

ROLE OF SOCIAL MEDIA IN MODERN MARKETING PROMOTION**Rohit*, Sajan, Tanuj, Abhishek, Palak, Kavita Pathania, Akshita Sharma**

Dreamz College of Pharmacy Khilra Sundernagar.

***Corresponding Author: Rohit**

Dreamz College of Pharmacy Khilra Sundernagar.

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ABSTRACT

Social media has significantly transformed modern marketing practices by providing businesses with innovative ways to communicate, promote, and engage with their target audience. With the rapid expansion of digital platforms such as Facebook, Instagram, Twitter, and LinkedIn, companies can now reach a wide and diverse audience across geographical boundaries at a relatively low cost. This paper examines the application of social media as a powerful tool for marketing promotion, highlighting its impact on brand visibility, customer interaction, and overall business growth. Social media platforms allow organizations to create and share engaging, personalized, and visually appealing content that captures consumer attention more effectively than traditional marketing methods. Through targeted advertising and algorithm-based content delivery, businesses can reach specific audience segments based on demographics, interests, and behavior, leading to higher conversion rates. Moreover, social media facilitates two-way communication, enabling companies to interact directly with customers, address their concerns, and build long-term relationships, thereby enhancing customer loyalty and trust. Another important aspect discussed in this study is the role of influencer marketing and user-generated content in shaping consumer perceptions. Influencers help brands connect with their followers in an authentic way, while customer reviews, testimonials, and shared experiences contribute to building credibility and social proof. In addition, social media analytics tools provide valuable insights into consumer preferences, engagement patterns, and campaign performance, allowing marketers to continuously refine their strategies for better outcomes. Despite these advantages, the use of social media in marketing promotion also presents certain challenges. Issues such as data privacy concerns, the spread of misinformation, negative customer feedback, and high competition for user attention can affect the effectiveness of promotional activities.

KEYPOINTS: Transformation, Communication, Visibility, Targeting, Influencers, Credibility, Analytics, Feedback, Privacy.**1. INTRODUCTION**

Social media has turned out to be a critical part of normal life within the virtual age, impacting how people communicate, share records, and make selections approximately what to shop for. Systems like fb, Instagram, Twitter, and LinkedIn have revolutionized traditional advertising techniques by giving companies direct and interactive channels to attain their target market. Unlike traditional methods, social media advertising and marketing allows real-time verbal exchange, personalized engagement, and fee-powerful promotion. With the aid of the use of social media as an advertising merchandising tool, businesses can improve client relationships, growth sales overall performance, and build emblem attention.

Furthermore social media structures provide treasured facts and insights that help marketers understand consumer conduct and improve their strategies. In current 12 months the importance of social media in marketing has grown extensively across various industries along with healthcare and prescribed drugs. It now not only enables in promoting merchandise however additionally performs a key role in instructing customers and constructing accept as true with.^[1]

Within the virtual era, manufacturers are increasingly more counting on social media advertising to attach and have interaction with customers. An extensive range of research has examined how social media impacts purchaser behavior, with findings suggesting that it plays

a significant role in shaping buying choices. Social media structures permit businesses to beautify logo cognizance, build credibility, provide social evidence, and engage with clients in real time. These interactions can inspire clients to discover new products, make purchases, and increase lengthy-term loyalty towards an emblem.

But, it's far crucial for groups to undertake ethical and transparent practices whilst using social media, making sure the development of actual and trustworthy relationships with their audience. While used effectively, social media serves as a powerful marketing tool, however companies should live knowledgeable approximately emerging trends and evolving strategies to maximize its benefits.^[2]

Furthermore, social media advertising has grown to be a key approach for agencies aiming to enlarge their reach, make stronger customer connections, and boom sales. Strategies together with influencer marketing, focused advertising and patron engagement strategies appreciably affect customer behavior. By way of leveraging these techniques, groups can enhance logo visibility, foster agree with, and deliver more customized marketing efforts.

In spite of its blessings, organizations need to use social media responsibly by way of preserving transparency and prioritizing authentic engagement. As digital structures preserve to adapt, corporations need to adapt to changing purchaser options and make use of social media strategically to enhance logo loyalty, trust, and credibility.^[3]

2. AIM AND OBJECTIVE

AIM OF STUDY-The main aim of this review article is to examine the evolving role of social media platforms in modern marketing promotion and to analyze how digital communication tools such as Facebook, Instagram, YouTube, LinkedIn, and X (Twitter) influence brand awareness, customer engagement, purchasing behavior, and organizational growth.

