



# SOCIAL MEDIA MARKETING



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# WHAT IS SOCIAL MEDIA MARKETING

Social media marketing refers to the process of content (images, audio, video, links or text) creation, publication, and promotion on the various social media platforms that are available and popular including Facebook, Twitter, YouTube, Instagram, and Snapchat. The main purpose of social media marketing is to drive an outcome that is longed for, in terms of traffic, awareness or engagement.

Moreover, it is important to note that different marketing approaches suit different social media platforms. What's more, since social media users tend to have several social media accounts, the promotion should be carried out on several social media platforms at once.



# HOW SOCIAL MEDIA & SEARCH WORK TOGETHER

**Social media often feeds into the discovery of new content such as news stories, and “discovery” is a search activity. Social media can also help build links that in turn support SEO efforts. Many people also perform searches on social media sites to find people and content.**



# SOCIAL MEDIA AND SEO

Google has indicated that social media or a social signal is not a direct or top Google ranking factor. That is, even if initial communications seemed to suggest otherwise. So, even with that little disappointment, some of the ways social media can influence SEO include:

- Social links can boost search rank. Facebook and Twitter pages are normally treated in the same way as other pages in the web index.
- Social media profiles of brands rank in top search results.
- Social media platforms are somewhat like search engines. If somebody wants to check out your company, he or she can do a simple search on Facebook, Google or Twitter to establish your online presence.



## TOP SITES FOR SOCIAL MEDIA MARKETING - FACEBOOK

Facebook is still king. It's the most used social media network in the world.

- Their largest demographic is 25-34 year olds, a key audience for most organizations.
- At a basic level, you can use it to target ads to very specific demographics, broadcast live events, and fundraise.
- If you've got those basics down already, try a strategy that includes outreach via the messenger app, use their new call to action button, host a Watch Party, or track competitor organizations.



## TOP SITES FOR SOCIAL MEDIA MARKETING - INSTAGRAM

Instagram. Now that Facebook introduced a cross-platform with the messenger app, it's even easier to integrate your strategies.

Instagram has 1 billion monthly active users, with a greater share of them using the Stories feature in 2021. Their demographics swing a little bit towards younger women, ages 18 to 24.

Marketers have found this is the best place to use their influencer strategy. But the beauty of your influencer strategy is it doesn't have to star A-list celebrities. Micro-influencers can work even better to engage your audience.



## TOP SITES FOR SOCIAL MEDIA MARKETING - TWITTER

If influencing the narrative on an issue, making your policy stance known, or ensuring journalists see your work is important to your communications strategy -- this is the platform for you.

Twitter has increased their daily active users by 29% over last year.

In the U.S., the largest audience is 18-29 year olds, followed by 30-49 year olds.



# FACEBOOK MARKETING



# FACEBOOK MARKETING

Facebook marketing is a platform that offers a variety of highly targeted paid advertisements and organic posts, allowing brands to put their products and services in front of the massive audience. Over the last decade, Facebook has shifted from the most prominent social medium on the internet into one of the biggest marketplaces.



# BENEFITS OF FACEBOOK MARKETING

- Precise targeting
- Increased website traffic
- Variety of ad formats
- Customer support
- Positive impact on SEO



# IMPORTANT FACEBOOK METRICS

- **Engagement** – Like, Share, or Comment
- **Reach** – Number of people see your content on Facebook
- **Impressions** – Impressions is the number of times your posts were seen
- **Facebook Referral Traffic** – Number of people who have visited your website through Facebook
- **Page Likes & Follows** – Number of people who liked your fan page becomes fan, follow represents how many fans would like to see your fan page updates on their timeline
- **Video Retention** – Determines how long the users stick to your video post
- **Video Engagement** – Click to play is a video engagement metric that tells you how many number of people clicked on your video to watch
- **Click Through Rate (CTR)** - Number of people clicked on your ad
- **CPC & CPM** - Cost Per Click is the amount you will pay for Facebook after user clicks on the Ad.

Cost Per Mile is when you pay Facebook after your Ad reaches 1000 impressions

- **CPA** - Cost Per Acquisition determines how much you are paying for each lead/conversion
- **Ad Frequency** - How many number of times the ad is showing to the same user



# FACEBOOK PAGE CREATION

Facebook Fan Pages help you connect your business, yourself or your cause to the worldwide community of people on Facebook.

For implementing any facebook marketing strategy for business, business should create a facebook fan page.



