighing the advantages and disadvantages can be risky.

## 2.LITERATURE REVIEW

Social media encompasses a wide range of digital platforms, including blogs, internet forums, consumer review sites, and social networking platforms such as Twitter, Blogger, LinkedIn, Facebook, and Wikis [7]. According to [8], social media is increasingly being adopted by social network users, government organizations, and businesses as a primary communication tool, with its usage expanding rapidly. [9] highlight that promotional activities on social media, as part of a comprehensive marketing strategy, often rely on influencers as endorsers to enhance brand visibility and engagement. Similarly, [10] demonstrate that integrated marketing efforts can be executed more efficiently and cost-effectively through social media, enabling seamless interactions among consumers, business partners, media, digital services, and retailers.

The emergence of digitalization has significantly transformed the marketing landscape, moving beyond traditional promotional methods. Digital marketing refers to a broad spectrum of marketing strategies that utilize digital channels to build brand identity and promote products or services effectively [11]. Key digital marketing channels include websites, social media platforms, email marketing, mobile marketing, WebTV, video marketing, search engine optimization (SEO), and pay-per-click advertising.

Note that marketing is becoming increasingly digital, with continuous advancements in technology presenting both challenges and opportunities. Emerging trends such as mobile marketing, the Internet of Things (IoT), big data analytics, 3D printing, cloud computing, artificial intelligence (AI), and neuromarketing are reshaping the future of digital marketing, requiring marketers to adapt and innovate. Furthermore, [22] finds that a higher degree of

consumer interaction on social media enhances brand value and user experience. He emphasizes that social media serves as an interactive and cost-effective medium for sharing brand-related content, making it a powerful tool for strengthening brand equity and consumer engagement.

This review underscores the growing significance of social media in modern marketing strategies, highlighting its role in brand promotion, consumer interaction, and cost-effective communication. The findings suggest that businesses must leverage digital platforms effectively to maintain competitiveness and foster deeper connections with their target audience.

Social media marketing refers to the use of social networking platforms such as Facebook and Instagram to promote a company's products, engage with customers, and enhance brand visibility. This can be achieved through targeted advertisements, influencer partnerships, and organic online presence. According to [13], the digital revolution has significantly reshaped both individual and collective perspectives, as well as the way service providers operate. The rapid advancement of information and communication technologies (ICTs) has transformed global living standards, revolutionizing social media and other digital communication tools. Similarly, [14] highlight that as social media marketing continues to expand rapidly, it is increasingly being adopted not only by individual users but also by businesses and governmental organizations as a primary communication strategy.

The advent of computers and the internet was once considered the pinnacle of technological innovation. However, the emergence of social media has led to a paradigm shift in global communication. The increasing use of social media and its profound influence on consumer behavior and marketing practices have largely been driven by the evolution of social media platforms themselves. Early social networking sites like MySpace and Friendster paved the way for platforms such as Facebook, which have since revolutionized digital interactions and marketing strategies [15].

[16] emphasizes that businesses can foster customer loyalty and advocacy by building strong connections through social media. Platforms like Facebook, Twitter, and Instagram enable businesses to establish relationships with their audience, allowing them to engage directly with potential customers and strengthen their brand presence. [13] further describes social media as a computer-based technology that facilitates the exchange of ideas, thoughts, and information within digital communities. Social media operates through internet-based networks, offering users rapid electronic communication of various types of content, including personal information, documents, videos, and photos.

These platforms are accessible via web-based applications on computers, tablets, and smartphones.

Originally developed as a means for friends and families to stay connected, social media quickly evolved into a powerful tool for businesses and organizations seeking to reach their target audience more effectively. The true strength of social media lies in its ability to connect individuals and share information with vast audiences across the globe. With over 3.8 billion users worldwide, the social media landscape is constantly evolving, with new platforms such as TikTok and Clubhouse gaining popularity alongside established networks like Facebook,

YouTube, Twitter, and Instagram. In the United States alone, social media users are projected to reach approximately 257 million by 2023.

According to the Pew Research Center, social media users tend to be younger, with nearly 90% of individuals aged 18 to 29 actively engaging with at least one social media platform. These users are also more likely to have higher education levels and annual incomes exceeding \$75,000. The most widely used social media applications include Facebook, YouTube, WhatsApp, Messenger, Instagram, TikTok, QQ, Douyin, and Sina Weibo, demonstrating the vast global reach and influence of social networking platforms.

This table 1 provides a concise overview of the platforms, their primary functions, and how businesses can utilize them for marketing and engagement.

