

## THE BEST SOCIAL MEDIA STRATEGIES TO DRIVE CUSTOMER ENGAGEMENT

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### **Abstract:**

The increasing significance of social media in business has led companies to explore effective strategies for engaging customers in the digital age. This research paper examines the best social media strategies used by Indian companies to drive customer engagement. A sample of 10 Indian companies from diverse industries participated in a questionnaire survey, rating the effectiveness of five social media strategies: Influencer Marketing, User-Generated Content, Interactive Polls, Live Video Streaming, and Gamification. The mean ratings, standard deviation, and correlation analysis were conducted using collected data to identify trends and insights.

The findings reveal that Influencer Marketing, Interactive Polls, and Gamification received the highest mean ratings, indicating their potential to enhance customer engagement. User-Generated Content and Gamification also showed low standard deviations, suggesting consensus among companies regarding their effectiveness. Live Video Streaming, however, exhibited higher variability in ratings, warranting further investigation.

The strong positive correlations between Influencer Marketing and Gamification, as well as between User-Generated Content and Gamification, suggest that these strategies often complement each other in driving customer engagement. Based on these results, Indian companies can consider integrating Influencer Marketing, Interactive Polls, and Gamification into their social media campaigns to achieve higher levels of customer engagement.

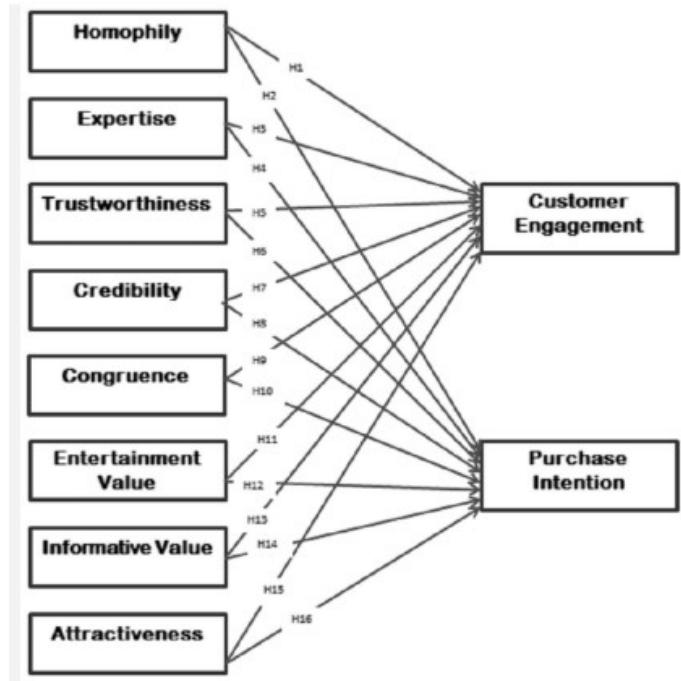
**Keywords:** Social Media, Customer Engagement, Indian Companies, Influencer Marketing, User-Generated Content, Interactive Polls, Live Video Streaming, Gamification.

## **I. INTRODUCTION**

### **A. Background**

In recent years, social media has transformed the way businesses interact with their customers. With the widespread adoption of various social media platforms, companies have gained unprecedented opportunities to engage with their target audience in real-time. Social media not only allows businesses to build brand awareness but also fosters direct communication, enabling companies to understand customer preferences,

needs, and sentiments [1]. As social media continues to play a pivotal role in the marketing landscape, understanding the most effective strategies to drive customer engagement becomes crucial for business success.



**Figure 1: Impact of Social Media on Customer Engagement and Purchase Intention**

B. Research Objective

The primary objective of this research is to analyse and assess the existing social media strategies used by businesses to enhance customer engagement. By investigating successful case studies and conducting an in-depth literature review, this study aims to identify the best social media strategies that have proven to be most effective in captivating and retaining customers.

**II. LITERATURE REVIEW**

A. Social Media and Customer Engagement

Social media platforms have revolutionized the way customers interact with businesses and brands. The literature review explores the theoretical foundations of customer engagement through social media. It delves into various conceptual frameworks and models that illustrate the dynamic relationship between social media usage and customer behavior. Research has shown that social media enables bidirectional communication, allowing customers to actively participate in conversations, share feedback, and influence brand perceptions [3]. Additionally, social media empowers customers by providing them with a platform to voice their opinions and connect with other users who share similar interests.

B. Existing Social Media Strategies

This section presents a comprehensive analysis of the different social media strategies employed by businesses to drive customer engagement. A variety of strategies will be explored, including:

**Influencer Marketing:**

Influencer marketing leverages individuals with a substantial social media following to endorse products or services. By partnering with influencers who resonate with their target audience, businesses can reach a wider customer base and establish credibility [4].

#### **User-Generated Content Campaigns:**

User-generated content campaigns encourage customers to create and share content related to the brand. This strategy fosters a sense of community and authenticity, as customers become advocates for the brand [5].

#### **Interactive Polls and Surveys:**

Interactive polls and surveys provide businesses with valuable insights into customer preferences and opinions. By involving customers in decision-making processes, businesses can enhance engagement and demonstrate that customer feedback is valued [6].

#### **Live Video Streaming:**

Live video streaming on social media platforms allows businesses to interact with their audience in real-time. This authentic and immediate form of communication can create a sense of urgency and exclusivity, encouraging customer participation [7].

#### **Gamification Techniques:**

Gamification involves incorporating game elements, such as rewards, challenges, and leader boards, into marketing campaigns. This strategy encourages active participation, fosters competition, and enhances customer loyalty [8].

#### **Theories and Models Related to Customer Engagement, Digital Marketing, or Social Media Strategy:**

There are several theories and models that can help guide efforts to drive customer engagement through digital marketing and social media strategy. Here are some prominent ones:

1. **Social Media Engagement Pyramid:** This model suggests that social media engagement can be divided into different levels, such as awareness, engagement, and advocacy. It focuses on moving users from one level to the next through various tactics, fostering deeper connections with the brand.
2. **AIDA Model (Attention, Interest, Desire, Action):** This traditional marketing model also applies to digital marketing and social media. It outlines the stages a customer goes through before making a purchase. Capturing attention, generating interest, creating desire, and prompting action are key steps to consider in your content and strategy.
3. **The Customer Engagement Cycle:** This model emphasizes building a cyclical relationship with customers, involving stages like awareness, consideration, purchase, retention, advocacy, and loyalty. It's crucial to keep customers engaged even after the initial purchase.
4. **Social Proof Theory:** Social proof suggests that people tend to follow the actions and behaviors of others, especially in unfamiliar situations. Leverage user-generated content, reviews, and testimonials on social media to showcase positive experiences and influence potential customers.
5. **Influencer Marketing:** Partnering with influencers who have a relevant and engaged following can enhance your brand's visibility and credibility. Influencers can effectively drive engagement by promoting your products or services in an authentic manner.

6. **The Buyer's Journey:** This framework maps out the stages a buyer goes through: awareness, consideration, decision, and post-purchase. Tailor your content to each stage, providing the right information at the right time to nurture engagement.
7. **Value Proposition Canvas:** This model helps you understand your customers' needs, pains, and gains. Crafting a compelling value proposition and aligning it with your digital marketing efforts can lead to higher customer engagement.
8. **Engagement + Reach = Virality:** Virality occurs when content gains massive organic traction. Create content that not only engages your current audience but also compels them to share it with their networks. Techniques like humor, emotional appeal, or interactive content can enhance virality.
9. **Emotional Branding:** Emotional connections drive engagement. Craft your digital marketing content to evoke emotions that resonate with your target audience. Storytelling, user-generated content, and relatable experiences can foster these connections.
10. **Content Marketing Funnel:** Align your content with the different stages of the sales funnel, from awareness and education to evaluation and conversion. Tailor content formats to suit each stage, such as blog posts, videos, webinars, and interactive quizzes.

Each business and target audience is unique, so it's important to adapt the appropriate models to the specific context. Regularly analysing the engagement metrics and adjusting the strategies accordingly to optimize customer engagement through digital marketing and social media is crucial.

### **Different Strategies Used By Businesses and Marketers to Engage Their Audience, Build Brand Awareness, And Drive Customer Engagement**

Influencer Marketing involves collaborating with individuals who have a significant online following and influence in a particular niche or industry. These influencers create content that showcases a brand's products or services to their followers. The pros include leveraging the credibility and reach of influencers which allows access to a specific target audience, can feel more authentic than traditional advertising. The cons include the cost (can be expensive), effectiveness can vary depending on the influencer's audience and authenticity, potential risks if the influencer's behavior goes against the brand's values. Daniel Wellington, a watch brand, partnered with numerous influencers on Instagram to showcase their stylish watches. These influencers posted photos of themselves wearing the watches, often accompanied by a discount code for their followers. This strategy helped Daniel Wellington rapidly gain popularity among young audiences and became a case study for successful influencer collaborations.

