



Leveraging Social Media Marketing for Enhanced Brand Visibility and Engagement: A Strategic Approach

N.Sangeetha^{1*}, B.Indira Priyadharshini²

NGM College, Pollachi

Corresponding Author: N.Sangeetha, sangeethal12@gmail.com

ARTICLE INFO

Keywords: Social Media Marketing, Brand Awareness, Consumer Engagement, Influencer Marketing, User-Generated Content

Received : 18 May

Revised : 25 June

Accepted : 30 July

©2025 Sangeetha, Priyadharshini : This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/)



ABSTRACT

Businesses now use social media marketing to improve their standing, encourage user involvement, and develop lasting links with consumers. This paper investigates how social media helps to promote brands and keep customers loyal to them. Everything in the paper focuses on major brand strategies companies are adopting, such as tailored content, working with influencers, using shared content, and engaging with online communities to appear more prominently. The study takes a look at Apple's #ShotOniPhone, Coca-Cola's "Share a Coke," and Nike's "Just Do It" influencer campaign to prove how they create strong outcomes for the organizations. Besides, the manuscript outlines the difficulties brands experience, including receiving too much information, changes in how algorithms work, and maintaining an honest image in front of the public. Since there are new trends like customized AI for marketing, live broadcasting, and online shopping through social media, this paper covers the future outlook of social media marketing and how it affects brand recognition. In brief, using online platforms for marketing calls for continuous adjustment to trends, fitting customers' needs, and smart use of data to ensure steady growth of the brand

INTRODUCTION

The Digital Imperative for Brand Visibility

Social media networks have risen quickly and now play a major role in how companies connect with buyers and create their brands. They work so well because they build interaction, connect with many users, and provide people instant engagement with each other. These websites and apps help companies talk to their customers straight away, so their brand is more visible and affects people's shopping habits. Nowadays, advertising, electronic word-of-mouth, customer relationship management, and enhancing brand results depend heavily on social media. Thanks to direct interaction with customers, brands can keep their loyal clients, gain more brand recognition, and influence what consumers buy (Alalwan et al., 2017; Appel et al., 2019; Forbus, 2021). While regular marketing is only about sending messages, social media allows both businesses and customers to have repeated discussions and make content together (Jaman et al., 2020; Tiago & Verissimo, 2014; Forbus, 2021).

Understanding Brand Awareness and its Significance

Using social media marketing is now a top approach for brands to reach more people and build connections with them. If a brand is recognizable and remembered by customers, it strongly affects their thoughts about the brand, loyalty, and likelihood of buying from it. Content, posting often, and interactive activities on social media automatically increase how many people know the brand (Bilgin, 2018; Mujica et al., 2021; Oleárová and Bačík, 2023; Faisal and Ekawanto, 2022). Entertainment, trendiness, the ability to interact, and encouraging electronic word-of-mouth are excellent for drawing people in and promoting a brand's name. Frequent and imaginative posts, as well as talking to your audience, greatly contribute to your brand's recognition.

The Rise of Social Media Marketing

In the last few years, social media marketing has completely changed the way companies connect with people and advertise their products. Thanks to social media, businesses can now interact with many people at any given time and in real time (Rani, 2013; Si, 2015; Dwivedi, 2015). Facebook and Instagram give businesses a direct way to learn about customers' interests, actions, and how they engage with other brands (Lamberton & Stephen, 2016). Thanks to social media, selling, managing relationships with customers, and advertising become simpler for businesses to succeed (Cartwright et al., 2021). Social media marketing keeps moving forward as new improvements and ideas give rise to new trends that will impact future brand awareness plans.

LITERATURE REVIEW

Strategies for Amplifying Brand Visibility on Social Media

The following tactics are important:

1. Unique, interactive things like polls, quizzes, and live sessions help increase how much users interact with the content (Maksymenko&Mischenko, 2024).
2. Working with online influencers and asking users to make content increases the audience for a company (Suparto, 2024).

