

A woman with long dark hair is wearing a white double-breasted blazer. The image is a vertical shot with a soft, slightly blurred background. Overlaid on the center of the image is a semi-transparent white rectangle containing text.

Social Media *Marketing*

Bootstrapping With Fundamentals

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Fundamentals of Social Media Marketing

Having completed this module, you will be able to:

- Analyze the importance of social media marketing for eCommerce
- Define various important terms related to social media marketing
- Describe the five main pillars of social media marketing
- Evaluate the strategies before publishing the content on social media platforms
- Recognize the importance of engagement with the audience
- Compute the importance of analytics and metrics in social media marketing
- Discuss credentials of various social media platforms in terms of social media marketing



Introduction

Social media marketing is an important aspect of modern business and eCommerce practices. It refers to brand marketing and promotion via organic, paid, and networking strategies through social media platforms. Ecommerce companies are now using various social media platforms for marketing purposes and reaching new audiences.

Over time, the practices involved in social media marketing have become more sophisticated and extensive. Therefore, keeping oneself well-versed with these developments is essential in understanding its various dimensions and dynamics.

Social Media Marketing Versus Digital Marketing

Digital marketing is another important aspect of modern eCommerce practices. However, it is different from social media marketing because it uses online as well as offline means (e.g. online advertising, TV advertising, newspapers, mobile advertisements, SMS, etc. In contrast, social media marketing is limited to online boundaries only.



Social Media Marketing: Important Definitions

While developing one's social media marketing strategy, it is important to understand several important definitions and terms related to social media marketing. These definitions are:



Content

Everything that is posted on social media is called content. Content can be a story update on Instagram, Snapchat, Facebook, and a Tweet, etc.



Context

When it comes to context, it is important to remember that catchy and attractive posts should be placed such that more people can see them. For example, if a company places a three-liner joke inside a 5000-word blog post, it will not garner much attention. But if the company decides to post that joke as a Tweet, it will work for it.



Hashtags

Hashtags are the most standard tools for adding meta information on their social media handles. These hashtags are used on Facebook, Twitter, Pinterest, Instagram, etc. Hashtags allow the companies to describe their content's topic. They also enable the companies to make their content a part of any current trends. With hashtags and meta information, discovering and sharing the content becomes easier.



Sharing

Social media shares can be termed as the currency of social media marketing. Engaging and interacting with the audience with content is a positive aspect. Still, it should be taken as a more positive attribute when they start sharing it. When the people share, the more content, the more it shows its popularity among the people.



Engagement

Engagement refers to the interaction of the people with the content. This engagement can come in many forms, e.g, a comment, a reaction, or a share. Among these, share holds more importance, as mentioned before.



The Five Important Pillars of Social Media Marketing

When it comes to social media marketing, it is important to know about its five pillars. These are:

- (1) Strategy
- (2) Planning and publication
- (3) Listening and engagement
- (4) Analytics
- (5) Advertising

Social Media Marketing Strategy

Creating a social media marketing strategy is important for ensuring a persistent presence on social media. The absence of strategy and planning leads to a wastage of time, ultimately failing to reach the target audience. With content strategy, ecommerce platforms can achieve business goals in various ways, such as engagement driving, increase in conversions, and creation of valuable content.

To design a good social media marketing agency, it is necessary to define specific goals and in order to achieve those goals, appropriate plans should also be made.

Planning and Publishing

Planning the content and its other aspects is essential before publishing it. Therefore, it is important to keep some crucial aspects before publishing the content. In this regard, consider the following:



Knowing the Audience

Learning about the demographic of the audience to establish strong communication with them



Quality-Focused Approach

The quality of the content is also important.



Brand Consideration

The organization should correspond to its brand values in its content

After planning the aspects of its publication, the company should persistently and consistently publish its content. With regular publishing, people start coming more towards the content.

Listening and Engagement

Engaging with the audience is also vital as it helps learn their feedback about the platform and the content. Feedbacks can be negative, but it helps them know about the audience's preferences. Both listening and engagement allow a successful digital transformation and enhance the customer experience. Social listening and engagement also allows

- Getting awareness about newer trends
- Identification of new sources and streams of income
- Gaining important insights about the industry.

Analytics

Determining the success of a social media market campaign can be easily done by data metrics and analytics. If the ecommerce platform does not have the analytical information, it will fail to

- Get an understanding of its users' behavior
- Refining the strategy
- Finding the platform that is the most appropriate for the platform
- Discovering the times that are best for posting
- Competitor analysis.

These parameters allow the organization to get a basic and better understanding of what works best. Furthermore, with analytics, the eCommerce platform also gets informed of the decisions it needs to take regarding its future campaigns. One such analytical tool to mention is the A/B testing, as it helps decide the organization's best content, design, and CTA.

Advertising

Social media advertising is one of the fastest ways of reaching and gaining an audience. As an example, the amount of active Facebook users is 2.89 billion. There are here primary types of social media marketing, i.e.



Organic

Organic content is where the organization does not have to pay for the content, and it picks up its views naturally.



Paid

The organization sponsors the paid content, and its posting costs are required.



Earned

Earned content is provided freely in the form of likes, shares, and comments.



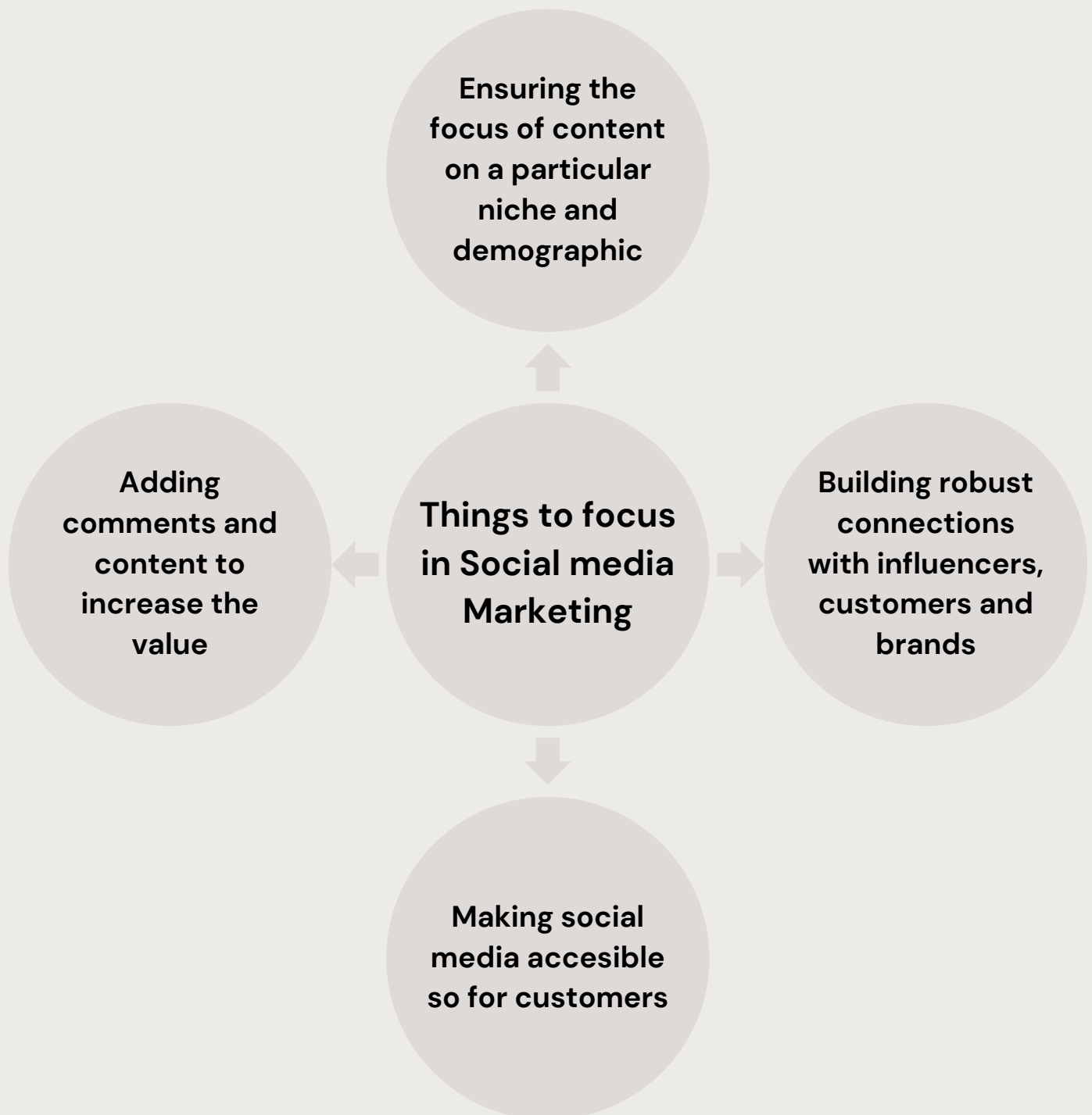
Methods of Advertising on Social Media

Advertisement can be done in various ways on social media. They include:

- **Content Creation:** Content creation includes videos and posts.
- **Content Promotion:** The videos and posts included in this category are sponsored or promoted.
- **Engagement with People:** Advertisement can also be done by interacting with groups and influencers related to the organization's business.
- **Growing a Following:** By creating and sharing appealing content, the organization can follow its brand.
- **Getting Downloads:** The organization can offer various downloadable items on its social media profiles and channels. These items can include PDFs, PowerPoint presentations, white papers, podcasts, videos, etc.



Things to Focus in Social Media Marketing



Fill in the blank: _____ content is the one where the organization does not have to pay for the content, and it picks up its views naturally.

- a) Organic
- b) Paid
- c) Earned

Which of the following strategies is part of planning before publication?

- a) Gaining Industry Insights
- b) Listening And Engagement
- c) Knowing The Audience
- d) Getting Awareness About New Trends

True or False: The most standard tools for adding meta information are hashtags.