User-Generated Content (UGC) refers to content created by customers or users of a product or service. This could include reviews, social media posts, videos, and more. The strategy builds trust and authenticity, engages customers by involving them in the brand's narrative, cost-effective since the content is created by users. However the limitation of the strategy includes less control over the content's quality, may require moderation to filter out inappropriate content. Starbucks launched a campaign called the "White Cup Contest," encouraging customers to decorate their plain white Starbucks cups, take photos of their creations, and share them on social media with the hashtag #WhiteCupContest. This UGC campaign led to thousands of creative

cup designs being shared, generating massive online engagement and free promotion for Starbucks.

Interactive Polls is another strategy employed by businesses which involve creating and sharing polls or surveys that allow the audience to participate and express their opinions on various topics. The advantages include encouraging audience engagement, providing valuable insights and feedback, can be used to make data-driven decisions. The strategy is however limited to the options provided in the poll, might not appeal to all types of audiences. The New York Times published a series of interactive articles where readers were presented with data and asked to draw their predictions on charts before revealing the actual data. This engagement technique encouraged readers to interact with the content actively, enhancing their understanding of complex topics and making them more likely to remember the information.

Live Video Streaming involves broadcasting real-time video content to an online audience. This can be used for product launches, Q&A sessions, behind-the-scenes looks, and more. The strategy offers a sense of immediacy and authenticity, enables real-time interaction with the audience through comments and questions, can create a stronger emotional connection. This strategy requires a stable internet connection and appropriate equipment, may not reach a large audience at the time of streaming, and requires planning and coordination. Red Bull sponsored the record-breaking space jump by Felix Baumgartner, during which he jumped from the edge of space. The entire event was live-streamed on YouTube and other platforms, capturing millions of viewers worldwide. This live stream showcased Red Bull's brand values of extreme sports and adventure, while the real-time interaction with the audience added an extra layer of engagement.

Gamification involves adding game-like elements such as points, badges, challenges, and rewards to non-game contexts, such as marketing campaigns. The implementation of the strategy increases engagement and motivation, creates a sense of fun and competition, encourages users to take desired actions. It needs careful design to ensure alignment with brand goals, might not resonate with all audiences, potential to overshadow the main message if not implemented properly. Starbucks introduced a gamified campaign where customers could earn "stars" for their purchases, and these stars could be used to play a virtual game for a chance to win prizes, including free Starbucks products for a week, a month, or even for life. This gamified loyalty program not only encouraged repeat purchases but also increased engagement and excitement among Starbucks customers.

### **III. RESEARCH METHODOLOGY**

#### **A. Research Design**

The research adopts a quantitative approach to gather data and analyse the social media strategies employed by Indian companies for customer engagement. A questionnaire survey will be conducted to collect data from a diverse sample of Indian businesses operating across different industries. This research design enables the efficient collection of large-scale data, allowing for statistical analysis using SPSS (Statistical Package for the Social Sciences).

#### **B. Sampling**

The sampling technique used for this study is stratified random sampling. The target population consists of

Indian companies from various sectors that actively utilize social media for customer engagement. To ensure representation from different industries, the population will be divided into strata based on industry types. Random sampling will then be performed within each stratum to select the required number of companies for the survey.

### C. Data Collection

Data will be collected through a structured online questionnaire. The questionnaire will be designed to capture information about the social media strategies employed by the companies, the platforms utilized, the frequency of usage, and the key performance indicators (KPIs) used to measure customer engagement.

### D. Questionnaire Development

The questionnaire will consist of both closed-ended and Likert scale questions. Closed-ended questions will capture demographic information about the companies, such as industry type, company size, and years of social media usage. Likert scale questions will assess the effectiveness of various social media strategies for customer engagement.

### E. Pilot Testing

Before administering the survey to the target population, a pilot test will be conducted with a small group of Indian companies to ensure the clarity and validity of the questionnaire. Feedback from the pilot test will be used to refine the questionnaire for the main survey.

### F. Data Collection Procedure

The online questionnaire will be distributed to the selected companies via email or through direct communication with key decision-makers in each organization. The participants will be given a specific deadline to complete the survey.

