

CHAPTER 10

SOCIAL MEDIA MARKETING STRATEGIES

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ABSTRACT

Social media promotion approaches help to upsurge consciousness of companies. The creativity and innovation of this idea is not always entirely utilized due to the absence of awareness about the best tools available nowadays. The Internet provides many opportunities for online marketing such as using advertising methods, blogs, podcasts, and social media to reach your target audience. But the Internet also permits people to communicate and build societies that promote conversation and information sharing. Social media networks consist of Twitter, Instagram, LinkedIn, YouTube, and more. Analysts measure popularity by the level of activity that the platform provides to users. Therefore, today's social networks are more effective than the physical location because they overcome geographical barriers and facilitate international interaction. This article examines the best strategies in the advertising industry, their benefits and challenges and discusses new trends and the use of up-to-date technologies such as artificial intelligence (AI) and chatbots in business. The assessment's first section introduces the concept, and its second section focuses at approaches to marketing such enticing images and content. The concerns raised by this approach are examined in the subsequent topics.

The business world has changed in an unimaginable way in the last few centuries. The market, tools and processes have changed more than we expected. Business transactions are

always limited by physical space and many spaces have time and availability limitations. In the era of globalization, the world market has shortened to the size of the palm of your hand and every business has become reachable. It goes without saying that social media instigated as a forum for interpersonal connections and has since developed into a tool that can be efficiently utilized for recording, advertising, and other types of communication. It is important for every business to keep up with the developments in business and business tools.

10.1 INTRODUCTION

Communication, learning, discussion and debate have been an important part of our lives and ethos since olden times. This includes both direct methods such as speaking and writing and unintended methods such as acting and not acting. Therefore, it is not surprising that people are sometimes called animals. However, the content and form of communication have not changed. Pigeon postings were the first, shadowed by email, mobile devices, social networks, and cell phones. It's stimulating to note that social media has an influence on more than just relational interactions; social networks have grown to play a significant role in our daily lives. We check and update our social media accounts first thing in the morning and last thing at night. Today, business is driven by customers and their needs. People want to see testimonials, Google searches, or websites before they buy. It is significant to understand what societies think about us so that the process can go smoothly. To connect and influence the public, business owners need to engage with the community and use social media to accomplish their online status. Marketing is essential to reach a wider audience and propagate your trade. Marketing plays a role in increasing web traffic through social networking sites.

As of 2019, there were 574 million internet consumers in India. After China, India has the second-largest online market.. India is expected to have approximately 639 million internet users as of December 2020. The mainstream of Indian internet handlers are mobile users. India's total data usage increased by 47% in 2019 as 4G usage continues to increase. While 4G accounts for 96% of the country's total data traffic, 3G data traffic dropped the most, falling to 30%. It is common to see ads while visiting social media sites and these ads are just one of the several methods to custom social media for business purposes. The advent of digital marketing has

forced businesses to embrace new ideas and move away from traditional methods.

10.2 SOCIAL MEDIA

Social media is seen as a forum for communication and the interchange of ideas and information in the business world. As social media is "connected, parallel, and interactive," it has changed how we trade in the open market. Major, social media networks let connections among businesses and customers that were formerly impossible. Platforms which encourage social interaction and foster a climate of interest and value, this link is further supported by websites for social media like Instagram, Twitter, and Facebook, as well as tweeting sites.

Second, the use of social media has transformed how trades and consumers cooperate and engage. Interactions entail "actions" that, whether via dialogue or unpleasant observations, affect the options and actions of others. This social contact is known as the "word-of-mouth (WOM) effect" or "contagion" for "moral justice," according to Nair et al. (2010). Recent research has established that working class social structure and the asset of their associations can be linked to the interaction between (e.g., Aral and Walker) Katona and Katona et al. (2011). Social studies investigators have extended accredited the implication of social factors in manipulating end user decisions.