- ☐ True
- ☐ False

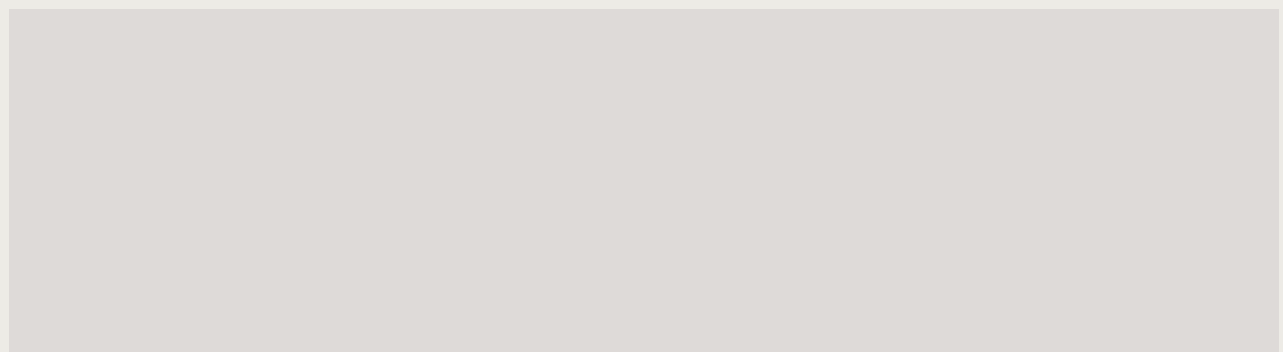
True or False: Paid content is the one where the organization does not have to pay for the content, and it picks up its views naturally.

- ☐ True
- ☐ False

Fill in the blank: Content discovering and sharing becomes easy with _____.

_____ on social media can be termed as its currency. Choose one answer.

- a) Pictures
- b) Sharing
- c) GIFs
- d) Status
- e) Posts
- f) Videos



Most Popular Social Media Marketing Platforms

There are many other social media platforms used globally in today's world. This listing does not undermine their importance. We are just discussing the basic ones here. Some most important and popular social media platforms are as under:



When it comes to social media, marketing, each of these platforms is unique in its attributes and qualities. Therefore, it is essential to dig deep into these platforms individually to understand them better and make the right choice.

FACEBOOK

As the most prominent social media market platform, Facebook allows marketers with the strongest data and targeted aids. The ads on Facebook are all designed and planned. Moreover, the user interface regarding social media marketing on Facebook is so simple that even a novice and beginner in social media marketing can start building his eCommerce store on Facebook without any extra aid.



Facebook Business Manager

The first thing to begin with Facebook media marketing is to learn about Facebook Business Suite Tool. This tool allows social media marketers to manage their advertisements, inboxes, people, pages, etc.

Starting with Facebook Business Suite Tool

To begin with the Facebook Business Suite Tool, the organization has to go on the landing page of **Facebook Business** to create the account. For this purpose, it is necessary to have a Facebook account. After logging in, the organization will see its Business Suite dashboard. The Facebook tool is needed for anyone planning to begin marketing on Facebook.

Facebook Advertising Options

The first thing to select while creation of Facebook advertisement campaign is to determine the campaign's goals. There are many options to be considered in this regard, such as:

- Traffic drive to the website
- Conversion driving
- Facebook page promotion
- Engaging with the post, etc

The ad manager link appearing in the target audience popup allows the customization of the audience. This popup appears when the organization has chosen its goals, as mentioned above. If the organization does not want to use the ad manager link, it can use the suggestions.

Afterward, the organization can select the devices it wants to target while also choosing where to display its ads. For this purpose, Facebook recommends using Auto Ad Placement.

Compared to the other social media platforms that decide ad placement, Facebook allows organizations to decide where to place their ads.

Facebook Features Helpful for Social Media Marketing

Facebook's Lookalike Audiences

Facebook offers organizations to create lookalike audiences, also known as smart audiences. Smart audiences use data from the people who had been engaged with the organization's ads or pages previously. They also create an audience that is the best for them.

Integration with Instagram

Ads created on Facebook can also be integrated on Instagram by clicking a single button. To do this, the organization can click upon the Instagram ad placement button, after which they can select Feed, Stories, or both. This automatic Facebook-Instagram integration is appropriate for visually appealing ads.



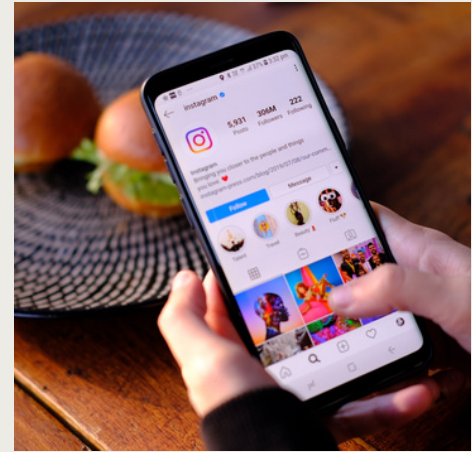
Facebook Live

People enjoy live videos more than traditional videos. Statistics show that live videos are watched **27 percent** longer than pre-recorded videos. Therefore, Facebook Live can be cited as an essential and crucial platform for advertising.

INSTAGRAM

As compared to the larger social media networks, Instagram has the highest engagement rate. This platform is used as a picture, and a video sharing platform and these tools are optimum for advertisement. Two formats can be considered for advertisements on Instagram. They are:

- 1) Short-form videos
- 2) Long-form videos



Both of these formats are important for advertisement along with sharing of Instagram videos. However, for novices in social media marketing, the most important thing to be considered is the use of pictures. In this regard, some categories of pictures that work well are:

- Questions are given in text form that helps engage followers.
- Inspirational quotes
- Product-photos

One thing to be considered here is the use of hashtags and CTAs with each photo. The organization should also ensure that it has optimized its bio properly.

Social Media Marketing on Instagram

Influencer Marketing

Instagram is the most recognizable platform when it comes to influencer marketing. This is because

- (1) Instagram is a highly visual platform
- (2) The number of advertisement overloads does not interfere with the userbase.
- (3) Instagram influencers tend to use this platform more than Twitter and Facebook.

Instagram Stories are More Watched then Snapchat

Another reason to use Instagram for advertisements is that its stories are viewed more than Snapchat.

Use of Instagram by Different Brands

When it comes to user engagement, one of the highly anticipated platforms is Instagram. But this does not mean that this platform is only designed for user engagement. This platform can also market the products using features such as product tags and links in Stories.

YOUTUBE

YouTube has transformed readily in the last years. Now, the users can stream videos faster and for free. It also allows the users to have a platform where users can express their opinions instantly via comments. The importance of this platform can be understood from the fact that 5 billion videos are watched every day on it. Thousands of industries and start-ups have used YouTube to begin their careers.



YouTube for Marketers

Marketers can use YouTube for sharing long-form content with their audience. This is especially important because there are many people in the audience that are not very avid readers. In these circumstances, marketers can convert their leading material into video tutorials.

The users can also make efficient use of YouTube by providing snippets, excerpts, and previews of its videos as teasers. These teasers will incite curiosity in the people, who will become interested in seeing the complete video.

YouTube Video Ads

There are two considerations regarding YouTube ads:

- (1) Viewers can skip the ad after watching it for some time or
- (2) YouTube can make the viewers watch the whole ad.x

DIY Video Filming

DIY video filming has raised a lot in recent years. The users should try to learn the basics of videography and the method of handling the right equipment. By acquiring an appropriate light setup, a camera, and a microphone, it becomes easy for businesses to start their YouTube channel, which will help them in driving traffic and lead generation.

LINKEDIN

The overall environment at LinkedIn is extremely formal and professional. In fact, LinkedIn is the best platform to get updates and insights about the industries and businesses worldwide. For an eCommerce whose specialty is in the expansion of networks and businesses, LinkedIn is the best and most appropriate platform to be considered. Also, it is focused on jobs, recruitment, and other networking tools. For that reason, it is also used widely by Human resource professionals to screen the candidates.



LinkedIn Groups

LinkedIn groups allow like-minded professionals to come together, discuss their topics of interest, and establish contacts. Joining a LinkedIn group is the easiest way of telling someone about the business and building connections with others.

LinkedIn Advertising

LinkedIn can also be used for running advertisements. LinkedIn is the ideal platform for B2B businesses and lead generation. By adopting the right strategies, an eCommerce business can easily get the proper attention on the platform.

TUMBLR

Tumblr is one of the most well-known social media platforms. It is a hybrid of Twitter, blogs, and Instagram. Tumblr is also known as a microblogging platform among its users. The primary purpose of Tumblr is to curate the images. Each day, 15 million new posts are made. Also, Tumblr is well-known for its GIFs, which can present any content ranging from memes and animated clips to short videos. Tumblr is the ideal platform to be used by fashion designers, photographers, and other professions involved with visualization.



The Demographics at Tumblr

Tumblr is a casual social media platform where people post memes, comics, and gifs. In such an environment, posting a formal business invite will not work at all. In short, Tumblr is not a market-friendly platform, and it needs a person to show some creativity to gain the audience's attention there. Furthermore, the marketer should remember that the demographics of Tumblr consist primarily of young people looking for entertainment. Hence, using traditional marketing techniques will not be used on this platform.

Facebook-Instagram integration is appropriate for _____

- a) Short-form videos
- b) Target audiences
- c) Ad-placements
- d) Visually appealing ads
- c) Posts

True or False: The target audience popup appears in the ad manager link.

- ☐ True
- ☐ False

_____ is the most important platform when it comes to influencer marketing. Choose one answer.

- a) Instagram
- b) Facebook
- c) Twitter
- d) YouTube
- e) Snapchat

Which of the following options are needed to be considered while selecting Facebook's campaign goals? Choose four answers.

- ☐ Facebook Business Manager
- ☐ Facebook Page Promotion
- ☐ Conversion Driving
- ☐ Post Engagement
- ☐ Instagram Integration
- ☐ Traffic Drive To Website

_____ is also known as the micro-blogging platform. Choose one answer.

- a) Instagram
- b) Pinterest
- c) YouTube
- d) Snapchat
- e) Facebook
- f) Tumblr

Benefits of Social Media Marketing

There are many benefits of social media marketing, such as:

- Increase in brand awareness
- Enhanced and improved relationship with customers
- Lead generation and boost in conversions
- Learning from competitors.

Increase in Brand Awareness

Social media platforms are ideal for increasing brand awareness by driving up engagement. Engagement refers to comments, shares, likes, and re-posts. A business can also increase its brand awareness with social media by directly directing traffic to its site. This can be done by providing the website's link in bio, posts, and profiles of the social media handles.

Improved Relationship with Customers

Social media platforms allow businesses to establish strong and long-lasting relationships with their customers. This is done via interacting with them through posts, answering their questions, replying to their comments, and helping them with their queries.

Learning from Competitors

Social media is an excellent tool for performing competitor analysis. By using its social media handles efficiently, a business can learn several things from its competitors, such as:

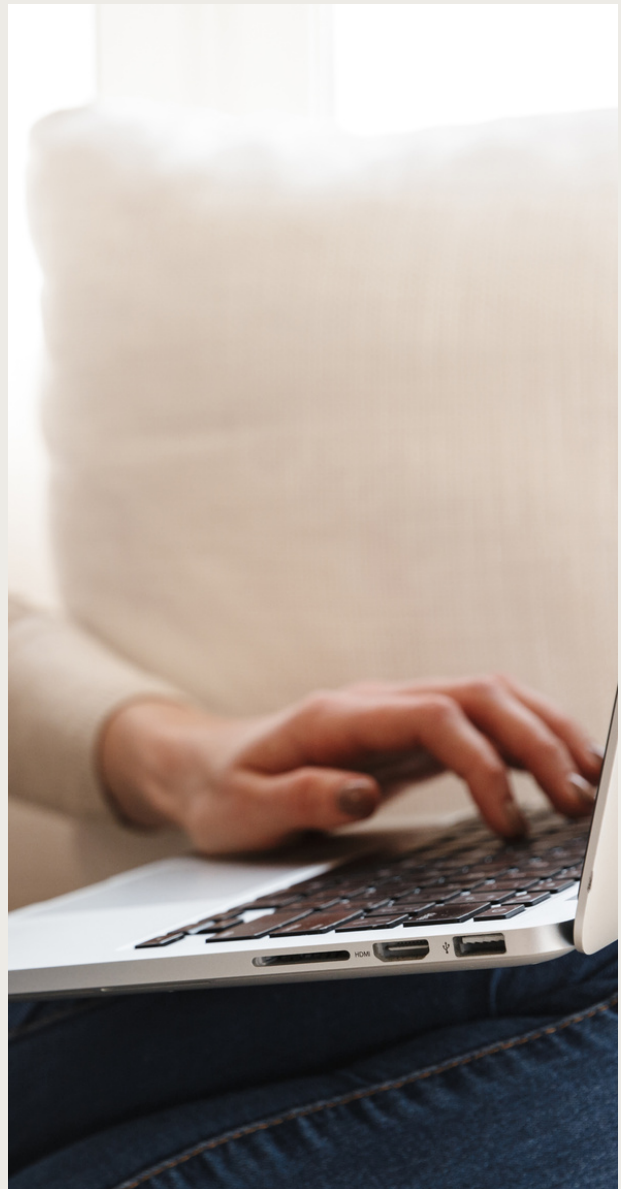
- (1) What methods are being used for product promotion?
- (2) How are they interacting with their followers?
- (3) What sort of campaigns are they implementing?

By giving a closer look at their competitors' social media accounts, businesses can also determine the correct approach to set the course of their business. Moreover, they also learn the ways through which they can make their campaign distinguished among their competitors.

Lead Generation and Increase in Conversions

Promotion of products on social media is one of the simplest ways of improving generating leads, boosting conversions, and increasing sales. An online business can use the following examples of using social media for generating leads:

- (1) Contest creation for visitors and followers that visit the business's social media profiles.
- (2) Providing website links and different promotional offers in the profile's bio.
- (3) Hosting live videos to announce the new products, providing updates and details.
- (4) Implementing a social media marketing campaign on one of its channels.
- (5) Selling products with the help of social profiles.



Credentials of Various Social Media Platforms

FACEBOOK

Facebook has around 2.89 billion active monthly users. Most are millennials and Generation X. It is an ideal platform for creating brand awareness and advertising.



PINTEREST

Pinterest has 416 million active users globally. It is a B2C platform and is considered ideal for visual advertising. Older millennials and relatively younger baby boomers mainly use Pinterest.



YOUTUBE

YouTube registers over 2 billion users logging into it monthly. Its audience comprises millennials and Generation Z. It is a suitable platform for creating "how-to" videos, entertainment and increasing brand awareness.



LINKEDIN

LinkedIn is a platform meant for professional people. It has 675 million active monthly users worldwide. The audience at LinkedIn primarily composes of millennials, and it is an ideal platform for BTS (behind-the-scenes), natural-looking media, advertising, and user-generated content.



TWITTER

Every day, around 186 million users visit their Twitter accounts. The main population of Twitter comprises millennials. When it comes to social media marketing, Twitter can be considered suitable for enhancing public relations and providing customer service.



INSTAGRAM

Instagram can be considered next to Facebook in terms of its monthly active users, around 1 billion. The audience on Instagram is mainly composed of millennials. Like LinkedIn, Instagram is also used for BTS (behind-the-scenes), natural-looking media, advertising, and user-generated content.



How to Engage Prospects on Social Media Platforms?

Audience and prospect engagement is one of the most crucial factors for determining the success of social media marketing. It allows the organization to create content that complies with the shared interests of its audience's prospects. Thus, a loyal fan base is formed in the end. To engage its prospects, the user can do the following:

- He should know why he is posting and what he intends to achieve with it.
- He should determine the social media channel that is most suitable for his company or industry.
- He should experiment with all types of content, i.e., blog posts, articles, videos, images, GIFs, etc.
- He should also be well-versed about the latest trends in his industry and adapt his marketing strategy accordingly. However, it is important to avoid any resemblance with other companies in this regard.
- He should gain insights from his competitors.
- He should focus on organizing contests and sharing helpful content.
- He should inspire people via conversations and other actionable content.
- The content should be interesting so the users can click more, read more, and even download the user's app on their phones.
- He should establish connections with influencers in his relative field

Creating a Useful Social Media Marketing Strategy

Businesses that want to make the most out of their online presence must focus on their social media marketing strategy. This can be done by focusing on the following factors:

- Content
- Target audience
- Social channels
- User engagement

Reaching customers with the help of social media helps in brand building, increasing customer loyalty, and generating word-of-mouth marketing habits.



Short Steps for Building a Successful Social Media Marketing Strategy

The method of building a social media marketing strategy can be explained in three simple steps:

Step 1: Finding the presence of the target audience on social media along with its interests.

In addition to these three steps, the users should also focus on:

- Setting their goals
- Understanding their audience and their individual needs.
- Creating content that is likely to get more clicks. This content includes inspiring content, answering users' questions, sharing news stories, and posting at the most appropriate time.
- Assessing and updating the strategy with time.

Step 2: Determining the best days of the weeks to post the content to gain maximum visibility and content engagement.

In addition to these three steps, the users should also focus on:

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- Assessing and updating the strategy with time.

Step 3: Showing consistency with the posts, even though there are not many responses on them..

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- Assessing and updating the strategy with time.

Important Tools For Social Media Marketing

Social media tools are an essential and integrated component of digital marketing. They allow their users to measure their overall performance regarding their posts, content creation and publication, engagement with customers, etc. There are three main classifications of social media marketing tools i.e

Content Creation and Curation Platforms

Creating content such as videos, GIFs, and slideshows becomes a lot easier with these tools. Examples of such platforms include Drum Up, ContentStudio, and Content Gems.

Social Advertising

Social advertising helps users promote their content to specific audiences on Facebook and Twitter.

Posting Platforms

These tools help automate publications on various platforms such as LinkedIn, Facebook, and Instagram. In some of these tools, scheduling features are also provided. Examples of tools in this category include Buffer, SproutSocial, and Agorapulse.



Which of the following are the important factors while preparing a social media marketing strategy? Choose four answers.

- ☐ Social Channels
- ☐ Content
- ☐ User Engagement
- ☐ Assessing and updating the Strategy
- ☐ Target Audience

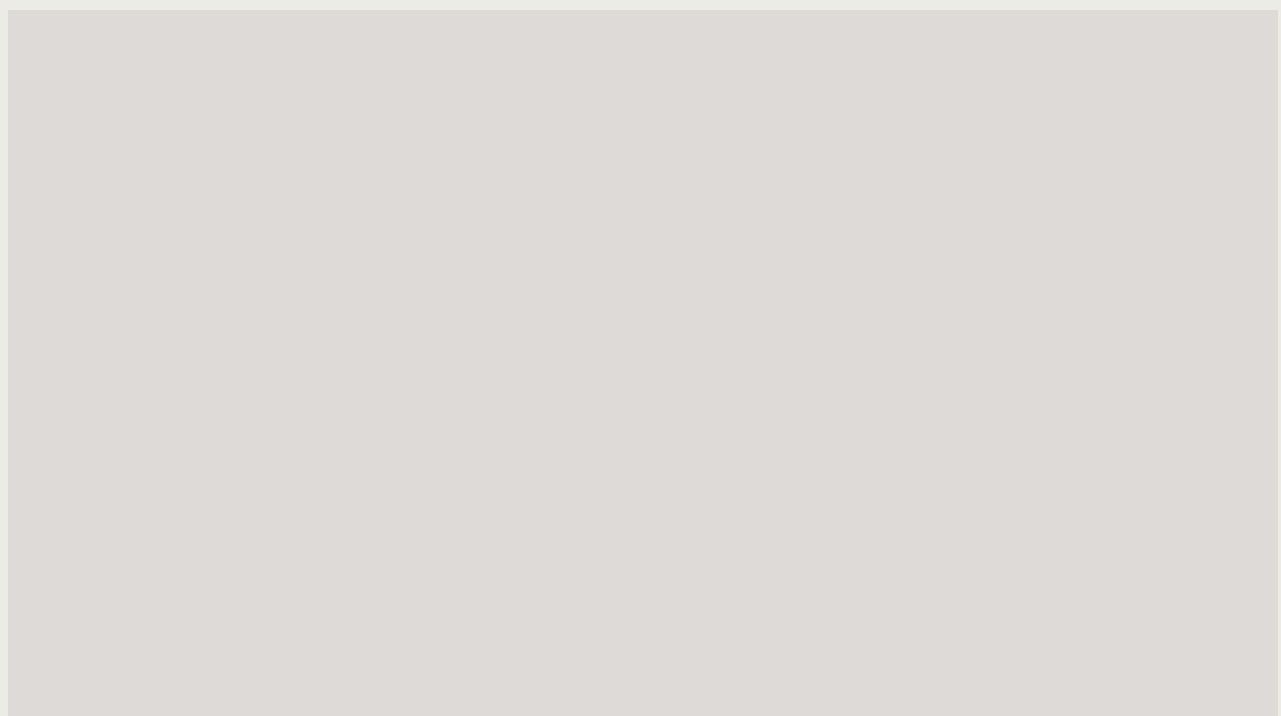
Fill in the blank: Older millennials and younger baby boomers mainly use _____ .

