

## **SOCIAL MEDIA MARKETING: AN ESCALATOR FOR YOUR BUSINESS SUCCESS**

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### **ABSTRACT:**

“To be successful in the market today, you must possess two strategic assets: a compelling product and a meaningful platform. These powerful words coined by Michael Hyatt really sense a lot. In today’s competitive world, stubbornly standing in the market with a interesting product is not enough at all. The strategy you adopt to reach your crowd makes a big difference. Experts are always been telling us what is right and wrong for your business success. Going with the flow, improvising yourselves, changing along with changed times is secret to your roaring success. Social, media marketing is acceptance and implementation of one such change.

**KEYWORDS:** Modern Marketing Mix Social media, social media marketing, Modern Marketing Mix.

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