OBJECTIVE OF STUDY

- To understand the concept and importance of social media in modern marketing promotion.
- To analyze the role of social media platforms in enhancing brand visibility and customer interaction.
- To examine recent trends such as influencer marketing, personalized advertising, and AI-based digital promotion strategies.
- To evaluate the impact of social media marketing on consumer decision-making behavior.

3. RATIONALE OF THE STUDY

The rapid growth of digital technologies has significantly changed the way businesses communicate with their customers. Social media platforms have emerged as

powerful tools for marketing promotion, allowing companies to reach large and diverse audiences quickly and cost-effectively. Traditional marketing methods are no longer sufficient on their own, as consumers increasingly rely on online platforms for information, interaction, and purchasing decisions.

This study is important because it explores how social media influences modern marketing strategies and business performance. Understanding its role helps organizations design more effective promotional campaigns, improve customer engagement, and build long-term relationships with their target audience. Additionally, the study provides insights into how businesses can use data-driven and targeted approaches to enhance brand visibility and competitiveness in a digital environment.

Overall, this research aims to highlight the growing importance of social media in marketing and to provide a better understanding of its impact on consumer behavior and business growth.

4. LITRATURE REVIEW

Meizhi Pan et al. (2024/2025). This meta-analysis highlighted the effectiveness of influencer marketing, showing that influencers strongly impact consumer attitudes, trust, and buying behavior in digital environments.

Maidul Islam & Shabnam A. Sheikh (2024). Their research showed that social media strategies significantly influence consumer purchase decisions and act as effective tools for attracting and retaining customers.

Mervener Tarhan & Yunus Dursun (2024). They found that social media marketing activities (SMMA) play a crucial role in building competitive advantage, improving brand loyalty, and increasing customer satisfaction.

Abu Bashar et al. (2024). This study conducted a bibliometric analysis and identified key trends such as influencer marketing, content personalization, and data-driven strategies as major drivers of modern marketing success.

Grishma Kanth & R. Siva Rama Prasad (2023). Their systematic review emphasized the growing importance of social media marketing in small and medium enterprises (SMEs), showing that it enhances brand awareness, customer interaction, and business performance.

Keith Cortis & Brian Davis (2018/2020). They reviewed social media opinion mining and found that analyzing user-generated content helps businesses understand customer sentiment, improving marketing decisions and customer engagement.

Lawrence Phillips et al. (2017). Their study highlighted that social media provides large-scale consumer data useful for predicting behavior and trends. However, they noted challenges like data bias and lack of standardized methods in marketing applications.

5. AREAS WHERE SOCIAL MEDIA IS USED

- A. Social media analytical
- B. Social media marketing
- C. Promotion sales through social media
- D. Consumerism through social media
- E. Business promotion through social media

A. Social media analytical

Social media analytical means collecting and analyzing data from social media platforms like social media platforms like Facebook Instagram Twitter and others. It helps businesses understand how people interact with their content and what they like or dislike. In simple words it is the process of checking likes comments shares views and other activities to measure the performance of social media marketing.

Key feature of social media analytics

- Tracks user activities such as likes shares and comments
- Measure how well a post or campaign is performing
- Identifies customer preferences and behavior
- Helps improve marketing strategies^[4]

Types of data analyzed

- Engagement data(likes, comments, shares)
- Reach(number of people who see the content)
- Impression(number of times content displayed)
- Customer feedback and reviews

Benefits

- Better understanding of customer needs
- Improved brand awareness
- Increased sales and promotion effectiveness^[5]

B. SOCIAL MEDIA MARKETING

Researchers have studied how social media can be combined with marketing, especially in sectors like healthcare. Social media has a stronger impact compared to traditional media because it places the customer at the center of the marketing process. This can be done through four main steps: identifying the target audience, defining the purpose of engagement, planning the strategy, and choosing the appropriate technology. These steps help in creating an effective marketing plan.^[6]

Further studies explain that social media is continuously evolving and is becoming an important marketing tool. It involves practical learning methods where both marketing and data analysis are used together. The process is usually structured step-by-step, and it also highlights challenges faced and how they can be managed.