Third, companies can more effectively handle interactions with clients and make better business choices thanks to the abundance of social media information. The 3Vs, which stand for large, multifaceted information and widespread knowledge over time, are general characteristics of social media and other digital media. We can now readily extract and use a large amount of social media knowledge from many sources (like networks, blogs, and forums) and in various formats (like text, video, and photo) thanks to modern information technology. Therefore, the gathering and production of data from the information society signifies the development of new resources that can enhance economic outcomes, even though social media data may assist as a mainstay of customer assessment, market exploration, and the formulation of novel tactics.

10.3 SOCIAL MEDIA MARKETING STRATEGIES

Endorsements from celebrities are one of the marketing techniques employed for promoting products on social media. These suggestions originate from social media

platforms as well as Facebook, Instagram, Twitter, and TikTok. Celebrity influencers are a powerful advertising tool in the business world because they catch customers more easily than other traditional advertising methods and can reach a large number of people, thus increasing brand awareness and developing brand trust. Nowadays, businesses often reach out to social media accounts that attract a large number of people to promote their products to their followers. Previous studies have shown that 25% of TV advertisements and 10% of promotion resources are made up of celebrity endorsements. The aim is to improve the image of the company rather than just promoting its products and services. Advertisements aimed at educating customers about a company's existence are becoming increasingly common, which sparks their interest to catch out additional approximately the corporation. Advertising on social media is highly successful because of these tactics. Businesses place photo requests on social media platforms to encourage their varieties. For instance, Media One's "Flowers in Bloom" program saw its highest viewership in history after featuring images of lingerie ads. On Facebook, the post was seen over 280 million times and liked 12 million instances. Observations which reinforce client demands are among the factors that affect these figures.

Content marketing is also a list of good marketing strategies. Weerasinghe said that good content marketing involves distributing and generating content that is useful, consistent and profitable for the target viewers and monetizing it with clear goals. Content can be presented as info graphics, e-books, videos and blogs. The example shows that 61.4% of shopper's rate social content equated to 38.6% online. This analysis confirms the effectiveness of content marketing in increasing consumer loyalty. To increase target reach, marketers need to maintain the right content, frequency and right message. They may attain this sensation by doing things like making hashtags. In order to form, communicate, and provide appreciate to clients in interchange of achieving its definite monetary purposes, a marketing strategy entails a method of decision-making that assists the business in making critical business decisions in specific markets and segments (Varadarajan, 2010).

The resources of an organization (funds, people, materials, information, and relationships) aid in the development of company strategies, the acquisition of an advantage in the market, and improved performance, based to the dependent on resources perspective on the firm. In order to give the customer the best value, these resources—which may be either material or imperceptible—can be converted into higher-level resources like skill and ability. On the continuum, several marketing strategies can be designed, with different hybrid marketing strategies at

the middle end and corporate and social marketing strategies at either end. According to Webster (1992), advertising tactics should be built on long-term customer connections since meaningful relationships may be formed through consumer interaction and involvement. According to Morgan and Hunt (1999), businesses may utilize respect and long-term customer connections to help establish additional company tactics that provide them a competitive edge and improve performance.

10.4 CLASSIFICATION CRITERIA OF SOCIAL MEDIA MARKETING STRATEGIES

Based from surviving works, we recommend three main ideas that can be utilized to discriminate SMMS: the company's social objectives in terms of the media's use and direction in the company-customer relationship. Social media goals have specific objectives that have to be met by using SMMS. Relying on the professional's theoretical basis for conducting business with clients, these might be either transactional or social. Different psychological models have a specific impact on how leaders structure the meaning of social relationships. Leaders are responsible for creating specific roles that advertising defines in the marketplace and for identifying four types of advertising from four different areas of marketing. Keep the target SMMS in mind – that is, indorse and sell (i.e. market to people), link and work together (i.e. do B2C). The introduction to a media interview can take three diverse forms. These comprise