3. Using paid advertising is a successful way to expose brands to more people, especially for MSMEs (Yuniarti, 2024).
4. Brands can make their approaches better and appear more visible by focusing on each social network's special ways and using data analytics.es for Amplifying Brand Visibility on social media

Social Media Marketing: Content Marketing and Storytelling

Marketing on social media now depends on blending content marketing and telling stories, which plays a major role in attracting loyal consumers to a brand. When brands tell stories, they give their customers experiences that are easy to remember and further build trust in the brand. Brands that share real and easy-to-relate-to stories help people remember them better and make customers more open to buying their products. Simply put, emotional connections with the customer can only be deeply created in advertising when stories are included. Putting cultural values and people's stories into brands' stories can make consumers relate to the brand and decide to use their products or services in future (Jing, 2024; Atiq et al., 2022).

Storytelling on social media helps boost how well people remember the brand and encourages their active involvement. Stories capture the audience's attention, and storytelling from brands, when it addresses people's needs, creates a meaningful impact. This kind of interaction, primarily through shares, likes, and comments, boosts the message of the brand and makes it more accessible to other people through users' sharing. When a consumer is touched by a brand's story, they usually keep buying from the business and stay loyal to it (Ferrari, 2016; Lund et al., 2017).

What's more, telling the truth in your stories plays a major role in their success. Since more people question the true goals of advertising, a brand's story must be genuine. Those who stick to their values and highlight them in their content gain trust from others. In addition, brands that care about the environment can connect more strongly with people who feel the same way. This kind of bond between companies and consumers creates stronger feelings and more trust among buyers.

Adding transmedia storytelling is a good way to increase how people connect with a brand. Brands make their audience feel more involved when they tell their story using several channels at the same time. It increases the brand's influence and creates an air of exclusivity so that people are more likely to follow the brand on different social media networks. Unique opportunities for engagement appear on every platform, so when a brand matches its content to each platform's possibilities, it is more likely to get noticed by the audience.

For social media marketing with stories and content to work best, brands should place emphasis on designing beautiful visuals, having short, engaging texts, and including sounds and images that can touch people's hearts. Allowing people to share their own experiences and take part in signature campaigns strengthens the feeling of connection between the brand and its users. With the help of such strategies, companies can position themselves uniquely, win their followers' confidence, and develop lasting relationships with them.

All in all, content marketing and telling stories give brands a way to reach their consumers emotionally. Relatable, genuine, and catchy stories allow brands to make themselves more visible, build trust with customers, increase loyal followers, and develop a positive how Covid-19 affected the pandemic by telling an interesting story. Telling stories not only makes a brand closer to people but also forms lasting connections with consumers, so it should always be included in social media marketing (Jing, 2024; Atiq et al., 2022).

Influencer Marketing in Social Media Marketing

Marketing on social media now depends on blending content marketing and telling stories, which plays a major role in attracting loyal consumers to a brand. When brands tell stories, they give their customers experiences that are easy to remember and further build trust in the brand. Brands that share real and easy-to-relate-to stories help people remember them better and make customers more open to buying their products. Simply put, emotional connections with the customer can only be deeply created in advertising when stories are included. Putting cultural values and people's stories into brands' stories can make consumers relate to the brand and decide to use their products or services in future (Jing, 2024; Atiq et al., 2022).

Storytelling on social media helps boost how well people remember the brand and encourages their active involvement. Stories capture the audience's attention, and storytelling from brands, when it addresses people's needs, creates a meaningful impact. This kind of interaction, primarily through shares, likes, and comments, boosts the message of the brand and makes it more accessible to other people through users' sharing. When a consumer is touched by a brand's story, they usually keep buying from the business and stay loyal to it (Ferrari, 2016; Lund et al., 2017).

What's more, telling the truth in your stories plays a major role in their success. Since more people question the true goals of advertising, a brand's story must be genuine. Those who stick to their values and highlight them in their content gain trust from others. In addition, brands that care about the environment can connect more strongly with people who feel the same way. This kind of bond between companies and consumers creates stronger feelings and more trust among buyers.

Adding transmedia storytelling is a good way to increase how people connect with a brand. Brands make their audience feel more involved when they tell their story using several channels at the same time. It increases the brand's influence and creates an air of exclusivity so that people are more likely to follow the brand on different social media networks. Unique opportunities for engagement appear on every platform, so when a brand matches its content to each platform's possibilities, it is more likely to get noticed by the audience.

