

Original Article

A Research Article on Social Media Marketing In the Current Era

¹DR. RAJESH KUMAR PANDEY, ²AISHWARYA PHATE

¹Associate Professor & ARC, SSR, IMR, Silvassa, Permanently Affiliated to SPPU, Pune.

²Student BBA Sem-IV, SSR, IMR, Silvassa, Permanently Affiliated to SPPU, Pune.

ABSTRACT: *The present marketing era is quite technical. Social media is being explored to reach consumers. Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information, and create web content. Marketing through social media reaches the present generation most effectively. Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole. Social media marketing is the use of social media, the platforms on which users build social networks and share information to build a company's brand, increase sales, and drive website traffic. In the current era, social media marketing is a good support to the organization towards its survival and upward movement in business. The research article on social media marketing in the current era is descriptive research. The study is based on secondary data collected from various existing sources. A case study approach has been used as the research method, and the study focuses on analyzing company strategies through social media. The researchers aim to understand the essence & significance of social media marketing for organizations. They also aim to study the avenues of social media marketing and their prospects. The study encapsulates the theoretical and literature approach with respect to the domain understanding of social media marketing. The inferences drawn are limited to the researchers' understanding and are indicative in nature. Overall, social media marketing has become the future of communication and business growth, and its importance will continue to increase in the coming years.*

KEYWORDS: *Marketing, Social Marketing, Social Media Marketing, Marketing Management.*

1. INTRODUCTION

Social Media Marketing (SMM) is the use of social media platforms to build social networks, share information, and strengthen a company's brand, increase sales, and drive website traffic. In addition to providing companies with a way to engage with existing customers and reach new ones, SMM has purpose-built data analytics that allow marketers to track the success of their efforts and identify even more ways to engage. Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information, and create web content. SMM has its own prospects and respective challenges. Technology is key to SMM success, and hence, technological know-how is essential. The SMM will shift from merely posting content to creating immersive, AI-driven, and highly personal experiences. The landscape will prioritize authentic, community-driven interactions over polished advertisements, with social platforms functioning as primary search engines and sales channels. Social media marketing is a proactive approach that involves strategic dissemination, such as creating engaging summaries, using relevant hashtags, and tagging collaborators to amplify the message. It moves beyond traditional media to engage readers directly, enabling interactive academic networking that can foster collaborations and increase download rates, which often correlate with future citation advantages. Therefore, developing a robust social media strategy is essential for modern researchers aiming to maximize their research reach, ensure high-quality public engagement, and solidify their presence in the digital scientific community.

TABLE 1 Leading Definitions Related to the Theme of the Study

Terms	Definitions
Marketing	Marketing is the set of activities and processes organizations use to create, communicate, deliver, and exchange offerings that have value to customers, clients, partners, and society at large. It focuses on satisfying needs profitably.
Social Media	Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information, and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.
Social Marketing	Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole.

Marketing Management	Marketing management is the process of planning, organizing, and executing marketing activities to attract and keep customers while achieving a company's goals. It involves understanding what people want, creating products or services that meet those needs, promoting them effectively, and ensuring customer satisfaction to drive business growth.
Social Media Marketing	Social media marketing is the use of social media—the platforms on which users build social networks and share information—to build a company's brand, increase sales, and drive website traffic. In addition to providing companies with a way to engage with existing customers and reach new ones, SMM has purpose-built data analytics that allow marketers to track the success of their efforts and identify even more ways to engage.

1.1. OBJECTIVES OF THE STUDY

The Researchers have considered the following objectives for the study:

- To understand the essence & significance of social media marketing for organizations.
- To study the social media marketing avenues and their prospects.
- To demonstrate examples of selected companies in their usage of social media marketing.

2. RESEARCH METHODOLOGY

The research article on social media marketing in the current era is descriptive research. The study is based on secondary data collected from various existing sources. A case study approach has been used as the research method, and the study focuses on analyzing company strategies through social media. The researchers aim to understand the essence & significance of social media marketing for organizations. They also aim to study the avenues of social media marketing and their prospects. The study encapsulates the theoretical and literature approach with respect to the domain understanding of social media marketing. The inferences drawn are limited to the researcher's understanding and are indicative in nature.

2.1. RESEARCH PROCESS

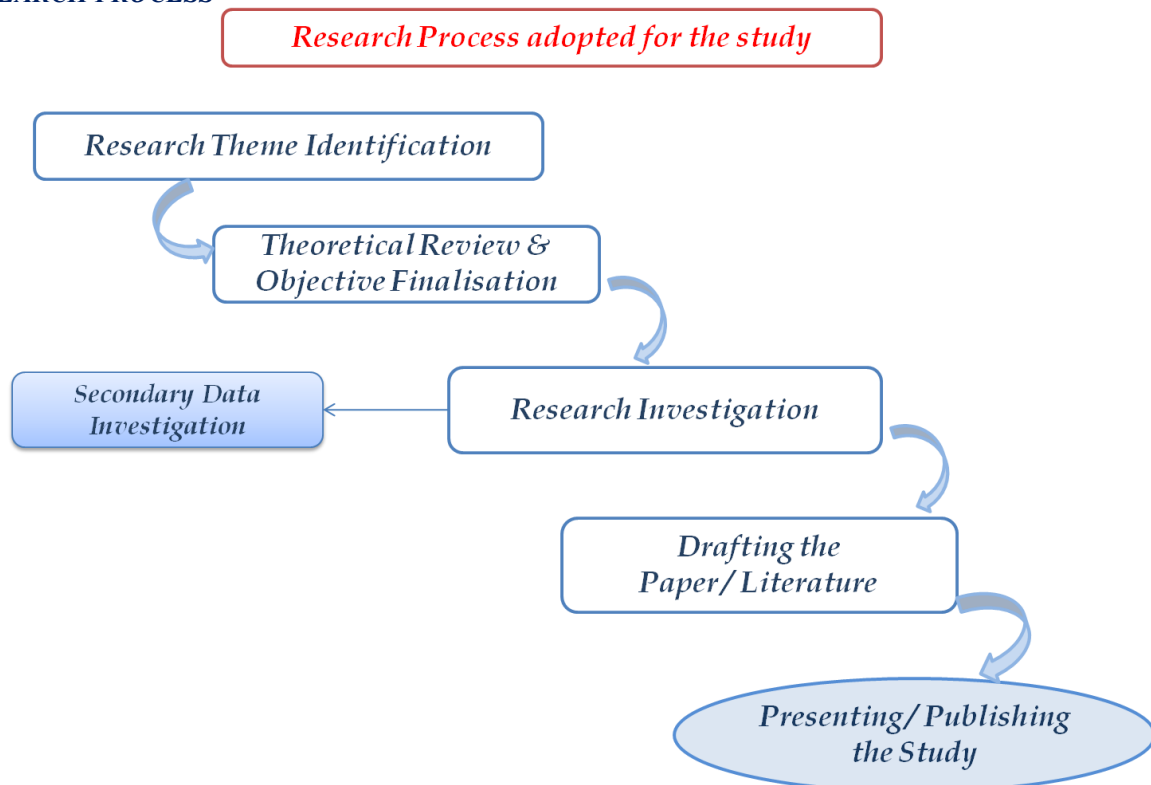


FIGURE 1 Research Process Adopted for the Study

Source: Authors' study

3. MARKETING

Marketing is the activity undertaken by organizations to create, communicate, deliver, and exchange offerings that have value for customers, clients, partners, and society at large. Marketing efforts are inclined towards satisfying the needs of the end consumer. Marketing is an important business activity that helps companies understand customer needs and deliver products or services that satisfy them. In simple words, marketing is the process of creating, promoting, selling, and delivering products or services to customers. It is not limited to advertising or selling only; it also includes building good relationships with customers

and creating value for them. Marketing helps businesses identify what customers want, develop suitable products, and communicate effectively with the target audience. According to marketing experts, marketing focuses on customer satisfaction and long-term business success.

Marketing includes several activities, such as

- Market research
- Product planning
- Branding
- Pricing
- Promotion
- Distribution
- Customer service
- New product development
- Understanding consumer behavior and many more...

