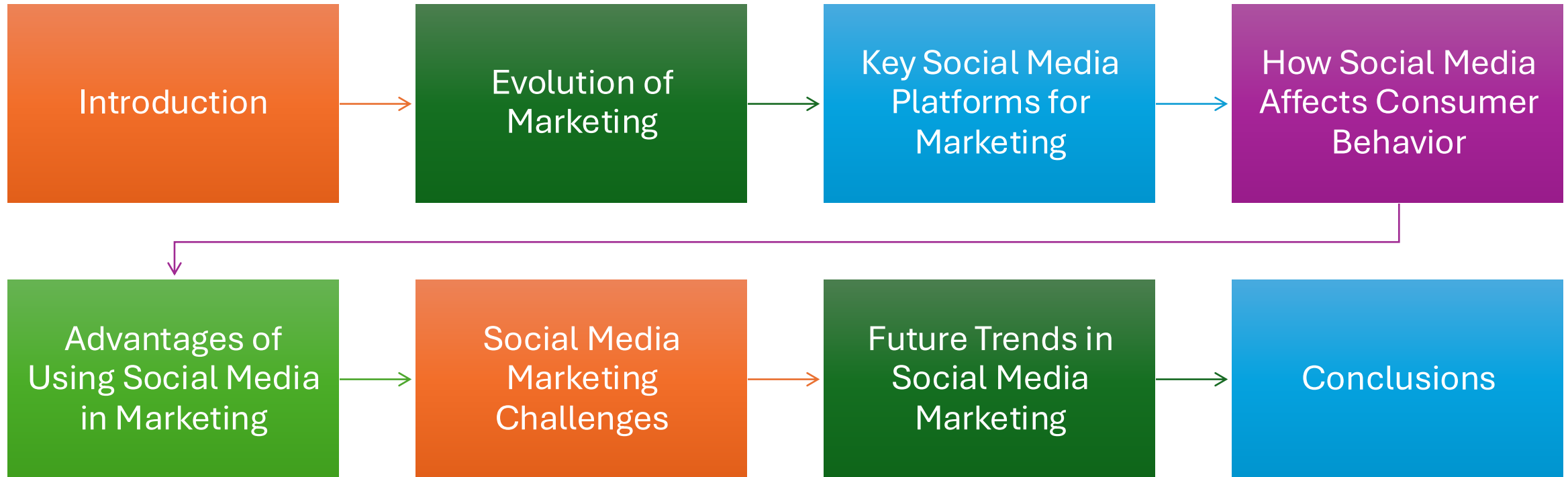




Social Media's Impact on Modern Day Marketing

By The Social Shift

Agenda



Introduction

Overview of Social Media

- Essential part of daily life
- +5 billion users worldwide

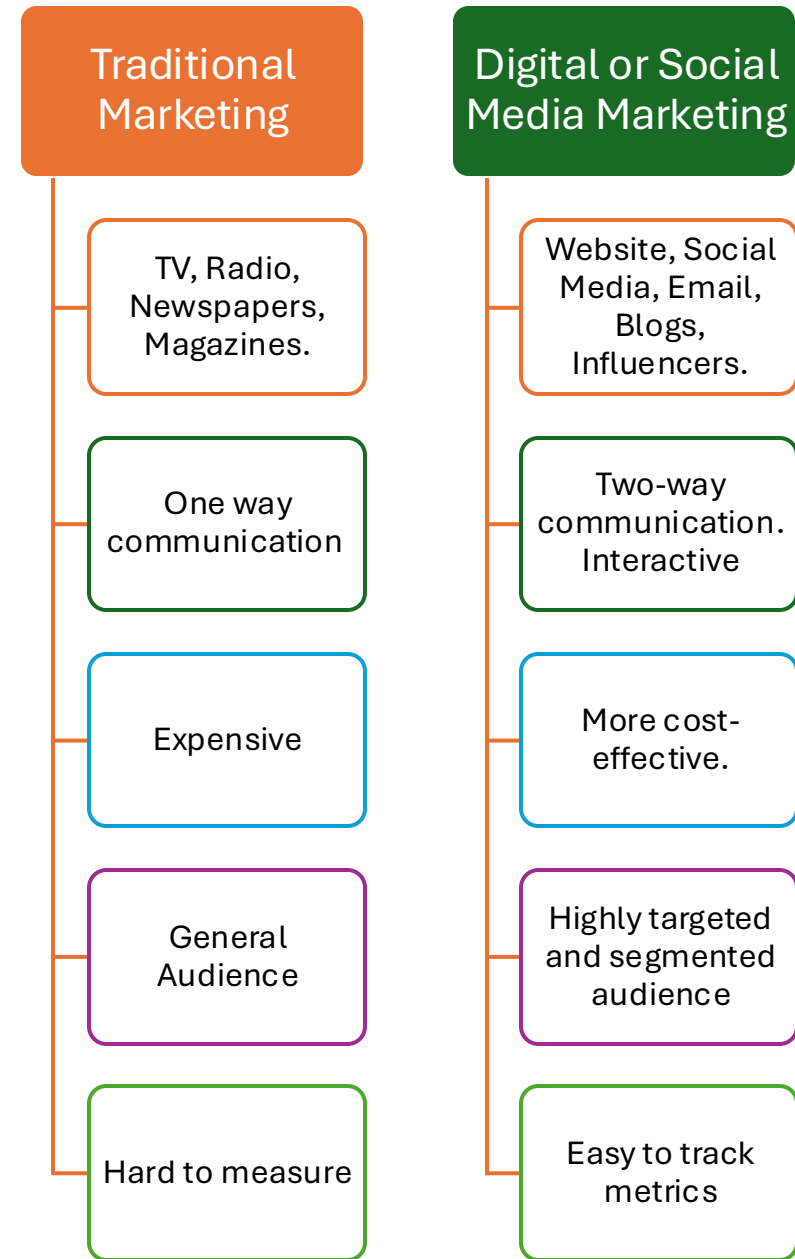


Connects people,
communities, and
businesses globally.

A primary source of
information,
entertainment, and
communication

Influences consumer
behaviour and
purchase decisions

Evolution of Marketing




Key Social Media Platforms for Marketing





How Social Media Affects Consumer Behaviour

- Influencer Marketing & Recommendations
 - Social Proof & FOMO
 - Personalized Ads & Targeted Content
 - User-Generated Content
 - Emotional Connection & Brand Loyalty
- 

Advantages of Using Social Media in Marketing



Increases Brand Awareness



Cost-Effective Advertising



Engages Directly with Customers



Access to Targeted Audiences



Real-Time Performance Insights

Challenges of Social Media Marketing



Content Saturation: Too much content competing for attention.



Brand Reputation Management: Negative feedback spreads fast, Viral backlash, misinformation.



Measuring Success: Difficult to track ROI & Campaign effectiveness.



Algorithm Changes: Organic reach decline, video content dominance.

