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**A STUDY OF USING SOCIAL MEDIA TOWARDS DEVELOPMENT OF
MODERN MARKETING TRENDS: OPPORTUNITIES AND ISSUES**

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ABSTRACT

The present stage in the advancement of the Internet has upset the manner in which people impart, collaborate, and share information has drastically changed the manner in which customers search for and purchase products. The social media has changed the power structures in the Modern market place. Social media are methods for purchasers to share text, images, audio and video information with one another and with organizations and the other way around. With the ascent of social media marketing as a significant area of training and research, a developing number of academic and professional articles have risen featuring best practices in social media in Modern marketing. Along these lines, business must figure out how to utilize social media in a manner that is reliable with their field-tested strategy. This is particularly valid for organizations endeavouring to increase an upper hand. The ubiquity of social media for Modern marketing purposes can be ascribed to various preferences related to social media when contrasted with customary Modern marketing channels. Today, we are in the 21st century and people don't discover the opportunity to arrive and associate with one another. Social media helps in associating themselves with social networking sites through which currently people can remain far but then stay associated. India is on the move organizing we are moving from conventional marketing tools like TV, Radio, Magazine and soon to modern marketing tools for example, social media tools Facebook, corporate blogs, video channels, standards as on social net in this way which requires more workers. The trend of online Modern marketing is increasing all over the globe as comfortably as in India also.