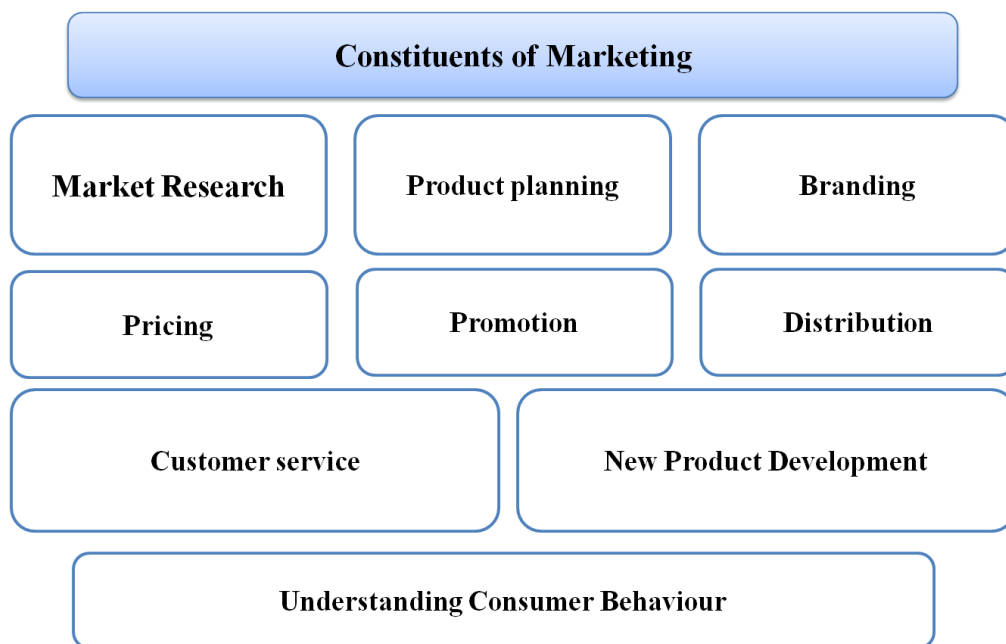


FIGURE 2 Constituents of Marketing

Source: Authors' study

Market research helps businesses collect information about customer preferences and market trends. Product planning focuses on designing products to meet consumer demand, while branding helps create a unique market identity. Pricing determines the product's value, and promotion includes advertising, social media marketing, and sales promotion to attract customers. Distribution ensures that products are available to customers at the right place and at the right time. Customer service is also an important part of marketing because satisfied customers are more likely to become loyal customers. One of the most common concepts in marketing is the marketing mix, also called the 4Ps of marketing: Product, Price, Place, and Promotion. These elements help businesses create effective marketing strategies and compete successfully in the market. With the growth of technology, digital marketing has become very popular. Companies now use websites, social media, email, and online advertisements to reach customers quickly and effectively. Digital marketing helps businesses interact directly with consumers and improve customer engagement.

4. SOCIAL MEDIA

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information, and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Social media refers to digital platforms and applications that allow people to create, share, and exchange information, ideas, messages, photos, and videos online. It helps individuals and businesses communicate and connect with people around the world in real time. Social media platforms such as Facebook, Instagram, X, and YouTube are widely used for communication, entertainment, education, marketing, and sharing opinions. Social media has become an important part of daily life because it allows users to interact easily and quickly with others across different locations.

Social media is also an important tool for businesses and organizations. Companies use social media platforms to promote their products and services, interact with customers, increase brand awareness, and understand consumer preferences. Through features such as posts, stories, reels, comments, and live videos, businesses can directly communicate with their target audience and receive immediate feedback. Social media marketing has become popular because it is cost-effective and reaches a large audience quickly. Social media offers many benefits, such as easy communication, faster information sharing, online learning, entertainment, and business growth. It also helps people stay connected with friends, family, and communities. However, excessive use of social media may create problems such as privacy issues, cyberbullying, misinformation, and addiction. Therefore, social media should be used carefully and responsibly. In conclusion, social media is a powerful digital communication tool that has changed the way people interact, share information, and conduct business in modern society.

4.1. EXHIBIT 1: NIKE AND ITS USE IN SOCIAL MEDIA MARKETING

Nike is one of the world's most recognized sportswear brands, and a major part of its global success lies in its powerful use of social media marketing. With a clear brand identity and innovative digital strategies, Nike has successfully engaged millions of consumers worldwide.

4.1.1. PLATFORM PRESENCE

Nike has a strong presence across platforms such as Instagram, Twitter (X), Facebook, YouTube, and TikTok. Each platform is used strategically:

- Instagram: Focuses on storytelling through high-quality visuals, athlete collaborations, and inspirational content.
- YouTube: Used for impactful video campaigns and motivational short films.
- Twitter/X: Shares brand news, engages in real-time marketing, and promotes social causes.

4.1.2. EMOTIONAL BRANDING AND STORYTELLING

Rather than just promoting products, Nike tells emotional and powerful stories. Campaigns like "Just Do It", "You Can't Stop Us", and "Dream Crazier" highlight themes like perseverance, equality, and personal triumph. These stories build a deeper connection with the audience.

4.1.3. INFLUENCER AND ATHLETE COLLABORATIONS

Nike partners with top athletes and influencers such as LeBron James, Serena Williams, and Cristiano Ronaldo to promote its brand. These collaborations are often showcased on social media to drive engagement and boost credibility.

4.1.4. USER-GENERATED CONTENT (UGC)

Nike encourages fans to share their own fitness journeys and experiences using Nike products. This strategy not only builds community but also provides authentic content that resonates more with users.

4.1.5. HASHTAG CAMPAIGNS

Nike uses branded hashtags like #JustDoIt and #NikeWomen, as well as campaign-specific tags, to encourage participation and conversation. Nike enhances brand visibility and fosters viral engagement.

4.1.6. REAL-TIME ENGAGEMENT

Nike often responds to trends and current events quickly on social media, maintaining relevance and encouraging interaction. They also use features like polls, Q&As, and live videos to boost two-way communication.

Nike's success on social media is not just about selling shoes or sportswear—it's about creating a community, telling stories, and building a lifestyle brand. Through emotional storytelling, influencer partnerships, and active engagement, Nike sets a benchmark for effective social media marketing.

4.2. EXHIBIT 2: COCA-COLA AND ITS USE OF SOCIAL MEDIA MARKETING

Coca-Cola is one of the most iconic global beverage brands, and its social media marketing plays a crucial role in maintaining that reputation. Through creative campaigns, emotional connections, and active audience engagement, Coca-Cola has built a strong digital presence across multiple platforms.