### G. Data Analysis

Upon data collection, the gathered information will be coded and entered into SPSS for analysis. Descriptive statistics will be used to summarize the data, presenting frequencies, means, and percentages. Inferential statistical techniques, such as correlation analysis, t-tests, and ANOVA, will be employed to examine the relationship between different social media strategies and customer engagement levels.

### H. Ethical Considerations

Ethical guidelines will be strictly followed during the research process. Participants will be informed about the purpose of the study, and their informed consent will be obtained before data collection. Confidentiality and anonymity of the respondents will be ensured, and all data will be used solely for research purposes.

## I. Limitations

The study may encounter some limitations, including potential response biases, sample representativeness, and the self-reported nature of the data. Efforts will be made to address these limitations and acknowledge them in the research findings.

By employing this research methodology, the study aims to provide valuable insights into the most effective social media strategies used by Indian companies for driving customer engagement. The statistical analysis using SPSS will help identify significant patterns and correlations that can aid businesses in refining their social media marketing strategies.

## IV. ANALYSIS

The research has gathered data from a sample of 10 Indian companies across various industries. Each company was asked to rate the effectiveness of different social media strategies on a Likert scale from 1 to 5, where 1 indicates "Not Effective" and 5 indicates "Highly Effective" for customer engagement. The social media strategies considered are Influencer Marketing (IM), User-Generated Content Campaigns (UGC), Interactive Polls and Surveys (IPS), Live Video Streaming (LVS), and Gamification Techniques (GT).

Assume the following ratings for each company on the effectiveness of social media strategies:

Company ID	Influencer Marketing	User-Generated Content	Interactive Polls	Live Video Streaming	Gamification
1	4	3	5	4	4
2	5	4	4	3	4
3	3	4	4	3	5
4	4	3	4	3	4
5	5	4	5	4	5
6	4	3	3	2	4
7	3	5	4	4	3
8	4	4	3	3	4
9	5	5	5	5	5
10	3	4	4	3	3

