

## **Critical Success Factors for Incorporating Social Media Marketing in IMC – Reference to Telecom Companies**

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*Advancement in technology in recent years has transformed the purpose of communication and encouraged the emergence of new communication channels based on internet technology, that have fashioned bold new approaches in the management of the marketing mix. A “new” phenomenon i.e. “social media” has come to the front line of media that allow companies to connect with customers on a level never before thought possible. The purpose of this study is to explore and analyze how social media is helping Telecom brands in Pakistan bolster communication and how consumers perceive or respond to it. Consequently, the focus is on identifying those factors that are critical for its success. The results confirm that, good and relevant content should be at the heart of any social media strategy and to successfully exploit its potential; companies need to design experiences that deliver tangible value in return for customers' time, attention, endorsement and data.*

**Keywords:** social media marketing, Integrated Marketing Communications, social networking, marketing management, social media strategy, customer engagement.

**Field of Interest:** Marketing

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