4.2.1. PLATFORM STRATEGY

Coca-Cola is active on platforms like Instagram, Facebook, Twitter/X, YouTube, and TikTok. Each platform serves a unique purpose:

- Instagram & Facebook: Used for visually appealing campaigns, brand stories, and seasonal promotions.
- YouTube: Hosts advertisements, short films, and behind-the-scenes content.
- Twitter/X: Shares quick updates, interacts with fans, and participates in trending conversations.

4.2.2. EMOTIONAL AND FEEL-GOOD CAMPAIGNS

Coca-Cola's marketing is centered on themes like happiness, friendship, togetherness, and sharing. Campaigns such as "Share a Coke", "Taste the Feeling", and "Open Happiness" have resonated globally and are often heavily promoted on social media, with great success.

4.2.3. USER-GENERATED CONTENT (UGC)

The "Share a Coke" campaign is a great example of how Coca-Cola used personalized bottles (with names) to encourage users to post photos and stories online. This drove massive engagement and made the campaign go viral in many countries.

4.2.4. INFLUENCER AND CELEBRITY COLLABORATIONS

Coca-Cola partners with celebrities, sports figures, and social media influencers to widen its reach. For example, they've collaborated with football players during FIFA World Cup events and music artists during summer campaigns.

4.2.5. BRANDED HASHTAGS AND CHALLENGES

Coca-Cola launches branded hashtags like #ShareACoke, #TasteTheFeeling, and #CocaColaEnergy to boost visibility and encourage people to post their own content. On TikTok, it has also created branded challenges for fun and engagement.

4.2.6. LOCALIZED CAMPAIGNS WITH A GLOBAL TOUCH

Coca-Cola tailors its social media campaigns to different cultures while maintaining its core brand message. Whether it's Diwali in India or Christmas in the US, Coca-Cola brings a local flavor to global campaigns.

4.2.7. ENGAGEMENT AND INTERACTIVITY

Coca-Cola regularly posts polls, questions, fun facts, and interactive content. The brand responds to users, shapes trends, and keeps the conversation lively, building a strong online community. Coca-Cola uses social media not just to advertise its products but to connect emotionally with people. Through creative content, strong visuals, and global campaigns that feel personal, Coca-Cola continues to refresh the world, one post at a time.

5. SOCIAL MARKETING

Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole. Social marketing is a marketing approach that uses marketing principles and techniques to influence people's behavior for the benefit of individuals and society. Unlike commercial marketing, which focuses on selling products and earning profit, social marketing aims to create awareness and encourage positive social change. It is commonly used in areas such as health, education, environmental protection, road safety, and public welfare. Social marketing campaigns encourage people to adopt healthy and responsible behaviors, such as quitting smoking, using seat belts, saving water, or maintaining cleanliness. Social marketing involves understanding the needs, attitudes, and behaviors of the target audience and designing strategies to positively influence their decisions. It uses tools such as advertising, social media campaigns, public awareness programs, posters, and community activities to effectively spread messages. The main objective of social marketing is to improve society's well-being by changing harmful behaviors and promoting beneficial habits. Governments, non-profit organizations, healthcare institutions, and social organizations widely use social marketing campaigns to educate people and solve social problems. With the growth of digital technology, social marketing has become more effective through online platforms and social media. Organizations can now reach large audiences quickly and interact directly with people through platforms like Facebook, Instagram, and YouTube. Social marketing helps raise awareness, encourage participation, and drive positive social change. In conclusion, social marketing is an important tool that combines communication and marketing strategies to improve public behavior and contribute to social development.

6. MARKETING MANAGEMENT

Marketing management is the process of planning, organizing, directing, and controlling marketing activities to achieve business goals and satisfy customer needs. It involves analyzing market opportunities, understanding consumer behavior, developing marketing strategies, and implementing plans to promote products or services effectively. Marketing management helps businesses identify target customers, create value for them, and maintain strong relationships with consumers. The main aim of marketing management is to increase sales, customer satisfaction, and overall business growth. Marketing management includes several important functions such as market research, product development, pricing, promotion, distribution, and customer relationship management. Market research helps companies understand customer preferences and market trends. Product development focuses on creating products that meet customer needs, while pricing strategies help businesses decide the correct price for products and services. Promotion includes advertising, sales promotion, digital marketing, and public relations to attract customers. Distribution ensures that products are delivered to customers at the right place and at the right time. Effective marketing management helps organizations compete successfully in changing market conditions.

In today's digital world, marketing management has become more advanced with the use of online platforms and technology. Companies use digital marketing tools, social media platforms like Instagram and Facebook, websites, and data analysis to

reach customers more effectively. Marketing managers also focus on customer satisfaction, brand image, and long-term relationships to ensure business success. In conclusion, marketing management is an essential business function that helps organizations understand customer needs, create effective marketing strategies, and achieve organizational objectives in a competitive market.

6.1. EXHIBIT 3: NETFLIX AND ITS USE OF SOCIAL MEDIA MARKETING

Netflix, the world's leading streaming service, is known not only for its vast library of shows and movies but also for its creative and engaging social media marketing. The brand has mastered connecting with its audience through humor, trends, and culturally relevant content.

