

AN OVERVIEW ON SOCIAL MEDIA IN MARKETING

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ABSTRACT

People all around the globe are heavily invested in web 2.0 technologies and social media platforms. Businesses, on the other hand, are beginning to see such technology as useful ways to engage more with their consumers. Academics and scholars have also focused on related problems of social media marketing in order to extend their existing knowledge of such occurrences in the marketing field. As a result, the primary goal of this research is to analyze and assess existing studies in the field of social media and marketing in a methodical manner. The researchers were able to give an overview of the major topics and trends covered by the relevant literature by examining roughly 144 publications, including the impact of social media on advertising, electronic word of mouth, customer relationship management, and company branding and performance. In addition, the most frequent research methods used to investigate the associated problems of social media marketing have been examined in this study. There is also further debate, as well as an explanation of the present review's shortcomings and suggested research paths for future studies.

KEYWORDS: Advertising, Adoption, Customers, Marketing, Social Media.

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