# FACEBOOK PAGE CREATION

1. **Create a Facebook fan page for your business.**
2. **Choose the right category for your business.**
3. **Create and Update the profile picture.**
4. **Create and update the cover image.**
5. **Optimize your Facebook fan page by filling up the relevant details wherever necessary.**
6. **Fan Page Settings.**



# HOW TO OPTIMIZE FACEBOOK PAGE

1. **Optimize the page title**
2. **Create a Facebook Vanity URL (Username)**
3. **Add NAP Information**
4. **Add Business Categories**
5. **Add Business Information**
6. **Optimize the About Section**
7. **Add CTA Button**
8. **Interact with Commenters and Reviewers**
9. **Use relevant Keywords**
10. **Add Profile Pic and Cover Photo**



# TYPES OF POSTS

1. **Inspirational Graphics**
2. **Quizzes**
3. **Meme**
4. **Polls**
5. **Contests**
6. **Tutorials**
7. **How to Videos**
8. **Freebies**
9. **Lead Forms**
10. **Tips and Tricks**
11. **Offer Promotion**
12. **Infographics**



# HOW TO CREATE A FACEBOOK MARKETING STRATEGY

1. Set your goals
2. Define your target audience
3. Choose content formats and schedule posts
4. Boost your post with Facebook Ads
5. Make use of Facebook tools
6. Measure your effectiveness



# SET YOUR GOALS

Facebook offers opportunities to reach the following goals:

- generating leads;
- nurturing and qualifying your leads;
- driving traffic to a website;
- increasing conversions and sales;
- improving customer support;
- raising brand awareness;
- boosting customer engagement;
- recruitment



# DEFINE YOUR TARGET AUDIENCE

Answer the following questions:

- Is your product for men or women?
- How old are your customers?
- What are their most common jobs?
- What problem do they have in common?
- Why should they use your product?
- What outcomes do they want to achieve with it?



# THE CALENDER

To create an effective content marketing calendar, include the following information:

- All the channels you use;
- The types of content you use;
- The date and time of publishing;
- The topic of your post;
- URL;
- The image link;
- The status of the post.



# FACEBOOK TOOLS

- FACEBOOK MESSANGER
- PAGES TO WATCH
- AUDIENCE INSIGHTS



# MEASURE THE RESULTS

- Your strategy won't work on its own. Its efficiency primarily depends on how well your audience interacts with your brand. Monitoring their engagement will help you have a clear picture of the techniques that work best for you, and those which scare away your followers.
- Luckily, you don't need any third-party services to track your effectiveness since Facebook offers its own tool called Insights. You'll get to know which formats work best and if your content mix was created correctly. You can check out page views, post engagement, story reach, actions on page, analyze your followers, and much more valuable data.



# ECOMMERCE ADVERTISING

- The reason so many marketers love Facebook is because of how highly specific you can get with your ad targeting. Because Facebook collects so much detailed and unique information from its users.
- To provide the advertiser to target the website visitors on the basis of the interest or product they have shown interest or visited , Facebook came up with dynamic ad system which can provide powerful ad environment like AdWords.



# FACEBOOK DYNAMIC ADS

Dynamic ads use machine learning to scale your ads when you have a broad range or large volume of products. Dynamic ads automatically deliver relevant services or offerings to people based on their interests, intent and actions.

**Dynamic ads have two targeting options that reach your customers across different stages of the buying journey:**

- Dynamic ads for broad audiences reach consumers who have not yet purchased from your business or visited your website but may have shown interest in the types of products or services you are offering.
- Dynamic ads for retargeting reach consumers who have expressed interest in specific products on your website or app and encourage them to complete the action.



# AD REQUIREMENTS FOR DYNAMIC ADS

**Facebook Page**

**Business Manager account**

**Ad account or access to an ad account.**

**An online product catalogue.** You can use the existing catalogue you use with other online shopping portals. Note: the product catalogue you create on Facebook must have a product ID, name, description, landing page URL, image URL, and availability, among many others.

**Facebook Pixel**



# FACEBOOK PIXEL

The Facebook pixel is a **piece of code that you put on your website that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website.**



# LINKEDIN MARKETING



# LINKEDIN MARKETING

- LinkedIn isn't just for professionals and job seekers. Sure, millions of professionals use LinkedIn every day to grow their networks and their careers, but did you know you can use LinkedIn to grow your business, too? From making connections to generating leads, establishing partnerships and creating better brand awareness, LinkedIn makes an invaluable addition to your digital marketing strategy.
- At its core, LinkedIn is a professional social network. It's all about career development, professional connections, industry discussions and other types of business-related activities. It's not like other social media marketing platforms, such as Facebook, Twitter or Instagram; there, businesses have direct access to consumers that they can easily market to with status updates, images and other casual posts.