For social media marketing with stories and content to work best, brands should place emphasis on designing beautiful visuals, having short, engaging texts, and including sounds and images that can touch people's hearts. Allowing people to share their own experiences and take part in signature campaigns strengthens the feeling of connection between the brand and its users. With the help of such strategies, companies can position themselves

uniquely, win their followers' confidence, and develop lasting relationships with them.

All in all, content marketing and telling stories give brands a way to reach their consumers emotionally. Relatable, genuine, and catchy stories allow brands to make themselves more visible, build trust with customers, increase loyal followers, and develop a positive how Covid-19 affected the pandemic by telling an interesting story. Telling stories not only makes a brand closer to people but also forms lasting connections with consumers, so it should always be included in social media marketing (Jing, 2024; Atiq et al., 2022).

Social Media Advertising: A Key Component of Brand Visibility

With social media advertising, firms can greatly improve their brand awareness by spreading important content more widely. Paid social media advertising is different from organic social media marketing since it lets brands reach a wider, better-fitted segment of the audience. If marketing campaigns match the brand's character through humor, emotions, or relatability, brands can motivate people to interact more with them (Lee et al., 2017).

If a brand's personality is part of its advertisements, the audience can relate to it and remember it more. Building this connection plays an important role in developing strong relationships with consumers, which rises brand awareness and improves conversions. Examples of expanding the brand's reach through advertisements include making them more interesting with emotion and adding humor, as this often leads to more people sharing them and talking positively about the brand in person.

Using the brand's personality in advertising helps the company stand out from others and keeps its message memorable for people. Producing ads that represent the real character and beliefs of the brand can strengthen customer loyalty, more people will be familiar with it, and the business will grow from sustained interest (Goyal, 2013; Abashidze, 2022). Therefore, advertising on social media helps businesses reach more people and continue to pursue their marketing plans.

Community Engagement and Building Brand Loyalty

Strong community engagement helps companies achieve brand loyalty and get extra support from their customers. Taking part in activities or talks in which the audience interacts adds to the sense of community among consumers. Including customers helps them become more loyal to the brand and even spread the word about it among their families and acquaintances (Habibi et al., 2014; Vohra & Bhardwaj, 2019).

When people actively engage with a brand, they typically pick it again and suggest it to people around them. Apart from loyalty, members of these communities supply brands with useful ideas that can boost their marketing strategies and make things better for consumers (Changani et al., 2022). Taking part in important talks and encouraging people to share their thoughts, brands can find out what people are thinking and what they want.

This close connection between the brand and its customers also guarantees that the brand's message stays meaningful and captures the attention of its followers. So, it's not enough to simply increase brand loyalty; hard work also

allows companies to get a real sense of their consumers and leads to success over time.

Key Performance Indicators (KPIs) for Measuring Social Media Impact

Brand awareness for social media marketing can best be measured with Key Performance Indicators (KPIs). Clearly set KPIs allow companies to find out how their brand is achieving on social media, so they can modify their tactics and act on important details. Out of all key metrics, reach and impressions are basic and fundamental. Reach shows which users viewed a brand's content, and impressions inform you how many presentations take place. The visibility of a brand on different social media can be measured with these two metrics (Hammerl et al., 2019; Rahman et al., 2016).

How many likes, shares, comments, and interactions a post gets indicates how well it affected the audience. When engagement is high, users watch the content and also become involved, helping to increase awareness of the brand among other people. Assessing audience involvement allows brands to find out which posts get the most reactions (Hammerl et al., 2019; Rahman et al., 2016).

Taking the emotions into account is possible using sentiment analysis. Reviewing people's comments and responses allows brands to know what others think, which has a major impact on their reputation and levels of trust. Good words spread about a brand are commonly connected to strengthened loyalty and trust from customers (Gräve, 2019; Arora et al., 2019).

Understanding how well a brand stands in the market is possible through the advanced KPI called share of voice. It is meant to compare the frequency of a brand's mentions on social media with that of its competitors'. It provides a way to check if the brand is visible in its industry and can tell us about the brand's position in the market (Gräve, 2019).

Another main indicator of the campaign's success is the impact the influencers have. Through examining the reactions and number of people involved in influencer collaborations, companies can see how such campaigns affect their brand recognition and reach a specific group of people (Arora et al., 2019).

