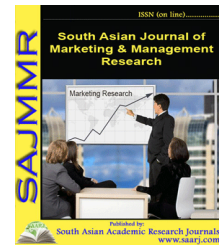




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WHATSAPP MARKETING BY WOMEN ENTREPRENEURS IN INDIA

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ABSTRACT

Social Media or Social Commerce has become one of the most popular, economical and effective mode of business across the world. All types of social media tools are widely used by all types and levels of businesses. WhatsApp, as a marketing tool for business, owing to its amazing free of charge features and ease of use, has been adopted by companies and entrepreneurs, operating at all the scales. Women entrepreneurs in India, known for their creativity, hard work and sustained efforts, in both urban as well as rural areas, are making effective use of WhatsApp for marketing of their products and services. In order to improve upon the effectiveness of their marketing efforts, the present study proposes a nine step Strategic Framework for WhatsApp marketing by women entrepreneurs. Adoption and systematic application of the proposed strategic framework is expected to enhance WhatsApp marketing effectiveness.

KEYWORDS: *Social Media; Social Commerce; Whatsapp Marketing; Women Entrepreneurs, Marketing Effectiveness*

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