True or False: YouTube is a suitable platform for brand awareness and advertising.

- ☐ True
- ☐ False

_____ can be considered suitable for enhancing public relations and providing customer service. Choose one answer.

- a) Instagram
- b) Facebook
- c) Twitter
- d) YouTube
- e) Snapchat
- f) LinkedIn



Lesson Summary

- **Content:** Everything **that is posted** on social media is called content. Content can be a story update on Instagram, Snapchat, Facebook, Tweet, etcetera
- **Context:** When it comes to context, **it is essential to remember that catchy and attractive posts should be placed such that more people can see them.** For example, if a company places a three-liner joke inside a 5000-word blog post, it will not garner much attention. But if the company decides to post that joke as a Tweet, it will work for it
- **Hashtags:** Hashtags **are the most standard tools for adding meta information** on their social media handles. These hashtags are used on Facebook, Twitter, Pinterest, Instagram, etcetera. Hashtags allow the companies to describe their content's topic
- **Sharing:** Social media shares can be termed as the **currency of social media marketing.** Engaging and interacting with the audience with content is a positive aspect. Still, it should be taken as a more positive attribute when they start sharing it. When the people share, the more content, the more it shows its popularity among the people
- **Engagement:** Engagement refers to **the interaction of the people with the content.** This engagement can come in many forms, e.g., a comment, a reaction, or a share. Among these, share holds more importance, as mentioned before

IMPORTANT PILLARS OF SOCIAL MEDIA MARKETING

- Strategy
- Planning and publishing
- Listening and engagement
- Analytics
- Advertising

METHODS OF ADVERTISING ON SOCIAL MEDIA

- Adding quality content i.e. videos and posts
- Advertising by interacting with groups and influencers related to the organization's business
- Offering various downloadable items on social media profiles and channels, such as PDFs, PowerPoint presentations, white papers, podcasts, and videos, etc.

HOW TO ENGAGE THE PROSPECTS ON SOCIAL MEDIA

- Experimenting with all types of content, i.e., blog posts, articles, videos, images, GIFs, etc.
- Following the competitors and gaining insights from them
- Using hashtags
- Organizing contests and sharing useful content
- Knowing about the latest trends in the industry and adapting the marketing strategies accordingly
- Determining the purpose of posting

IMPORTANT FACTORS TO BE FOCUSED IN SOCIAL MEDIA MARKETING

- Content
- Target audience
- Social channels
- User engagement

BUILDING A SOCIAL MEDIA MARKETING STRATEGY

- Step 1: Finding the presence of the target audience on social media along with its interests
- Step 2: Determining the best days of the weeks to post the content to gain maximum visibility and content engagement
- Step 3: Showing consistency with the posts, even though there are not many responses on them

SOCIAL MEDIA MARKETING TOOLS

- Content creation and curation platforms
- Social advertising
- Posting platforms

Essentials of Social Media Marketing

Having completed this module you will be able to:

- Outline the essential components of a social media marketing agency
- Describe the various steps of preparing a successful social media marketing agency
- Indicate the importance of each step in social media marketing agency
- Classify the social media automation tools on the basis of their uses
- Recognize the unethical use of social media automation tools
- Summarize the process of finding the correct target audience for social media marketing
- Evaluate the process of creating value for the target audience via social channels



Introduction to Creating a Social Media Marketing Strategy

A social media marketing strategy can be defined as a document that outlines all the social media marketing goals of an organization and the methods to achieve these goals. It also contains the metrics that will track the business's success while it pursues its goals.

ORGANIZATION'S SOCIAL MEDIA MARKETING STRATEGY CONTENTS

An effective social media marketing strategy should contain the following:

- A list of all of the existing and planned social media accounts belonging to the business.
- The specific goals for each social media platform on which the organization is active.
- Roles and responsibilities of each team member.
- An outline of the reporting sequence.



Steps for Creating a Social Media Marketing Strategy

An effective social media marketing strategy can be created in eight simple steps:

- Step 1: Choosing marketing goals that correspond to the business objectives
- Step 2: Learning everything about the audience
- Step 3: Knowing about the competitors.
- Step 4: Conducting a social media audit
- Step 5: Setting up accounts and improving profiles
- Step 6: Getting inspiration
- Step 7: Creating a social media content calendar
- Step 8: Evaluation and adjustment of strategy

STEP 1 – CHOOSING MARKETING GOALS

The first and the most crucial step while creating a social media marketing strategy is to choose the marketing goals that align well with the organization's goals. Without these goals, the organization will fail to measure its R.O.I. (Return of Investment) and success rate.

While creating its goals, the organization should follow the S.M.A.R.T. criterion, which is abbreviated for:

S Specific

M Measurable

A Attainable

R Relevant

T Time-bound

STEP 2 – LEARNING ABOUT THE RIGHT AUDIENCE

Creating Audience Personas

The key to social media marketing is to learn about the audience and their preferences on social media. Then, the organization can learn to create the content its audience will like, share, and comment on. Learning about the audience's personas also helps turn them into regular customers.

The important things to keep in mind while learning about the preferences of their target audience are as follows:

- (1) Their age
- (2) Their location
- (3) Average income
- (4) Job title, profession, or industry
- (5) Interests and hobbies

Data Collection

When an organization tends to collect the data about its audience, such as the demographics of its followers, their locations, and their interaction with the organization, it can refine its marketing strategy and target its audience better.

STEP 3 – LEARNING ABOUT THE COMPETITORS' ACTIVITIES

Every business is using social media nowadays. Therefore, the organization should focus on learning a lot more about its competitors and their activities.

Performing a Competitor Analysis

A competitive analysis allows the organizations to learn who the competitors are, their approaches, mistakes, etc. This competitor analysis is crucial for the organization to set up its social media targets.

Competitor analysis can also help determine the dominance of the competitor. For example, suppose the organization sees that its competitor is very active on Facebook and has neglected Instagram completely. In that case, it can choose Instagram as its primary social media marketing platform.

Social Media Listening

Social media listening includes researching competitors' company names, social media accounts, and other similar relevant information. In addition, it allows the organization to look for what its competitors share and how people respond to them.

STEP 4 – SOCIAL MEDIA AUDITING

A social media audit can be beneficial for the organization. It can evaluate its mistakes and the overall course of its efforts. While conducting its social media audit, the organization can determine the following:

- What is workable for it and what is not?
- Who is engaging more with the organization?
- Which networks are being used by its target audience?
- How is the organization's social media presence as compared to its competitors?

Once this information is collected, the social media organization can begin thinking about improving its social media marketing strategies. First, the audit should also indicate the organization about its social media accounts. Then, it should decide which accounts are worthy enough to be kept and those which are not.

The Usefulness of a Social Media Account

Determining the usefulness of a social media account can be determined from the following factors:

- The presence of its audience.
- How is its audience using that platform?
- Can the organization use that account to achieve its marketing goals?

Finding the Fake Accounts

This auditing process is also helpful in looking for any fake or impostor accounts, which may be using the organization's business name, or the name of its products. Locating these fake accounts is extremely necessary because these accounts can be dangerous for the organization.

STEP 5 – PRESENCE ON THE RIGHT PLATFORMS

Determining the Appropriate Social Media Platforms

After determining which social media platforms are the most important for its social media marketing agency, the organization should start developing a strategy about using each account. It is important to know that the organization must prepare a mission statement for each of its selected social media platforms. For example, a statement can be prepared for Twitter, such as:

“Our organization will use Twitter for responding to the complaints of our esteemed customers.”

Determining these statements allows the organization to make each of its platforms goal-oriented.

Profile Creation

After deciding the preferred platforms, the organization should focus on creating its profiles. If it already has existing profiles, it should focus on improving them to align with its social media marketing agency. For this purpose, the organization should:

- (1) Ensure that it should fill out all the fields while setting up its profiles.
- (2) Add keywords that can make it easy for the people and the customers to search for the organization.
- (3) Using various branding signs (images, logos, etc.) to make its profile recognizable across various networks.

STEP 6 – LEARNING FROM SUCCESS STORIES

Achieving uniqueness in the brand is necessary; however, it is not a bad idea to gain inspiration from rivals and other competitors. For this purpose, the following tips can be looked upon:

Social Media Success Stories

These stories can be found on the social media network's business section. These types of insights can allow the organization to devise its own social media plan.

Rewarded Social Media Campaigns

The social media marketing organization can also look upon the winners of The Facebook Awards and The Shorty Awards. This type of information allows them to keep an eye on successful social media brands.

Following Social Media Brands

The organization should check out the accounts on the social media platforms that have the largest following. It should look at what tactics and strategies do these organizations apply for gaining their following. The main approach applied by these organizations on their social media platforms is that they keep their tone, style, and voice consistent in their posts. With this consistency, they manage to garner the attention of their followers.

Getting Suggestions from the Followers

The organization can also gain inspiration from its consumers and social media followers. For example, it can check what its followers expect from it, what its demands are, what they want from the organization, etc.

STEP 7 – CREATING SOCIAL MEDIA CALENDAR

A social media calendar is a basic plan that helps the organization share its content. As a result, it creates the maximum impact upon its followers.

Setting up the Posting Schedule

The social media calendar of the organization consists of dates and times during which the organization will publish its content. The organization can plan everything with this calendar, from posting videos to images, blog posts, and articles.

The social media calendar also includes the organization's daily posting and other content related to the organization's social media campaigns.

Determining the Correct Content Mixture

The organization should also ensure that its content corresponds to its content strategy and calendar. It should compose its overall content such that it helps it in reaching its business goals faster.

For example, it can select the following content composition:

- (1) 50% of its content will be used for lead generation.
- (2) 30% of its content will drive traffic back to its website.
- (3) 20% of its content will be used for brand promotion, etc.