Other research shows that social media plays a key role in marketing communication strategies. Companies use different platforms to connect with customers and meet their specific needs. Brand managers select suitable platforms and methods based on customer preferences.

Some studies have analyzed how top brands use social media creatively. They found that successful companies use engaging content and innovative strategies to attract users and increase interaction.^[7]

It has also been observed that while marketing principles remain the same, the tools and platforms keep changing over time. Social media technologies, such as Web 2.0, are being increasingly used by companies, especially in developing markets, to improve communication and promotion.

Ashley and Tuten studied how leading brands use social media by analyzing their content strategies. Their research included methods like sampling, preparing coding formats, training evaluators, and checking reliability. They found that successful brands effectively use creative content and active engagement to connect with their audience on social media platforms.

Jayaram and colleagues examined marketing changes in Eastern European countries. Their findings showed that while the basic principles of marketing remain constant, the tools and platforms continue to evolve over time.^[8]

C. PROMOTION AND SALES THROUGH SOCIAL MEDIA

Siamagka and others studied B2B companies in the UK and how they use social media for marketing. They created a model based on technology acceptance and resource based theory. Their study found that companies that are more innovative are more likely to adopt social media for marketing.^[9]

Saboo and his team studied how consumer engagement on social media affects the buying process. Even though companies spend a lot of money on social media there is still limited understanding of how engagement actually influence customers. They used the music industry as an example and identified three ways to increase engagement listening to music samples following music artists and commenting on artist social media posts. However the study was limited because it only focused on the music industry so the results may not apply to other industries.^[10]

Guesalaga suggested using interactional psychological theory to study how social media is adopted in sales especially by looking at individual customer related factor. Social media growing quickly and is becoming important in many fields especially in sales. The study shows that an organizations skills and commitment are important for successful sales through social media.^[11]

In recent years, many manufacturers have increasingly started using social media platforms as a powerful tool for promoting their brands. These platforms help companies build a strong market position, introduce their products to new customers, strengthen brand identity, increase sales, and reach a wider audience. By applying various marketing techniques on social media, businesses can shape how consumers perceive their brand and effectively promote their products to different groups of people. However, it is important to note that the advantages and limitations of social media-based brand strategies have not been deeply analyzed, highlighting the need for more detailed research in this area.

The main objective of this paper is to explore how social media platforms are used as essential components in brand marketing strategies. This objective is driven by the growing importance of social media in everyday life and its strong influence on the country's economy. As competition among businesses continues to increase, more companies are adopting social media as an efficient communication channel to promote their brands.

The role of social media in brand marketing has also attracted the attention of many researchers. Interest in this field has significantly grown after 2015, mainly due to the rapid expansion and influence of social media platforms.^[12]

D. CONSUMERISM THROUGH SOCIAL MEDIA

Social media has a strong influence on consumer behavior. Ephraim suggested that using a culture-based approach can help reduce cybercrime and promote responsible use of social media, especially among young people in Africa.^[13] Li and his team examined how social media affects a country's image and people's buying decisions through peer-to-peer interactions. Similarly, Ho and Wang focused on how virtual customers behave and how their intention to buy again is connected to brand communities on social media. Their study also explained how companies can manage relationships with customers in online brand communities.^[14]

Trainer and colleagues explored the connection between social media usage and customer relationship performance. They studied how social CRM (Customer Relationship Management) systems work along with social media to improve customer engagement.^[15] Mirzaei and his team investigated the link between social media and reward programs for users. They found that social media platforms can increase website visits by introducing reward-based systems, similar to games, where users are ranked based on their activity. These strategies can also evolve into revenue-sharing models, which help improve the success of reward programs on social media platforms.^[16]

Nearly half of the selected studies (21 out of 45, or 47%) used content analysis methods, while a smaller portion relied on interviews (1 out of 45, or 2%) to understand

how pharmaceutical companies connect with consumers through social media. Researchers focused on different measures such as the size of the audience reached, how many users shared the content, and the type of interaction between companies and consumers.

