

Analysis of Social Media usage in Pakistan
Youth to seek opportunities for Social Media
Marketing



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Topic of Research: Analysis of Social Media usage in Pakistan
Youth to seek opportunities for Social Media Marketing

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ABSTRACT

In this project our objective is to highlight how the youth of Pakistan is engaged in social media, how familiar they are with the social media marketing and their willingness to engage in this kind of marketing.

Social media marketing is evolving and revolutionizing the world of marketing. Top global brands consider it as an essential part of their marketing campaigns. In Pakistan the Social Media Marketing is only in the initial stages comparing to the global level that has reached to a whole new apex. It brings lots of additional benefits that are effective for the business and very cost effective bringing you an edge as well as free promotional benefits.

Our mode of analysis is totally descriptive because we describe the extent of usage of Social Media in youth and their knowledge of social media marketing. Anyone who wants to adopt the new trend of Social Media Marketing can benefit from this report in this regard.

ACKNOWLEDGMENT

We would like to say thanks to the people who have helped us in completing this project. First of all we like to say thanks to our supervisor Mr. Anwar Sajjad Pasha for guiding and putting us on the right track. We had lot misconceptions regarding the project but Mr. Anwar helped us in removing these complications.

Then we would like to say thanks to Mr. Muneeb Ahmed the search engine optimizer (SEO) who has helped us in understanding the main concept behind Social Media and Social Media Marketing. He has been the guru of internet for last ten years.

Then at last to our colleagues who has dedicated their time in distribution of questionnaire and collecting their response to it, these amazing friends are Mr. Salman Jaan, Mr. Hammad Hassan, Mr. Aadil Ijaz.

DEDICATION

This project provides beneficial research in the era of internet and online marketing.

We would like to dedicate this project to the new generation categorical the youth between the ranges of sixteen years to twenty five years because we believe that they can achieve much more from this then the business that exist today.

We have put a lot of effort in this project because this analysis has a new mode of communication in the coming years.

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