

Digital Marketing Dynamics: The Role of Social Media in Shaping Women Entrepreneurship

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Abstract: *The rapid growth of digital technologies has reshaped entrepreneurship, with social media emerging as a vital component of digital marketing strategies for women entrepreneurs. This study examines how social media influences business visibility, customer engagement, brand development, and revenue generation in women-led enterprises. Based on secondary data from industry and government reports, the paper highlights the increasing reliance on platforms such as Facebook, Instagram, LinkedIn, and YouTube for marketing and networking. The findings indicate that social media reduces marketing costs, expands market reach, and enhances flexibility and economic empowerment. However, challenges including digital literacy gaps, cybersecurity risks, and platform dependency remain concerns. The study concludes that strategic use of social media within digital marketing frameworks significantly contributes to the growth and sustainability of women entrepreneurship.*

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