# CREATING COMPANY PAGE

**A LinkedIn Page can serve as a window display for your business to interact with:**

- Prospective customers
- Users interested in your brand
- Users who want to work for your company



# BENEFITS OF A COMPANY PAGE

- People interested in your company can learn more about it by entering your Page profile.
- You can post job offers and hire new staff.
- You can create a communication plan to introduce your products and services
- It helps to improve the position on LinkedIn



# HOW TO OPTIMIZE LINKEDIN PAGE

1. **Add the cover Image and Company Logo**
2. **Optimize Company Description**
3. **Add the CTA Button**
4. **Add Company Locations**
5. **Claim Custom URL of the Company Page**
6. **Pin Most Popular post on the top of the feed**
7. **Add Community Hashtags**
8. **Invite Connections to Follow the Page**
9. **Add Featured Groups**



# TYPES OF LINKEDIN ADS

## **Sponsored Content**

- Sponsored Content, also known as native ads, show up your audiences' LinkedIn feed, regardless of whether they're scrolling on mobile or their desktop. LinkedIn labels these ads as "promoted" to distinguish them from regular content.

## **Sponsored Messaging**

- Sponsored Messaging (previously known as Sponsored InMail) lets you directly advertise to LinkedIn members in their inbox.

## **Text Ads**

- Text Ads show up along the top and right-hand side of LinkedIn's desktop feed and are a good option if you're looking to build strong leads with a professional demographic.

## **Dynamic Ads**

- Dynamic Ads run in the right rail of LinkedIn and speak to audiences directly through personalization. When a Dynamic Ad pops up in a member's feed, their own personal details, such as their photo, employer's name and job title, are reflected back to them.



# HOW TO CREATE A LINKEDIN AD

- **Step 1: Create a LinkedIn Page**
- **Step 2: Log in to Campaign Manager or create an account**
- **Step 3: Select your ad objective**
- **Step 4: Choose your target audience**
- **Step 5: Select an ad format**
- **Step 6: Create your budget and schedule**
- **Step 7: Start building your ad**
- **Step 8: Provide payment information**
- **Step 9: Measure performance**



# INSTAGRAM MARKETING



# HOW TO CREATE AN INSTAGRAM BUSINESS ACCOUNT

- **Step 1: Download the Instagram App**
- **Step 2: Create an Instagram account**
- **Step 3: Pic a username and Profile Photo**
- **Step 4: Optimize Instagram Bio**
- **Step 5: Manage your settings**
- **Step 6: Switch to Business Profile**



# OPTIMIZING INSTAGRAM BIO

- Instagram bios have a 150-character maximum so you'll need to be direct and concise. Tell your audience who you are and what you do using a hint of personality.
- Don't worry about trying to use keywords and hashtags because they aren't searchable on your bio.
- Your bio is the only place where you can feature a clickable URL and drive traffic to an external site.
- If you decide to add a link, be sure use a link shortener such as Bitly or Goo.gl to keep your profile from looking cluttered
- Click on the "Edit Profile" button on your profile to make revisions to your profile photo, profile name, username, bio, or URL.



# MANAGING SETTINGS

- **Story Settings:** You can manage who can see and reply to your Instagram Stories in your “Story Settings.”
- **Switch to Professional Profile:** The tool allows users to identify themselves as a business, making it easy for their audience to contact them. Professional profiles also provide more in-depth insights and make it easier for you to promote content.
- **Private Account:** Instagram will automatically set your profile to public -- do **not** adjust this! If you’re a business, you’ll want users to be able to automatically see your posts and follow your business without any obstacles.
- **Comments:** Receiving comments on your content can be exciting and encouraging, but certain comments may go against brand values or offend your audience. Instagram can automatically hide comments that contain certain keywords or phrases. For example, you may want to hide comments that contain offensive expletives. To do this, you must enter the specific words and phrases into your Instagram settings and turn on the feature.



# ADDITIONAL INSTAGRAM ACCOUNTS

- Instagram allows users to add up to five accounts so you're able to quickly switch between them without logging in and out. They also allow you to have multiple people logged into the account at one time.
- To add an account, click on the gear to reveal your settings. Scroll to the bottom and click "Add Account." Enter the username and password of the account you'd like to add. To switch between accounts, go to your profile and tap your username at the top of the screen. Simply click on the account you'd like to switch to.



# HOW TO GROW INSTAGRAM FOLLOWERS

- Make sure your username is recognizable and searchable.
- Once your profile is optimized, start posting. It's a good idea to populate your feed with ten to 15 high-quality posts before you really start engaging people.
- start following accounts that interest you and relate to your business. Think of Instagram like a community and look for other businesses in your area or influencers who might enjoy your product or service. As you follow accounts, Instagram will suggest related ones that you can follow, too.
- After you follow an account, interact with their content. This is the most natural way to draw attention to your own Instagram account without being spammy.
- Encourage others to share your content. Invite brand ambassadors to share your account or collaborate with similar accounts.



