

The Significance of Strategic Marketing with Social Media

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Abstract: *In the last few decades, technological innovation has increased at a rate that is unusual. Creating a variety of open channels for online display Social media's widespread use has given consumers new tools for searching, evaluating, selecting, and purchasing marketing offerings in addition to empowering and engaging them in their brand relationships. As a result, these advancements have an impact on marketing strategies from a tactical to a strategic level. Due to its capacity to produce co-created value, engage consumers in interactive brand-supplier connections, track brand-related conversations and sentiments, assist consumers in decision-making, foster customer-to-customer interactions, and turn consumers into brand advocates, social media has evolved into a crucial component of modern marketing strategies. Examining social media marketing's strategic potential for businesses is the aim of this research. This study describes the function of social media marketing in advertising, CRM, and electronic word-of-mouth by offering a thorough conceptualization and definition of the field.*

Keywords: Advertising, customer relationship management, e-word-of- mouth, online consumer behavior, digital marketing.