# A STUDY ON IMPACT OF SOCIALMEDIA IN MARKETING ARAM CULTURAL AND TRAINING ACADEMY

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## ABSTRACT

*Social media marketing is a new trend and the most successful among all the types of marketing tools. For a business to succeed, Advertisement should reach maximum users and create a full clear and visible image of its brand. No doubt, social media marketing is the most cost effective advertising strategy. Most social networking platforms provide free accounts and signup and some online advertising tools come with some cost. On the other hand, the return is much more than investment, in case of social media advertising. Only by investing a little money and time, any one can greatly maximise and increase conversion rate and get high return on investment for the money invested in advertising.*

*KEYWORDS : Social media, Advertising, promoting, brand, communication, customer, Blog Marketing*