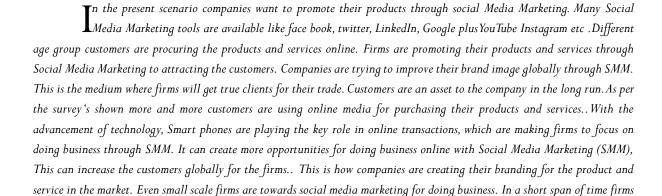
EFFECTIVE UTILIZATION OF SOCIAL MEDIA MARKETING IN BUSINESS GROWTH OF SMALL SCALE INDUSTRIES IN INDIA

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ABSTRACT



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

KEYWORDS: customers, Social Media Marketing, Product, Instagram

quality and price which is expedient to customers

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