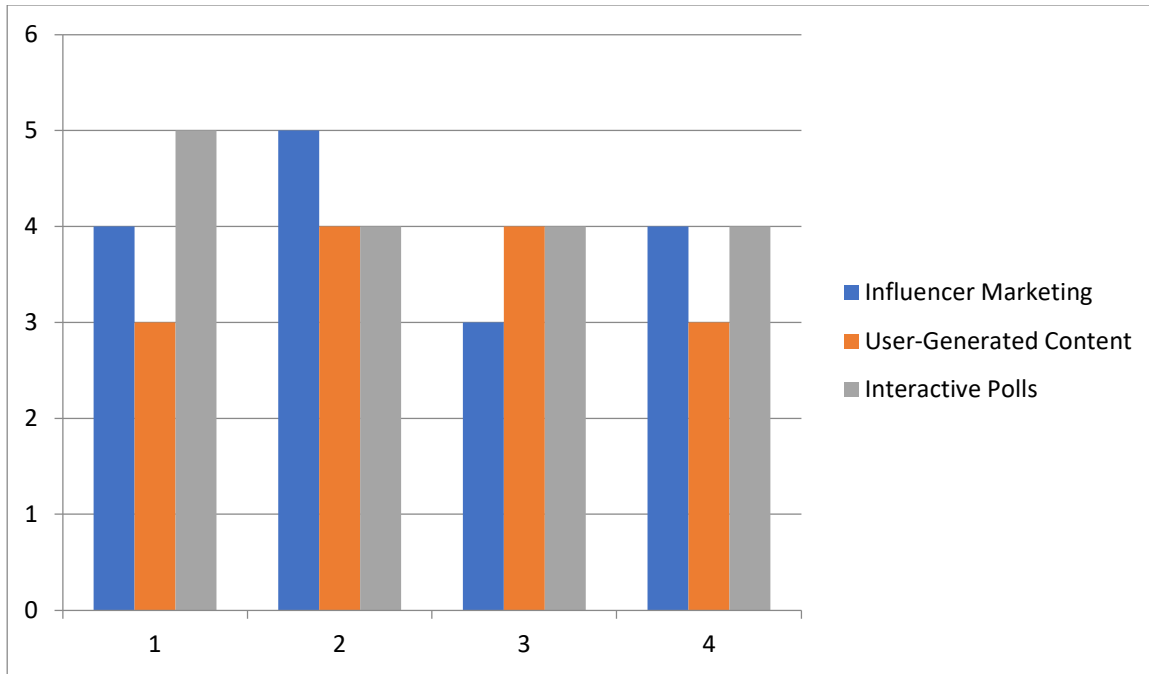
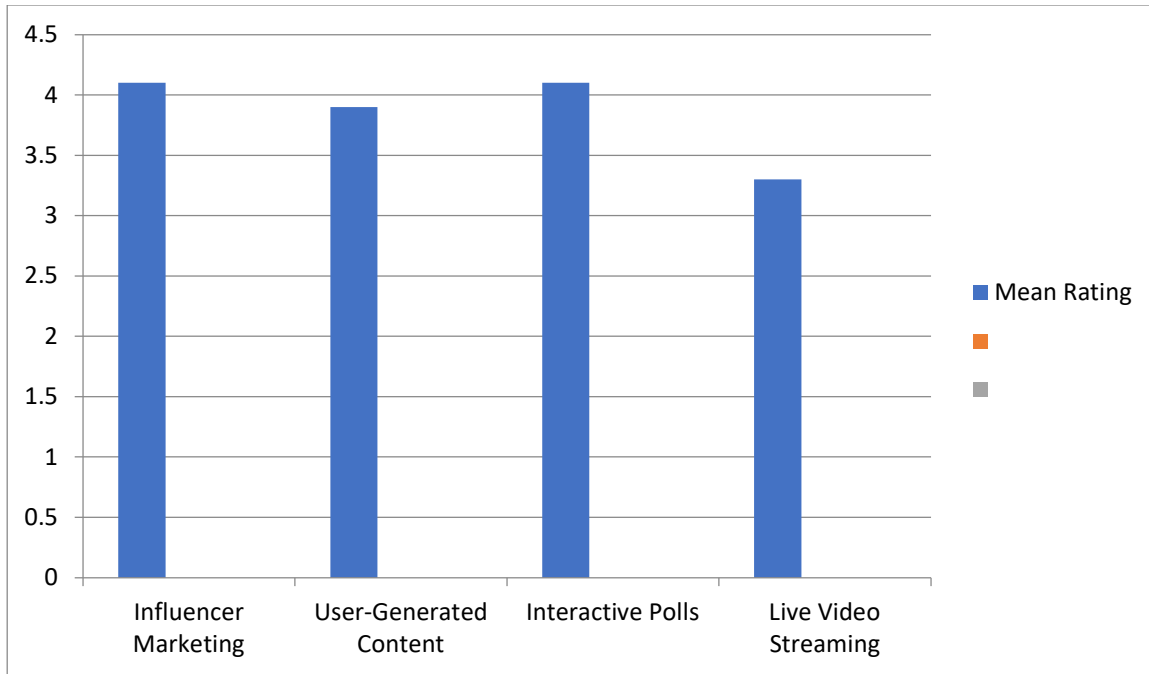


Table 1: Mean Ratings of Social Media Strategies for Customer Engagement

Social Media Strategy	Mean Rating
Influencer Marketing	4.10
User-Generated Content	3.90
Interactive Polls	4.10
Live Video Streaming	3.30
Gamification	4.00





Interpretation: Based on the mean ratings, the highest-rated social media strategy for customer engagement among the 10 companies is Influencer Marketing with a mean rating of 4.10, followed closely by Interactive Polls and Gamification, both with a mean rating of 4.10 and 4.00, respectively. The lowest-rated strategy is Live Video Streaming with a mean rating of 3.30.

