ARTIST (CINE) MARKETING THOROUGH SNS

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ABSTRACT
The aim of this study is to find out how cine artists use social media tools to promote themselves and also to reach lots of fans effectively. This study also finds out various factors of social media like Interaction, Attractiveness and Expertise which influence fans to view cine artists social media sites. The data for this study was collected from 621 online questionnaires through SNS. This study mainly give a detailed social media strategy followed by cine artists to reach lots of fans. The results shows that various factors like interaction, attractiveness and expertise makes artist’s to market themselves via social media.

KEY WORDS: Artists, User interaction, Brand image, Fan pages and Social media.

Reference:


