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# **1920 Evil Returns – Bollywood And Social Media Marketing**

# Introduction

The Bollywood film industry went through a digital revolution in marketing approaches while "1920 Evil Returns" demonstrates exceptional use of social media platforms to boost both interest and box-office performance. The release of this horror-thriller in 2012 showcased how social media platforms could build audience excitement because social media had become vital for film marketing campaigns.

# Social Media

The limited marketing resources for the production of "1920 Evil Returns" directed its makers to use Facebook, Twitter and YouTube strategically against their target market. Social media channels empowered producers to interact personally with their horror film audience thus building more anticipation before the movie's premiere.

# Audience Engagement

Viral content served as one of the main excellent tactics utilized by the film's marketing team. Visual aspects along with plot elements from the film received extensive online sharing that built up anticipation among viewers. The combination of hash tags with fandom contests activated user engagement thus driving natural social interaction and maximizing product presence.

# Conclusion

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# Recommendation

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