6.1.1. PLATFORM PRESENCE

Netflix is highly active on platforms like Instagram, Twitter (X), YouTube, TikTok, and Facebook. Each platform is used differently:

- Instagram: Focuses on show teasers, memes, and fan art.
- Twitter/X: Shares witty posts, engages in trending topics, and interacts with fans.
- YouTube: Releases trailers, interviews, and special behind-the-scenes videos.

6.1.2. LOCALIZED AND THEMED PAGES

Netflix has multiple regional and themed accounts, such as Netflix India, Netflix Geeked, or Netflix Is A Joke. Netflix allows the brand to cater to specific audience interests, such as anime, comedy, K-dramas, and regional shows, making content more personal and relevant.

6.1.3. MEMES AND POP CULTURE REFERENCES

Netflix is famous for its meme marketing. It posts funny, relatable content tied to its shows, connecting with fans in a casual, humorous way. For example, shows like *Stranger Things* or *Wednesday* become meme trends soon after release.

6.1.4. FAN INTERACTION

Netflix actively replies to comments, retweets fan posts, and runs interactive polls or Q&A sessions. Netflix builds a sense of community and keeps fans engaged.

6.1.5. HASHTAGS AND CAMPAIGNS

Netflix uses hashtags like #NetflixAndChill, #NowStreaming, and show-specific tags like #Bridgerton or #MoneyHeist to promote content. These hashtags help show trends and become part of online conversations.

6.1.6. TRAILER LAUNCHES AND PREMIERES

Netflix leverages social media to build hype around upcoming releases. Teasers, countdowns, live chats, and premiere announcements keep audiences excited and ready to watch.

6.1.7. INFLUENCER AND CELEBRITY COLLABORATIONS

Netflix often partners with content creators, YouTubers, and celebrities to promote new shows. These collaborations reach millions of followers and bring authenticity to promotions.

6.1.8. TREND PARTICIPATION

Netflix frequently jumps on social media trends, such as challenges, viral audio clips, or popular memes, ensuring it stays relevant and visible in the ever-changing digital space.

Netflix's social media marketing is a perfect mix of entertainment, engagement, and relatability. By using humor, community interaction, and platform-specific content, Netflix keeps its audience informed and entertained—just like its streaming platform.

6.2. EXHIBIT 4: THE USE OF SOCIAL MEDIA MARKETING IN NYKAA COMPANY

Nykaa, a leading beauty and fashion e-commerce platform in India, has effectively used social media marketing to build its brand, connect with customers, and drive sales. Through innovative digital strategies, influencer partnerships, and audience-centric content, Nykaa has become a trendsetter in the beauty industry.

6.2.1. STRONG PRESENCE ACROSS PLATFORMS

Nykaa is active on major social media platforms like Instagram, Facebook, Twitter (X), YouTube, and TikTok (before it was banned in India). Each platform is used with a unique strategy:

- Instagram & Facebook: Product promotions, beauty tips, influencer content, tutorials, and reels.
- YouTube (Nykaa TV): Makeup tutorials, skincare routines, product reviews, and celebrity chats.

- Twitter/X: Brand updates, customer interactions, and promotional campaigns.

6.2.2. INFLUENCER MARKETING

- Nykaa partners with influencers and celebrities to reach a wide audience.
- Collaborates with top beauty bloggers, makeup artists, and skincare influencers.
- Celebrities like Katrina Kaif (for Kay Beauty) and Janhvi Kapoor have been brand ambassadors.
- These collaborations help build trust and increase product awareness.

6.2.3. USER-GENERATED CONTENT (UGC)

- Nykaa encourages customers to share their makeup looks, product reviews, and skincare journeys.
- Hashtags like #NykaaBeauty, #NykaaOnTrend, and #Nykaa Recommends help spread content.
- Reposting UGC builds a community and showcases real customer experiences.

6.2.4. VIRAL CAMPAIGNS & FESTIVE PROMOTIONS

Nykaa runs seasonal and event-based campaigns like:

- Pink Friday Sale, Hot Pink Sale, and Nykaa Birthday Sale.
- Uses countdowns, discount codes, and influencer teasers to create excitement.
- Engages users with reels, memes, and giveaways to increase visibility.

6.2.5. EDUCATIONAL CONTENT

Nykaa provides value to its audience through content:

- Tips on skincare, makeup tutorials, ingredient knowledge, and product comparisons.
- Posts are often informative and visual, designed to guide buying decisions.
- YouTube tutorials and IGTV videos help customers learn before purchasing.

6.2.6. PERSONALIZED ENGAGEMENT

- Engages directly with followers through comments, polls, quizzes, and Q&A sessions.
- Provides personalized product recommendations via DMs and posts.
- Customer feedback is often used to improve products or introduce new launches.

Nykaa's success in social media marketing comes from its ability to mix beauty education, influencer trust, entertaining content, and direct engagement. By building a strong online community and using digital platforms creatively, Nykaa has become one of the most loved beauty brands in India.

7. SOCIAL MEDIA MARKETING

Social media marketing is the use of social media platforms on which users build social networks and share information to build a company's brand, increase sales, and drive website traffic. In addition to providing companies with a way to engage with existing customers and reach new ones, SMM has purpose-built data analytics that allow marketers to track the success of their efforts and identify even more ways to engage. Social media marketing is a form of digital marketing that uses social media platforms to promote products, services, brands, and ideas. It involves creating and sharing content on platforms such as Facebook, Instagram, LinkedIn, YouTube, and X to connect with audiences, increase brand awareness, and achieve marketing goals. Businesses use social media marketing to communicate directly with customers, understand their preferences, and build strong customer relationships. It has become an important marketing strategy because millions of people use social media daily for communication, entertainment, and information sharing.

Social media marketing includes posting text, images, videos, stories, and advertisements to engage users and attract potential customers. It also involves content creation, audience targeting, influencer marketing, paid advertising, and performance analysis. Companies use social media analytics tools to measure likes, shares, comments, reach, and engagement to improve their marketing strategies. Social media marketing helps businesses promote products at a lower cost than traditional advertising methods and allows them to reach global audiences quickly and effectively. Social media marketing offers many benefits, including better customer interaction, increased website traffic, improved brand loyalty, and greater sales opportunities. It also helps small businesses and startups grow by giving them affordable ways to market their products and services online. However, successful social media marketing requires regular content updates, creativity, communication skills, and understanding of audience behavior. In conclusion, social media marketing is a powerful digital marketing tool that helps businesses and organizations connect with people, promote their brands, and achieve business growth in the modern digital world.

7.1. EXHIBIT 5: HOW APPLE (IPHONE) USES SOCIAL MEDIA MARKETING

Apple, the company behind the iPhone, is known for its minimalist and premium branding, and this is reflected in its social media marketing strategy as well. Unlike many brands that flood platforms with ads, Apple uses selective, creative, and user-focused content to maintain its elite image.

7.1.1. PLATFORM STRATEGY

Apple has a strong presence on platforms like:

- Instagram – Focuses mainly on visual content (especially photography shot on iPhone).
- Twitter/X – Used more for customer support (@AppleSupport) and event updates.
- YouTube – For high-quality advertisements, product launch videos, tutorials, and short films.
- Facebook – Limited use for branding and product highlights.

Notably, Apple does not post frequently on all accounts—this is part of its controlled branding approach.

7.1.2. "SHOT ON IPHONE" CAMPAIGN

- One of Apple's most iconic social media campaigns is #ShotOniPhone.
- Encourages users to share stunning photos or videos captured with their iPhones.
- Apple reposts selected content on Instagram and in ads.
- Promotes product quality through user-generated content (UGC), not just company-made ads.
- Builds a creative community while showcasing the iPhone's camera capabilities.

7.1.3. INFLUENCER & CREATOR COLLABORATIONS

Apple occasionally works with:

- Content creators, filmmakers, and photographers can create inspiring content using the iPhone.
- Partners for YouTube short films, tutorials, or behind-the-scenes clips using only iPhones.
- Promotes creative professionals instead of traditional "influencers" to maintain its premium tone.

7.1.4. LAUNCH EVENTS & LIVE STREAMS

- Apple uses YouTube, Twitter/X, and its website to live-stream iPhone launch events.
- These events generate massive buzz and trend globally on social platforms.
- After launches, sleek product videos and highlight reels are shared to promote the product.

7.1.5. LIMITED PAID ADS BUT HIGH IMPACT

Apple rarely floods social media with ads, but when it does, they're:

- Visually stunning
- Emotionally powerful
- Focused on design, innovation, privacy, and lifestyle
- Ads often highlight iPhone features such as camera quality, durability, and new technology.

7.1.6. CUSTOMER SERVICE ON SOCIAL MEDIA

@AppleSupport on Twitter/X is very active, providing:

- Quick responses to user queries
- Troubleshooting guides
- Tips and tricks for iPhone usage
- Builds a reputation for helpfulness and reliability.

7.1.7. REGIONAL & CULTURAL ADAPTATION

- Apple tailors content for different regions and languages.
- Posts during local festivals, global holidays, or regional events, but keeps the tone consistent with Apple's brand image.
- Apple's social media marketing for the iPhone is minimalist yet powerful. It focuses on:
 - High-quality user content (#ShotOniPhone)
 - Emotional storytelling and stunning visuals
 - Community engagement through support and creative challenges

By keeping its content polished, limited, and user-focused, Apple maintains the iPhone's image as a premium, aspirational product.

8. SOCIAL MEDIA MARKETING AVENUES AND ITS PROSPECTS

Social media marketing will shift from merely posting content to creating immersive, AI-driven, and highly personal experiences. The landscape will prioritize authentic, community-driven interactions over polished advertisements, with social platforms functioning as primary search engines and sales channels.

8.1. TOP SOCIAL MEDIA MARKETING AVENUES IN THE CURRENT ERA

- Short-Form Videos: TikTok, Instagram Reels, and YouTube Shorts remain the primary drivers of engagement. Content will emphasize "edutainment"—short, fast-paced videos that are both educational and entertaining.
- Social Commerce & In-App Purchasing: Platforms like TikTok Shop, Instagram Shopping, and YouTube are streamlining the buyer journey, allowing users to discover and purchase products entirely within the app. US social commerce is projected to exceed \$100 billion by 2026.
- AI-Powered Content & Strategy: Over 85% of brands are expected to use AI for content creation (captions, images, video scripts), audience targeting, and real-time campaign optimization.
- Micro and Nano-Influencer Partnerships: Brands are moving away from celebrity influencers toward creators with smaller, highly engaged, niche audiences (micro- and nano-influencers) to build trust and increase conversion rates.
- Social Search & SEO: Users (especially Gen Z) are using Instagram and TikTok as search engines. Marketers must optimize captions, alt text, and video content for "social SEO" to be discoverable without relying on Google.
- Community-First Platforms: Niche, closed, and community-driven spaces such as Reddit, Discord, and WhatsApp Channels are gaining popularity for deeper engagement, acting as modern, authentic "micro-communities".

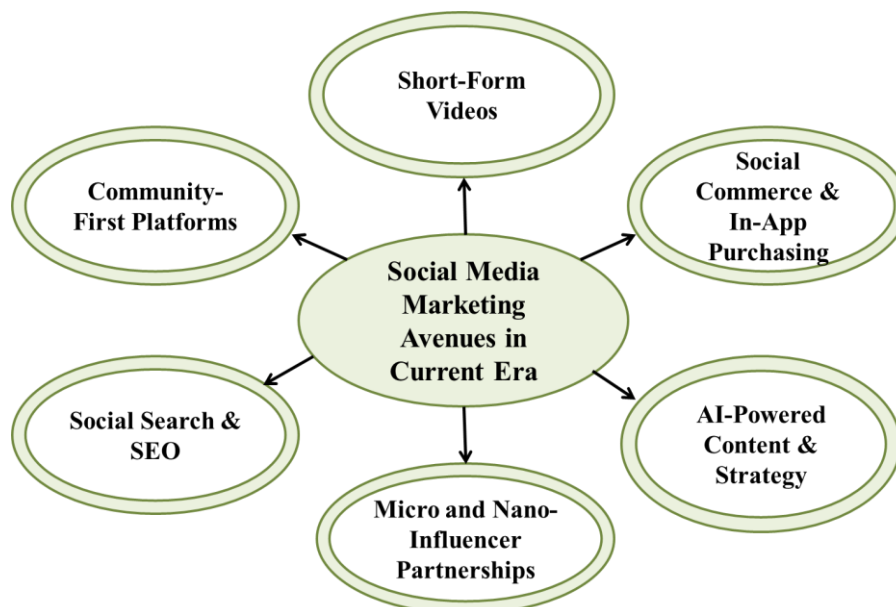


FIGURE 3 Social Media Marketing Avenues in the Current Era

Source: Authors' Study

8.2. PROSPECTS AND TRENDS IN THE CURRENT ERA

- Authenticity Wins (UGC): Consumers are demanding authenticity, driving the success of User-Generated Content (UGC) and "behind-the-scenes" content that feels less polished and more human.
- Data-Driven Personalization: AI-powered tools will enable hyper-personalization, delivering tailored content to individual users based on past behavior and sentiment analysis.
- Social-First Series (Micro-Drama): Brands will adopt a "creator mindset," producing episodic, short-form series to keep audiences engaged over time, shifting from one-off advertisements to long-term storytelling.
- Privacy-First Marketing: With increasing data privacy regulations, marketers will rely on first-party data and contextual targeting rather than intrusive third-party tracking.
- Rapid-Response Advertising (Fastvertising): Brands will use AI-driven trend spotting to create immediate marketing responses to cultural, social, or online trends, significantly reducing the gap between ideation and publication.

8.3. KEY STRATEGIC FOCUS FOR ORGANIZATIONS

Success in the current era & near future requires shifting from chasing superficial metrics (likes/views) to focusing on:

- Meaningful Engagement: Conversions, shares, and comments.
- Long-Term Relationships: Building community rather than chasing trends.
- Measurable Business Impact: Directly mapping social efforts to ROI, such as lead generation and sales.