If they observe these KPIs, brands are able to check how their campaigns are performing online immediately and make the necessary improvements for better reach and continued development.

METHODOLOGY

Case Studies: Successful Brand Awareness Campaigns on Social Media

Brands now rely on social media to connect with their customers and make sure their brand is remembered in the long run. Here are some case studies that explain how creating innovative social media campaigns with user-generated content, personal touches, and help from influencers greatly helped raise brand awareness and boosted audience engagement.

Apple's #ShotOniPhone Campaign

Apple uses the ShotOniPhone campaign to make good use of user-generated content (UGC), which helps the company get more attention. The goal of the campaign was to display how good the iPhone's camera really is, so it prompted iPhone users to share on social media their favorite pictures using

the hashtag ShotOniPhone. Consequently, this user-generated content was hand-picked and promoted on Apple's social media, Twitter, as well as via billboards in many big cities.

The campaign was very engaging and brought in over 70 million posts about iPhones, leading iPhone sales to rise by 2% in the following year (Suparto, qtd. 2024). Thanks to UGC, the brand managed to deliver genuine messages that people can identify with. Allowing customers to become brand ambassadors, Apple established its reputation and fostered a group of people around its product. Thanks to their approach, the company showed how the iPhone is meant to be used and why the camera is the key feature.

Coca-Cola's "Share a Coke" Campaign

The campaign used names on Coca-Cola bottles to interactive with customers on a more personal level. To grab attention, the company put people's names on Coca-Cola bottles and motivated buyers to search for their family or friends' names on the packaging. Coca-Cola made a simple plan work well: by adding the consumer's name to the bottle, people were eager to share their feelings and moments on the internet.

There was a huge impact: "Share a Coke" saw 998 million mentions on different social media accounts and drastically boosted people's interest in Coca-Cola. In addition, the campaign boosted the number of Coca-Cola's official social media followers by 7% (Yan, 2024). This unique handling of the campaign increased people's involvement and resulted in the campaign spreading rapidly on social media thanks to its emotional appeal. How we personalized the campaign shows that attention to each user can greatly boost loyalty and interactions in the online world.

Nike's "Just Do It" Influencer Campaign

By using influencers, Nike was able to attract more people to the brand and win their interest through its "Just Do It" campaign. Nike supported its motivation campaign by having athletes, exercise fanatics, and other regular people act as brand influencers. The influencers talked about how they managed to face and get past difficulties, making their content easy for Gen Z and Millennial audiences to connect with.

The online campaign received a lot of attention, reaching 50 million views on TikTok and Instagram. Because of this, there was a 15% rise in positive opinions about the brand (Leung et al., 2022). Nike chose creators who shared its important values, and this helped the company become more relevant to its audience and boost sales. Because of the campaign's success, it is clear that joining forces with influencers works for building a better brand image and closer ties with customers..

RESULT

Key Performance Indicators (KPIs) for Successful Social Media Brand Awareness Campaigns

Table 1 compares the engagement, sales impact, social reach, follower growth, and sentiment increase across three successful brand awareness campaigns: Apple's #ShotOniPhone, Coca-Cola's Share a Coke, and Nike's Just Do It Influencer campaign.

Table 1. Key Metrics of Successful Social Media Brand Awareness Campaigns

Campaign	Engagement (Million Interactions)	Sales Impact (%)	Social Reach (Million Users)	Followers Growth (%)	Sentiment Increase (%)
Apple #ShotOniPhone	70	2	500	N/A	N/A
Coca-Cola Share a Coke	998	2	998	7	N/A
Nike Just Do It Influencer	50	5	N/A	N/A	15

