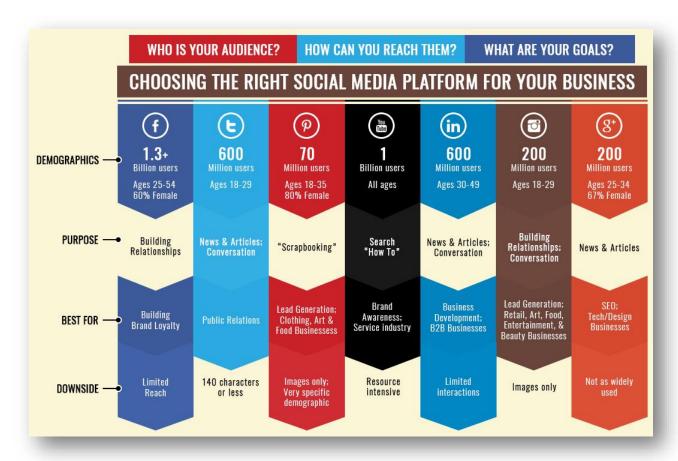
Social Media Marketing

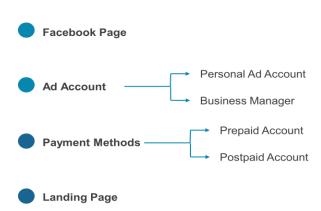
Social Networks:

Every social network have their own unique audiences, as a business we have to chose right social media platform to target our audience.



Facebook and Instagram

Facebook Ad Foundation:



GST Number (Optional)

Profile Optimization:

Instagram Touch Points:

- ✓ User name
- ✓ Profile Picture
- ✓ Your Bio
- ✓ Your Highlights
- ✓ Your Feed
- ✓ Your Story
- √ Your Interactions(Messages)
- ✓ Your Like, comments, shares
- ✓ Your post caption
- ✓ Your website
- ✓ And everything you speak online
- ➤ User name Include Keyword in your Name

Example: Digital Bhaijan

Profile Picture

- I. Private Account
- II. Personal Brand
- III. Company Account







➤ Your Bio — Include Keywords for which you want to rank your profile.

Story -> Positioning -> Credibility -> Call to Action

Example:

Need Clients? -> "DM to hire me"

Grow email list? -> "Sign up below"

Need followers? -> "Follow for more"

Write your story:

- ✓ Write down your whole story in 5 sentences or more
- ✓ Make one sentence versions of it (at least 3)
- ✓ Pick the one you like the most
- ✓ If you come up with something better, switch that line only and measure profile conversions.



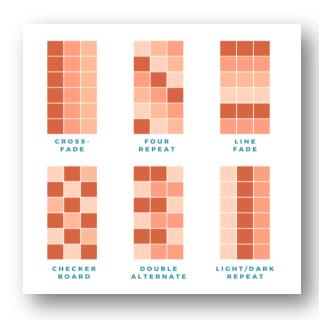
- ➤ Your Highlights Can have all the highlighted stories.
- ✓ Courses
- ✓ Services
- ✓ Ebook

✓ Live etc

Example: chumbak

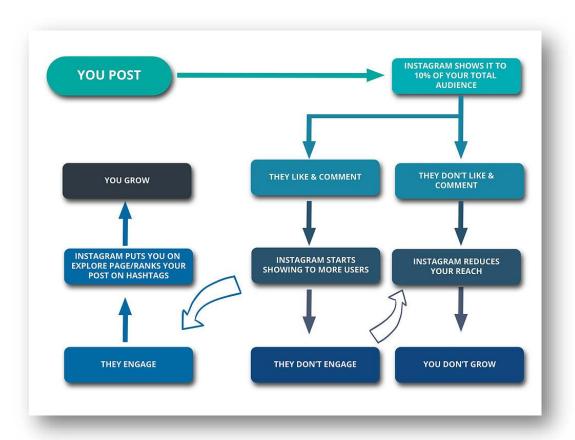


➤ Your Feed – Make it attractive, use branded color, use pattern and valuable information.





Social Media Algorithm:



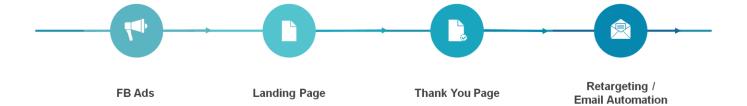
Facebook Ads:



Facebook Funnels:

Lead Magnet Funnel:

Offer Something for free like eBook, video series, cheat sheet etc.



Free Book Funnel:

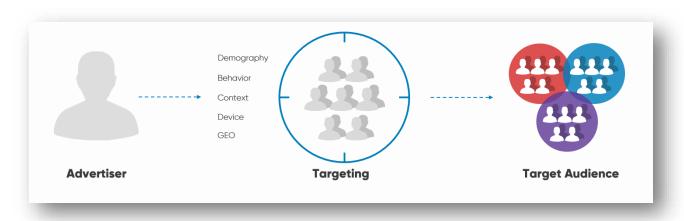
Offer free physical product specially a Book.



Webinar Funnel:



Audience Targeting:



Ad Copy:



Landing Page Structure:

- ✓ Heading and Sub-heading
- ✓ An Image or A Video
- ✓ Call to Action
- ✓ Place above Page Fold
- ