

To Analyze the Effectiveness of SaaS-Based Social Media Marketing Strategies Using Leadversal for Flare Flow Wellness

Pallala Vineela¹, Dr. T. Muthu Pandian²

¹MBA Student, Department of Management Studies, Hindustan Institute of Technology and Science, Chennai, India

²Professor – CODE, Department of Management Studies, Hindustan Institute of Technology and Science, Chennai, India

Email: 241220054@student.hindustanuniv.ac.in |

Abstract—

The rapid development of Software as a Service (SaaS) platforms has significantly influenced digital marketing strategies across industries. SaaS-based marketing tools enable organizations to automate campaign management, analyze customer behavior, and optimize marketing performance. This study analyzes the effectiveness of SaaS-based social media marketing strategies using Leadversal for Flare Flow Wellness. The findings indicate that SaaS platforms provide efficient tools for campaign automation, performance tracking, and targeted marketing.

Index Terms—

SaaS Marketing, Social Media Marketing, Digital Marketing Strategy, Leadversal, Wellness Industry.

I. INTRODUCTION

Digital marketing has become a fundamental tool for organizations seeking to expand their market reach and enhance customer engagement. With the emergence of Software as a Service (SaaS) platforms, businesses can access advanced marketing tools without complex infrastructure.

II. LITERATURE REVIEW

Previous studies highlight the increasing importance of SaaS platforms in modern digital marketing strategies. SaaS tools provide automation, analytics dashboards, and campaign management features that help organizations optimize marketing performance.

III. OBJECTIVES OF THE STUDY

Primary Objective: To analyze the effectiveness of SaaS-based social media marketing strategies using Leadversal for Flare Flow Wellness.

Secondary Objectives: Examine the role of SaaS platforms in marketing performance, evaluate automated tools in lead generation, and analyze the influence of SaaS analytics on marketing decisions.

IV. RESEARCH METHODOLOGY

The study adopts a descriptive research design using secondary data sources including digital marketing reports, social media analytics, and academic literature.

V. RESULTS AND ANALYSIS

The findings indicate that SaaS-based marketing platforms improve social media campaign efficiency. Leadversal enables automation, engagement tracking, and performance analytics through centralized dashboards.

VI. DISCUSSION

Integration of SaaS platforms improves campaign management, cost efficiency, and analytics-driven decision making in digital marketing strategies.

VII. CONCLUSION

SaaS-based marketing strategies significantly enhance digital marketing effectiveness. Leadversal contributed to improved online visibility and lead generation for Flare Flow Wellness.

REFERENCES

- [1] P. Kotler and K. L. Keller, Marketing Management, Pearson Education, 2016.
- [2] D. Chaffey, Digital Marketing Strategy, Pearson Education, 2019.
- [3] D. Ryan, Understanding Digital Marketing, Kogan Page, 2017.
- [4] Industry reports on SaaS marketing platforms and social media analytics.

