

Week 3 - Day 14 (14 July 2025)

Social Media Marketing: Introduction

Social Media Marketing (SMM) is the process of using social media platforms such as **Facebook, Instagram, LinkedIn, and Twitter** to promote products, services, or brands.

It helps businesses:

- Reach their **target audience**.
- Increase **brand awareness**.
- Engage customers through interactive content like posts, videos, and ads.

SMM also allows **tracking user engagement, analyzing performance, and optimizing campaigns** for better results. With the rise of digital connectivity, social media marketing has become an essential tool for businesses to **connect with customers, generate leads, and maintain a competitive online presence**.

Social Media Marketing: Significance

Social Media Marketing is significant because it enables businesses to:

- Connect directly with their **target audience in real time**.
- Increase **brand awareness, customer engagement, and loyalty**.
- Promote products, share updates, and receive immediate feedback.
- Utilize analytics tools to **measure performance** and make **data-driven decisions**.

SMM has become an essential strategy in today's **digital-driven business environment**, allowing businesses to maintain relevance and competitiveness online.

Date: 14 July 2025

Topic: Social Media Marketing – Introduction and Significance

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