STEP 8 – EVALUATION OF KPIS AND STRATEGIES

Evaluating its social media strategy from time to time will allow the organization to determine which strategies work best for it. For this purpose, it can look at the following:

Performance Metrics

The organization can use various metrics (e.g., UTM parameters) to see how its social visitors move through its website and which social posts drive the most traffic.

Re-Evaluation of Existing Strategies

After viewing the performance metrics, the organization should focus on re-evaluating its social media strategies. The information coming from these metrics can be used in several ways, for example:

In testing of different posts, strategies, and campaigns.

- 1) Surveying and determining which part of its strategy works best.
- 2) Asking its customers and followers if it fulfills their expectations and needs or not.
- 3) Asking them what they want to see from the organization in the future, etc.

How the most important components of an effective social media marketing strategy be outlined? Choose three answers.

- a) The specific goals for each social media platform on which the organization is active
- b) Roles and responsibilities of each team member
- c) Tracking important metrics
- d) A list of existing and present social media accounts
- e) Creating audience personas

What are the important metrics that can be asked in a social media audit? Choose four answers.

- a) How many leads has it generated in a month?
- b) What is workable for the organization
- c) What is the financial status of the organization?
- d) Who is engaging more with the organization
- e) The presence of organization on social media as compared to its competitors
- f) Which networks are being used by the target audience of the organization

Learning about the target audience and its preferences is known as _____

- a) Audience database
- b) Competitor analysis
- c) Social media listening
- d) Marketing strategy
- e) Timeline
- f) Audience personas

Asking the suggestion from the followers comes under the process of _____

- a) Learning about the audience
- b) Choosing market goals
- c) Setting up accounts
- d) Getting inspiration
- e) Conducting a social media audit

Fill in the blank: S.M.A.R.T criterion is used while creating the organization's _____

Automating the Social Media Marketing Practices

Social media automation involves using automation tools for improving social media presence. It requires content curation and advanced scheduling of social media posts. With these automation tools, reducing the amount of time gathering the posts becomes easier. Automation also allows social media marketing organizations to spend time with their audience and grow their account in the process.

THE USE OF AUTOMATED SOCIAL MEDIA TOOLS

Social media automation tools can be employed in several ways, such as:

- Scheduling
- Reporting
- Generating content ideas
- Freeing the time of the organization
- Allowing the organization to engage and interact with its followers
- Strategizing and scheduling the posts.



Unethical Use of Automated Social Media Marketing Tools

Organizations should avoid using automation tools unethically. Some of the ways through organizations can use automated social marketing tools unethically are:

Using these Tools for Buying the Followers

Many social media marketing organizations use these automation tools for buying followers. In reality, these organizations do not have a solid content base, and they and their business can easily get crumpled.

Using these Tools For Writing Social Media Posts

An organization can use social media automation tools for writing posts initially. However, using these tools every time is considered an unethical and unfair practice.



Using the Automated Social Media Marketing Tools

In this section, several points are discussed that can be employed to effectively use automated social media marketing tools. These are.

- Using the social listening tools
- Use of chatbots
- Attaining important insights across various networks
- Production of content curation ideas
- Engaging with the audience
- Achieving constant scheduling

USING THE SOCIAL LISTENING TOOLS

Many social media automation tools can be employed for social listening.

USING CHATBOTS

Creating chatbots is another important use of social media automation tools. These chatbots can be associated with platforms, such as Facebook Messenger. These chatbots streamline the marketing procedure, make customer support more efficient, and enhance the overall experience.

- Automated replies or suggested replies can be sent to the customers using chatbots; For instance, a chatbot can automatically reply to a customer inquiring about the store's timings.
- These chatbots can also inform the customers about the time it will take for the store owner to return.
- These chatbots should be designed to resolve small problems of the customers on their own. Still, there should be a system for relaying complex problems to the human-beings.

GAINING IMPORTANT INSIGHTS ACROSS VARIOUS NETWORKS

The example of using the automation tools to gain important insights across other networks can be understood as using and connecting these automation tools in social platforms. The analytics of these automation tools can also help organizations determine when they can post.

One of the most significant benefits of these social media automation tools is that they allow the organization to have access to various analytics, such as reach, engagement, and impression across all the social media platforms in one place. In addition, these analytics make it easy for the organization to compare its campaign's success across various platforms.

Production of the Content Curation Ideas

Not all of the social media automation tools provide content curation. However, some of these tools do allow content curation.

ENGAGEMENT AND INTERACTION WITH FOLLOWERS

With social media automation tools, organizations can establish and build connections with their audiences while responding to their customers timely. Employing these automation tools is very fruitful. However, the organization should also maintain a human connection with its customers.

What are the Benefits of Social Media Automation Tools?

- An organization can remain consistent with these tools and earn the trust of its followers while enhancing its online presence
- These social media automation tools also make the queue of incoming posts steady. Because of this, the organizations can do their future planning easily and spend more time on creativity
- Social media automation tools also allow organizations to schedule their posts in bulk
- Some automation tools also allow the organizations to input a spreadsheet of posts and schedule them for later

Helpful Tools for Social Media Automation

HUBSPOT

- HubSpot is designed to make it easy for the organization to share their content easily from their marketing campaigns across all of their social media platforms.
- Organizations that use HubSpot can publish their content manually to Facebook, LinkedIn, Twitter, or Instagram directly. Once the blog is connected to the organization's social media accounts, the new blog content will be shared automatically after its publication.
- HubSpot also suggests the organizations' most suitable time for posting and developing a highly effective social media strategy.

BUFFER

- This platform allows the organization to coordinate with its team to devise effective social media marketing campaigns.
- Buffer can be used for assigning social conversations to the right person.
- Buffer helps the organizations avoid duplicate responses, as it keeps an eye on the conversation while leaving any internal notes.
- With its reporting and analytics features, Buffer provides the organizations' teams with recommendations on growing its reach, sales, and engagement.

HOOTSUITE

- Hootsuite provides regular reporting and scheduling features.
- It has content curation tools that can help organizations develop new content ideas.
- It has a content library for organizing all of the content. This content library also saves them time by allowing their team to choosing from pre-approved posts.
- The Hootlet extension of Hootsuite can be used for instant posting and content sharing that is found online during browsing.



Fill in the blank: Content _____ refers to selecting the industries or topics the organization thinks are of its audience's interests.

This platform provides regular reporting and scheduling features. Choose one answer.

- a) Search Streams
- b) HubSpot
- c) Buffer
- d) Hootsuite
- e) MailChimp
- f) Facebook
- g) Messenger

True or False: Hootsuite allows the organization to coordinate with its team to devise effective social media marketing campaigns.

- ☐ True
- ☐ False

Social media _____ tools do not help organizations in monitoring brand mentions and messages. Choose one answer.

- a) Automation
- b) Linking
- c) Tracking
- d) SEO

How does chatbot help with the process of social media marketing? Choose three answers.

- a) audience engagement
- b) content curation
- c) enhancing the overall marketing appearance
- d) making customer support efficient
- e) gaining important insights
- f) by streamlining the marketing procedure

What are some of the ways through which the organization can achieve consistency with social media automation tools? Choose three answers.

- a) Mentioning of the brand across various platforms
- b) Allow future planning
- c) Allow bulk scheduling of posts
- d) Making the queue of incoming posts steady
- e) Content Curation
- f) Audience Engagement

What is the Target Audience?

For a social media marketing agency, the target audience can be defined as a specific group of people it wants to reach via its social channels. The people belonging to the target audience are interested in the social media marketing agency's content, services, and products. Also, some common characteristics are – present among these people that unite them. These factors can include behaviors and demographics, for instance.

A social media marketing agency can begin searching for its target audience by searching for relatively broader terms, such as new parents, millennials, Gen Z, etc. However, with time, its searches should narrow to become more specific in selecting a niche.

FINDING AND TARGETING THE RIGHT AUDIENCE

Defining the social media target audience refers to identifying and understanding the niche of the social media marketing agency so that it can dominate that niche. Researching the target audience helps the organization create relevant content, ads, and messaging. In addition, this research for the target audience allows the organization to generate more leads, get higher conversion rates, and get a better ROI on social media.



Finding the Social Media Target Audience

There are several important considerations to keep in mind while selecting the correct social media target audience. These include:

- Data compilation about the existing customers and social media audience.
- Using the social listening techniques for performing in-depth research.
- Performing research to determine the social channels used by the target audience.
- Conducting a competitor analysis.
- Understanding what the target audience wants from the organization's social channels.

DATA COLLECTION AND COMPILATION

Age: The organization should focus on learning the decade of life of its social media audience.

Time Zone and Location of the Target Audience: It shows the location and place where the organization's target audience resides. The organization can also determine the most crucial hours during customer service, and sales representatives must be online.

Language: Determining the language of the target audience is also essential. It is not clever to assume that they would speak the language of the organization itself.

Interests of the Target Audience: What things does the organization's target audience like to do? In what manner do they interact with other businesses? What are their preferred TV shows? Etc.

Pain Points: Analyzing these pain points allows the organizations to determine the challenges their organizations face.

Stage of Life: At which stage of life is the target audience? Are they teenagers? Young adults? New mothers? Etc.

Social Listening Techniques For In-Depth Research

Social listening techniques reveal conversations about the organization's businesses, industries, and products. For example, monitoring hashtags and keywords show what people are saying online about its business and competitors.

When the organization reaches out to these social posts, it can easily find its target audience on social media. Social listening techniques can also be used for in-depth audience research. Organizations can also unveil the hashtags used by their audience.

THE SOCIAL CHANNELS USED BY THE TARGET AUDIENCE

After determining its target audience via social listening, the organization can find the platforms on which its audience spends most of its time. Two important tools to be considered in this regard are:

Hootsuite Insights

Hootsuite Insights allows combining all the relevant terms in the search bar. In addition, the platform enables using Boolean logic for detailed search results. Once the search results appear, they can be scrolled down for finding hashtags, top sites, and authors for search purposes.

Google Analytics

Google Analytics help determine which social networks keep appearing in the organization's referral traffic report. If the organization uses UTM parameters, it can also see the social posts that drive the most traffic to its site. For example, suppose the organization's Facebook posts are driving more traffic than Twitter. In that case, this implies that most of the organization's target audience is present on Facebook.

