Abstract

Social media or digital media has gradually emerged from just being a personal, consumer-oriented paradigm to something that has huge impact on businesses. The scenario is even more overwhelming in developing countries such as India with websites such as Facebook and Youtube capturing a large user base. The success and consequently the positive influence of the social media over the business growth can be measured with the help of various metrics. Present research work focuses on exploring and studying some of the popular social media marketing metrics for Indian SMEs.

References


Index Terms

Computer Science Information Sciences

Keywords

Social media metrics; Digital marketing ; Small medium enterprises ; developing countries