

# AN EMPIRICAL STUDY ON SOCIAL MEDIA MARKETING STRATEGIES TO ATTRACT AND ENGAGE MORE CUSTOMERS.

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- **Abstract:** It is well-known that the world is transitioning from traditional to new media. The growing popularity of social media suggests that it could be a useful new channel for marketing. With this new mode of communication, a new perspective on marketing emerges. Traditional media is usually supplied in the form of campaigns with a defined start and end date. There is no end date for social media. It's a two-way dialogue between the marketer and the customer. This study aimed to provide a critical evaluation of the most effective ways to use social media platforms as a marketing strategy to attract and engage customers. The research included both qualitative and quantitative methods. The quantitative approach emphasized the use of a survey method to obtain numerical results. An online survey of the marketing managers of selected digital marketing companies was conducted to learn how they effectively they use social media for marketing their products and services. The interview, on the other hand, was the study's qualitative approach. This concentrated on the respondents' personal accounts, observations, descriptions, and individual insights. By demonstrating how their target market behaves on social media, the findings of this study will transform how businesses connect with the general public. In order to get optimum marketing outcomes, the study revealed vital knowledge on how to engage with their target market, when to engage with them, and what tone to employ with them.
- **Keywords:** Marketing, online survey, qualitative and quantitative methods