



THE ROLE OF SOCIAL MEDIA ADVERTISING IN PROMOTING MAKEUP PRODUCTS

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ABSTRACT

Social media is the new sensation and is very popular amongst the current generation. Almost 70% of the people are active on social media for more than about 6 hours in a day.^[11] According to the advertising statistics social media advertising has increased by 38% since 2016.^[22] This is the major reason why all the businesses use social media for promoting their products or services online. Social media advertising can be defined as a marketing tactic for promoting products or services online through social media by targeting the potential audiences. It is the most used promotional tool by brands and businesses in today's time. It has the power that is capable to reach the target audience with its varied and diversified target features based on interests, location, media, timings, age, gender, lifestyle, education, economic background. It has brought the culture of promoting products or services online with ease and cost-effective methods. These unique features of the social media advertising as a promotional tool have attracted various academicians and researchers. Accordingly, the main aim of this research is to comprehensively examine, conduct a study of social media advertising and check its effectiveness in promoting makeup products. The research tries to find out the effectiveness of social media advertising with the help of primary research (questionnaire) and also analysing data from previous studies and reports. The research also tries to study and analyse different types and strategies of social media advertising.

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