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SOCIAL MEDIA MARKETING – A REAL SUCCESS TRANSFORMATION IN DIGITAL MARKETING

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ABSTRACT

Social media marketing plays a vital role in enhancing brand recognition and visibility for businesses. The continuous advancement of social media tools and technologies has led to significant changes in the field of digital marketing. Organizations increasingly rely on social media platforms to reach their target audiences, creating new opportunities and innovative approaches in digital marketing practices. These transformations have strengthened brand popularity and customer engagement in the digital environment. This article examines the evolution of social media marketing and its applications that positively influence business success. The changing nature of social media marketing highlights the growing importance of digital marketing in delivering products and services directly to customers. The study is based on an extensive review of existing literature that explores how social media marketing has evolved in response to the dynamic and competitive digital era. Digital platforms have undergone substantial changes, reshaping marketing strategies and encouraging businesses to adapt to new digital trends. This article emphasizes how transformed social media marketing practices help organizations reach customers at the right time while offering products that match customer preferences. Through social media marketing, customers experience a sense of personalization, comfort, and trust. The rapid growth of customer satisfaction through social media platforms is evident in the effectiveness observed across various stages of product development.

KEYWORDS: Marketing, Social Media, Social Media Marketing, Digital Marketing, Transformation in Social Media Marketing

LITERATURE REVIEW

- Marketing involves a comprehensive set of activities aimed at converting potential consumers into loyal and satisfied customers. It includes market research, promotion, branding, and customer relationship building, with the primary goal of increasing sales and strengthening brand loyalty (1).
- Social media consists of digital platforms that allow users to create, share, and interact with content, enabling communication and community formation on a global scale(2).

- A social media marketing strategy refers to a structured plan that outlines how businesses utilize social platforms to achieve marketing objectives such as audience engagement, brand awareness, traffic generation, and sales conversion (3).
- Digital marketing represents a systematic approach that enables businesses to adapt to technological changes while maximizing benefits and minimizing potential limitations associated with digital adoption (4).
- Over the past few decades, the emergence of the internet has drastically transformed the global business environment, leading to the rise of digital-native companies that now dominate the modern economy (5).
- In India, increasing internet accessibility and government initiatives such as Digital India have accelerated the adoption of digital technologies, making digital marketing essential for businesses seeking wider reach and growth (6).

OBJECTIVES OF THE STUDY

- To identify major social media platforms used for marketing.
- To assess the effectiveness of digital marketing strategies.
- To analyze the transformation of social media marketing within digital marketing.
- To examine the role of social media in strengthening marketing functions.
- To understand the necessity of social media marketing for business success.

MARKETING

Marketing refers to the process of attracting, satisfying, and retaining customers. It is a core function of business management and applies to both business-to-business (B2B) and business-to-consumer (B2C) contexts. Marketing activities are typically carried out by manufacturers or retailers and may also be outsourced to specialized agencies such as advertising or market research firms.

Historically, marketing was viewed largely as a creative discipline involving advertising and promotion. However, modern marketing integrates scientific approaches drawn from psychology, economics, sociology, and data analytics. As a result, marketing has evolved into a structured and research-driven discipline with clearly defined processes for planning and execution.

SOCIAL MEDIA

Social media refers to online platforms that facilitate content creation, sharing, and interaction among users. These platforms enable individuals and organizations to communicate, collaborate, and build communities across geographical boundaries.

Key Features of Social Media

- **User-Generated Content:** Users create and share posts, images, and videos.
- **Interactivity:** Engagement through likes, comments, and shares.
- **Community Building:** Formation of online networks and groups.
- **Real-Time Communication:** Instant exchange of information worldwide.

Popular Platforms

As of 2025, more than five billion people use social media globally. Major platforms include:

- Facebook
- Instagram
- TikTok
- YouTube
- WhatsApp

Impact on Society

Social media has transformed communication patterns and plays a significant role in:

- Personal and professional interaction
- Business marketing and customer engagement
- Social awareness and activism

SOCIAL MEDIA MARKETING

Social media marketing involves using social platforms to connect with audiences, promote brands, and drive business growth. It includes content creation, paid advertising, and active engagement with followers. The primary objective is to build strong customer relationships and convert audiences into loyal brand supporters.

DIGITAL MARKETING

Digital marketing refers to all marketing activities conducted through online channels and electronic devices. It includes social media marketing, email marketing, search engine optimization (SEO), and online advertising. As digital technologies continue to evolve, businesses must remain updated on trends to maintain a competitive advantage. Today, digital marketing is an essential component of nearly every organization's marketing strategy.

ROLE OF SOCIAL MEDIA MARKETING IN DIGITAL MARKETING

Social media marketing is one of the most affordable and effective ways to enhance brand visibility and audience engagement. Platforms such as Instagram, Facebook, LinkedIn, and X allow businesses to reach customers in spaces where they already spend time.

Selecting the right platform is crucial, as different platforms serve different purposes—Instagram for visual content, LinkedIn for professional networking, and TikTok for short-form videos. Businesses are encouraged to focus on quality rather than quantity by managing a limited number of platforms effectively.

The commonly followed 80/20 rule suggests that most content should be informative or entertaining, with minimal promotional messaging. This approach helps build trust, encourages interaction, and strengthens brand credibility.

TRANSFORMATION IN SOCIAL MEDIA MARKETING

Authentic Engagement and Meaningful Connections

Modern social media marketing emphasizes authenticity and emotional connection. Successful campaigns focus on real stories, genuine values, and human experiences rather than purely algorithm-driven content. In a digital environment increasingly influenced by artificial intelligence, authenticity has become a key differentiator for brands.

Data-Driven Decision Making

One of the greatest advantages of digital marketing is its ability to measure performance. Metrics such as engagement rates, reach, and conversions allow marketers to evaluate campaign effectiveness and make informed adjustments. Continuous analysis and optimization are essential for sustained success.

Strategic Brand Alignment

Effective digital marketing requires a clear understanding of brand identity and values. Marketing initiatives should align with the organization's core mission rather than blindly following trends. Campaigns that reflect a brand's authentic purpose tend to create stronger and longer-lasting connections with audiences.

CONCLUSION

Social media has become a powerful force shaping communication, culture, and business practices in the digital age. While the abundance of online content presents challenges, authenticity remains the key factor that differentiates successful brands. Digital marketing should be viewed as an investment in long-term relationships rather than a short-term promotional expense. Brands that communicate with honesty and human connection foster greater trust, loyalty, and word-of-mouth promotion. Ultimately, trust is the most valuable asset in marketing, and it cannot be replaced by technology or algorithms alone.

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