**Table Social Media Platforms and Primary Functions**

Platform	Description	Key Features for Marketing
Facebook	A leading social networking site allowing users to share content and connect with others.	Business pages, ads, live streaming, community engagement, and marketplace.
WhatsApp	A secure messaging app offering instant messaging, voice, and video calls.	Business API, direct messaging, customer support, and personalized marketing.
YouTube	A video-sharing platform where users can upload, view, and share videos.	Video ads, influencer collaborations, live streaming, and brand storytelling.
Twitter	A microblogging site where users post and interact with brief updates (tweets).	Trend-based marketing, customer engagement, brand announcements, and hashtags.
TikTok	A short-video platform with algorithm-driven content recommendations.	Viral marketing, influencer partnerships, user-generated content, and short-form ads.
Pinterest	A visual bookmarking platform for discovering and saving creative ideas.	Product promotion, visual storytelling, lifestyle branding, and e-commerce integration.
MySpace	A social networking site originally focused on music and entertainment.	Limited modern use, but previously used for artist promotion and brand networking.
Instagram	A photo and video-sharing platform emphasizing visual content.	Influencer marketing, reels, IGTV, shoppable posts, and targeted advertising.
Blogs	Online journals where businesses or individuals share written content.	Content marketing, SEO optimization, thought leadership, and brand awareness.
Wikis	Collaborative platforms for creating, editing, and sharing information.	Knowledge sharing, internal documentation, customer support, and brand credibility.

Table 2 representing the most popular social media platforms by user count as of November 2022:

**Table: Popular Social Media Platforms Users**

Rank	Social Media Platform	Number of Users (in billions/millions)
1	Facebook	2.74 billion
2	YouTube	2.29 billion
3	WhatsApp	2 billion
4	Facebook Messenger	1.3 billion
5	Instagram	1.22 billion
6	WeChat	1.21 billion
7	TikTok	689 million
8	QQ	617 million
9	Douyin (Chinese TikTok)	600 million
10	Sina Weibo	511 million
11	Reddit	430 million

**3. Theoretical and Conceptual Background**

In today's digital age, the internet and social media have become fundamental to business growth, revolutionizing the way firms operate and market their products. The rapid advancement of technology has compelled businesses to integrate digital tools into their advertising strategies. [17] emphasizes that businesses must adapt to modern technology to remain competitive in the evolving marketplace. Similarly, [18] highlight that people worldwide are increasingly engaged with social media platforms, prompting businesses to recognize these platforms as effective channels for customer interaction.

[15] note that social media has gained significant academic recognition, leading to extensive research on topics such as social media marketing, online word-of-mouth (WOM), and digital networks. However, due to the continuously evolving nature of social media and shifting consumer behavior, the future of social media marketing may not merely be an extension of current trends. This ongoing transformation necessitates continuous exploration and adaptation.

[19] asserts that consumers are deeply integrated into social media across various domains, such as travel (TripAdvisor), professional networking (LinkedIn), food reviews (Yelp), and music streaming (Spotify). Furthermore, social media platforms have expanded their services beyond mere communication, offering diverse functionalities to cater to users' needs. While the rise and fall of different platforms are crucial in shaping the social media landscape, the essence of social media marketing lies in understanding user behavior and engagement rather than the underlying technologies.

Globally, social media is utilized in different ways, including news feeds on Facebook and Twitter, private messaging on WhatsApp and WeChat, and discussions

on forums like Reddit. [15] categorize social media usage into three primary functions:

1. **Digital communication and socializing** with known individuals such as family and friends.
2. **Engagement with online communities** that share common interests, even among unfamiliar individuals.
3. **Accessing and contributing to digital content**, including news, gossip, and user-generated product reviews.

#### 4. RESEARCH METHODOLOGY

This study employs a **descriptive qualitative research approach**, focusing on the analysis of secondary data sources. The research draws upon information from the internet, newspapers, academic publications, journals, and books to explore various aspects of social media marketing. The objective is to examine the necessity, nature, advantages, and challenges associated with social media marketing.

By analyzing existing literature and secondary data, this study seeks to understand the prevailing perspectives on the significance of social media marketing and whether it is an essential business strategy or a discretionary choice.

##### 4.1 Background of the Study

Research on social media marketing (SMM) increasingly examines how marketing activities on various social platforms attract consumers. However, the impact of social media on consumer intent and decision-making requires further exploration. This study focuses on the role of different social media platforms in engaging consumers and compares the necessity of social media marketing with other traditional marketing communication methods. SMM involves leveraging social networks where users interact and share information to enhance brand visibility, increase sales, and drive website traffic. It allows businesses to engage with current customers and reach potential ones while tracking marketing performance for further optimization. Social media marketing is also known as **digital marketing** or **e-marketing**. According to [15], in its initial phase, social media activity was confined to platforms like Facebook and Twitter. However, modern digital applications and websites have integrated social media features to enhance user engagement. A study suggests that consumers prefer live experiences over pre-recorded content, indicating that live streaming by influencers will continue to grow in both broad and niche markets.

