EFFECTIVENESS OF SOCIAL MEDIA BRANDING AND ITS IMPACT ON COMPANY’S SALES PERFORMANCE

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ABSTRACT
Evolution of social media has given the birth of absolutely new way to share the data ranging from authentic data to concept sharing. Impact of social media is primarily on the non purchasing behavior such as opinions and brand promotions. This sharing in turn build in depth knowledge, get exposure, resolve queries, doubt, shape attitude and prompt for purchase. This paper studies the relationship between the social media branding of the product and its impact on companies sales. This further be generalized with the help of sentiment analysis for the product of interest.

KEYWORDS: Social Media, Online Advertisement, Social Media Advertising, Social Media and Sales, Sales, Social Media.