# Chapter 10 Customer Engagement Through Social Media

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#### **ABSTRACT**

Customers are appealing to themselves through social platforms. Social media impressions are giving amazing results by keeping an eye on the total number of engagement levels through replies, likes, retweets, comments, and tags. So, this chapter's main objective is to analyze customer engagement through social media with bibliometric analysis. For this research, Scopus database was taken into consideration as a literature database. Scopus indexes from 2013 to 2023 are collected and with an initial 1000 papers found; from that, the authors shortlisted 110 papers as they fit perfectly for the analysis of customer engagement through social media.

#### INTRODUCTION

21 century is evolving rapidly. This era is converting old things into newer things by introducing newer concepts. These days marketing is getting great significance and buzzing because of the addition of online platforms hence, it is called "E-marketing". Social media marketing is also the latest concept in marketing which uses social media platforms to promote a product or service. Many different kinds of platforms are available, enhancing this marketing as people have lots of platforms which help

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them in different ways. These platforms enable brands to connect with their audience to build a brand, increase sales, drive traffic to the website and many more. These days they are providing opportunities to many organizations, and businessmen to connect and engage on a personal level with both current and potential customers. 74% of customers rely on social media. So, businessmen are engaging with customers on these platforms as it is a vital factor when it comes to business success. For businessmen, their customers are gods and without them, they do not have any purpose. Proper engagement is very crucial for businesses no matter whether the business is large or small. Technological advancements have made this far easier over recent years, enabling businesses to build a rapport with customers, social media is becoming a huge part of customer engagement and communication, making them invaluable to businesses of all sizes. Through this, we can know the level of customer satisfaction and engagement towards our product or business. These days businesses' main priority is their customers along with the product, price and other relevant things and by 2021 they are actually overtaking in an enormous way. Therefore, building valuable customer relations important on social media as it can be beneficial for ameliorating our business on a global level.

Figure 1. Word cloud



## STRATEGIES FOR ENGAGING CUSTOMERS ON THE SOCIAL MEDIA PLATFORMS

1. Share Brand Stories: This is one of the best things through which we can engage our customers on these platforms. Sharing the brand stories can help

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