Social media marketing has become an indispensable tool for businesses of all sizes, enabling customers to discover, learn about, follow, and shop from brands on platforms like Facebook, Instagram, and LinkedIn. Businesses that fail to establish a presence on these platforms risk missing out on valuable customer engagement opportunities.

#### 5. Significance of Social Media Marketing in Today's Business Environment

While social media marketing is widely recognized as a powerful tool, it is not without controversy. The debate continues on whether businesses should rely solely on social platforms for product and service promotion or whether alternative marketing channels are equally viable.

One critical concern is whether social media marketing is always beneficial or if it sometimes harms businesses. Studies, such as [20], suggest that excessive exposure on social media may lead to a decline in repeat purchase intentions, as consumers may perceive over-advertised products as less desirable.

Furthermore, brand reputation risks are inherent in social media marketing. According to Investopedia, businesses using social media expose themselves to public scrutiny, including potential negative feedback, criticism, or deliberate attacks. The accessibility of the internet has made it easier for individuals to spread misinformation or harm a brand's image, especially for emerging businesses.

Thus, companies must carefully assess whether social media marketing enhances their brand visibility and customer engagement or if it exposes them to reputation risks and miscommunication. A strategic approach is essential to ensure that social media marketing contributes positively to business growth and consumer trust.

#### 6. Comparative Analysis of Traditional Marketing and Digital Marketing

In a recent study, [21] highlighted that traditional marketing has long been a primary method of promoting buying and selling in the market. This offline marketing approach includes print media, broadcast media, and outdoor advertising. While traditional marketing effectively reaches local audiences, it has become increasingly challenging for organizations to survive in a highly competitive market. As a result, businesses are shifting towards modern technologies to better meet customer needs and stay competitive.

Since the early 21st century, advancements in information technology have significantly impacted all aspects of life, including marketing strategies. Companies have recognized the necessity of adapting to these changes to sustain their market presence. Traditional marketing, however, is often viewed as more resource-intensive, requiring significant investments in materials, manpower, and financial resources. Activities such as printing brochures, catalogs, and leaflets incur substantial costs. Similarly, direct marketing via postal mail is costly due to expenses related to postage, envelopes, and manpower. In contrast, online marketing surveys and



questionnaires provide a more cost-effective alternative for gathering consumer insights.

### 6.1 Transition to Digital Marketing

To establish strong customer relationships, companies are increasingly adopting digital marketing over traditional methods. Digital marketing enables businesses to analyze consumer behavior, gather feedback, and make data-driven decisions for better strategic planning. With technological advancements, consumers are now well-informed about various products and can compare alternatives effortlessly. Companies benefit from tracking consumer habits and preferences, allowing them to target the right audience effectively [21]

According to [22], digital marketing reduces the need for advertising intermediaries, such as television, radio, or print media, which often charge high commissions. Instead, companies can directly negotiate with digital platforms, making online marketing a more cost-effective alternative. Furthermore, traditional marketing involves lengthy processes, such as securing permits for outdoor banners or printing promotional materials. In contrast, an online ad can be launched almost instantly, increasing efficiency and flexibility.

### 6.2 Advantages of Digital Marketing

Unlike traditional marketing, which operates within fixed time slots (e.g., scheduled TV or radio commercials), digital marketing offers continuous availability. Online marketing materials are hosted on servers that operate 24/7, 365 days a year, ensuring that customers can access updated product information, special offers, and promotions at any time. Traditional advertisements, such as TV and radio commercials, are broadcast at specific times, whereas digital ads on websites and social media platforms are accessible around the clock [22]

Although digital marketing shares the same primary goal as traditional marketing—increasing sales—it incorporates new strategies and interactive marketing techniques. Digital marketing introduces innovative concepts such as viral marketing, transactional marketing, conversational marketing, and interactive marketing, all of which leverage new media to engage consumers more effectively [23]

### 6.3 Role of Social Media in Digital Marketing

Social media platforms have revolutionized digital marketing by offering cost-effective advertising solutions compared to traditional channels such as TV, radio, magazines, newspapers, and billboards. Digital marketing allows businesses to tailor their campaigns based on their budget, maximizing reach while minimizing expenses ("Challenges and Opportunities in Digital Marketing"). Websites and business profiles on digital platforms generate substantial traffic at minimal cost. Social media has played a pivotal role in enhancing digital marketing efforts, with platforms such as Facebook, Twitter, LinkedIn, WhatsApp,

Instagram, YouTube, Blogs, and Yelp providing massive engagement opportunities. These platforms offer businesses a direct way to interact with customers, gather feedback, and optimize marketing strategies for better conversion rates.

