

# A Study on Social Media Marketing Strategies Used by Startups

**Mallepalli Sharvani, Lavanya. S, Manjunatha. M, Prof. Shakila. A**

School of Economics and Commerce University:

CMR University, Bangalore India

**Abstract:** *Startups utilize social media marketing to build brand awareness, engage with audiences, and drive traffic, often focusing on specific platforms and content strategies to reach their target market. Key strategies include defining the target audience, creating a content plan, consistently posting engaging content, and actively participating in social media conversations.*

**Keywords:** Startups