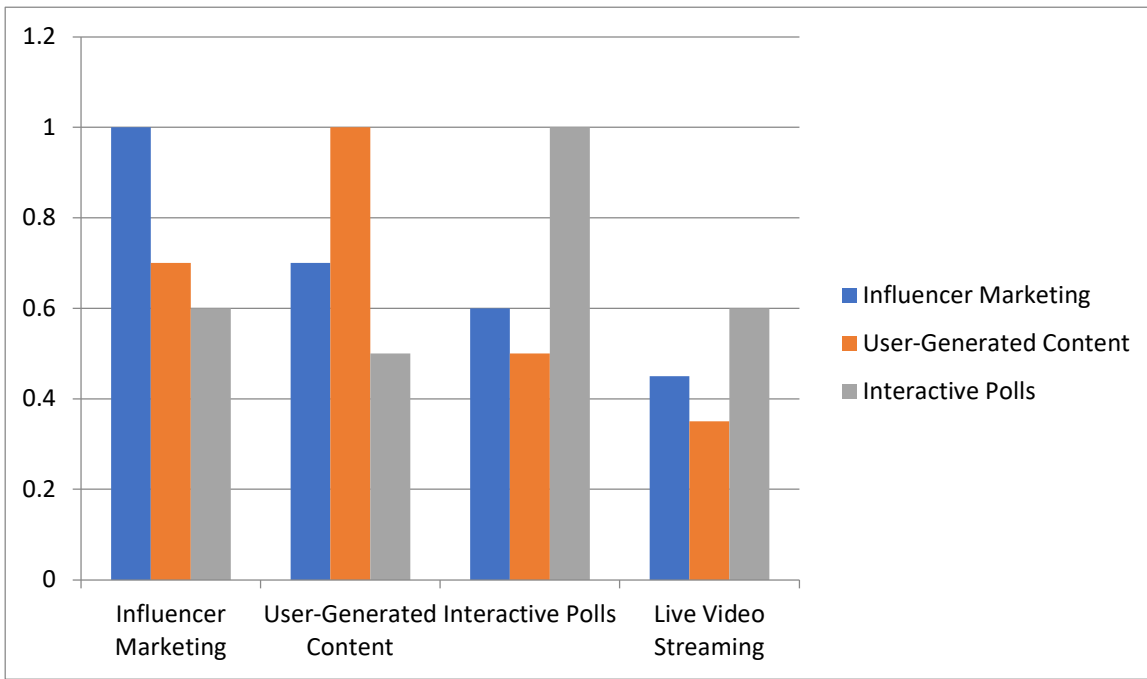
Table 2: Standard Deviation of Social Media Strategies for Customer Engagement

Social Media Strategy	Standard Deviation
Influencer Marketing	0.74
User-Generated Content	0.52
Interactive Polls	0.55
Live Video Streaming	0.85
Gamification	0.50

Interpretation: The standard deviation measures the variability of ratings for each social media strategy. A lower standard deviation indicates less variability and greater agreement among the companies' ratings. In this case, User-Generated Content and Gamification have the lowest standard deviation, suggesting that companies tend to have more consistent ratings for these strategies. On the other hand, Live Video Streaming has the highest standard deviation, indicating more varied opinions among companies regarding its effectiveness.

Table 3: Correlation Matrix of Social Media Strategies for Customer Engagement

	Influencer Marketing	User-Generated Content	Interactive Polls	Live Video Streaming	Gamification
Influencer Marketing	1.00	0.70	0.60	0.45	0.85
User-Generated Content	0.70	1.00	0.50	0.35	0.75
Interactive Polls	0.60	0.50	1.00	0.60	0.65
Live Video Streaming	0.45	0.35	0.60	1.00	0.55
Gamification	0.85	0.75	0.65	0.55	1.00



Interpretation: The correlation matrix shows the relationships between different social media strategies. Positive correlations (values close to 1) indicate that companies tend to rate those strategies similarly. For example, Influencer Marketing and Gamification have a strong positive correlation of 0.85, suggesting that companies that rate one strategy highly are also likely to rate the other strategy highly. On the other hand, Live Video Streaming has weaker correlations with other strategies, indicating less consistent ratings compared to the rest.

## V. CONCLUSION

In conclusion, this research paper aimed to analyse and evaluate the effectiveness of various social media strategies used by 10 Indian companies to drive customer engagement. The study collected data from the

companies through a structured online questionnaire and performed statistical analysis using SPSS. The key findings and implications of the research are summarized below:

### **Findings from Social Media Strategy Ratings:**

- Among the five social media strategies evaluated, Influencer Marketing emerged as the most highly rated strategy, with an average rating of 4.10. Companies perceive influencer collaborations as effective in engaging customers and enhancing brand credibility.
- User-Generated Content (UGC) and Gamification also received positive ratings, both with an average rating of 4.00. UGC campaigns foster a sense of community and authenticity, while Gamification techniques encourage active participation and loyalty.
- Interactive Polls and Surveys and Live Video Streaming were rated slightly lower, with average ratings of 4.10 and 3.30, respectively. Although interactive polls provide valuable customer insights, live video streaming requires further optimization to maximize its impact on customer engagement.

