

# A Relationship between Social Media Marketing and Brand Awareness Increase

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## ABSTRACT

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The main objective of the present paper is to examine the connection between social media marketing and customer perception of brands operating on social media platforms. In this paper, we examine four factors - perceived personalisation, perceived usefulness of content, fun content, and customer engagement and their relationship with increasing brand awareness. Utilizing the Kendall-tau coefficient on a sample of Slovak social media users, we uncovered compelling evidence of a significant correlation between various factors and the augmentation of brand awareness. The paper emphasizes the crucial significance of social media marketing as an indispensable relationship marketing tool for cultivating and sustaining brand success amidst today's digital milieu. Concluding the article, we explore the research findings and their implications, offering valuable insights for brand marketing managers endeavoring to fortify brand awareness and effectively combat competition.

**Keywords:** Brand awareness, Social media, Branding, Brand content, Relationship marketing.