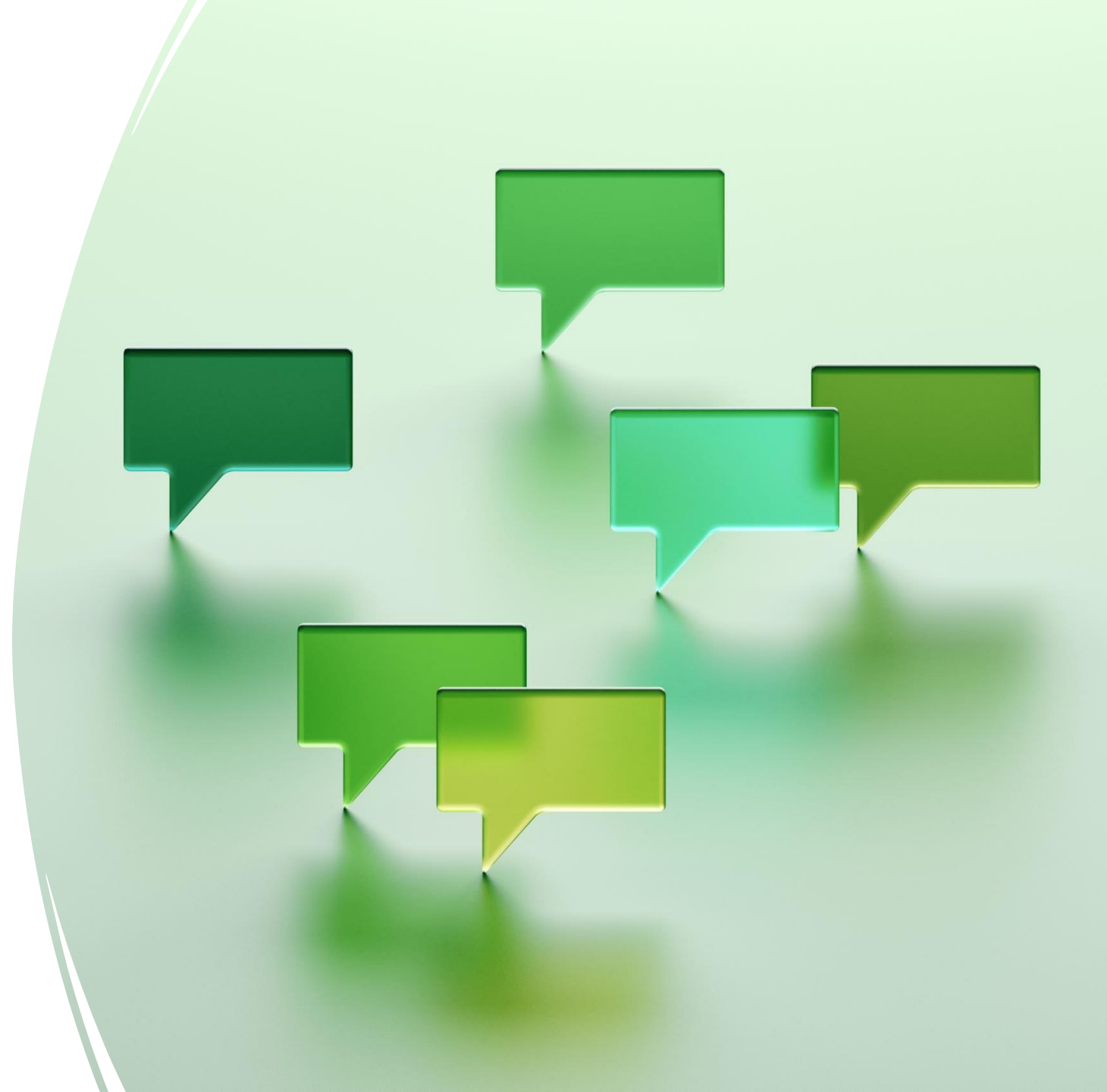


Future Trends in Social Media Marketing

- The shift Toward Influencer Marketing
- Artificial intelligence is transforming content creation and targeting.
- The shift toward short-form and live video content.
- E-Commerce Integration in Social Media

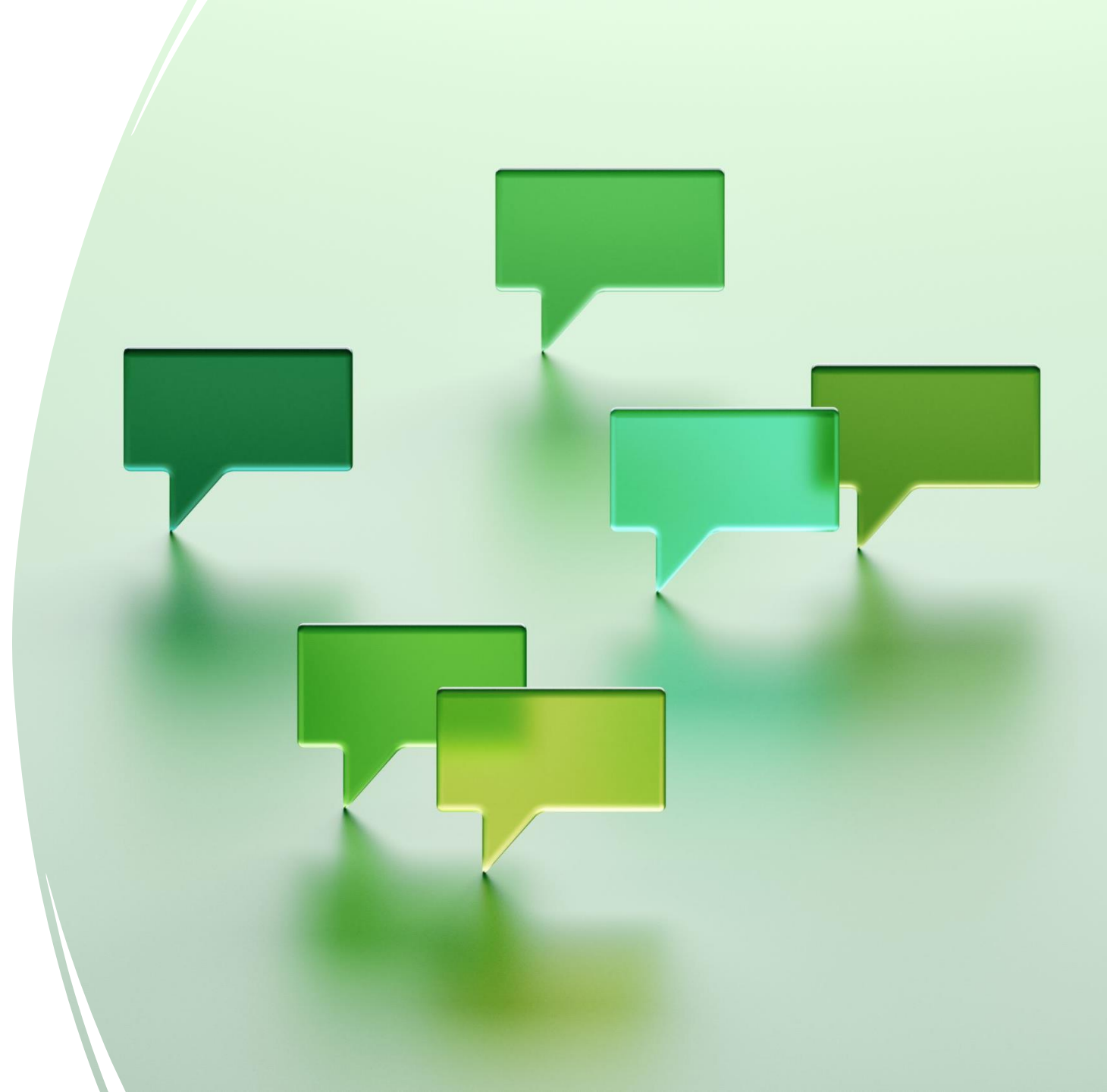
Conclusions

- Social media has become a key tool for brands.
- Connect with global audiences in a direct and personalized way.
- Purchase decisions are influenced by social media.
- Transforming how brands communicate and offer value



Conclusions

- Challenges and Opportunities.
- Content saturation and brand reputation management.
- Artificial intelligence and social commerce.



Questions



Thank you!

