



TOPIC: Social Media Marketing Basics

WEEK # 01:

COURSE INSTRUCTOR: ABDULLAH MAHMOOD

COURSE NAME: SOCIAL MEDIA MARKETING

What is Business?

Business is the activity of producing, **buying, and selling goods or services** to satisfy customer needs and make a profit. It involves organized efforts to create value through products or services and can range from small startups to multinational corporations.

What is Marketing?

Marketing is the process of **promoting, selling, and distributing a product or service**. It involves understanding customer needs, creating valuable products, and communicating effectively to encourage purchases. Key components include market research, advertising, and customer engagement.

What is Social Media Marketing?

Social Media Marketing (SMM) refers to the use of **social media platforms to promote a product, service, or brand**. It involves creating and sharing content, engaging with audiences, running advertisements, and analyzing metrics to achieve marketing objectives.



TOPIC: Social Media Marketing Basics

WEEK # 01:

COURSE INSTRUCTOR: ABDULLAH MAHMOOD

COURSE NAME: SOCIAL MEDIA MARKETING

Objectives of Social Media Marketing

Brand Awareness: Increase visibility and recognition of the brand.

Engagement: Foster interaction with the audience through likes, comments, and shares.

Lead Generation: Attract potential customers.

Sales Conversion: Drive revenue through direct product promotion.

Customer Support: Provide real-time assistance and build trust.

Website Traffic: Redirect users to the business website.

Market Insights: Gather feedback and monitor trends.

Why Do We Need Social Media Marketing?

Wide Audience Reach: Access to billions of active users worldwide.

Cost-Effective: Cheaper than traditional advertising.

Real-Time Engagement: Instant interaction with customers.

Measurable Results: Detailed analytics to track performance.

Brand Loyalty: Build relationships and long-term trust.

Competitive Edge: Stay ahead in a digital-first marketplace.



TOPIC: Social Media Marketing Basics

WEEK # 01:

COURSE INSTRUCTOR: ABDULLAH MAHMOOD

COURSE NAME: SOCIAL MEDIA MARKETING

Social Media Marketing vs. Traditional Marketing

Aspect	Social Media Marketing	Traditional Marketing
1. Cost	Low	High
2. Reach	Global, online audience	Local/regional audience
3. Engagement	Interactive and real-time	One-way communication
4. Analytics	Detailed, real-time	Limited
5. Flexibility	Highly adaptable	Fixed once implemented
6. Examples	Facebook ads, Instagram posts	TV commercials, print ads

Social Media Goals & Strategies

Goals:

Increase followers.

Boost engagement rates.

Improve conversion rates.

Drive more traffic to the website.

Enhance customer satisfaction.



TOPIC: Social Media Marketing Basics

WEEK # 01:

COURSE INSTRUCTOR: ABDULLAH MAHMOOD

COURSE NAME: SOCIAL MEDIA MARKETING

Strategies:

Identify the target audience.

Choose the right platforms.

Create consistent, high-quality content.

Use hashtags and trends strategically.

Schedule posts for peak times.

Monitor and analyze performance metrics.

Social Media Marketing Strategy in 9 Steps

Set Clear Goals: Define measurable objectives.

Know Your Audience: Conduct market research.

Choose Platforms: Focus on the platforms your audience uses most.

Create a Content Plan: Plan posts, videos, and campaigns.

Engage with Audience: Respond to comments, messages, and mentions.

Use Analytics Tools: Track performance and adjust strategies.

Optimize for Mobile: Ensure content is mobile-friendly.

Invest in Ads: Use paid campaigns for wider reach.

Review and Adjust: Regularly assess and refine the strategy.



TOPIC: Social Media Marketing Basics

WEEK # 01:

COURSE INSTRUCTOR: ABDULLAH MAHMOOD

COURSE NAME: SOCIAL MEDIA MARKETING

Types of Social Media

Social Networking Sites: Facebook, LinkedIn.

Microblogging Platforms: Twitter, Tumblr.

Photo Sharing Platforms: Instagram, Pinterest.

Video Sharing Platforms: YouTube, TikTok.

Discussion Forums: Reddit, Quora.

Social Commerce Sites: Shopify, Instagram Shopping.

Live Streaming Platforms: Twitch, Facebook Live.

Messaging Apps: WhatsApp, Messenger.