

# **SOCIAL MEDIA: A SUCCESSFUL TOOL OF BRAND AWARENESS**

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## **ABSTRACT**

Whenever a person starts a business whether offline or online, the first thing which comes into his mind is the success of that business. The success and recognition of the business brand are the most crucial points which must be kept in mind while making a business plan. Today no one can deny the role of social media marketing to set and market throughout the globe. Social media is getting popular these days to promote various brands. The World is full of new media and digital communication technologies. There are many ways to promote the brand with the help of social media. The impact of promotion through social media is immense and gives a combination of speed and relevance. Brand awareness is one of the important factors which boost up the sales ratio of the product of the company. The present paper is an attempt to find out the purpose and benefits of using social media in brand awareness. The paper also highlights some important social media networks and gives a glimpse of the hindrances of the same.

**KEYWORDS:** Social Media, Brand, Awareness, Communication, Network