

Social Media Marketing and its Impact on Brand Awareness

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Abstract: *In the modern digital era, social media has transformed the way organizations communicate with consumers. Social media marketing has emerged as a powerful promotional strategy that enables businesses to engage with customers, promote products, and build brand identity. This study examines the impact of social media marketing on brand awareness. The research focuses on how social media platforms influence consumers' perceptions, recognition, and recall of brands. The study is based on secondary data collected from journals, books, and online resources related to digital marketing and brand management. The findings reveal that social media marketing significantly enhances brand awareness through interactive communication, targeted advertising, and user-generated content. The study highlights the importance of social media strategies in strengthening brand presence and improving customer engagement. The research concludes that organizations should effectively utilize social media platforms to improve brand visibility and maintain competitive advantage in the digital marketplace*

Keywords: Social Media Marketing, Brand Awareness, Digital Marketing, Consumer Engagement, Online Advertising

