

Social Media Marketing: A Literature review on Consumer Products

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Social media is used by billions of people around the world and has fast become one of the defining technologies of our time. Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Due to its dynamic and emergent nature, the effectiveness of social media as a marketing communication channel has presented many challenges for marketers. It is considered to be different to traditional marketing channels. Many organizations are investing in their social media presence because they appreciate the need to engage in existing social media conversations in order to build their consumer brand. Social Medias are increasingly replacing traditional media, and more consumers are using them as a source of information about products, services and brands. The purpose of this paper is to focus on where to believe the future of social media lie, when considering consumer products. Paper followed a deductive approach and this paper attempts to review current scholarly on social media marketing literature and research, including its beginnings, current usage, benefits and downsides, and best practices. Further examinations to uncover the vital job of social media, inside a digitalized business period in promoting and branding consumer products. As a result of the comprehensive analysis, it undoubtedly displays that social media is a significant power in the present marketing scene.

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