

USE OF SOCIAL MEDIA PLATFORM FOR VIRAL MARKETING

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ABSTRACT

In contemporary society, the growth of information and communication technology has tremendously changed the social life of an individual. It becomes a vital part of an individual and society at large. It plays an important role in daily lives of an individual as he/she is totally dependent upon it for their basic survival in modern society. Every person opens social networking sites like Facebook, Instagram, Twitter, Snapchat or any another to start their day. These websites offer online friendship connections where anyone may exchange content such as pictures, music, films, events, and other activities. Simply put, the internet is contagious and has given individuals a new social platform. Revolution in social media and network brings an emergence of new life. The main objective of this paper is to highlight the changes existed in market situation with the interventions of information technology and marketing the products through social media for sales as well as to achieve global competitiveness.

KEYWORDS: *communication, interventions, Media Platform, Marketing.*

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