- **Personalized Confrontations:** in which businesses share content (such as advertisements) on social media and individuals closely watch and experience the pain.
- **Two-Way Interactions:** where companies communicate with each other. Social interactions can be further divided into business interactions (where business begins with conversation), customer interactions (where customers like, share, or comment on content).
- **Collaborative Collaboration:** the highest level of interaction based on active and productive work, where both parties participate in the discussion; Publisher and consumer.
- **Everyone Can Influence Each Other:** As for customer engagement, as mentioned earlier, it depends mainly on the strength of the business's connection and interaction with customers in media, including commercial and non-commercial products. It is challenging to accurately describe the stage from interaction to production as customer interaction is the outcome of an

evolving and iterative process. We accept the method demanded by many researchers in this field and see it as an extension from a very low level. Moving the interaction (i.e. "liking" the page) to a higher level of interaction (i.e. engagement).

10.5 TYPES OF SOCIAL MEDIA MARKETING STRATEGIES

Three different advertising approaches that reflect the constant evolution of growth plans can be separate from these three categories. Approaches to social media monitoring, posts, commerce, and CRM. We then analyse them, explaining the nature and characteristics of each SMMS, the specific part played by social media, and the exact resources that should be used.

10.5.1 A PROPOSAL FOR SOCIAL BUSINESS

It mentions to the "change of activities" that occurs in an individual's social network or interacts with via computer, corresponding to needs such as education, pre-ordering, purchasing and announcements - stages of the change process - Ryden et al. We argue that the aim for using social media in this way is not to create conversation and/or interaction, but "the initial contact and ultimate goal is sales". It is thought that the reason why social media ads do not attract consumer attention is that the collaborative flora of social media is not entirely utilized. Therefore, the social marketing approach can be well-thought-out the tiniest established SMMS because it is mostly business-oriented in nature and focuses on short-term goals. It is important to communicate in a way that will entice clients in a small time.

In this policy, social media is considered a new marketing tool that is changing the mode purchasers and sellers interact. They bid retailers novel opportunities to capture customer information and make customer interactions more efficient. Meanwhile, considering the global impact of social media, especially the millennial impact, businesses are increasingly using social media as an advertising/promotional engagement tool. However, in this strategy, customers incline to be submissive and sensitive, as social media participants are more flexible. Customers support transaction value through purchases, but there is no high level of interaction. Therefore, in the context of this concept, we conclude that customers exchange their financial resources (e.g. acquisitions) for the company's products.

Gesaraga emphasizes the importance of grasping the variables that impact social

media use in marketing in order to formulate this approach. He goes on to say that utilizing social media as an advertising medium requires personal involvement. In a similar vein, Järvinen and Taiminen (2016) suggest integrating sales and marketing efforts to enhance the company partnership. In order to drive corporate marketing, social media incorporation in conjunction with conventional media—such as print, television, and in-store advertising—is as important. Marketing acumen is therefore important for this approach. To keep the connection going, you need to make sufficient earnings and employ several kinds of sales approaches.

- **Social Content Approach:** It refers to “the creation and distribution of educational and/or error content in various forms to attract and/or retain customers.” Therefore, this type of SMMS is designed to create and deliver timely and useful content based on customer needs rather than product promotion. Engaging your target audience with relevant content can lead to increased customer engagement and increased sales/services. Holliman and Rowley (2014, p. 269) also stated that content marketing is a marketing approach aimed at consumers and defined the worth of content as “effective, relevant, impact and time.” Two-way communication where businesses proactively provide valuable content and clients respond absolutely to this gratified. The principle of this policy is to make business consciousness and insight through viral content, encourage customer interaction, and spread optimistic word of mouth. In this concept, social media is extensively used as a communication tool for product development and word of mouth content creation. On the one hand, companies tend to attract customers through their own efforts to create social content (called “corporate generated” or “tag-generated” content). On the other hand, the Company encourages its customers to create content through the power of customer interactions such as purchases that review and share product details (called “user-generated” content). In this way, companies provide valuable content such as online assets and resources in exchange for valuable customers, thus creating positive word of mouth marketing and achieving a profitable product. Companies employ strategies that focused on both the creation and dissemination of content (particularly through social media) and the dissemination of content (as demonstrated by nurturing) in order to put the social media concept into reality. Therefore, it's essential to understand social media traits and client motivation in order to offer helpful content and improve relations with clients, which in turn might motivate customers to distribute material. Creating effective and useful content that turns social media into partners and collaborators is also a key skill for companies to use this strategy. Empowering customers and allowing them to

become advocates is another way to connect your customers with your brand. Therefore, business communication skills are important in this strategy for good business content expansion and promotion.

