

SOCIAL MEDIA MARKETING (SMM) STRATEGIES FOR SMALL TO MEDIUM ENTERPRISES (SMES)

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ABSTRACT

Social media marketing involves the use of online social media tools such as Facebook, Twitter, and LinkedIn to reach consumers in innovative ways. Given the increasingly large numbers of consumers using social media, businesses of all types are getting involved in social media in an attempt to reach new audiences and strengthen their ties with existing customers. This paper will start by presenting the notion and concepts of SMEs and Social Media and its relation to Marketing, defining the terms and their features. Then, on the one hand, the theoretical analysis will use a wide literature review to discuss the main SME's marketing strategy and Social Media Marketing, explaining why SMEs should create their Social Media sites and maintain their presence on them regularly. On the other hand, the empirical analysis will examine the main marketing techniques used by SMEs on the Social Media channels, analyzing how businesses should develop their Social Media Sites. Finally, it will end with general conclusions and recommendations for SMEs using Social Media Marketing.

KEYWORDS: Social Media Marketing (SMM), Small to Medium Enterprises (SMES)