



EFFECTIVE UTILIZATION OF SOCIAL MEDIA MARKETING IN BUSINESS GROWTH OF SMALL SCALE INDUSTRIES IN INDIA

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ABSTRACT

In the present scenario companies want to promote their products through social Media Marketing. Many Social Media Marketing tools are available like face book, twitter, LinkedIn, Google plus YouTube Instagram etc .Different age group customers are procuring the products and services online. Firms are promoting their products and services through Social Media Marketing to attracting the customers. Companies are trying to improve their brand image globally through SMM. This is the medium where firms will get true clients for their trade. Customers are an asset to the company in the long run. As per the survey's shown more and more customers are using online media for purchasing their products and services.. With the advancement of technology, Smart phones are playing the key role in online transactions, which are making firms to focus on doing business through SMM. It can create more opportunities for doing business online with Social Media Marketing (SMM), This can increase the customers globally for the firms.. This is how companies are creating their branding for the product and service in the market. Even small scale firms are towards social media marketing for doing business. In a short span of time firms can grow immensely through SMM, than traditional way of doing business. It gives the direct relationship between the customer and the company. More opportunities for companies to take the feedback of the product and services and try to improve their quality and price which is expedient to customers

KEYWORDS: customers, Social Media Marketing, Product, Instagram

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