- **Social Monitoring Approach:** It's defined as the "paying attention and reacting procedure in which advertisers are personally engaged". Compared with the notion of social content, that concentrates more on "paid" communication through information publishing, social media calls for businesses to be active at every step of the communication process (from consumer response to content distribution). Particularly, social media approach includes studying and addressing customers' online requirements and grievances in addition to tracking and assessing the way they act on social media. As a result, the healthcare approach is outlined by two avenues of communication: the client takes the initiative in this case, campaigning and working in this connection, and the business uses user behaviour data to listen, comprehend, and react on customers. Therefore, via consistent communication, listening, and reaction, this approach's main goal is to enhance consumer happiness while creating positive connections with customers. Businesses are employing this tactic to utilize social media sites as a "tool" or "window" to pay attention to their users and accomplish significant business consequences that strengthen their operations, especially to the abundance of mental and behavioural data attainable nowadays. Carlson et al. It is also believed that businesses can practice social media information to identify innovation opportunities and promote new processes. Therefore, social monitoring allows businesses to gauge client reaction, measure the success of marketing movements, and assign resources to diverse types of communication and client groups. In other words, in this strategy, customers need to actively participate in the discussion and provide immediate feedback. This helped improve the product in some aspects and enhance the product experience from the customer's knowledge base.
- **Social CRM Approach:** It is classified by the greatest degree of development excellence since it replicates a marketing tactic and strategy backed by business management, expertise, system standards, and social features that are thought to engage customers in a group conversation where transparency and trust promote significant cooperation in an organization the surroundings. The concept of relational CRM aims to combine the results of relational relationships (for example, customer involvement) and CRM dimensions (for example, dealing with customers). Compared to the old-style CRM method, which adopts that clients are uncaring and only worth patrons, relationship CRM strategies emphasize the

important role of people using products promoted by social media to contribute to various benefits. In short, the notion of relationship CRM is a collaboration that comprises the interaction between the business and customers, between organizations and between customers, designed to participate and support customers, thus building relationships with businesses and customers. For performance.

Social media has become a powerful part of CRM. Charoensukmongkol and Sasatanun, for illustration, argue that social media and CRM integration permits firms to break up their customer base into categories corresponding to comparable traits and customize their services to each individual's interests. Organizations may enhance the likelihood of direct contact with their consumers by using an interpersonal CRM strategy. At this point, consumers have become actively engaged in adding value, which involves partnering with businesses while maintaining open to sharing new ideas. Therefore, customer participation, along with network assets, capital support, information, and other resources, contributes to the development of the resources necessary for virtue.

10.6 SOCIAL MEDIA MARKETING'S SIGNIFICANCE

- **Extensive Accessibility of the Intended Audience:** The main advantage of advertising is that it can reach customers quickly and widely. However, finding the perfect social networking site community and publishing relevant content requires some research.
- **Holistic Advertising Strategy:** A broad spectrum of promotional services, several of them have been associated with SEO, are available to entrepreneurs that opt for SMM services. Use social networking sites, photo and video sharing websites, and other platforms for marketing the business. This supports contribute to the corporation's increased visibility and reach.
- **Enhanced search engine rankings:** When an SMM company successfully implements SMM and other strategies that support internal linking, your website traffic increases and marketers remember that the website's search engine rankings increase. Better visibility, better page rankings, better flow of one-to-one links, etc. are all good at higher levels.
- **Fast Turnaround Time:** When marketers reach out to potential customers through social media sites, the conversion time appears to be short. This means that investors will see results sooner than with other trading methods. While

the results may not be instant, the website still benefits significantly in terms of online visibility.

- **Sturdy B2B Marketing Strategy:** Successful advertising campaigns have the potential to provide a lot of positive business-to-business leads. Social media is a useful tool for increasing trademark recognition then establishing identity. It turns out that the internet is one of the greatest ways to interact personally with other companies and develop commercial ties.

10.7 BENEFITS OF SOCIAL MEDIA MARKETING

Both consumers and businesses can gain greatly from marketing. In the first place it permits corporations to advertise both their trademarks and the products and services they sell. Second, social media helps businesses engage with customers immediately by taking out the intermediaries. Advertising can offer businesses with the opportunity to offer clients with customized goods, thus boosting consumer happiness. According to Ibrahim and Ganesh Babu, social media offers businesses with statistical instruments that let them monitor the impact of their marketing activities while discovering ways to improve them. Marketing also supports the development of education and the speedy development of small and medium-sized enterprises (SMEs). These results clarify the attention in commercial advertising. Coordinate the benefits of having such expertise in social media. Therefore, companies can catch more movement on social networks. Individuals employed to think that online communication was solely employed by young people.

Yet, the notion has been expanded to other categories, such as employees, by online advertising. According to Weerasinghe's information, this remark may be made: as opposed to 15.7% of students, 28.6% of staff members participate to the most-viewed content. Administrators can get crucial information from statistically based marketing campaigns about consumer input, commitment leadership, segmenting clients, and product creation. Advertising campaigns can also increase the awareness of the business within the organization. According the researchers Behera and Balaji agree that social media promotion is the best strategy to create content and thus expand the reach of the business. These ideas increase awareness of the business due to the relationship with customers. Recruiting staff, patrons, and collaborators to execute "like" and "share" initiatives is one way marketing supervisors can raise visibility. Research indicates that 91% of retailers think that online platforms may help them sell their goods. These outcomes attest to the effectiveness of advertising tactics.

10.8 CHALLENGES

Notwithstanding these welfares, marketing campaigns also present challenges. First, human communication is replaced by computers, thus eliminating data. Therefore, companies cannot get direct information about their products from consumers. The non-existence of hominid interface among companies and patrons makes it problematic for companies to realise the unique requirements of consumers and upsurges the threat of introducing undesirable merchandises. Di Domenico and others say misinformation on social media is making the problem worse. Unlawful people can spread deceptive data about a company's products via social media, harming the company's reputation. The endorsements of celebrities have an opportunity to generate product buzz and mislead consumers about the finest items and their attributes. To prevent these problems and maintain their reputation, businesses must exercise prudence when conducting business through advertising.

Owners of companies are also very concerned about advertising. Data mining, particularly the acquisition of customer information, is a major jeopardy to the marketing sector, stated Behera and Balaji. The majority clients are reluctant about sharing details about themselves, though. Personal client data access is severely restricted by privacy issues. Data mining firms have long employed social media promotion to gather client information via advertisements and applications. As an illustration, Colligent collects identical messages and sells analytics to collect ratings whenever they are removed. In Latin America, Disney Records promotes Jonas Brothers records leveraging Colligent data.

10.9 CUTTING EDGE INNOVATIONS

AI and chatbots are also being used by organizations in their advertisements. Sadiku et al. delivered an in-depth discussion of how corporations could utilize catboats powered by AI to promptly react to inquiries from customers. Additionally, this approach assists organizations in receiving immediate responses from interactive AI Chabot users. This tool enhances the customer experience at a higher level by providing support to individual customers. Presently an enormous percentage of people have access to computers and smartphones, enabling them to access a wide range of things online. Businesses are investing more money on social media than ever previously as more individuals go online. In the words of Nyagadza, over 77% individuals in North America and Europe frequently surf the internet. For Oceania and Australia, the figure is 61 percent. African countries are

among the world's least developed countries, and social spending is also increasing rapidly, and companies are now preparing to enter the market.

