

Social media marketing: an Overview

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ABSTRACT

*There are dozens of marketing strategies for social media marketing. The hardest thing is to find the right methods for your business. Engaging with your customers and leads on **social media** helps you build powerful customer relationships. This can set you apart from your competition by showing your audience how your brand is different and reinforcing to your customers.*

Find me on face book. Fallow me on twitter, Checkout my blog. One decade ago these phrases meant nothing. Yet now they are part of everyday communication. More and more people are connecting through social media –to stay in touch with friends to date or to interact with brands and business which is major platform for Digital marketers.

In order to survive and thrive, you will need to be active on the main platforms, competing in an online popularity contest with other companies. These situations has created a new form of digital media marketing-**SMM** (social media marketing)

SMM(social media marketing): A form of internet marketing utilizing social networking sites as marketing tools ,thereby gaining traffic, brand exposure and interaction with customers through social media.

*Process of **SMM** (social media marketing):*

There are four stages of **SMM** (social media marketing)

- 1. Goals**
- 2. Channels**
- 3. Analyze**
- 4. Implement**