Abstract

This research explores the relationship between brand loyalty and social media marketing strategies, focusing on how different social media tactics influence consumer attachment and long-term brand preference. With the rise of digital platforms, social media has become a key tool for brands to engage with consumers, build relationships, and foster loyalty. This study examines the effectiveness of various social media marketing strategies, including content marketing, influencer partnerships, and interactive campaigns, in shaping brand loyalty across diverse consumer segments. Using a mixed-methods approach, qualitative interviews with marketing experts and consumers are conducted to understand the emotional and psychological factors that drive brand loyalty through social media engagement. Additionally, a quantitative survey measures the impact of specific social media strategies on consumer loyalty metrics such as repeat purchases, brand advocacy, and overall satisfaction. The findings indicate that personalized, consistent, and value-driven social media interactions significantly enhance brand loyalty, with consumers showing stronger attachment to brands that engage them authentically and interactively. Conversely, a lack of meaningful engagement or overly commercial content can diminish loyalty. This research provides actionable insights for marketers aiming to develop effective social media strategies that not only attract but also retain loyal customers. The study emphasizes the critical role of strategic, consumer-centric social media marketing in building lasting brand relationships.