

SOCIAL MEDIA MARKETING

SUCCESS IN A DIGITAL WORLD

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The benefits of social media marketing and some current trends.

Key social media platforms and creating a social media calendar

Sharing posts across platforms and social media SEO

Engaging your audience and paid advertising

Analyzing performance and some tips and tricks



THE BENEFITS OF SOCIAL MEDIA MARKETING

Social media gives small businesses a direct line to their customers, helping build relationships and trust. It's also a low-cost way to spread your brand message.

Some of the main benefits:

- Boost brand awareness
- Drive traffic to your website
- Engage directly with customers
- Cost-effective compared to traditional advertising



SOCIAL MEDIA MARKETING TRENDS



Rise of short-form videos
(TikTok, Instagram reels)



Influencer marketing –
reach niche audiences
with authentic
recommendations



Social commerce (buying
directly from social
platforms)



Live-streaming and
interactive content

CREATING SHORT FORM VIDEOS AND REELS

Hook viewers in the first few seconds: Start with eye-catching visuals or a compelling message to grab attention immediately.

Use trending music or audio: Popular sounds and songs can increase the visibility of your video within TikTok's and Instagram's algorithms.

Showcase your brand personality: Be authentic and playful to connect with your audience. Behind-the-scenes content, tutorials, or customer testimonials can work well.

Incorporate text and effects: Use on-screen text to highlight key points, and experiment with transitions or filters to enhance the video.

Add a call to action: Encourage viewers to comment, like, share, or visit your website.



INFLUENCE R MARKETING

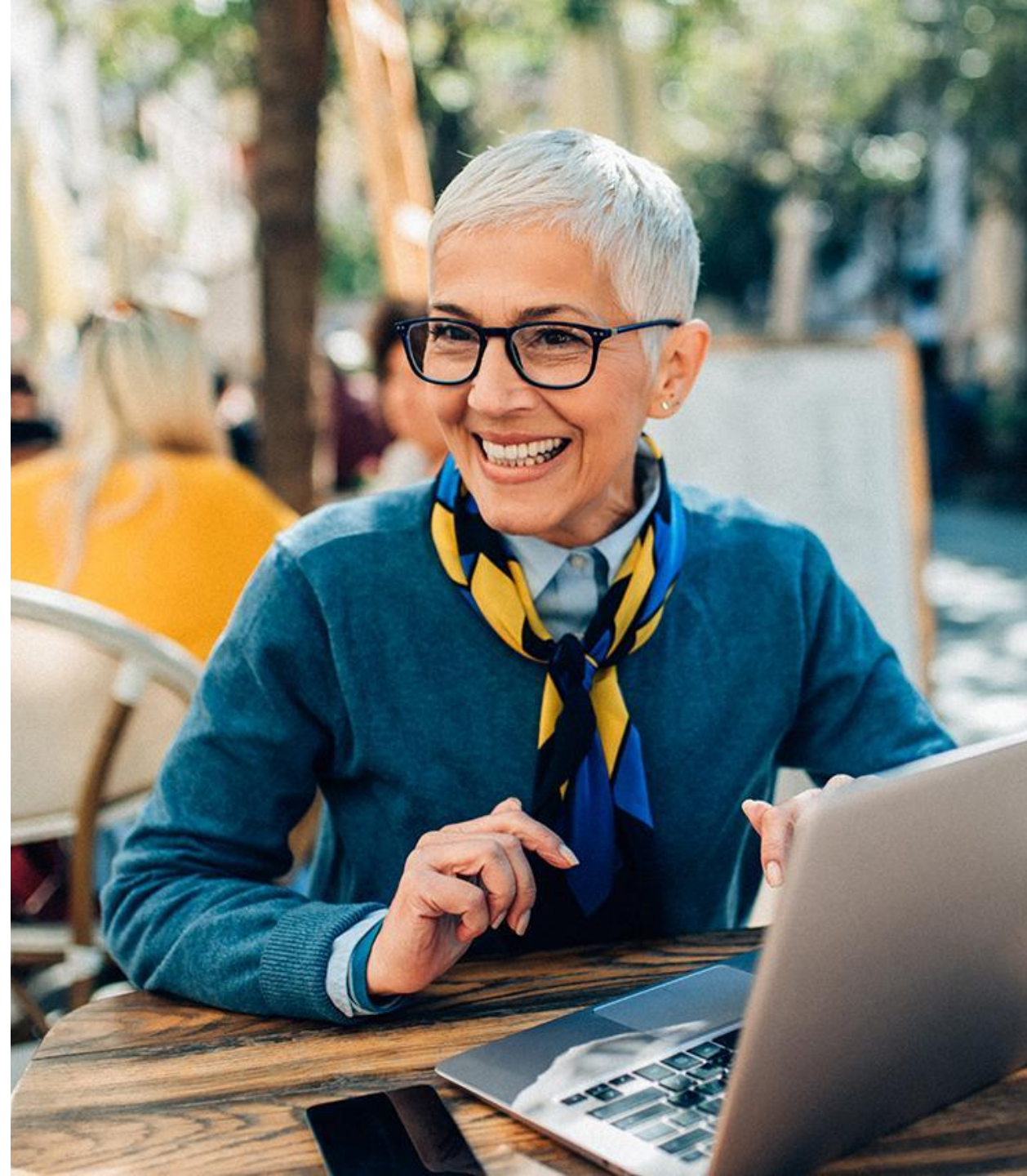
Access to targeted audiences – followers more likely to engage with and trust your brand because of influencer’s endorsement

