

Study of Social Media Marketing

Sanjeev Kulkarni¹ and Madhuja Chatterjee²

¹Associate Professor and ²PGDM Student,
Pune Institute of Business Management, Pune, India.

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ABSTRACT

The research paper on Social Media Marketing in India aims to analyse the effective communication strategy through social networking sites. Further study also aims to know the effectiveness of brand communication through social networking sites from its users and communicators. Moreover, it also finds the impact of interaction through these communications among Indian users. The finding of the study states that the audiences respond more to interactive marketing than the traditional ads running in internet advertising. The majority of respondents were communicated through social networking sites.

KEYWORDS: Social media marketing, Blogging, Email, Facebook, Twitter, Communication.

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ABOUT THE AUTHOR (S)

Dr. Sanjeev Kulkarni is an Associate Professor, Pune Institute of Business Management, Pune, Maharashtra, India. He can be reached at sanjeev.k@pibm.in.

Madhuja Chatterjee is a PGDM student, Pune Institute of Business Management, Pune, Maharashtra, India.