SOCIAL MEDIA MARKETING AND ITS IMPORTANCE IN COMMUNICATION – A CASE OF SELECTED COMPANIES

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ABSTRACT
Social media is means of interactions among people through virtual communities and networks. Social media can be classified into different types and can be used with the help of different devices one of which is mobile. Communication is an integral part of marketing in communicating and persuading the customers. Companies are using social media to understand, share and communicate with customers. Among the social media types, blogs and micro blogs like Twitter, social networking sites like Face book and content communities like You Tube is widely used by the marketers. As the number of users increasing using these social media types, it is difficult and disadvantage for the marketers to ignore these numbers. The main purpose of this study is to understand social media marketing and role of social media in communication of their brands to the customers by the companies, how companies using it and evaluating the effectiveness of social media in marketing communication by different companies in India. But still many companies allocating budget less than 1% of total for social media, other problem understands of interactions, conversations in social media. In future social media will be one of the main part of marketing communication.

KEY WORDS: Communication, Face book, Marketing, Social Media, Twitter, You Tube.