

Evaluating the Return on Investment (ROI) of Social Media Marketing Strategies: A Targeted Study of Indian Startups

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Abstract: *Social media marketing (SMM) has rapidly become a crucial part of startup growth strategies. This research evaluates the return on investment (ROI) of social media marketing strategies employed by Indian startups. The study utilizes quantitative data from 200 startups across metro cities, combining metrics such as customer acquisition cost (CAC), engagement rates, conversion metrics, and revenue generation. Using SPSS v20, we find that startups that implement a data-driven SMM approach yield a higher ROI than those without structured campaigns. The findings are instrumental for marketing strategists aiming to optimize SMM budgets and achieve better business outcomes*

Keywords: ROI, social media marketing, startups, digital advertising, engagement, customer acquisition