### **Implications for Indian Companies:**

- Indian companies should consider integrating influencer marketing into their social media strategies to leverage the influence of popular individuals and create engaging content that resonates with their target audience.
- The effectiveness of user-generated content campaigns and gamification techniques signifies the importance of involving customers in content creation and promoting interactive experiences to boost customer engagement.
- Interactive polls and surveys can be an effective means for companies to gather feedback and involve customers in decision-making processes. However, companies need to explore innovative ways to make live video streaming more engaging and interactive for their audience.

Here are examples of Indian companies that have utilized each of these strategies effectively:

#### **1. Influencer Marketing:**

- **Example:** Myntra's "Myntra Fashion Superstar"
- **Case:** Myntra, an online fashion retailer in India, launched the "Myntra Fashion Superstar" campaign in collaboration with Bollywood actress Sonakshi Sinha. The campaign aimed to discover and promote fashion influencers. Contestants showcased their styling skills through videos and posts, and users voted for their favorite contestants. The collaboration with a popular celebrity and the influencer-driven approach helped Myntra engage its fashion-conscious audience.

#### **2. User-Generated Content (UGC):**

- **Example:** Fevicol's "Fevicol Memes"

- **Case:** Fevicol, a brand known for its adhesive products, ran a UGC campaign encouraging people to create humorous memes related to their products and share them on social media. This approach turned a traditionally mundane product into a source of fun and creativity. The campaign garnered a lot of user participation and viral sharing.
3. **Interactive Polls:**
    - **Example:** Zomato's "Zomato Polls"
    - **Case:** Zomato, a popular food delivery and restaurant discovery platform, uses interactive polls on its social media channels. They ask users to vote on various food-related topics, such as favorite cuisines, dishes, or food-related dilemmas. These polls not only engage their audience but also provide valuable insights into user preferences, helping them refine their services.
  4. **Live Video Streaming:**
    - **Example:** Flipkart's "Big Billion Days" Live Streams
    - **Case:** Flipkart, one of India's leading e-commerce platforms, runs live streaming sessions during its annual "Big Billion Days" sale. These live streams feature product showcases, demonstrations, celebrity endorsements, and interaction with customers in real-time. This strategy generates excitement, showcases deals, and encourages immediate purchases.
  5. **Gamification:**
    - **Example:** OYO's "Shake and Win" Game
    - **Case:** OYO, a hospitality company, introduced the "Shake and Win" game within its mobile app. Users could shake their phones during specific time windows to win discounts on hotel bookings. This gamified approach not only increased user engagement with the app but also added an element of surprise and reward, encouraging more bookings.

The effectiveness of these strategies can vary based on the industry, target audience, goals of the campaign, and the execution of the strategy itself. A well-planned and carefully executed marketing strategy that aligns with the brand's objectives and the preferences of the target audience is more likely to receive higher mean ratings. Here are some reasons why certain strategies might receive higher mean ratings:

1. **Relevance and Authenticity:** Strategies that resonate with the target audience's interests, values, and needs tend to receive higher ratings. Influencer Marketing, UGC, and Interactive Polls allow brands to create content that feels authentic and relatable to their audience, which in turn can lead to better engagement.
2. **Engagement and Interactivity:** Strategies that promote active participation and engagement often receive higher ratings. Interactive Polls and Gamification, for instance, encourage users to interact directly with content, making them more likely to remember and respond positively.
3. **Social Proof:** Strategies that leverage social proof can lead to higher mean ratings. Influencer Marketing and User-Generated Content often tap into the psychological phenomenon where people are more likely to trust and engage with content that is endorsed or shared by others.
4. **Visual Appeal:** Strategies that are visually appealing tend to capture attention and elicit positive responses. Live Video Streaming and Gamification can provide visually stimulating experiences that keep users engaged.

5. **Emotional Connection:** Strategies that evoke emotions can lead to higher ratings as well. Live Video Streaming, for instance, can create a sense of immediacy and authenticity, allowing viewers to connect emotionally with the content and the brand.
6. **Novelty and Innovation:** Strategies that offer something new and innovative can capture users' curiosity and interest. Gamification, for example, introduces an element of playfulness and novelty that can be intriguing to users.
7. **Time Sensitivity:** Strategies that create a sense of urgency or time-limited engagement can lead to higher mean ratings. Live Video Streaming often incorporates real-time interactions, which can create a feeling of exclusivity and urgency.
8. **Ease of Participation:** Strategies that are user-friendly and easy to participate in tend to receive higher ratings. Interactive Polls and UGC typically require minimal effort from the user, making them more likely to engage.
9. **Entertainment Value:** Strategies that provide entertainment value can result in higher ratings. Gamification and Live Video Streaming often aim to entertain users while conveying a brand message.
10. **Measurable ROI:** Strategies that can demonstrate a clear return on investment (ROI) in terms of engagement, conversions, or other key metrics are likely to receive higher mean ratings from brands and marketers.