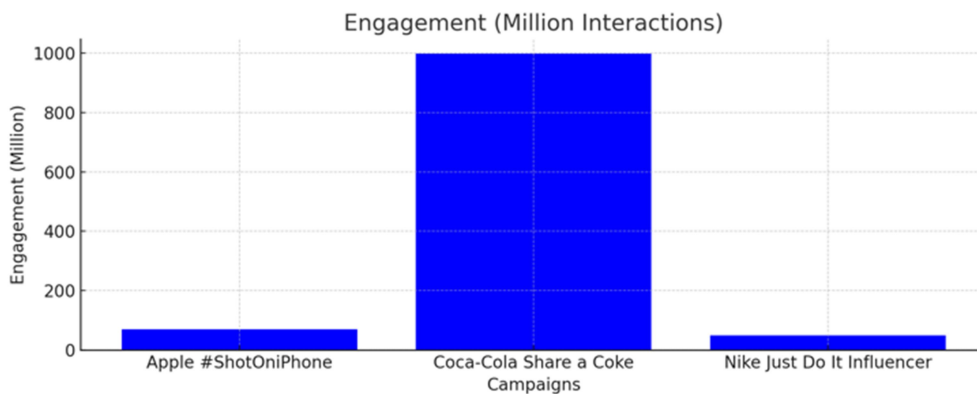


Figure 1. Engagement (Million Interactions) Across Campaigns

The graph below compares the engagement levels across Apple’s #ShotOniPhone, Coca-Cola’s Share a Coke, and Nike’s Just Do It Influencer campaigns. Engagement is measured by the total number of interactions (likes, comments, shares) generated by the campaigns on social media.

Coca-Cola’s example shows that giving personalized attention to consumers gets the best responses. At the same time, working with users and influencers can help a lot, even if they are slightly different in impact and audience numbers. All of them show how well-targeted social media content can raise brand recognition and encourage customers to interact with it.

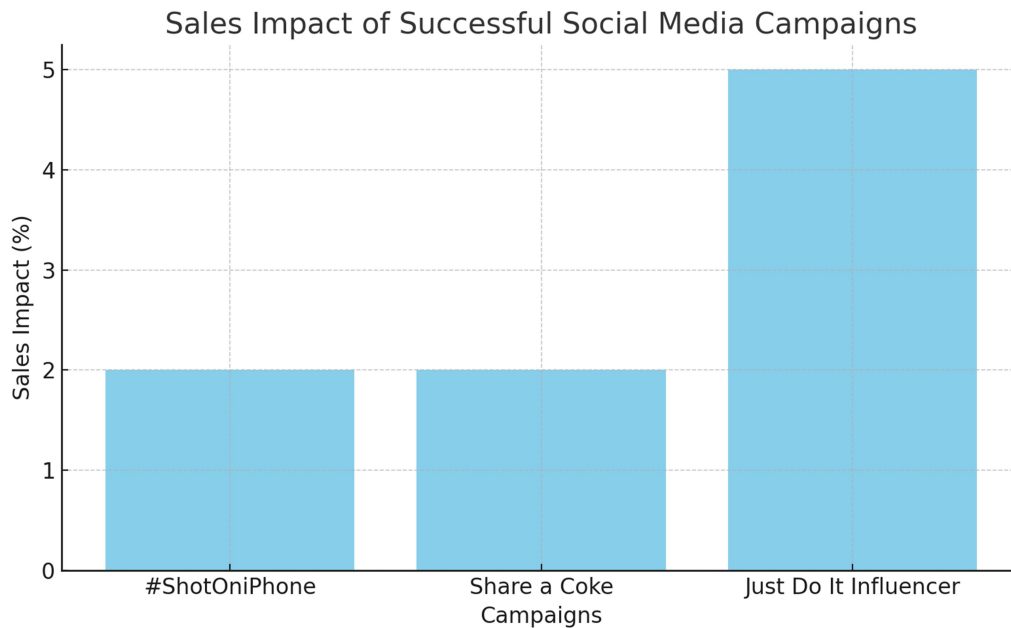


Figure 2. Sales Impact (%) Across Three Successful Social Media Brand Awareness Campaigns.

Clearly, these #ShotOniPhone, “Share a Coke,” and “Just Do It” campaigns on social media have shown both huge audience interest and boosted business results. The rise in sales of 2% for Apple and Coca-Cola demonstrates that making use of user-generated content and personalization can change brand recognition into customer actions. It is also worth noting that Nike enjoyed a 5% growth in sales due to the powerful effect of social media influencers on consumer spending, mainly Gen Z and Millennials. This proves that campaigns on social media are useful when they are based on consumer interests and emotions, as they can make sales rise. If handled correctly, social media marketing fuels growth in revenue and support for a brand’s image in the digital era

DISCUSSION

1. Social media is a strategic brand builder: It opens up a conversation between companies and customers as well as feelings, forming communities, all this above the ability of conventional advertising.
2. User-generated content enhances authenticity: Involving consumers in campaigns like Apple’s and Coca-Cola’s build trust and help the campaign reach more people for free.
3. Influencer credibility drives engagement: Working with influencers in line with Nike’s brand image helped raise consumers’ trust, feelings, and willingness to purchase..
4. Content personalization increases effectiveness: Content that is customized, interactive, and attractive catches the attention of users, most when it corresponds to audience preferences on a given platform.

