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**Experiment No 8:** Design the creative content for promotion of your business on social media platform

### **The Importance Of Social Media Marketing**

Social media allows businesses to be in direct contact with target customers. Social media marketing is inexpensive and gives brands instant reach to billions of active users. For these reasons, social media has proven to be one of the most effective channels to promote products online. Social media has become the most influential and important virtual space where the platform is not only used for social networking but is also a great way of digitally advertising your brand and your products. Social media's power is commendable as you get to reach a large number of people within seconds of posting an ad, helping you reduce your costs, and making your ads reach out to your potential audience through these social media advertisements.

With over 80% of consumers reporting that social media—especially influencer content—significantly impacts buying decisions, marketers across industries are driving the evolution of social media marketing (SMM) from a stand-alone tool to a multipronged source of marketing intelligence on an increasingly important—and growing—audience.

### **Social Media Promotion**

Promotion or marketing is said as a set of activities that make a product or service familiar or aware to the user. It is also an activity that attracts or influences the user to buy one. Nowadays, the majority of the promotion is done through various social media platforms and websites or even through cellphone-based applications.

Sometimes it so happens that companies promote their product or brand or service only through social media. Promotion through social media becomes more powerful and successful. Social media promotion helps companies to reach new customers and helps to engage with existing customers.

### 1. Upload content outside of business hours

It's not advisable to promote when your audience is busy working and is inactive on social media. Your content will attract more eyeballs when they are at home before or after work. You can easily schedule posts at the optimal time with tools. Although, some potential customers might be on social networking sites while at work (e.g. during lunch). They are more likely to use it while commuting or after having dinner with their family. Reaching the right audience will also play a vital role in word-of-mouth promotion. It will increase the chances of them noticing your product, browsing your site, and even sharing your offerings with others. Create a posting schedule, and stick to it. If you don't know how to start, check our ultimate guide to social media posting in 1 hour a day.

### 2. Publish high-quality & authentic content

Posting high-quality, authentic, and valuable content sheds a positive light on your brand. It encourages potential leads to visit your social media profile and website for more of your content. If you are finding it hard to come up with relevant and valuable content all the time, you can try out other ways of creating content. You can hire an agency, freelancers, or interns to help you create content. If you have any blog posts or videos, consider repurposing them into smaller bite-sized pieces. For example, consider creating visual quotes from a recent blog post.

### 3. Reward your most loyal fans

The best way to attract more followers is to listen to their needs and engage with them regularly. Look for users who actively provide suggestions or feedback. Encourage them to participate in various product discussions, and reward them for their input. Rewarding your customers by keeping them in the loop can increase your sales. You can host giveaways and contests to better engage with your customers. It will also help you get user-generated content, reviews, and free promotion.

### 4. Make use of promotional keywords

People tend to get attracted to keywords like "Free," "offers", "discount," "giveaways," and "sale." If you incorporate these words appropriately in your posts, they can easily tempt your audience and bring you more sales opportunities. Although, make sure the content on your social media matches that of your website. Such promotional offers usually work best during holidays and other big events. While these keywords can supercharge your sales, be careful not to overdo it.

Also, if you feel aligning your content strategies according to the holidays and events is overwhelming, use social media posting tools to simplify your task.

#### 5. Focus on driving traffic to your website

If you create content and nobody sees it, what's the benefit of all that effort? That's where promotion comes in! Test out different posts to see what resonates best with your audience. Is it images, videos, carousels, or stories? Maximize the number of viewers of your content to grow your website traffic. Consider collaborating with other influencers in your niche. You can even hold a social media contest that encourages your audience and their friends to follow you. Remember, testing new ideas is essential, so continue experimenting.

#### 6. Keep up with the latest trends

It is crucial to be relevant and stay on top of the latest trends on social media channels. By being an early adopter, you can find ways to stand out and promote your brand more efficiently. Some examples are: Live video contents, Instagram stories, Messaging chatbots, 360° videos. It is also important to keep up-to-date with algorithm changes on each platform. It is a difficult task, but the benefits are worth your time. The use of these tactics is mandatory to create a winning strategy.