# PINTEREST MARKETING



# PINTEREST DEMOGRAPHICS

60%

Women make up more than 60% of our global audience<sup>2</sup>

40%

Male Pinner and gen Z Pinner are up 40% year on year<sup>3</sup>

30%

Indian Pinner age 25-34 have increased 30% year over year<sup>2</sup>

31%

of millenials in the UK with a household income of over £100K are on Pinterest<sup>4</sup>



# BENEFITS OF USING PINTEREST

- Pinterest has a **lower average CPC** compared to Facebook/Instagram. The platform is not as popular among marketers, so the competition is a lot less fierce than other social media platforms. Remember, the social media world has a lot more to offer than simply Instagram and Facebook!
- The ad formats are as attractive as the ones on other platforms, if not more so.
- The **keyword layering**, similar to a search campaign, is an indication of strong intent.
- A campaign on Pinterest can **help your SEO strategy** too. With the right pins, the platform is a great ally to help your content climb to the top of the SERP. Pinterest is a 'path to purchase,' much more so than other media.



# HOW TO SET PINTEREST MARKETING STRATEGY

- Set **SMART** goals (specific, measurable, achievable, relevant, and time-bound). In addition to gaining a following on Pinterest, do you want to drive traffic to your website, increase conversions for a specific product/service, or encourage registrations for an event?
- Conduct consumer research. Learn more about the general Pinterest audience and the demographic most likely to use the channel before all. Then get to know your brand's specific Pinterest audience.
- Conduct competitor research and analysis. Consider what your competitors are doing on this social media platform.
- Plan and integrate branded content for Pinterest into your social media calendar.



# HOW TO INCREASE PINTEREST FOLLOWERS

- Promote your Pinterest account via your other social networks.
- Follow accounts you believe would want to follow you back.
- Watch what your competitors are doing to increase their base of followers and learn from their techniques.
- Use keywords and hashtags in your posts (we'll discuss these tactics in more detail later).
- Ask influencers to re-post some of your content to gain the attention of their followers.
- Pay for a Pinterest ads account to run ads on the platform.



# KEYWORDS AND PINTEREST

- Using keywords throughout your profile, posts, Pins, and boards, you'll be more likely to organically appear in users' feeds and searches. Keywords and phrases on Pinterest are related to specific niches being searched by users.
- For example, if you sell suitcases, you might use keywords and phrases like "vacation" or "going on a trip" throughout your profile and Pins. This way, when a user searches one of those terms, your profile and images of your suitcases will appear on their feeds.
- some locations in which you can insert keywords on Pinterest
  - Bio and profile
  - Pin descriptions
  - Board titles
  - Board descriptions
  - Image-Alt-Text



# BEST PRACTICES FOR IMAGES

There are several ways to increase the visibility of your Pinterest images, like making them visually appealing, for the site, and using the right keywords to improve discoverability.

## **using the right images**

- Using the Right Size Image Images that are posted to the platform are scaled. Specifically, an image's width scales to 236 pixels. When you click to expand a given Pin's image, the image will scale to a and the image's height scales accordingly.
- According to , the best image aspect ratios are between a 2:3 and 1:3.5 (width to height), with a minimum width of 600 pixels.



# RICH PINS

- When you sign up for a Pinterest business account, you'll get access to Rich Pins. Rich Pins are Pins that provide additional context about a Pin—a concept similar to RICH SNIPPET if you're familiar with SEO.

There are four types of Rich Pins:

- **App:** Shows the Install button to encourage a download; only compatible with iOS apps as of this writing.
- **Article:** Helps Pinners save stories that matter to them by displaying a headline, author, and blurb about the article.
- **Product:** Makes shopping easier. Includes pricing, availability, and where you can buy the product.
- **Recipe:** Includes information such as ingredients, prep time, and cooking instructions to Pins featuring a recipe.



# PINTEREST ADS

Pinterest offers three ad campaigns types to use Promoted Pins to align with your business goals:

- Awareness
- Engagement
- Traffic

Ad formats include Promoted Pins, promoted video, one-tap Pins (Pins that with just a tap, take people to the site the content originated from), promoted app Pins and, cinematic Pins (like Facebook videos that start moving when you scroll past them).



# PINTEREST MARKETING STRATEGIES

- **Use horizontal images**
- **Establish relationships with other bloggers, influencers and pinners**
- **Join Pinterest group Boards**
- **Start Pinterest group Boards**
- **Hold a contest or giveaway**
- **Pin on a schedule**
- **Post during peak times**
- **Re-Pin others' content**
- **Re-Pin your own content every so often**



# PINTEREST ANALYTICS

Pinterest Analytics provides you with four major types of information including:

- Metrics about your profile as a whole.
- Insights about the number of people who save and re-Pin your content.
- Platform metrics to understand how people interact with your content via both desktop or mobile.
- Data about your most popular Pins.





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