

# **NEW TRENDS OF BRAND ENGAGEMENT THROUGH ONLINE SOCIAL NETWORKING**

**By**

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## **ABSTRACT**

Today we see that digital media age is growing fast. This has led to the transformation of the world into an integrated whole. Now majority of the established businesses face no obstacles in tapping the new opportunities and they connect worldwide easily. Due to the extensive range of brands consumers have many choices to opt for.

For this reason today marketers are prompt and strongly competitive to attract and retain customers. Marketing revolves around 4 P's i.e. PRODUCT; PRICE PLACEMENT AND PROMOTION. Today consumers are more interested in having e-marketing as they may have virtual face to face communication and there is now a plethora of digital channels which can be used to hold a dialogue between a Brand and a Consumer, or groups of consumers hence fulfills the gap between the brand and the customer. With the passage of time the technological advancements are at a boom and hence internet is considered to have become the necessity to serve various purposes.

The study is all about the influence of social networking websites that is a great challenge towards the old-fashioned means of promotions like Television commercials, Print, and Radio Broadcasting. These social networking sites have also transformed the way in which the customers engage with various brands. It further discusses how businesses have utilized social media for the purpose of brand engagement for customers. What ensued as an opportunity for young generation to discuss various matters and have conversations is now an integral measure of each and every organizations Promotion/Marketing strategy.

This research further examines the usage level of these social networking websites and to what brands consumers are attracted to and at what extent brand managers work to make consumers engaged has been researched upon. Brands are involving people by introducing platforms like website links, pages and groups and nowadays there priority is to have social networking as a part of their strategy.

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