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AI IN SOCIAL MEDIA ANALYTICS: MEASURING BRAND ENGAGEMENT AND REACH

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ABSTRACT

This study examines the role of Artificial Intelligence (AI) in social media analytics, focusing on measuring brand engagement and reach. With the rapid growth of digital platforms, businesses increasingly rely on AI-powered tools to analyse user interactions, predict consumer behaviour, and enhance marketing strategies. The study evaluates how AI technologies improve the accuracy of engagement metrics such as likes, shares, comments, and impressions. It also explores the effectiveness of AI in tracking brand reach across multiple platforms. Furthermore, the research highlights the relationship between AI-driven analytics and improved decision-making in marketing. The findings suggest that AI significantly enhances the efficiency, accuracy, and strategic value of social media analytics. Finally, recommendations are provided for organizations to effectively integrate AI into their digital marketing strategies.

Keywords: Artificial Intelligence, Social Media Analytics, Brand Engagement, Reach, Digital Marketing, Data Analytics

INTRODUCTION

In today's digital era, social media platforms play a crucial role in shaping brand identity and customer relationships. Businesses use platforms like Instagram, Facebook, Twitter, and LinkedIn to interact with customers and promote their products or services. However, analysing vast amounts of social media data manually is challenging.

Artificial Intelligence (AI) has emerged as a powerful solution for social media analytics. AI helps businesses analyse user behaviour, track engagement patterns, and measure brand reach efficiently. It uses technologies such as machine learning, natural language processing, and data mining to provide meaningful insights.

Brand engagement refers to the level of interaction between a brand and its audience, including likes, comments, shares, and clicks. Reach refers to the number of unique users who see a brand's content. Measuring these metrics accurately is essential for evaluating marketing performance.

This study aims to understand how AI improves the measurement of brand engagement and reach, and how it supports better decision-making in digital marketing strategies.

OBJECTIVES

- To analyse the role of AI in social media analytics
- To measure the effectiveness of AI in improving brand engagement

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- To evaluate how AI helps in tracking brand reach
- To study the relationship between AI analytics and marketing performance
- To suggest strategies for integrating AI in social media marketing

RESEARCH METHODOLOGY

The study adopts a descriptive and analytical research design. A quantitative approach is used to collect and analyse data related to AI in social media analytics.

Data Collection:

Primary Data: Structured questionnaires distributed to 100 respondents including students, digital marketers, and business owners

Secondary Data: Journals, research articles, websites, and industry reports

Sampling Technique:

Purposive sampling method is used to select respondents who are familiar with social media and AI tools.

Tools for Analysis:

- Percentage analysis

REVIEW OF LITERATURE

1. Bansal et al. (2023)

Bansal et al. (2023) studied the role of AI in customer engagement and found that technologies like machine learning and chatbots help deliver personalized content and instant responses. This improves customer satisfaction and increases brand engagement on social media.

2. Muntinga et al. (2011)

Muntinga et al. (2011) introduced the COBRA model to measure social media engagement. They explained that user activities such as consumption (viewing), contribution (liking, commenting), and creation (posting) help brands analyze engagement and reach effectively.

3. Liu (2012)

Liu (2012) focused on sentiment analysis in social media and explained how AI techniques can analyze user opinions and emotions from online data. This helps businesses understand customer perception and improve their marketing strategies.

DATA ANALYSIS AND INTERPRETATION

Table 1: Awareness of AI in Social Media Analytics

Awareness Level	Number of Respondents	Percentage
High	45	45%
Moderate	35	35%
Low	20	20%
Total	100	100%

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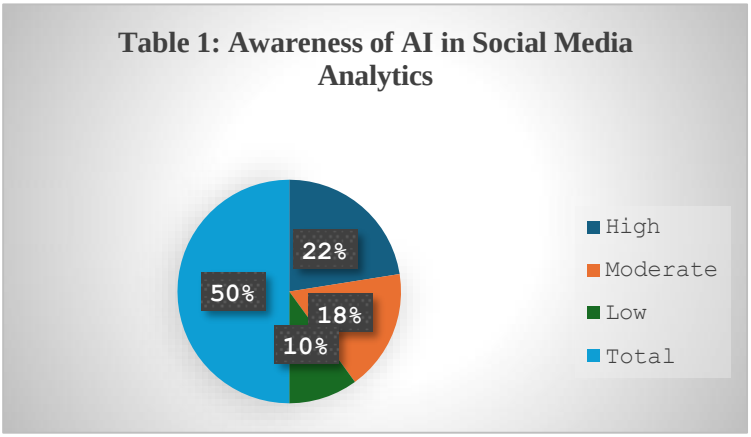
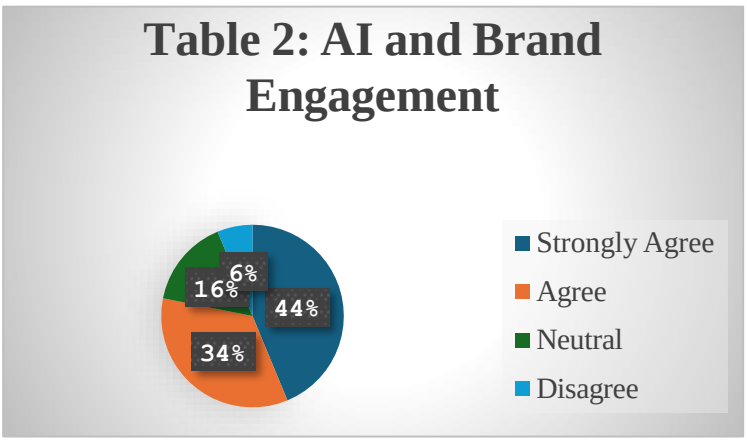


Interpretation:

Most respondents have a high level of awareness about AI in social media analytics.

Table 2: AI and Brand Engagement

Response	Number of Respondents	Percentage
Strongly Agree	42	42%
Agree	33	33%
Neutral	15	15%
Disagree	6	6%
Strongly Disagree	4	4%



Interpretation:

A majority agree that AI significantly improves brand engagement.

FINDINGS

- AI significantly improves brand engagement through personalized content
- AI tools enhance brand reach by targeting the right audience
- Social media analytics becomes more accurate and efficient with AI
- Businesses using AI show better marketing performance
- AI helps in understanding customer preferences and behaviour

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SUGGESTIONS

- Companies should adopt AI tools for better social media analytics
- Marketers should be trained in AI-based technologies
- Businesses should focus on data-driven decision-making
- AI should be integrated with existing marketing strategies
- Ethical use of AI and data privacy should be ensured

CONCLUSION

AI in social media analytics plays a crucial role in measuring brand engagement and reach. It enables businesses to analyse large volumes of data quickly and accurately. The study shows that AI improves marketing effectiveness by providing valuable insights into customer behaviour and preferences.

By integrating AI into social media strategies, organizations can enhance their digital presence, increase customer engagement, and achieve better business outcomes. Therefore, AI is an essential tool for modern marketing and will continue to shape the future of social media analytics.

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