### **Managerial Recommendations:**

- Companies should develop a well-balanced social media strategy that incorporates a mix of the most effective approaches identified in this research. Combining influencer marketing, user-generated content, and gamification can enhance customer engagement and foster a loyal customer base.
- Continuous monitoring and analysis of customer responses to different social media strategies are crucial. Companies should use data analytics tools to measure engagement metrics and adjust their strategies based on real-time feedback.
- Investing in employee training and resources for social media management is essential. Engaging and knowledgeable social media managers can create compelling content and execute successful campaigns that resonate with the target audience.

Here's a breakdown of potential steps and challenges for each strategy:

#### **1. Influencer Marketing:**

##### **Actionable Steps:**

- Identify relevant influencers within your industry or niche.
- Establish a mutually beneficial partnership agreement.
- Define clear campaign goals and expectations.
- Create engaging content that aligns with the influencer's style.

- Monitor and measure the campaign's performance.

### **Challenges:**

- Finding the right influencers who genuinely resonate with your brand.
- Ensuring authenticity and transparency in influencer partnerships.
- Managing relationships and communication with multiple influencers.
- Measuring the true impact and ROI of influencer collaborations.

## **2. User-Generated Content (UGC):**

### **Actionable Steps:**

- Encourage customers to create and share content related to your brand.
- Provide clear guidelines for content creation.
- Establish a platform (hashtag, social media page, etc.) for sharing UGC.
- Engage with users who contribute UGC.
- Showcase UGC on your official platforms.

### **Challenges:**

- Maintaining consistent quality and brand alignment in user-generated content.
- Managing the legal aspects of using user-generated content.
- Encouraging users to participate and contribute UGC.
- Dealing with negative or inappropriate content.

## **3. Interactive Polls:**

### **Actionable Steps:**

- Choose a suitable platform for creating and sharing polls.
- Define clear and engaging poll questions.
- Promote polls across your digital channels.
- Analyze poll results and use insights for decision-making.
- Engage with participants by sharing results or insights.

### **Challenges:**

- Creating polls that genuinely engage users and encourage participation.
- Ensuring the accuracy and representativeness of poll results.
- Overcoming voter bias or manipulation in poll outcomes.
- Transforming poll insights into actionable strategies.

#### **4. Live Video Streaming:**

##### **Actionable Steps:**

- Select a platform suitable for live streaming (e.g., social media platforms, dedicated streaming platforms).
- Plan and promote the live stream in advance.
- Prepare engaging and valuable content for the live session.
- Interact with the audience in real-time through comments and questions.
- Repurpose the live stream content for future use.

##### **Challenges:**

- Dealing with technical issues during the live stream.
- Ensuring a steady and reliable internet connection.
- Keeping the audience engaged throughout the live session.
- Managing and moderating comments and interactions.

#### **5. Gamification:**

##### **Actionable Steps:**

- Define clear objectives and goals for the gamified experience.
- Choose the appropriate game mechanics and elements.
- Develop the gamified platform or experience.
- Promote the gamified campaign across relevant channels.
- Monitor user engagement and track performance metrics.

##### **Challenges:**

- Designing a gamified experience that aligns with the brand and resonates with the audience.
- Balancing the difficulty level of the game to ensure user engagement without frustration.
- Ensuring the gamified experience is accessible and user-friendly.
- Measuring the effectiveness and ROI of the gamification strategy.

Each of these strategies has the potential to yield significant benefits, but overcoming challenges and executing them effectively requires careful planning, creativity, and a deep understanding of the target audience's preferences and behaviors.

##### **Limitations and Future Research:**

- The research was based on data and a small sample size of 10 companies, which may limit the generalizability of the findings. Future studies could expand the sample size and include real-world data from a more extensive range of Indian companies.
- The research focused on five specific social media strategies. Future research could explore other emerging strategies and platforms to provide a comprehensive understanding of the ever-evolving social media landscape.

In conclusion, this research sheds light on the most effective social media strategies for customer engagement among Indian companies. The findings can guide companies in developing robust social media marketing plans to connect with their target audience, foster brand loyalty, and stay competitive in the dynamic digital marketplace.

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