## 7.ANALYSIS AND DISCUSSION

### 7.1Advantages of Social Media Marketing

Social media marketing has become an indispensable tool for businesses of all sizes. The ability to reach a wider audience than traditional advertising has made social media one of the most powerful marketing platforms available today [24]. Social media encompasses various tech-driven activities, including photo sharing, blogging, social networking, video sharing, business networking, and online reviews. Additionally, governments and politicians utilize social media to engage with constituents and voters. On a personal level, individuals use social media to stay connected with friends and family, build professional networks, and share their insights, emotions, and experiences, becoming part of a virtual global community.

For businesses, social media serves as a key tool for attracting and engaging customers, driving sales, and analyzing consumer trends. It allows businesses to promote products and services efficiently, enabling timely distribution of promotional campaigns, exclusive offers, and digital coupons. Social media also fosters stronger customer relationships through loyalty programs and direct interactions. With the increasing digital shift, businesses are moving away from traditional advertising methods and investing heavily in SEO, Google Ads, and social media marketing. This growing competition favors large corporations with extensive marketing budgets. However, smaller businesses can still compete by using tools such as Google Alerts to monitor competitors' strategies and refine their own business approaches.

Social media has revolutionized virtual interactions, enabling real-time access to global events, reconnecting people across long distances, and providing an extensive pool of information at users' fingertips. Social media helps individuals find common interests with others worldwide, making the digital space more inclusive and interconnected. A survey by Pew Research Center highlights the role of social media in expanding social connections, with 57% of teenagers forming friendships online. Businesses leverage social media marketing to engage consumers through their smartphones and computers, creating a loyal customer base and strong brand culture. Companies like Denny's have successfully built unique social media personas on Twitter to appeal to younger consumers through relatable content and language. According to [24], social media helps businesses build relationships, create shareable content, and develop innovative marketing strategies that appeal to a broad audience. It allows businesses to deliver personalized

messages to specific demographics, increasing the likelihood of customer engagement and conversion.

**7.2 Disadvantages of Social Media Marketing**

Despite its advantages, social media marketing comes with several challenges, primarily concerning security and privacy. Many users remain hesitant to share personal information due to concerns over data breaches, scams, and cyber threats. Companies that collect and store customer data are particularly vulnerable to security risks, making it crucial for businesses to implement robust encryption and cybersecurity measures.

According to [25], measuring the effectiveness of digital marketing remains a significant challenge. There are no standardized metrics for evaluating return on investment (ROI) across different social media channels, making it difficult for businesses to determine which platforms yield the best results. Companies often rely on subjective judgments when allocating marketing budgets, which may not always lead to optimal outcomes. While advanced analytics tools are being developed to address this issue, accurate measurement remains a work in progress.

**7.3 Adverse Effects of Social Media**

While social media offers numerous benefits, it also has significant drawbacks. Many critics argue that excessive social media use can become addictive, leading to issues such as inattentiveness, stress, and jealousy. Research from the National Center for Biotechnology Information (NCBI) has found a strong correlation between heavy social media usage and depression, highlighting the potential psychological risks of excessive engagement with these platforms. Additionally, social media often serves as a channel for the rapid spread of misleading information and falsehoods, further exacerbating societal concerns. From a business perspective, social media is not entirely risk-free. With open access to comment sections and reviews, businesses are vulnerable to negative feedback, criticism, and reputational damage. A single unfavorable comment or viral post can significantly impact a company's credibility. Furthermore, many large organizations have suffered cybersecurity breaches, with hackers exploiting weak security measures. An ineffective social media

