Abstract

Though, social media marketing has in recent years emerged as the topper amongst the marketing activities of Indian digital marketers, not every marketer emerged as a winner in social media marketing and/or digital marketing. Despite the fact that 77 percent of marketers are using at least one social media channel to market their business, only 48 percent of them claim to see any ROI whatsoever. This is majorly because social media marketer do faces lot of barriers particularly in developing countries such as India, most prominent among them being the lack of resources, required talent and financial crunch. Present paper explores the various media options these marketers have and the various barriers they usually face while promoting their products and services through these digital media options. Further, it also study the interrelationship amongst them using Interpretive Structural modelling methodology (ISM).

References


Index Terms

Computer Science

Information Sciences

Keywords

Social Media Marketing , ISM methodology , Digital Marketing , Social Media Channels , Social Media Technology