**Experiment No. 8**

**Title: Facebook marketing plan for your website**

**Batch: B1 Roll No.: 16010421119 Experiment No.:8**

### Aim: Facebook marketing plan for your website.

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**Resources needed:** Internet and MS-office

### Theory:

Social media marketing is the practice of using social media channels to sell or promote a brand, product or service. Social media marketing helps businesses:

* Increase brand awareness
* Build engaged communities
* Sell products and services
* Measure how people feel about your business
* Provide customer service on social media platforms
* Advertise their products and services to target audiences
* Track your performance and adjust your strategy accordingly

A social media strategy is a document outlining your social media goals, the tactics you will use to achieve them and the metrics you will track to measure your progress.

Your social media marketing strategy should also list all of your existing and planned social media accounts along with goals specific to each platform you’re active on. These goals should align with your business’s larger digital marketing strategy.

Finally, a good social media plan should define the roles and responsibilities within your team and outline your reporting cadence.

Following are the steps to create social media strategy plan

* Choose your marketing goals that align to business objectives
* Learn everything you can about your audience
* Get to know your competition
* Do facebook account audit
* Set up accounts and improve profiles (if require)
* Find inspiration
* Create a social media content calendar
* Create compelling content
* Track performance and adjust your strategy accordingly
* Read on for more detail on each step of the process.

**Step 1. Choose facebook marketing goals that align to business objectives**

The first step to creating a winning strategy is to establish your objectives and goals. Without goals, you have no way to measure success and [return on investment (ROI)](https://blog.hootsuite.com/measure-social-media-roi-business/).

Each of your goals should be:

* Specific
* Measurable
* Attainable
* Relevant
* Time-bound

Then next is to Track meaningful metrics. Vanity metrics like number of followers and likes are easy to track, but it’s hard to prove their real value. Instead, focus on things like engagement, click-through, and conversion rates. You may want to track different goals for different social media networks, or even different uses for each network.

For example, if you use LinkedIn to drive traffic to your website, you would measure click-throughs. If Instagram is for brand awareness, you might track the number of Instagram Story views. And if you advertise on Facebook, cost-per-click (CPC) is a common success metric.

Social media goals should align with your overall marketing objectives. This makes it easier to show the value of your work and secure buy-in from your boss. Start developing a successful social media marketing plan by writing down at least three goals for social media.

**Step 2. Learn everything you can about your audience**

* Create audience personas: Knowing who your audience is and what they want to see on social media is key. That way you can create content that they will like, comment on, and share. It’s also critical if you want to turn social media followers into customers for your business. When it comes to your target customer, you should know things like:
* Age
* Location
* average income
* Typical job title or industry
* Interests etc.

Get to know your fans, followers, and customers as real people with real wants and needs, and you will know how to target and engage them on social media.

* Gather data

Don’t make assumptions. Social media analytics can also provide a ton of valuable information about who your followers are, where they live, and how they interact with your brand on social media. These insights allow you to refine your strategy and better target your audience.

**Step 3. Get to know your competition**

Odds are your competitors are already using social media, and that means you can learn from what they’re doing.

* Conduct a competitive analysis

A competitive analysis allows you to understand who the competition is and what they’re doing well (and not so well). You’ll get a good sense of what’s expected in your industry, which will help you set social media targets of your own. It will also help you spot opportunities. Maybe one of your competitors is dominant on Facebook, for example, but has put little effort into Twitter or Instagram. You might want to focus on the networks where your audience is underserved, rather than trying to win fans away from a dominant player.

* Use social media listening

Social listening is another way to keep an eye on your competitors.

Do searches of the competition’s company name, account handles, and other relevant keywords on social media. Find out what they’re sharing and what other people are saying about them.

### Step 4. Do facebook account audit

If you’re already using social media, take stock of your efforts so far. Ask yourself the following questions:

* What’s working, and what’s not?
* Who is engaging with you?
* Which networks does your target audience use?
* How does your social media presence compare to the competition?

Once you collect that information, you’ll be ready to start thinking about ways to improve.

### Step 5. Set up accounts and improve profiles

First you need to decide which networks to use. Once you’ve decided which networks to focus on, it’s time to create your profiles. Or improve existing ones so they align with your strategy.