#### 7. Create a hashtag to engage with customers

Customer testimonials play a very significant role in social media. Yet, searching for recommendations that fit into a tweet or social media post can be a difficult task. Consider creating a hashtag precisely for that purpose. For example, if you are running a recycling business, you can create the hashtag #CleanTheEarth. Inspire your customers to share their stories and interactions with your brand by using the hashtag. You can then repost their content as social proof of your brand impact.

#### 8. Be innovative with videos on Instagram

Videos shared on Instagram are guaranteed to get more attention. Videos tell stories and showcase your new products, branding, and customer testimonials. Thus, effectively capturing and retaining the attention of the users. You can go live and take up a tutorial or Q&A session. You can post reels and IGTV videos to share a series of DIY or testimonials. Use Instagram stories to keep your presence even more active throughout the day.

#### 9. Include social media icons on your website

Adding social media icons to your website brings more followers to your social media handles. They make it easier for customers to find and follow you. Make your icons stand out by incorporating your brand colors into them. This consolidates them well into your existing website theme. Adding these social media icons will even increase the chances of your website content being shared. It eliminates that additional step of copying, pasting, and manually sharing the links to friends and family. Now they can directly share interesting blogs or offerings from your website to their social media accounts.

#### 10. Generate content as Infographics

If you have a long piece of content, consider turning it into an infographic. Design it with a tool like Canva or Visme, and then link it to your blog post or profile, where customers can learn more about it. Many people find it easier to consume content in visual form. Infographics are a simple way of adding value. They are also easily shareable, making this a simple yet effective social media strategy.

#### 11. Design a memorable character

Does your business have a logo, mascot, or perhaps a pet representing your business? You can use that as a recurring character on your social media. It will help supporters to recognize and connect with your brand. Also, it would help customers relate with you better, creating a sense of familiarity.

#### 12. Follow Us on Social: Cross-Promote on Other Channels

Some of the easiest cross-promotion for cross channels is occasionally reminding your followers that you have other social media accounts. You don't need to be shy about asking people to follow you on social media, or on other networks. This can be as simple as a link to a given social media page accompanied with a call-to-action asking people to follow the account. For a more subtle approach on cross-promotion, use space in your bio to mention that you're on other networks.

#### 13. Provide Social-Only Discounts

In traditional advertising, you see weekly deals in the newspaper or receive discounts in email. Social is no different. These discounts are served to a certain segment of your audience and end after some time. The simplest way is to offer a code in a post. Experiment around with social-only discounts. Try doing flash deals with limited quantities in Instagram Stories or posting an Offer on Facebook.

#### 14. Promote Your Product in Social Media Communities

Joining social media groups/communities relevant to your niche can also serve as a good way to spread awareness about your product. Your product promotion efforts in social media groups will implicitly bring better results since members are already interested in a similar product. But it is really important that you connect with group members well, converse in their interests, and be transparent when providing details of your product. If you pay attention to these points, social media communities will prove to be a good source for getting quality leads for your product.

#### **Snapshot of creative content for promotion of your business on social media platform**

Facebook Advertisement



The advertisement is a Facebook post for naukri.com. On the left, the naukri.com logo is displayed with the tagline 'India's No 1 Job Site'. Below it, the text reads 'Struggling to Find a Job?' followed by 'use our premium services now and put an end to your misery!'. A 'LEARN MORE' button is positioned below this text. On the right, a woman with long dark hair, wearing a dark blazer over a white collared shirt, is shown from the chest up. A red starburst badge in the top right corner of the image area contains the text 'DISCOUNT 20% On our premium services'. At the bottom of the ad, a dark bar contains the text 'Call Us Toll Free: 1800-102-5557 / Reach out to us through our social media' and four social media icons: YouTube, Instagram, Facebook, and X.

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