

The Role of Social Media in Modern Marketing

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Abstract: *This study explores how businesses leverage social media platforms to build brand presence, engage customers, and drive sales. Using a mixed-methods approach—including 390 quantitative responses and expert interviews—the research identifies platform preferences, adoption trends, and key challenges. Findings reveal strong correlations between consistent social media engagement and business growth. Despite its benefits, effective social media marketing is often hindered by lack of strategy, limited resources, and difficulty measuring ROI. Recommendations include structured planning, employee training, and data-driven decision-making to unlock the full potential of social media in modern marketing..*

Keywords: Social Media Marketing, Digital Marketing, Brand Awareness, Customer Engagement, ROI, Strategy

