

South America Social Media Management Market Forecast to 2028 - COVID-19 Impact and Regional Analysis- by Component (Solution and Service), Deployment (On-Premise and Cloud-based), Enterprise Size [Small and Medium Enterprises (SMEs) and Large Enterprises], Application (Sales and Marketing Management, Customer Experience Management, Competitive Intelligence, and Risk Management and Fraud Detection), and Vertical (IT and Telecom, BFSI, Healthcare, Media and Entertainment, Retail, and Others)

Market Report | 2022-09-26 | 147 pages | The Insight Partners

AVAILABLE LICENSES:

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

Report description:

The South America social media management market is expected to reach US\$ 1529.9 million by 2028 from US\$ 463.7 million in 2022; it is estimated to grow at a CAGR of 22.0% from 2022 to 2028.

The use of social media management is increasingly adopted by small and medium enterprises (SMEs) due to the growing number of SMEs and shifting focus toward online marketing, such as social media marketing. Interacting with consumers on social media is an important marketing strategy for small businesses. Social media helps a company build brand awareness, increase the company's customer base, and connect with current customers. Marketing through social media is easy for small business owners as long as the company actively posts on social media pages, and it is a cost-effective marketing approach. Common social media sites are Facebook, Instagram, Twitter, LinkedIn, and Pinterest.

Further, the number of startups is increasing across the region. Therefore, the rising number of SMEs across the region and

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shifting focus towards online marketing for small businesses will create massive opportunities for market players to expand their businesses. Therefore, the South America social media management market is expected to grow at a good CAGR during the forecast period.

South America Social Media Management Market Revenue and Forecast to 2028 (US\$ Million)

South America Social Media Management Market Segmentation

The South America social media management market is segmented by component, deployment, organization size, application, vertical, and country. Based on component, the market is bifurcated into solutions and services. The solution segment led the market with a higher market share in 2022.

Based on deployment, the market is bifurcated into cloud-based and on-premise. The cloud-based segment led the market with a higher market share in 2022.

Based on organization size, the market is bifurcated into SMEs and large enterprises. The large enterprises segment led the market with a higher market share in 2022.

Based on application, the market is segmented into sales and marketing management, customer experience management, competitive intelligence, and risk management and fraud detection. The sales and marketing management segment had the highest market share in 2022.

Based on vertical, the market is segmented into BFSI, retail, healthcare, IT and telecommunications, media and entertainment, and others. The BFSI segment led the market with the highest market share in 2022.

Based on Country, the market is segmented into Brazil, Argentina, and the Rest of SAM. Brazil led the South America social media management market with the highest market share in 2022.

The key companies operating in the South America social media management market are Adobe; IBM Corporation; Google LLC; Oracle Corporation; Salesforce.com, Inc.; HubSpot, Inc.; Zoho Corporation Pvt. Ltd.; Meltwater; Brandwatch; and Sprout Social, Inc. These companies are functioning in the market and are contributing substantial revenues toward the growth of the South America social media management market.

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