* Make sure you fill out all profile fields
* Include keywords people would use to search for your business
* Use consistent branding (logos, images, etc.) across networks so your profiles are easily recognizable

### Step 6. Find inspiration

While it’s important that your brand be unique, you can still draw inspiration from other businesses that are great on social.

### Step 7. Create a social media content calendar

Sharing great content is essential, of course, but it’s equally important to have a plan in place for when you’ll share content to get the maximum impact.

* Set your posting schedule

Your social media content calendar lists the dates and times at which you will publish types of content on each channel. It’s the perfect place to plan all of your social media activities—from images, link sharing, and re-shares of user generated content to blog posts and videos. It includes both your day-to-day posting and content for social media campaigns.

* Determine the right content mix

Make sure your content strategy and calendar reflect the mission statement you’ve assigned to each social profile, so that everything you post is working to support your business goals.

### Step 8. Create compelling content

Keep your content aligned with the purpose of each network. Show other stakeholders (if applicable) what kind of content they can expect to see on each network.

### Step 9. Track performance and adjust your strategy accordingly

Your social media strategy is a hugely important document for your business, and you can’t assume you’ll get it exactly right on the first try. As you start to implement your plan and track your results, you may find that some strategies don’t work as well as you’d anticipated, while others are working even better than expected.

Once the analytics data starts coming in, use it to re-evaluate your strategy regularly. You can also use this information to test different posts, social marketing campaigns, and strategies against one another. Constant testing allows you to understand what works and what doesn’t, so you can refine your strategy in real time.

You’ll want to check the performance of all your channels at least once a week and get to know the basics of [social media reporting](https://blog.hootsuite.com/social-media-report-template-guide/) so you can track your growth over time.

**Procedure:**

1. Student need to document the social media marketing plan for their website with respect to following points:

* Enlist the pointers to be considered while setting up the facebook acoount/page for your business
* Choose marketing goals that align to business objectives
* Mention the audience personas
* Observations based on competitive analysis
* Mention the type of content to be posted (audio/video/images/text/live session)

### Results:

### 1. Setting Up the Facebook Account/Page

When I set up my Facebook page, I focus on making a great first impression. I start with a striking logo for my profile picture and a vibrant image of my work for the cover photo. In the "About" section, I share my story and what makes me unique; it’s my chance to connect with potential visitors. I always remember to include my contact info and a clear call-to-action button to guide people right to my portfolio!

### 2. Marketing Goals Aligned to Business Objectives

For my marketing goals, I think about what I truly want to achieve with my portfolio. I aim to increase traffic to my site by creating posts that grab attention and spark curiosity. Building brand awareness is key for me—I want people to get to know me and my style! Plus, generating leads can turn those interested followers into clients, while showcasing my expertise helps me shine as a trusted voice in my field.

### 3. Audience Personas

Getting to know my audience personas is essential for creating content that resonates. For aspiring clients, I highlight how my work can elevate their brand—they’re always looking for inspiration! Fellow creatives appreciate behind-the-scenes looks and collaboration ideas, while industry professionals want to see innovative solutions that address their challenges. By tailoring my content for these different groups, I can build meaningful connections and engage them more effectively.

### 4. Observations Based on Competitive Analysis

I find that looking at what my competitors are doing offers great insights! I check out their Facebook pages to see which types of content get the most likes and shares—there’s a lot I can learn from their successes. I notice how they interact with their audience through polls and Q&A sessions; these strategies help create a sense of community. Plus, observing their brand voice gives me ideas on how to refine my own unique style in this crowded online space.

### 5. Type of Content to be Posted

I love mixing up my content to keep my audience engaged and coming back for more! I share stunning images of my projects to captivate visitors and create short video clips that showcase my creative process. Text posts are a fantastic way for me to share my thoughts and experiences, while live sessions let me interact directly with my followers. If I’m feeling adventurous, I even consider adding podcasts to discuss trends or share insights—there’s so much potential to connect with a wider audience!

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**Conclusion: (Conclusion to be based on the objectives and outcomes achieved)**

We can conclude that we have learnt about creating a marketing strategy and plan for a website on facebook

**Grade: AA / AB / BB / BC / CC / CD /DD**

**Signature of faculty in-charge with date**

**References:**

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