5. KPI tracking is essential: In order to evaluate strategy and check the progress of campaigns, handlers rely on impressions, likes, shares, along with things like sentiment and share of voice.
6. Challenges demand strategic adaptation: In order to succeed, brands should use new and creative methods that depend on data while paying attention to customers.
7. Future trends are shaping new opportunities: Since AI, live videos, micro-influencers, AR/VR, and social commerce are on the rise, it is necessary for companies to constantly come up with new strategies in marketing on social media.

Community engagement leads to long-term loyalty: If people in brand communities are active and trusting, they will support, partner with, and maintain the value of the brand.

CONCLUSION AND RECOMMENDATION

In modern digital marketing, social media has proved to be necessary for increasing a brand's reach and improving consumer engagement. This manuscript shows that active strategies like content marketing, storytelling, teaming up with influencers, engaging the community, and offering personalized ads help grow and maintain a brand's popularity. Analyzing detailed cases, including Apple's ShotOniPhone, Coca-Cola's "Share a Coke", and Nike's "Just Do It" influencer promotion, makes it obvious that combining realness, individualization, and interactive content makes a lasting mark and leads to important actions by consumers. Thanks to these social media campaigns, there were both higher audience involvement and stronger feelings toward the brand, and this resulted in growth for the company, with more sales and more followers. Officials placed much importance on checking the fueling KPIs, including rates of engagement, reach, types of feedback, and impacts of specific influencers. Firms that use an agile strategy, keep checking their campaign results, and adjust accordingly are likely to maintain their name and appeal to people. While there are plenty of opportunities on social media, people must be careful about issues such as a lot of content, changing algorithms, and privacy. Those companies that are honest, clever, and care about their audience are more prepared to avoid such challenges. Ahead, new forms of technology like AI-led personalization, augmented reality, and social commerce will keep changing the social media sphere. Brand recognition will increase as brands tailor their services, grow with new trends, and center their efforts on what consumers want. All things considered, if social media marketing is well planned, it can improve how brands relate to customers, raise their reputation, and ensure constant progress in the connected market.

REFERENCES

- Abashidze, G. (2022). The impact of humor in digital advertising on consumer engagement. *International Journal of Marketing Research*, 64(3), 291–309.
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190. <https://doi.org/10.1016/j.tele.2017.05.008>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2019). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. K. (2019). Measuring social media influencer index: Insights from Facebook, Twitter and Instagram. *Journal of Retailing and Consumer Services*, 49, 86–101. <https://doi.org/10.1016/j.jretconser.2019.03.012>
- Atiq, M., Mahmood, N., & Khan, R. (2022). Storytelling as a tool for emotional branding: A content marketing perspective. *Journal of Consumer Marketing*, 39(2), 200–211.
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148.
- Cartwright, J., Liu, D., & Xu, Z. (2021). From relationship marketing to engagement marketing: The importance of the human touch in the digital era. *Journal of Consumer Behaviour*, 20(6), 1403–1413.
- Changani, F., Suresh, A. S., & Bahl, S. (2022). Customer co-creation and online community engagement: Evidence from brand communities. *Journal of Business Research*, 142, 732–744. <https://doi.org/10.1016/j.jbusres.2021.12.016>
- Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). Social media marketing and customer engagement: The essential recipe for digital success. *International Journal of Information Management*, 35(5), 449–456.
- Faisal, M., & Ekawanto, S. (2022). Effectiveness of content marketing in brand awareness: A case study approach. *Journal of Marketing Perspectives*, 14(1), 22–30.
- Ferrari, S. (2016). The role of storytelling in brand communication: Insights from content marketing. *Journal of Marketing Trends*, 3(1), 7–13.