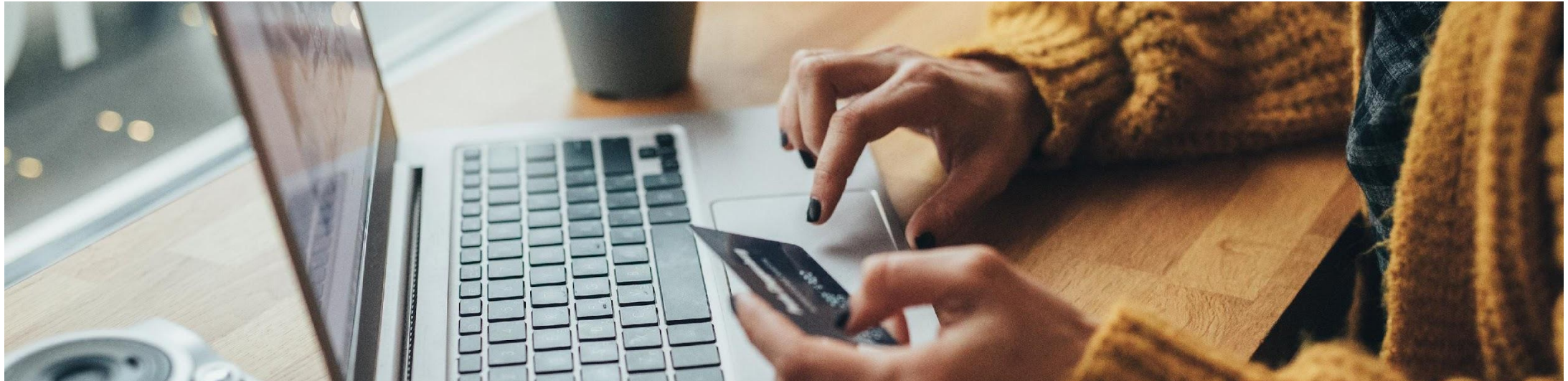
Cost-effective – micro-influencers have smaller but highly engaged audiences

Boost credibility and trust – influencers are seen as authentic and relatable by their audience

Creative, authentic content – influencers are experts at creating authentic content

Measurable results and ROI – businesses can track engagement, clicks, and conversions





SOCIAL COMMERCE

Social commerce is changing the way businesses sell by letting people shop right on social media platforms like Facebook, Instagram, and Pinterest. Instead of sending customers to a separate website, they can now browse and buy products without leaving the app. This makes shopping super easy and convenient, helping businesses turn followers into buyers faster. With features like Instagram's "Shop" tab, Facebook Shops, and shoppable posts on Pinterest, businesses can show off their products in a fun, visually appealing way, creating a more engaging shopping experience.