FIGURE 4 Key Strategic Focus for Organizations

Source: Authors' Study

9. CONCLUSION

Social media marketing has become one of the most powerful and essential tools in the modern business world. With the rapid growth of digital technology and internet usage, businesses are no longer dependent only on traditional marketing methods such as newspapers, television, or radio. Social media platforms like Instagram, Facebook, YouTube, Twitter, and LinkedIn have changed the way companies communicate with customers. They help organizations build brand awareness, create direct interaction with audiences, understand customer preferences, and maintain long-term relationships with consumers. Through the case studies of companies like Nike, Coca-Cola, Netflix, Nykaa, and Apple, it is clear that successful brands focus more on engagement, emotional connection, creativity, and customer participation rather than direct promotion. Strategies such as influencer marketing, storytelling, personalized campaigns, hashtag trends, and user-generated content have made marketing more interactive and effective. Social media also allows businesses to reach a global audience at a lower cost compared to traditional advertising. This study depicts that content quality, consistency, and customer engagement are the key factors behind successful social media marketing. It also highlights that social media is not only useful for large multinational companies but also for small businesses and startups to grow their brand presence. Therefore, organizations must continuously adapt to digital trends and develop innovative marketing strategies to remain competitive in today's market. Overall, social media marketing has become the future of communication and business growth, and its importance will continue to increase in the coming years.

10. FUTURE SCOPE OF THE STUDY

The current study is based on secondary data. The future scope of such studies will be to add the inferences of Primary data. Primary Data may be in varied forms, like:

- General Survey to understand the essence of Social Media Marketing among the consumers at large
- An interview-based survey in which the Marketers may be interviewed to understand the significance of Social Media Marketing
- A comparative study can be done region-wise (Rural/Urban) or age-wise based on purchase patterns.

REFERENCES

- [1] TalentSprint, "What is Marketing Management? A Complete Introduction," Talentsprint.com, 2025. <https://talentsprint.com/blog/what-is-marketing-management>
- [2] "Nike," Nike, 2026. <https://www.nike.in/>
- [3] Coca-Cola, "The Coca-Cola Company," The Coca-Cola Company, 2024. <https://www.coca-colacompany.com/>
- [4] E. Labs, "Netflix Social Media Strategy: Case Study," Enrichlabs.ai, 2025. <https://www.enrichlabs.ai/case-study/netflix-social-media-strategy>
- [5] Seijin, Nike Social Media Strategy, 2025. <https://www.enrichlabs.ai/case-study/nike-social-media-strategy>
- [6] A. Sarkar, "Sparkling Success: Unraveling Coca-Cola's Social Media Marketing Magic," www.linkedin.com, Aug. 08, 2023. <https://www.linkedin.com/pulse/sparkling-success-unraveling-coca-colas-social-media-marketing-avik>
- [7] N. Dua, "Future of Social Media Marketing: Must Know 2026 Trends," Channel Technologies Pvt Ltd, Jun. 25, 2025. <https://channel-technologies.com/future-of-social-media-marketing-trends/> (accessed Jun. 03, 2026).
- [8] S. Prakash, "Social Media Marketing Strategy," Black Marlin Technologies, Feb. 11, 2026. <https://www.blackmarlintechnologies.com/social-media-marketing-strategy/>
- [9] Hootsuite, "Social Media Trends 2025," Hootsuite, May 02, 2025. <https://www.hootsuite.com/research/social-trends>
- [10] OpenStax, "1.1 Marketing and the Marketing Process - Principles of Marketing | OpenStax," openstax.org. <https://openstax.org/books/principles-marketing/pages/1-1-marketing-and-the-marketing-process>

- [11] "What is Marketing? — The Definition of Marketing — AMA," American Marketing Association. <https://www.ama.org/the-definition-of-marketing-what-is-marketing>
- [12] E. Gregersen, "Social Media," Encyclopædia Britannica. Jun. 13, 2025. Available: <https://www.britannica.com/topic/social-media>
- [13] NSMC, "What is social marketing? " Thensmc.com, 2016. <https://www.thensmc.com/content/what-social-marketing-1>
- [14] GeeksforGeeks, "What is Marketing Management? Definition, Types, Benefits, and Examples," GeeksforGeeks, Jan. 11, 2024. <https://www.geeksforgeeks.org/marketing/marketing-management>
- [15] K. Baker, "Social Media Marketing: The Ultimate Guide," Hubspot, Jan. 24, 2024. <https://blog.hubspot.com/marketing/social-media-marketing>
- [16] Sprout Social, "How to build your social media marketing strategy," Sprout Social, May 23, 2019. <https://sproutsocial.com/insights/social-media-marketing-strategy>
- [17] N. Kataria and D. R. K. Pandey, "A Study on Consumer Buying Behavior towards Eatery Outlets in Silvassa City," *Management Journal for Advanced Research*, vol. 3, no. 1, pp. 54–62, Feb. 2023, doi: <https://doi.org/10.54741/mjar.3.1.8>.
- [18] D. Rajesh and M. J. Desai, "A Study on Factors Influencing Sales and Distribution Management with Special Reference to Manufacturing Industry in INDIAN CONTEXT," Archives, the Journal of the British Records Association, Oct. 2020, doi: <https://doi.org/10.25215/9349154188.26>.
- [19] Dr. Rajesh Kumar Pandey, Miss. Vishakha Patel, "Green Marketing: Overview, Avenues and Challenges," Foundations and Futures of Multidisciplinary Research: Cross-domain Methods and Models, Oct. 2020, doi: <https://doi.org/10.25215/9371832592.08>.