SOCIAL MEDIA- THE MARKETING ELIXIR

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ABSTRACT

This study is focused on the highlighting the benefits of the social media as a new and convenient marketing tool. The techniques of using different types of social media should be known to the modern marketing manager. It is not passive but an extremely active media which need to be nurtured properly. The various Segmentation and Targeting options are also provided by the modern social networks. Apart from that various applications are also being linked to the networking sites. The study also stresses on the improved market research techniques in social network and the ways in which the marketer can benefit from these utilities. Finally some activities which should be avoided by a social media marketing manager are touched upon including a brief on the Indian scenario and the future trend.

KEY WORDS: Social Media, Social Media Marketing, Social Networking, Facebook Marketing, Youtube Marketing, Linkedin Marketing, Marketing Research and Social Media