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IMPACT OF SOCIAL MEDIA ON BUSINESS

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Abstract

"Social media describes the online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, and media themselves." Social media has become a platform that is easily accessible to anyone with internet access. The time span of a decade has shown a major change in traditional advertising, it is now in the process of transformation. The paper aims at analyzing the role of social media marketing and its impact on business in present time. The empirical research targeted companies in Madhya Pradesh to find their view about social media and social media marketing.

Keywords: Social Media, Social Media Marketing, Traditional Advertizing

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