- Forbus, P. R. (2021). How brands grow online: The power of social interaction and digital word-of-mouth. *Marketing Insights Journal*, 18(4), 45–59.
- Goyal, A. (2013). Brand personality and consumer decision making: A study of social media advertising. *International Journal of Management and Marketing Research*, 6(2), 89–101.
- Gräve, J. F. (2019). What KPIs are key? Evaluating performance metrics for social media influencers. *Social Media + Society*, 5(3), 1–11. <https://doi.org/10.1177/2056305119865475>
- Habibi, M. R., Laroche, M., & Richard, M. O. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behavior*, 37, 152–161.
- Hammerl, T., Leist, S., & Schwaiger, J. (2019). Measuring the success of social media: Matching identified success factors to social media KPIs. *Hawaii International Conference on System Sciences (HICSS)*, 1–10. <https://doi.org/10.24251/HICSS.2019.292>
- Jaman, N., Rahman, M., & Noor, R. (2020). Customer-brand relationships in the age of social media: A conceptual framework. *Asian Journal of Marketing*, 14(2), 51–63.
- Jing, L. (2024). Storytelling in digital marketing: Enhancing consumer brand connections. *Journal of Digital Communication Research*, 5(1), 78–92.
- Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing research's evolution from 2000 to 2015. *Journal of Marketing*, 80(6), 146–172.
- Lee, J. E., Goh, M., & Noor, A. A. (2017). Humor and emotion in social media advertising: Effects on brand memory and attitude. *Journal of Interactive Advertising*, 17(1), 27–39.
- Leung, X. Y., Bai, B., & Stahura, K. A. (2022). The power of influencers in shaping brand engagement: A Gen Z and millennial perspective. *Journal of Retailing and Consumer Services*, 68, 103087.
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust. *Journal of Interactive Advertising*, 19(1), 58–73.
- Lund, A., Johansen, T., & Juhl, H. J. (2017). Emotional storytelling in branding: How emotions generate stronger brand engagement. *Scandinavian Journal of Business Research*, 6(3), 41–58.

- Maksymenko, S., & Mischenko, K. (2024). Interactive content in social media marketing: The case for polls and live sessions. *Contemporary Marketing Review*, 12(1), 55–70.
- Masuda, A. D., Kane, T. D., & Kivetz, R. (2022). Trust and influencer marketing: Examining parasocial relationships. *Marketing Letters*, 33, 123–134.
- Mujica, L., González, J. L., & Robaina, D. (2021). Social media brand awareness and purchase intention in the digital age. *Journal of Marketing Management*, 8(2), 44–59.
- Oleárová, M., & Bačík, R. (2023). Social media marketing in the Slovak market: The impact on consumer decision-making. *Central European Business Review*, 12(1), 77–93.
- Podobnik, V. (2013). An analysis of Facebook social media marketing key performance indicators: The case of premier league brands. *Proceedings of the 12th International Conference on Telecommunications*, 131–138.
- Rahman, Z., Kumaran, S., Zanuddin, H., Moghavvemi, S., & Nasir, M. (2016). Fanpage KPI analytics: Determining the impact of KPI metrics on growth rate and user base. *International Journal of Interactive Digital Media*, 4(1), 45–58.
- Rani, S. (2013). Role of social media in marketing. *International Journal of Management & Business Studies*, 3(3), 73–75.
- Si, S. (2015). Social media marketing and digital transformation. *Journal of Digital Media Research*, 6(2), 115–128.
- Suparto, W. (2024). Evaluating user-generated content in digital branding: Case of Apple's #ShotOniPhone campaign. *Journal of Brand Strategy*, 11(1), 33–45.
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708. <https://doi.org/10.1016/j.bushor.2014.07.002>
- Vohra, A., & Bhardwaj, N. (2019). Community engagement and loyalty in social media brand pages. *International Journal of Internet Marketing and Advertising*, 13(2), 170–187.
- Yan, L. (2024). Personalization in social media campaigns: Coca-Cola's Share a Coke. *Journal of Integrated Marketing Communication*, 8(1), 22–37.

Yuniarti, S. (2024). Digital marketing strategies for MSMEs: The role of social media advertising. *Journal of Small Business and Enterprise Development*, 31(1), 91-105.