

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

I. INTRODUCTION

Social media platforms such as Facebook, Instagram, Twitter, and TikTok have transformed how businesses connect with audiences. Unlike traditional media, these platforms provide real-time interaction and user-driven content sharing. This paper investigates how social media marketing supports business growth, examining platform-specific impacts, consumer behavior, and the broader digital transformation in marketing.

II. LITERATURE REVIEW

The evolution of social media as a marketing tool (Kaplan & Haenlein, 2010) has enabled a shift from outbound to inbound marketing. User-generated content (UGC), influencer credibility, and platform-personalized strategies (Ashley & Tuten, 2015) contribute significantly to brand engagement. Analytics tools are essential for campaign evaluation (Chaffey & Ellis-Chadwick, 2019), while ongoing challenges include negative feedback, content saturation, and algorithm shifts.

III. RESEARCH OBJECTIVES

1. To assess the impact of social media marketing on consumer purchase behavior.
2. To evaluate platform effectiveness for marketing interactions.
3. To identify barriers to effective social media strategy implementation.

IV. METHODOLOGY

Design: Mixed-methods

Quantitative: 390 valid survey responses from active social media users (aged 18–45)

Qualitative: 10 interviews with marketing professionals

Analysis: SPSS (correlation, regression, ANOVA), thematic analysis for qualitative responses

V. RESULTS

Descriptive:

62% of businesses post daily on social media.

Facebook (80%) and Instagram (75%) are most used.



Social media averages 20% of total marketing budget.

VI. INFERENTIAL

Positive correlation between social media activity and customer engagement ($r = 0.72$, $p < 0.01$).

Regression shows 43% of sales variation explained by posting frequency, ad spend, and followers ($F = 8.52$, $p < 0.01$).

Instagram excels in retail, LinkedIn in B2B (ANOVA, $p < 0.05$).

Qualitative:

Key themes: demand for content consistency, platform adaptation, and improved analytical tools.

Top challenges: lack of strategic planning (65%), limited skills (60%), low budget (55%).

VII. DISCUSSION

Social media marketing is pivotal for brand visibility and direct consumer engagement. While its cost-effectiveness benefits SMEs, its success relies on strategic alignment and trained human resources. The industry trend is shifting toward content-driven and influencer-based campaigns, supported by tools for planning and analytics.

VIII. LIMITATIONS

Geographic scope is limited to [insert region].

Self-reported data may introduce bias.

Cross-sectional design restricts causal inference.

Platform-specific differences are generalized in some analyses.

VIII. CONCLUSION

Despite 85% of firms acknowledging the value of social media marketing, only 55% actively apply it. The study highlights a need for better planning, budget allocation, and workforce development. With proper strategies and tools, social media can significantly contribute to business growth and consumer loyalty.

Recommendations

1. Develop clear, goal-oriented social media strategies.
2. Invest in training to enhance digital skills.
3. Allocate budgets for ads, content tools, and automation.
4. Use analytics to evaluate performance and improve targeting.

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