

ABSTRACT

This study explores the impact of social media analytics on consumer behavior and marketing strategies within Ecosphere Company, a firm focused on eco-friendly products and services. As digital marketing increasingly relies on social media platforms, understanding how analytics can influence both consumer purchasing decisions and corporate marketing tactics has become essential. Through a comprehensive analysis of social media engagement data, this research examines key patterns in consumer interaction with the brand, including sentiment analysis, engagement rates, and purchasing trends. The findings suggest that social media analytics provide valuable insights that enable Ecosphere to tailor its marketing strategies, refine product offerings, and enhance customer relationships. Additionally, the study identifies the role of targeted campaigns and influencer partnerships in shaping consumer attitudes and driving sales. The research concludes that leveraging social media analytics is crucial for enhancing customer-centric marketing strategies, optimizing brand positioning, and improving overall market performance in the competitive eco-product industry.

This study contributes to the broader understanding of digital marketing's evolving role and offers recommendations for companies looking to capitalize on social media data to align with consumer behavior and market dynamics.