



# SOCIAL MEDIA PLATFORM

INSTAGRAM- \_DREAM\_MAKERS\_SAJS\_F1

# IMPORTANCE OF SOCIAL MEDIA PLATFORM

- THE **SOCIAL MEDIA PLATFORM** IS A CRUCIAL TOOL FOR YOUR BUSINESS MARKETING STRATEGY. **SOCIAL MEDIA** INCREASE AWARENESS ABOUT YOUR BUSINESS, CONNECT YOU WITH YOUR CUSTOMER AND INCREASE YOUR LEADS AND INCOMES. TO ENGAGE WITH BRANDS AND LATEST FASHION MOST OF THE PEOPLE USE **SOCIAL MEDIA** ACCOUNTS.

# IMPORTANCE OF SOCIAL MEDIA PLATFORM FOR F1

- OVER THE SUMMER, F1 BECAME THE FASTEST-GROWING SPORTS BRAND ON SOCIAL MEDIA, OUTSTRIPPING THE LIKES OF PREMIER LEAGUE FOOTBALL AND THE NBA. IT WAS AN EXTRAORDINARY RESULT FOR A SPORT WITH LITTLE OFFICIAL SOCIAL MEDIA PRESENCE ONE YEAR AGO.