PERFORMING A COMPETITOR ANALYSIS

Competitor analysis allows the organizations to learn about the successful strategies of their competitors. It also helps them by learning from their mistakes. Some important tools that can be used for performing a successful competitor analysis are:

Buzzsumo

Buzzsumo's search bar can be used to type in the industry's keywords. However, this option can be limited to some extent only, as the user will then have to start a free trial or sign up for the Buzzsumo account.

In Buzzsumo, a list of top shared content that has been shared across various social networks will be displayed, along with the engagement data. Here, the organizations should look for the channels and the formats that have helped their competitors grow.

Also, after starting the free trial, or by having a Buzzsumo account, the organization can find the most popular social media networks in its niche by going to the Analysis tab.

Search Streams

Search Streams is a valuable tool for monitoring keywords, hashtags and performing a competitor analysis. It can be used by setting up social media management dashboard streams. These streams can monitor the competitor's social posts and find patterns in its post type, hashtags, and content strategy.

UNDERSTANDING THE NEEDS OF TARGET AUDIENCE

For a social media marketing organization or an eCommerce business, it is crucial to determine how their products are.

- Are they making the lives of their customers better?
- Are they making the lives of their customers easier?
- Are they helping their customers in solving their challenges?
- Are they addressing the difficulties of their customers?
- Are they assisting their customers to reach their goals or not?

Creating this type of benefits statement helps the organization define its goals more precisely. The organization can also reiterate basic information about its target audience by preparing this benefit list.

CREATING VALUE FOR THE AUDIENCE VIA SOCIAL CHANNELS

Creating value for its audience is another important approach to the social media marketing organization. In this regard, several questions can be considered, such as:

- What are some of the main purchasing barriers of the target audience, and how can the organization help its audience overcome them?
- Are the customers of the organization ready to buy its products, or are they still researching?
- What type of content is with which the target audience can easily engage?

These questions allow the organization to learn about its audience's social networks preferences and social content preferences.



True or False: The social media marketing agency should begin to look for its target audience by using specified terms from the very beginning.

☐ True

☐ False

Fill in the blank: _____ search bar can be used for typing in the keywords regarding the industry.

True or False: Hashtag and keyword monitoring are part of social listening.

☐ True

☐ False



Lesson Summary

Contents of an effective social media marketing strategy

- A list of all of the existing and planned **social media accounts** belonging to the business.
- The **specific goals** for each social media platform on which the organization is active.
- **Roles and responsibilities** of each team member.
- An **outline** of the reporting sequence.

Some important considerations

- Choosing **marketing goals** that correspond to the business objectives.
- Learning everything about the audience.
- Knowing about the **competitors**.
- Conducting a social media **audit**.
- Evaluation and adjustment of **strategy**.

Use of social media automation tools

- Scheduling
- Reporting
- Generating content **ideas**
- **Freeing the time** of the organization
- Allowing the organization to engage and **interact with its followers**
- Strategizing and scheduling the **posts**
- Observing the **social listening tools**
- Use of **chatbots**
- Attaining **important insights** across various networks
- Production of content **curation ideas**
- **Engaging** with the audience

Important Tools For Social Media Marketing Automation

- HubSpot
- HootSuite
- Buffer

What to Look for while Creating Value for the Audience via Social Channels?

- Main **purchasing** barriers of the target audience.
- **Readiness** of the customers to buy the organization's products.
- Type of the **content for engaging** the target audience.

There are several important considerations to be kept in mind while selecting the correct social media target audience. These include:

- **Data compilation** about the existing customers and social media audience
- Using the **social listening techniques** for performing in-depth research.
- Performing **research to determine the social channels used by the target audience.**
- Performing a **competitor analysis.**
- Understanding what the **target audience** wants from the organization's social channels

Social Media Marketing – Bootstrapping With Fundamentals – Course Assessment

This assessment enables you to review your learning, so you can determine your knowledge and understanding of the following course: Social Media Marketing – Bootstrapping With Fundamentals If you do not achieve the required standard after the first attempt, you can retake the assessment until a successful outcome is achieved.

You will be assessed on the following learning outcomes:

Module 1:

- Analyze the importance of social media marketing for eCommerce
- Define various important terms related to social media marketing
- Describe the five main pillars of social media marketing
- Evaluate the strategies before publishing the content on social media platforms
- Compute the importance of analytics and metrics in social media marketing
- Discuss credentials of various social media platforms in terms of social media marketing

Module 2:

- Outline the essential components of a social media marketing agency
- Indicate the importance of each step in the social media marketing agency
- Classify the social media automation tools based on their uses
- Recognize the unethical use of social media automation tools
- Evaluate the process of creating value for the target audience via social channels
- Describe the various steps of preparing a successful social media marketing agency

True or False: Paid content is where the organization does not have to pay for the content, and it picks up its views naturally.

- ☐ True
- ☐ False

Learning about the target audience and its preferences is known as _____

- a) Audience database
- b) Social media listening
- c) Marketing strategy
- d) Competitor analysis
- e) Timeline
- f) Audience personas

_____ is a monitoring process where it is determined what people are saying about the brand online.

- a) Social Listening
- b) Interaction with Followers
- c) Using Chatbots
- d) Reporting
- e) Content Curation
- f) Content Scheduling

Fill in the blank: Content _____ refers to selecting the industries or topics the organization thinks are of its audience's interests.

Facebook-Instagram integration is appropriate for _____

- a) Visually appealing ads
- b) Target audiences
- c) Short-form videos
- d) Ad-placements
- e) Posts

True or False: The target audience popup appears in the ad manager link.

- ☐ True
- ☐ False

Which of the following are the important factors while preparing a social media marketing strategy? Choose four answers.

- a) Target Audience
- b) Assessing and updating the Strategy
- c) User Engagement
- d) Content
- e) Social Channels

What are the important metrics that can be asked in a social media audit? Choose four answers.

- a) The presence of organization on social media as compared to its competitors.
- b) How many leads has it generated in a month?
- c) Who is engaging more with the organization
- d) What is the financial status of the organization?
- e) Which networks are being used by the target audience of the organization
- f) What is workable for the organization

Fill in the blank: _____ search bar can be used for typing in the keywords regarding the industry.

True or False: The social media marketing agency should begin to look for its target audience by using specified terms from the very beginning.

- ☐ True
- ☐ False

This platform provides regular reporting and scheduling features. Choose one answer.

- a) HubSpot
- b) Facebook Messenger
- c) Hootsuite
- d) MailChimp
- e) Search Streams
- f) Buffer

True or False: YouTube is a suitable platform for brand awareness and advertising.

- ☐ True
- ☐ False

Fill in the blank: Content discovering and sharing becomes easy with _____

Fill in the blank. Older millennials and younger baby boomers mainly use_____ .

Which of the following options are needed to be considered while selecting Facebook's campaign goals? Choose four answers.

- a) Instagram Integration
- b) Post Engagement
- c) Facebook Page Promotion
- d) Conversion Driving
- e) Facebook Business Manager
- f) Traffic Drive To Website

Which of the following strategies is part of planning before publication? Drag the correct answer into the space provided.

- a) Gaining Industry Insights
- b) Getting Awareness About New Trends
- c) Knowing The Audience
- d) Listening And Engagement

_____ is the most important platform when it comes to influencer marketing. Choose one answer.

- a) Facebook
- b) YouTube
- c) Snapchat
- d) Twitter
- e) Instagram

True or False: The most standard tools for adding meta information are hashtags.

- ☐ True
- ☐ False

How be the essential components of an effective social media marketing strategy outlined? Choose three answers.

- a) The specific goals for each social media platform on which the organization is active.
- b) Roles and responsibilities of each team member
- c) Tracking important metrics
- d) A list of existing and present social media accounts
- e) Ceating audience personas

Asking the suggestion from the followers comes under the process of _____

True or False: Hashtag and keyword monitoring are part of social listening.

☐ True

☐ False

Fill in the blank. S.M.A.R.T criterion is used while creating the organization's _____

_____ can be considered suitable for enhancing public relations and providing customer service. Choose one answer.

- a) Snapchat
- b) Instagram
- c) YouTube
- d) LinkedIn
- e) Twitter
- f) Facebook

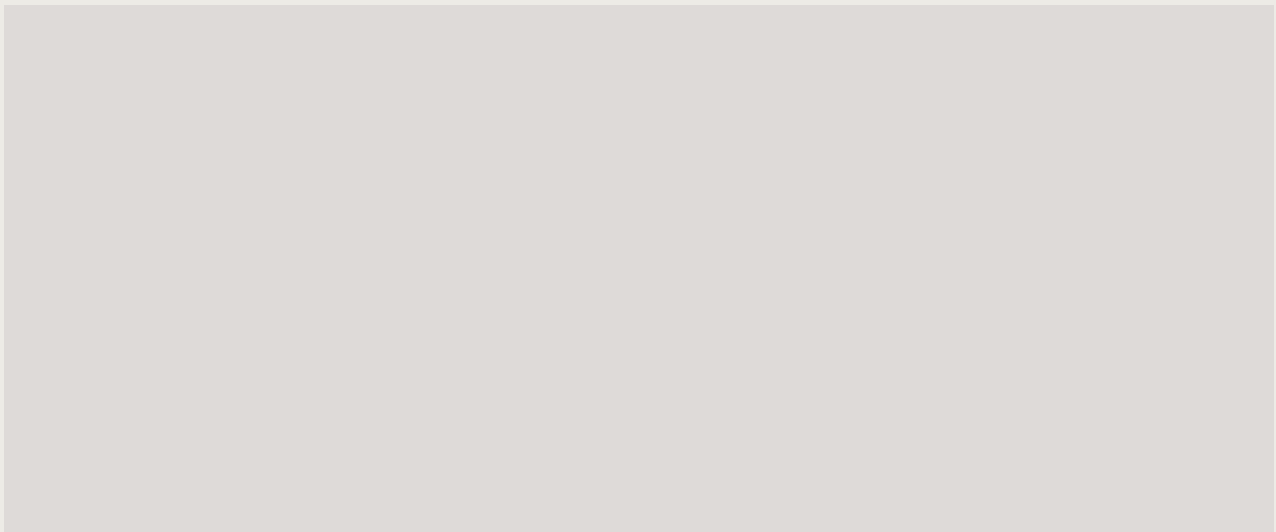
_____ is also known as the micro-blogging platform. Choose one answer.