branding strategy can lead to failure, putting businesses at a severe competitive disadvantage. Moreover, maintaining an active and engaging social media presence is time-intensive, requiring dedicated personnel to manage pages, interact with users, and create valuable content. Despite these efforts, measuring the actual return on investment (ROI) of social media marketing remains a challenge [26]. According to [27], another major concern is social media addiction. People spend excessive time on social networking sites, which can distract them from work, studies, and other essential tasks. Young users, particularly children and teenagers, are especially susceptible to the negative impacts of social media. Exposure to violent or inappropriate content can influence their behavior and mindset. Social media can also invade personal privacy, as users frequently share sensitive personal information, making them vulnerable to identity theft, cyberbullying, and data misuse. In some cases, social media can even weaken family bonds, as individuals become more engrossed in virtual interactions with strangers rather than spending quality time with their loved ones. Misuse of personal images or videos can further escalate these concerns, leading to serious consequences such as unauthorized distribution or exploitation. One of the most alarming risks of social media is online fraud and scams. The Federal Trade Commission (FTC) reported that Americans lost approximately \$770 million to social media scams in a single year—an 18-fold increase since 2017. Fraudulent schemes on social media have doubled, rising from 46,000 cases in 2020 to 95,000 in 2021. Consumers aged 18 to 39 were more than twice as likely as older adults to fall victim to these scams. Among the most prevalent types of fraud were investment scams, romance scams, and online shopping frauds.

**7.4 Alternative Forms of Marketing Other Than Social Media**

While social media marketing is widely used, several alternative strategies can be just as effective. These methods focus on strengthening brand visibility, improving customer engagement, and increasing conversions through various digital and traditional approaches.

**Table 3 Summarizes key marketing alternatives**

Marketing Strategy	Description
Enhancing Product & Landing Pages	Keeping a website updated and fully functional is crucial for online visibility. Implementing SEO best practices such as keyword research, well-structured site maps, and intuitive navigation can improve organic reach. Regular updates to product pages and images, especially checkout and cart navigation, ensure a seamless user experience.
Leveraging Blogs for Content Marketing	Blogs offer flexibility in content creation and allow businesses to engage with their target audience through relevant articles, how-to guides, industry insights, and customer success stories. Consistently updated blogs with valuable information can drive organic traffic and improve search engine rankings.
Google Advertising & Business Registration	While Google+ is no longer active, businesses can still utilize Google Ads to appear in top search results through paid campaigns. Additionally, registering a business with Google My Business ensures better visibility in local search queries and Google Maps, increasing credibility and reach.
Email Marketing Campaigns	Email marketing remains one of the most effective and affordable channels for direct engagement. Automated emails help businesses reach a vast audience quickly. A/B testing can be used to refine strategies and improve email performance. Personalized email campaigns also enhance customer relationships.
Creating Informative Videos & Podcasts	Video content is highly favored by both users and search engines. Producing engaging, educational, and promotional videos can significantly improve brand awareness. Additionally, businesses can create podcasts to discuss industry trends, product updates, and customer testimonials.
Targeting Local Advertising	A localized marketing strategy ensures higher conversion rates at a lower cost. This can be divided into two key areas: 1. Online Local Advertising: Optimizing for local SEO, voice search, and mobile use helps businesses rank higher in regional

Building a Customer Relationship Management (CRM) System	searches. Creating a Google Business account and focusing on local keywords enhances discoverability. 2. Offline Local Advertising: Traditional marketing methods like flyers, postcards, and business cards remain effective in reaching local customers. Distributing them in strategic locations (e.g., cafes, community centers) helps improve brand awareness.
Encouraging Customer Reviews & Testimonials	Developing a CRM system enables businesses to manage interactions with past and potential customers. Regular follow-ups and personalized engagement enhance customer retention and encourage repeat purchases. CRM strategies often lead to higher conversion rates than social media marketing.
	Online review platforms like Yelp, FourSquare, and TripAdvisor play a crucial role in influencing consumer decisions. Businesses should actively manage their profiles, respond to customer feedback, and encourage satisfied customers to leave positive reviews. High ratings improve credibility and attract new customers.

## 8. CONCLUSION AND IMPLICATIONS

Social media marketing is essential for businesses to promote products, engage customers, and build brand awareness. While some question its necessity, most recognize its cost-effectiveness, customer reach, and brand loyalty benefits. However, measuring ROI remains challenging, requiring businesses to invest time and resources. Relying on multiple marketing channels enhances brand recognition and overall strategy. Digital marketing includes SEO, email campaigns, search engine ads, content marketing, and video creation, among others. Many studies explore social media's role, but few addresses whether businesses should depend solely on it or integrate other methods. This study highlights both advantages and drawbacks of social media marketing, offering insights for future research. While social media is integral to business and daily life, responsible and strategic use is key to maximizing benefits and minimizing risks. Most businesses recognize social media marketing as a cost-effective way to reach customers, boost brand awareness, and drive engagement. Companies investing in social media report increased website traffic, sales, and customer interaction, improving overall performance. However, some businesses question its ROI, resource demands, and industry relevance. While concerns persist, studies confirm that social media marketing offers affordability, precise targeting, real-time engagement, and stronger customer relationships compared to traditional methods.

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