The increasing use of social media has attracted the attention of researchers and the number of articles discussing the use of social media in business is increasing. The latest issue of this newsletter presents valuable guidance on how to successfully promote your items on social media and run an effective company. Today's advertising trends include the use of short videos and marketing campaigns. Research shows that TikTok leads petite video ideas with 67.6% of the day-to-day trend. Data shows that most social media users love TikTok because its content is short, fun, and engaging. Therefore, companies use these results to create short content that suits their goals. Social media marketing is also at the forefront of the issues. COVID-19 has also affected the business world recently; clients desire to order products from diverse varieties online. A study forecasts that the mobile market will generate approximately \$620.97 billion in revenue by 2024. The analysis predicts that brands should follow evolving market inclinations to escalation the effectiveness of their outreach efforts.

10.10 CONCLUSION

Marketing is the difference here. Therefore, businesses need to adapt to these differences in order to be competitive enough to accomplish their aims. The techniques used in this model comprise the practise of agreements between actors and advertisers. These approaches provide welfares such as promoting commercial trademarks, products and services, offering personalized products to customers, increasing customer satisfaction and improving various aspects of the business. Despite these benefits, there are also problems such as providing false information and deleting personal communications. Advertising marketing shows that this form of business will grow rapidly in the future, so companies need to be prepared for these trends.

India is not a monitoring government; everyone has the fundamental right to solitude and express themselves freely, and these rights shouldn't be restricted. There needs to be a balance as the constitution itself imposes certain restrictions on the right to speech and expression. Big tech companies that own social media sites have the ability to monitor messages and thus affect freedom. They and everyone should be held accountable for their actions which have an enormous influence on civilisation. Social media has occupied a significant place in the world of communication and business. In order to increase audience participation, it becomes essential to handle Facebook fan pages and lists with excellence content and a solid grasp of social media user behaviour. This is due to the current generation of consumers is highly knowledgeable

about products, uses the Internet to conduct business in foreign markets, and has the ability to influence people's reactions globally. In order to achieve good results and develop the right support according to the needs of the fans, they need to know what the drivers want. Comments from various Facebook fan page varieties could be different in their features and how they affect different individuals. The advantages of marketing are clearly personal: creating high-quality products and minimizing contact between the company and its customers. It works as a marketing tool that allows companies to interact with an increasing number of clients. It is also cost-effective, meaning it does not require a lot of money for marketing campaigns.

Over the past few years, the intensive use of social media has highlighted the importance of developing SMMS that foster customer relationships, increase customer involvement, and progress trade performance. Yet, nearby are no general concepts, theories, and methods to direct the development and analysis of SMMS. Although social media was just recently implemented as a company tactics, professionals and experts still don't know how to turn social media newsletter articles into marketing tools. This deficiency also stems from the fact that SMMS use requires a specific organization that can be used to develop relationships, supported by a culture that encourages continuous reflection on employees' knowledge and skills, investigative visions, and best practices in administrative structure and commercial procedures. Specifically, we integrate and expand the existing SMMS literature to provide a comprehensive overview, perspective, classification, and application of SMMS. Specifically, we make it clear that customer value does not only come from social media use, but also from the connections and interactions that will be created among enterprises and patrons and among patrons. The relationships created and these interactions can be used to create exchanges and exchange resources between interlocutors. Our concept of the SMMS development process likewise recommends that companies must first know the motivations of customers to participate in activities that affect the strength of social relationships and encourage them to volunteer, social content approach, social observing strategies and social CRM tactic represent a progressive level of policy for growth, and their acceptance prepares not track a reliable pattern. As our evidence shows, this will be determined by the company's goals, resources and resources. Furthermore, the capacity of an organization to recognize and utilize the resources consumers possess—such as the effect of the marketing initiative on valuable individuals—will be crucial to the survival of many SMMS. This will also rely on how willing the business is to invest in tools to encourage communication, develop appropriate answers, and strengthen links with

clients. In the end, these will boost company performance and confer an edge over competitors.

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