- a) Facebook
- b) Instagram
- c) YouTube
- d) Pinterest
- e) Snapchat
- f) Tumblr

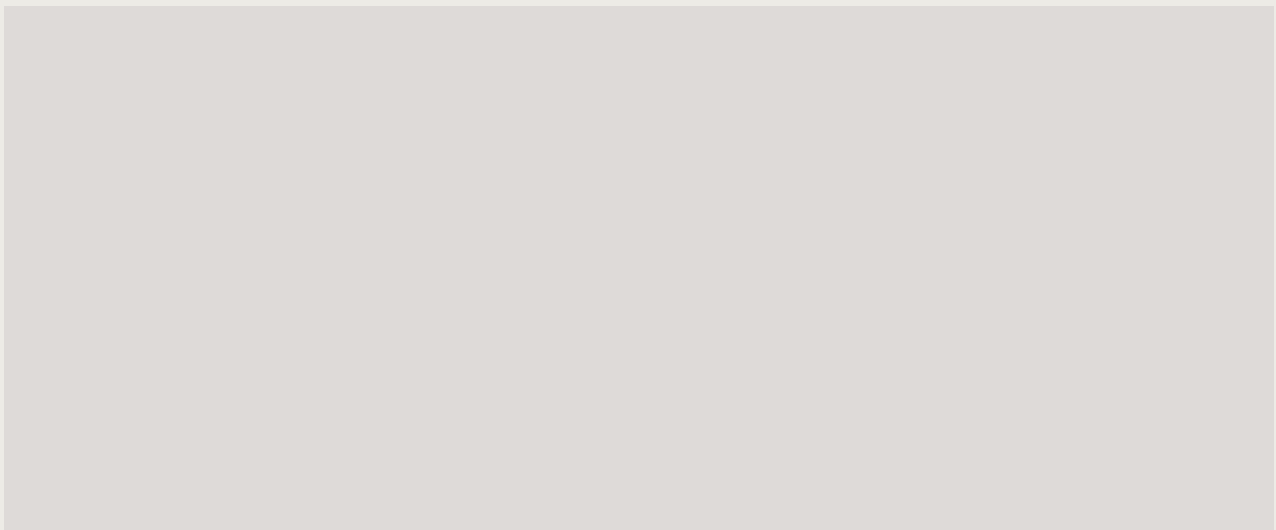
_____ on social media can be termed as its currency. Choose one answer.

- a) Status
- b) Posts
- c) Pictures
- d) Sharing
- e) Videos
- f) GIFs

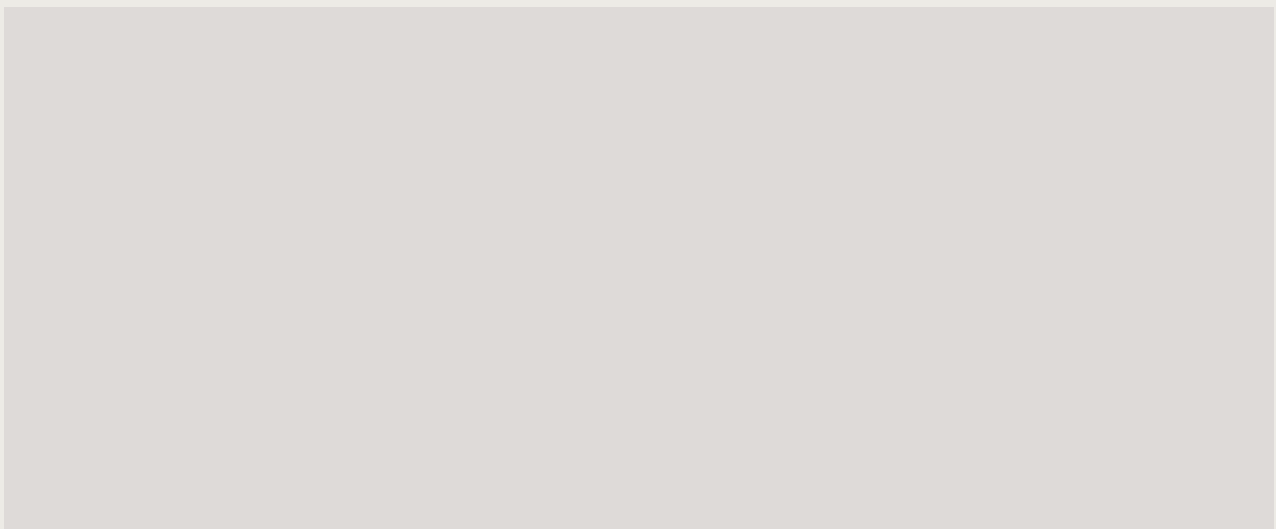
Explain the core concepts and benefits of social media marketing.



How to determine which social media platforms are most suitable for your business.



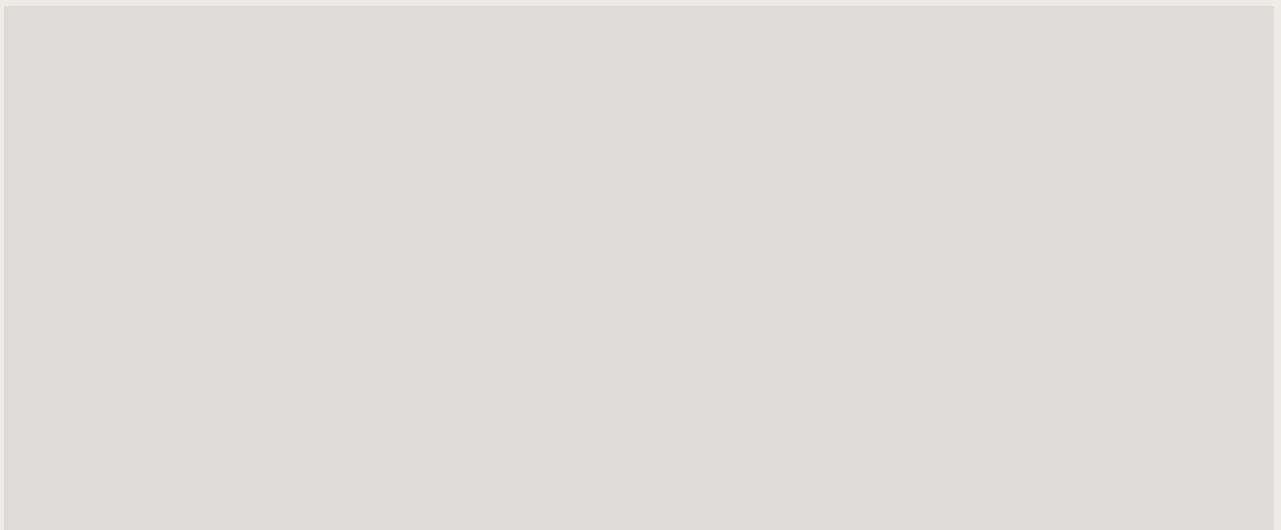
What are the key components of a successful social media strategy?



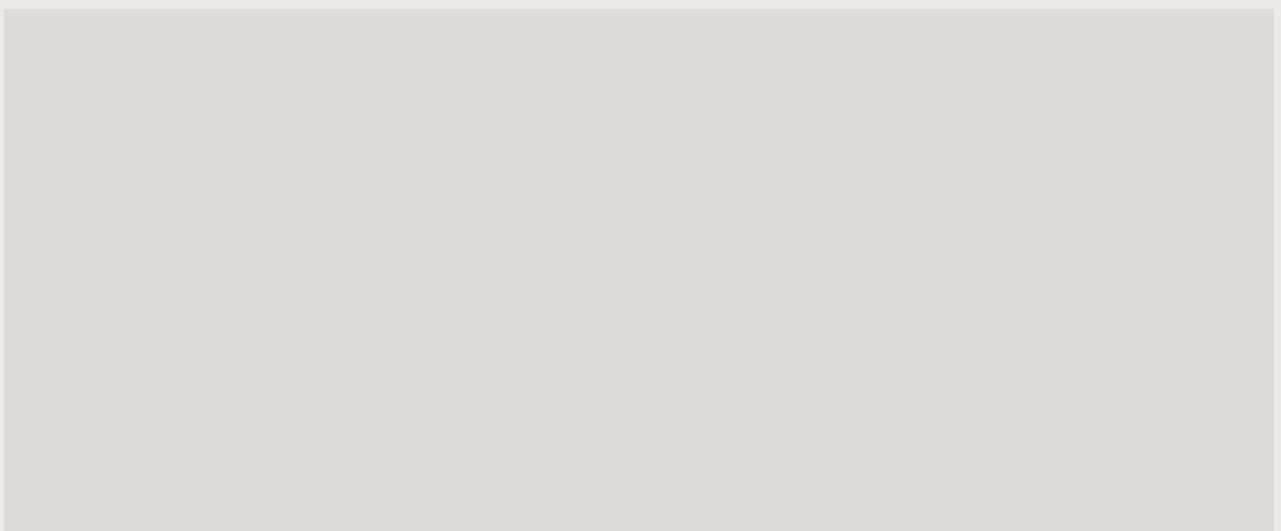
Discuss techniques for creating and curating engaging content for social media.



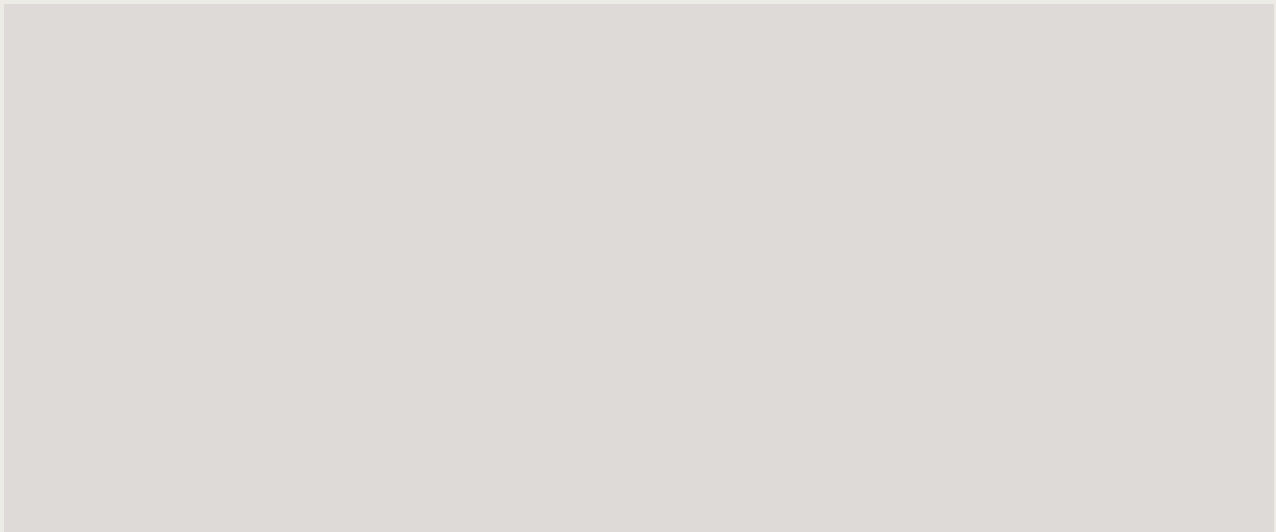
Strategies for increasing your followers and engagement.



