**What is social media marketing?**

Technology is reaching more and more people with every passing day. People can communicate and learn things without facing the barriers of distance or time by using the internet and phones. It has benefited not only ordinary people but also businesses who want to expand their business and reach more clients. Marketing through the internet is cost-effective, saves time, and is a very safe and efficient way of increasing the activity. Various methods are followed by firms for marketing online, for example, e-marketing and digital marketing. But social media marketing has become more popular for researchers and practitioners.

Social media marketing is a type of online marketing where the user uses social media platforms for the promotion of a service or product. It is a type of internet marketing that involves sharing and creating content on social media, which one can post to achieve branding and marketing goals. Social media platforms have gained popularity throughout the world, and most people engage in these activities; which makes it a lucrative way to reach more clients and audiences. This type of marketing brings brand loyalty and increases brand engagement for the company.

**Benefits of social media marketing**

* It provides the real-time ability to the industry to uncover talents. In other words, one can refer to social media as the potential goldmine for intelligent business management. Social media platforms provide transparent and unfiltered conversation between the brand and consumer. It provides the company to get feedback and suggestions from the clients, which is beneficial for the firms.
* Social media marketing provides a comprehensive and competitive analysis. One can keep an eye on the competitors and analyze the strategies followed by them. It can unfurl opportunities to step up the game of advertising. Social media marketing provides the analysis report, which helps the company in monitoring the growth and other factors.
* Companies can build backlinks and make a presence in search engines. Search engine optimization (SEO) has become a hot cake in the world of digital and social media marketing. When it is employed correctly, it can get more traffic to the website, which increases the popularity of your brand and service.

**Social media marketing courses**

It is seen as one of the most profitable and stress-free jobs in India today. The scope of social media marketing has been increasing spontaneously. One needs to spend just a few hours per week, unlike the regular 9-5job, and gain significant results and increased efforts visible.

Courses which one can apply for online or offline to learn social media marketing can learn about are SEO (search engine optimization), SMO (social media optimization), PPC (pay-per-click), SMM (social media marketing) are few of many courses one can do for learning and gaining expertise in social media marketing.

**Conclusion**

In the competitive world of business, one needs to look for new and engaging methods of increasing one's profit and growth. Social media and websites are such platforms which can help business in growth and expansion. When carried out and performed correctly, one can yield fruitful results out of this new medium of marketing.