DOES SOCIAL COMMERCE WORK?



Facebook Shops: Over **1 million businesses** use Facebook Shops, reaching more than **250 million customers** worldwide since its launch in 2020.

Instagram Shopping: **70% of shoppers** turn to Instagram for product discovery, and **130 million users** tap on shopping posts each month.

Revenue Growth: U.S. social commerce sales are expected to reach **\$79.64 billion by 2025**, with Facebook and Instagram leading the way.

Mobile Commerce: More than **50% of consumers** use social media on mobile to discover products, with Instagram playing a major role in mobile shopping

Ad Spend: Social commerce ad spend is set to exceed **\$47 billion by 2023**, with Facebook and Instagram being key platforms for these ads.

LIVE STREAMING AND INTERACTIVE CONTENT

Live Streaming in Real-Time: Platforms like Facebook, Instagram, TikTok, and YouTube allow businesses to broadcast live video, offering real-time interaction with followers.

Showcase Products and Events: Live streaming is perfect for product launches, behind-the-scenes looks, or hosting events, helping build excitement and engagement.

Build Trust and Authenticity: Real-time content feels more genuine, which helps businesses establish trust and a personal connection with their audience.

Interactive Features: Tools like Instagram’s “Ask Me Anything,” Facebook polls, and quizzes enable direct customer engagement and feedback.

Encourage Audience Participation: Interactive content fosters a two-way conversation, keeping customers more engaged and helping businesses better understand their audience’s preferences.



CREATING LIVE CONTENT

Promote Ahead: Let your audience know when you'll go live to build excitement and increase turnout.

Engage Early: Greet viewers and encourage them to interact from the start to keep them engaged.

Keep It Short: Keep live streams and interactive content concise to avoid overwhelming your audience.

Respond Live: Answer comments and questions in real-time to make the experience more personal.

Ensure Quality: Use good lighting, clear audio, and a steady camera for a professional appearance.



KEY PLATFORMS FOR SMALL BUSINESS

Platforms and Content Creation

Social media is a key element to building your business online.

Each platform has its' own niche audience . Content creation and consistency is key on social media.



Best for broad reach, building community, diverse advertising, detailed targeting.



Known for visual storytelling, high engagement, shopping features, lifestyle focused brands.



Place to go for viral, creative content. High engagement, user-generated content.



Best app for long-form video content, in-depth product demonstrations, tutorials, complex products.

CREATING A SOCIAL MEDIA CALENDAR

An example:

- **Monday:** Post a product spotlight or a short video on Instagram and Facebook.
- **Tuesday:** Share a blog post or article relevant to your business.
- **Wednesday:** Create an interactive Instagram Story poll asking followers to vote on their favorite product.
- **Thursday:** Post a behind-the-scenes video or “day in the life” content on TikTok and Facebook.
- **Friday:** Share customer testimonials or user-generated content on Instagram.
- **Saturday:** Run a special promotion or sale post on Facebook and Instagram.
- **Sunday:** Engage with your followers through a live Q&A session on Instagram or Facebook.



PLANNING CALENDAR PLATFORM - HOOTSUITE

Connect Accounts: Link all your social media profiles to Hootsuite for easy management from one dashboard.

Schedule Posts: Plan and schedule content in advance using Hootsuite's calendar feature, automating posts across platforms.

Monitor Engagement: Track comments, likes, and mentions in real-time, and respond directly from the Hootsuite dashboard.

Analyze Performance: Use Hootsuite's analytics to measure post performance and adjust your strategy based on engagement data.