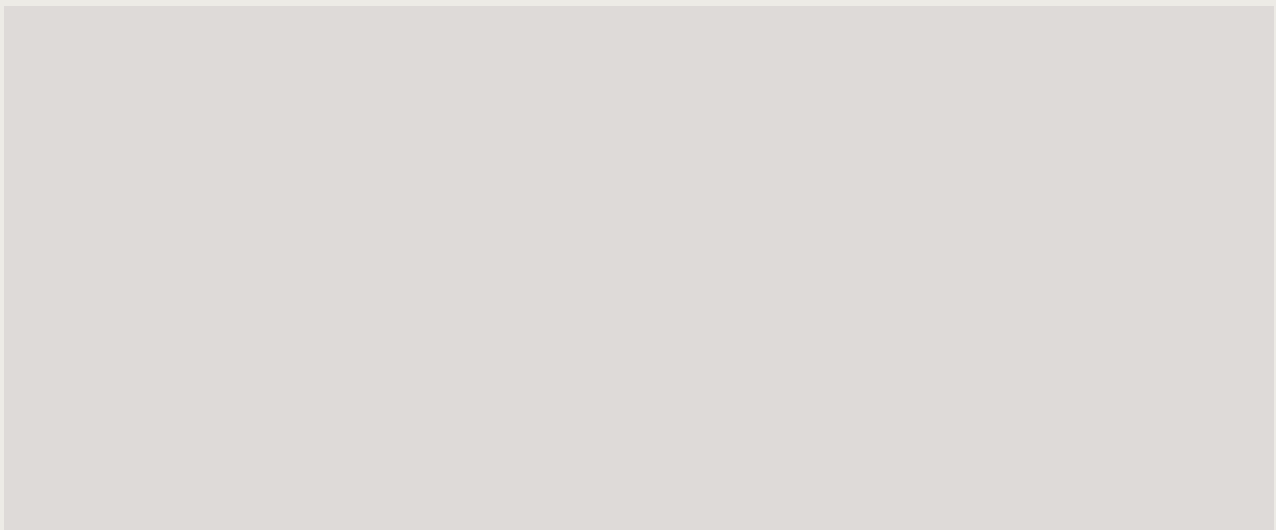
How to leverage paid advertising effectively on social platforms.



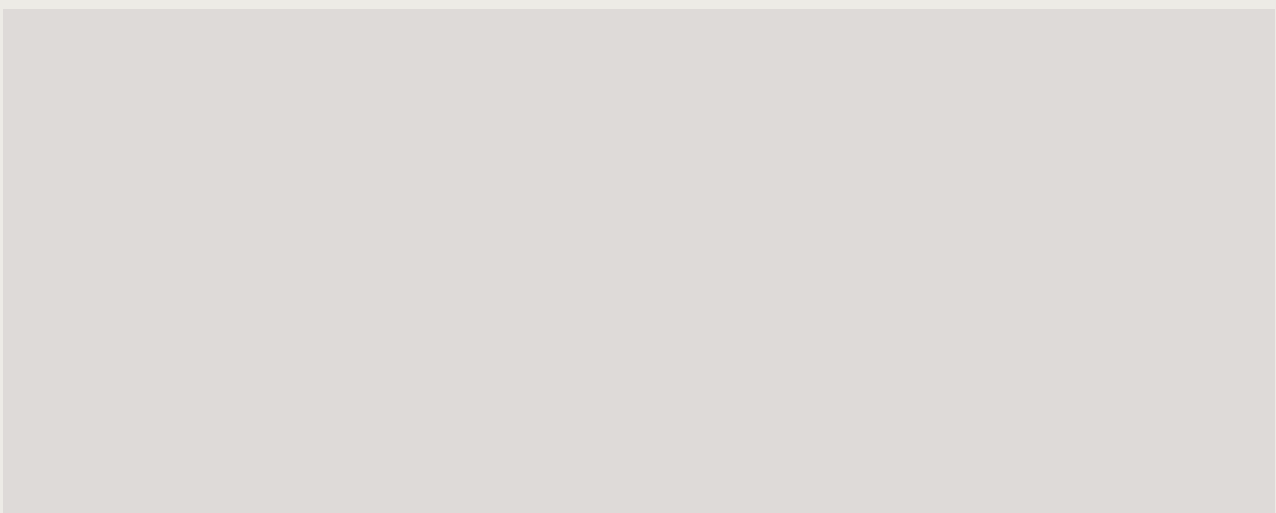
Learn how to track and measure the return on investment from your social media efforts.



Exploring tools and methods for analyzing social media performance.



The importance of a content calendar and how to create one for your social media marketing.



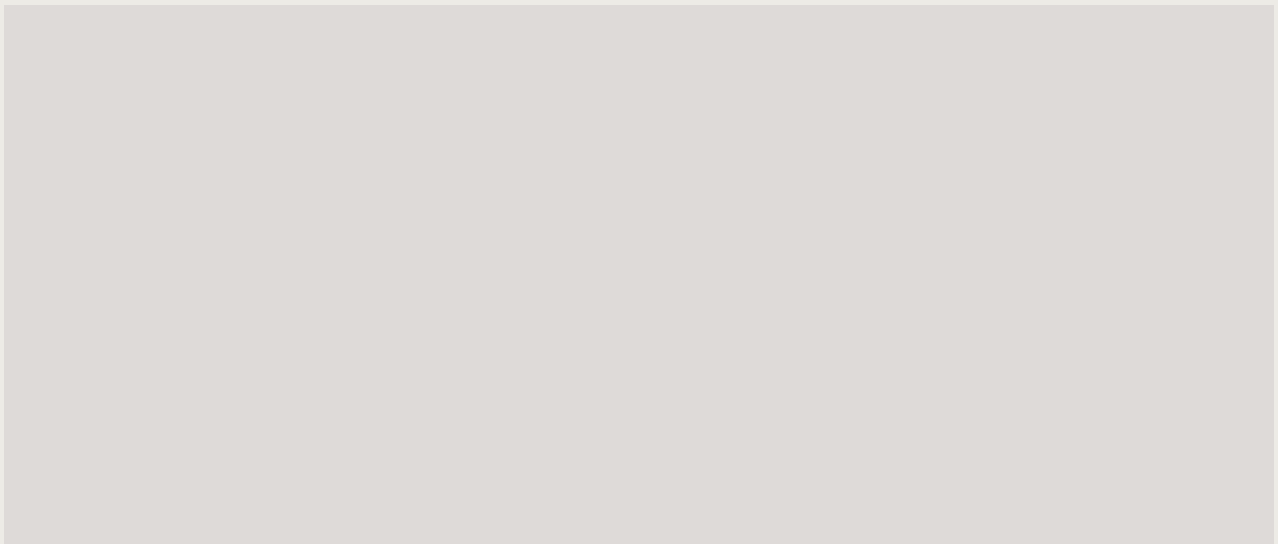
Understanding and utilizing influencer marketing on social media.



How to handle and respond to social media crises effectively.



Strategies for fostering a loyal and engaged social media community.



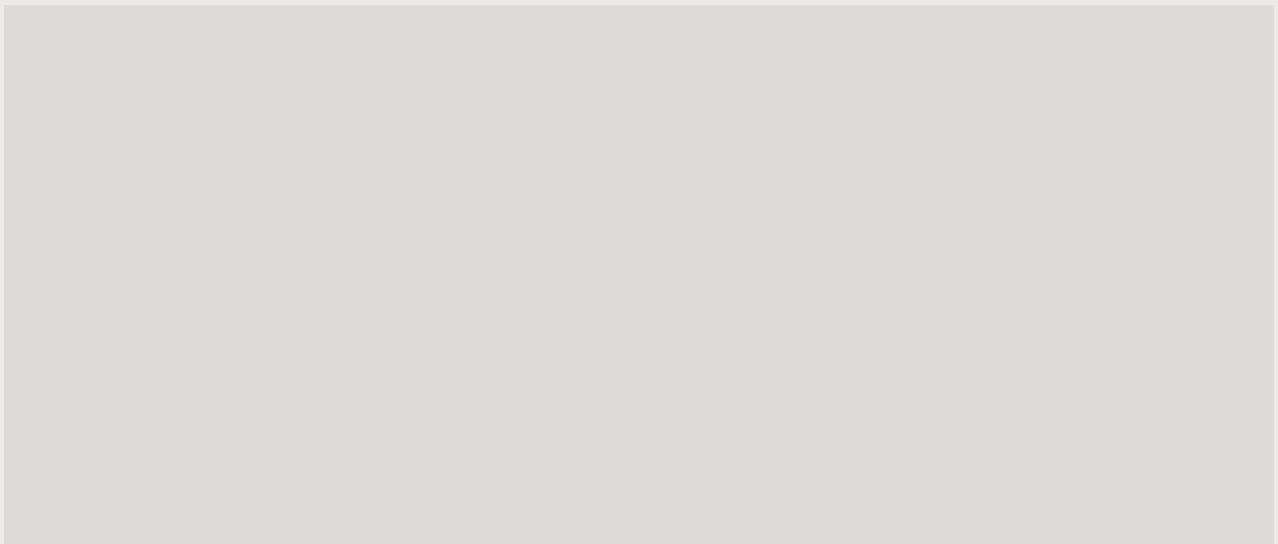
Addressing legal and ethical issues in social media marketing.



How to allocate and manage your budget for social media campaigns.



Exploring emerging trends and innovations in the world of social media marketing.



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