

AN EMPIRICAL INVESTIGATION OF SOCIAL MEDIA MARKETING STRATEGIES OF RETAIL ORGANIZATIONS IN INDIA

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ABSTRACT

One of the biggest challenges businesses, especially retailers, face these days is effectively reaching more and more customers. Thus, the tool “social media” has created a path to multiple virtual and synchronized devices to beautify communication between businesses and consumers. In fact, social media is now improving the way information and interactions are shared between businesses and their customers. The rapid adoption of social media is forcing companies to use this new network device to improve their advertising and marketing plans. These social media tools not only help businesses talk to their current customers and clients, but they also help them talk to and engage prospective customers and clients. Social media advertising allows for innovative branding, special or targeted comments on current items, and promotion of these products. All of this leads to growth and the development of new items and services. This chapter focuses on the social media marketing strategies of Indian retail organizations. Additionally, we found that Indian retailers’ social media marketing strategies had a significant impact.

KEYWORDS: *Marketing Strategies, Social Media, India, Retail Organizations, Customers*

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