



## **Review Paper on Social Media: The Future of Marketing**

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### **Abstract**

Social media is a platform for people to discuss their issues and opinions. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allow people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. The way of communication has changed with the evolution of social media, and every business irrespective of its size has a presence on social media. This review examines current literature on social media and social media marketing.

**Keywords:** *social media, web2.0, user generated content*