



An Analytical Study of Social Media Marketing and Meta Advertising Strategies at GrowwwDigi

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Abstract

This research paper studies social media marketing and Meta advertising strategies based on internship experience at GrowwwDigi. The study focuses on content creation, audience engagement, and performance metrics. It highlights the importance of reel-based content, audience targeting, and consistency in digital marketing. The findings show that strong visual content and proper strategy improve engagement and marketing effectiveness.

Keywords

Digital Marketing, Social Media Marketing, Meta Ads, Reels, Engagement

Introduction

Digital marketing has become an essential part of modern business. With the rise of internet usage and social media platforms, businesses are shifting from traditional marketing to digital platforms. Social media marketing allows companies to directly connect with customers, understand their behavior, and promote products effectively. Meta advertising provides advanced tools for targeting specific audiences and measuring campaign performance. This study focuses on understanding these strategies through practical exposure gained during internship.



Literature Review

Various authors have explained the importance of digital marketing. Studies show that social media platforms play a major role in brand awareness and customer engagement. Research also highlights that video content performs better than static content. Meta advertising allows businesses to reach targeted audiences and optimize campaigns using performance metrics.

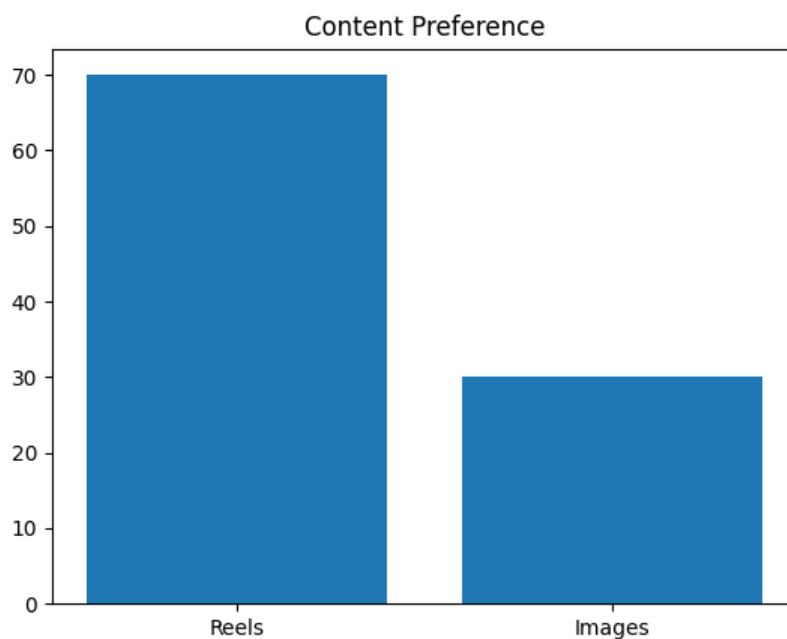
Research Methodology

This study is based on descriptive research design. Data is collected through primary and secondary sources. Primary data includes internship observation and content performance, while secondary data includes books and online sources. Convenience sampling is used for analysis.

Data Analysis and Interpretation

The following analysis is based on observation and questionnaire. Reels perform better than images and visual content attracts more users.

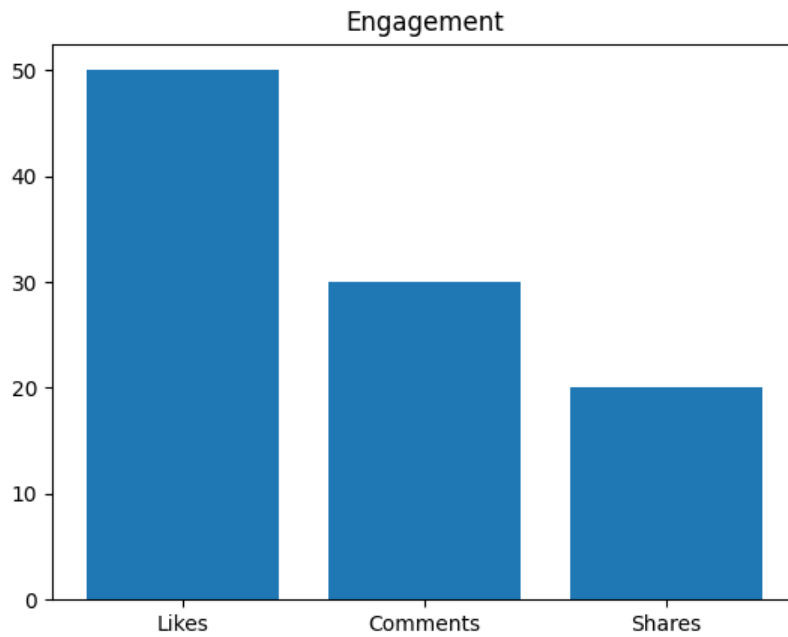
Chart 1: Content Preference



Interpretation: Majority users prefer reels which shows video content is more engaging.



Chart 2: Engagement



Interpretation: Likes are highest, showing basic interaction is more common.

Findings

Reel-based content performs better. Visual content attracts users. Consistency improves engagement. Audience targeting is important.

Conclusion

Digital marketing strategies focusing on reels, targeting, and consistency improve performance. The study helps understand practical marketing strategies.

References

Books, websites, internship data