For instance, one study analyzed Twitter activity by examining tweets, retweets, mentions, replies, and follower counts related to the American Society of Clinical Oncology's annual meeting. It found that pharmaceutical companies were among the most active participants on the platform.^[17]

Research conducted before 2014 (5 out of 45 studies, 11%) reflects an early phase where companies were beginning to recognize the value of social media. During this stage, organizations explored its potential uses and considered strategies for promotion. These studies mainly focused on understanding how social media could support marketing efforts, along with its possible effects on consumers and public health.

Between 2014 and 2016 (16 out of 45 studies, 36%), there was a noticeable increase in interest. This period showed that pharmaceutical companies were actively using social media for promotion, and consumers were increasingly engaging with the shared content. Some research highlighted growth in followers and content sharing, while other studies reported that larger companies showed little change in their online presence during certain years.^[18]

E. BUSINESS PROMOTION THROUGH SOCIAL MEDIA

He et al. examined how small business enterprises adopt social media despite financial limitations, unlike larger organizations that generally do not face such constraints. Their study also highlighted different approaches through which small businesses can effectively utilize social media platforms for organizational growth. Additionally, the authors discussed the limitations of their research and emphasized future research opportunities, noting that social media environments and strategies continue to evolve rapidly over time.^[19]

Sandlin and Pena analyzed the role of social media tools in improving authenticity during the recruitment process of college students.^[20] Papadopoulos et al. Proposed several strategies to enhance community detection within social media environments and evaluated the performance of these methods in real-world web mining and information retrieval applications. Lapointe et al.^[21] explored the potential of social media platforms in spreading awareness about cancer among the public. Criswell and Canty investigated how social media platforms such as Facebook and Twitter contribute to the promotion of fiction titles published in the United Kingdom. Their findings suggested that social media marketing becomes more effective when an established online reader community already exists, whereas it

shows comparatively lower effectiveness for newly released books.^[22]

Liu et al. studied the applications and impacts of mobile crowdsourcing when integrated with social media platforms.^[23] Dixon et al examined the extent of social media usage and its perceived effectiveness within intercollegiate athletic departments, highlighting its importance in developing marketing strategies in the modern digital communication environment.^[24] Robillard et al discussed the role of social media in advancing communication within biomedical research, particularly in areas such as stem cell studies. Their work analyzed how information related to stem cells, spinal cord injury, and Parkinson's disease is shared on platforms like Twitter. Using content analysis and statistical approaches, they demonstrated that social media serves as an effective medium for disseminating biomedical knowledge and connecting diverse audiences.^[25]

Stefanidis et al. developed a framework to collect and analyze ambient geospatial information from social media sources to support awareness related to human activities and spatial patterns. Their research showed that geospatial data obtained from social media feeds can assist in mapping evolving human landscapes through both quantitative and qualitative analysis methods. The exploratory nature of their study indicated the need for further research to strengthen conclusions and address identified limitations.^[26]

Munnukka and Jarvi investigated potential risks associated with the use of social media in organizational marketing communication. Their study emphasized that electronic media has become widely accepted across organizations and suggested that proactive monitoring and structured management practices can help reduce associated risks.^[27]

6. CONCLUSION

Social media has become a powerful and unavoidable part of modern marketing promotion in today's digital world. It has changed the traditional way businesses communicate with customers by providing faster, more interactive, and more cost-effective promotional opportunities. Through platforms such as Facebook, Instagram, Twitter, and LinkedIn, organizations can easily share information about their products and services, increase brand awareness, and reach a large number of people across different regions without requiring heavy financial investment.

Another important benefit of social media marketing is that it allows direct communication between businesses and customers. This interaction helps companies understand customer needs, preferences, and expectations more clearly. As a result, organizations can design better marketing strategies and provide improved services according to customer demand. Features like targeted advertising, real-time feedback, and content

sharing make social media promotion more effective compared to many traditional marketing methods.

Social media also plays a significant role in building customer trust and maintaining long-term relationships. Regular updates, attractive content, and quick responses to customer queries help strengthen the image of a brand in the minds of consumers. In addition, social media platforms support business growth by increasing engagement, improving visibility, and creating new opportunities for market expansion.

In conclusion, social media marketing has become an essential tool for modern business promotion and development. Companies that effectively use social media strategies can improve their communication with customers, strengthen their market position, and achieve sustainable success in the competitive business environment of today's digital age.

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