SHARING POSTS ACROSS PLATFORMS: INSTAGRAM AND FACEBOOK

Link Accounts in Facebook Settings:

- **Open Instagram App:** Log in to your Instagram account on the mobile app.
- **Go to Settings:** Tap on your profile icon, then go to “Settings” (gear icon).
- **Select Account:** Tap on “Account” and then “Linked Accounts” or “Sharing to Other Apps.”
- **Connect Facebook:** Choose Facebook from the list and log in to your Facebook account if prompted. Ensure you allow Instagram to post to Facebook.

Link Accounts in Instagram Settings:

- **Log in to Facebook:** Open Facebook on a desktop or mobile device.
- **Go to Business Suite:** Navigate to Facebook Business Suite or Facebook Page (depending on your setup).
- **Access Settings:** Click on “Settings” in the left-hand menu.
- **Select Instagram:** Find the “Instagram” section under “Page Settings” or “Accounts” and click “Connect Account.”
- **Log in to Instagram:** Enter your Instagram credentials and follow the prompts to complete the connection.

SOCIAL MEDIA SEO

Social media SEO refers to optimizing your social media profiles and content to improve visibility and searchability both on social media platforms and in search engines. This involves using relevant keywords in your profiles, posts, and hashtags to help users find your content more easily. Engaging regularly with your audience, encouraging interactions, and maintaining consistent branding across platforms also contribute to better SEO performance. By enhancing your social media presence, you increase the likelihood of appearing in search results and drive more traffic to your profiles and website.

Hashtags:

Make sure they are relevant. Research popular or trending hashtags. Be careful not to overdo it – 5 – 10 is an ideal number. Monitor their performance over time.



ENGAGING YOUR AUDIENCE



Share User-Generated Content: Feature content created by your followers, such as reviews or photos. This not only engages those users but also builds trust with your broader audience.

Run Polls and Contests: Create polls or contests to encourage participation and gather feedback. These activities boost engagement and create excitement around your brand.

Ask Questions: Create posts that encourage followers to share their opinions or experiences. This invites interaction and helps you understand your audience better.

Host Live Sessions: Use live streaming for Q&As, behind-the-scenes looks, or interactive events. Real-time interactions make your brand feel more personal and approachable.

Respond Promptly: Reply to comments, messages, and mentions quickly to show that you value your audience's input and are actively engaged with them.

PAID SOCIAL MEDIA ADVERTISING

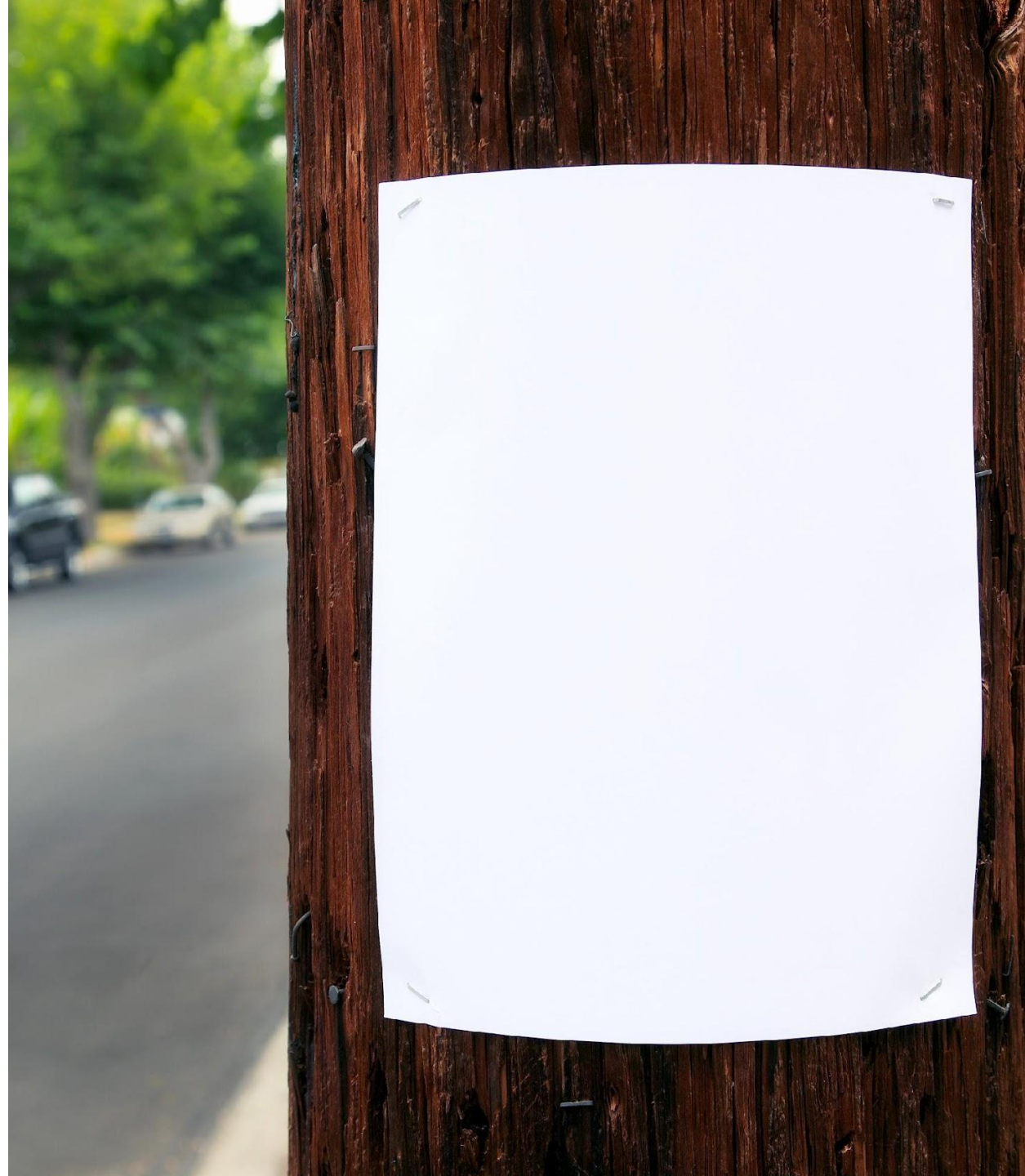
Targeted Reach: Facebook and Instagram let you zero in on specific groups based on things like age, interests, and online behavior, so you can reach exactly the people you want.

Increased Visibility: Paid ads can really boost how many people see your brand, getting your content in front of a lot more eyes than just organic posts.

Better Engagement and Conversions: Ads often lead to higher engagement and more conversions, especially when they're well-targeted and eye-catching.

Cost Structure: You usually pay either per click or per thousand impressions. Click costs can range from \$0.50 to \$3.00, while per-impression costs might be between \$5.00 and \$15.00, depending on your targeting and competition.

Budget Flexibility: You can set a daily or total budget, so you can control your spending and tweak things based on how your ads are performing.





Social media analytics help small businesses track post performance, understand their audience, and refine their content strategies. By analyzing these insights, businesses can measure the return on investment of their social media efforts and make data-driven adjustments to enhance their overall impact.

ANALYZING PERFORMANCE

- **Track Performance:** Monitor metrics like likes, shares, and comments to see how your posts are performing.
- **Understand Your Audience:** Gain insights into your followers' demographics and interests to tailor your content more effectively.
- **Optimize Content:** Identify which types of posts get the most engagement and adjust your content strategy accordingly.
- **Measure ROI:** Evaluate how social media efforts influence business goals such as website visits or sales to gauge effectiveness.
- **Adjust Strategies:** Use data to make informed adjustments to your social media strategies for better results.



SOCIAL MEDIA TIPS AND TRICKS

- Build a Facebook community
 - Collaborate with influencers and similar businesses
 - Be adaptive to change – stay on top of latest trends
 - Cross-promote on multiple platforms.
- Know the best times to post – Tuesday through Thursday at 9 AM or 10 AM

Q and A



THANK YOU FOR YOUR PARTICIPATION!

LOOKING FORWARD TO SEEING YOU AGAIN IN THE NEXT SESSIONS!



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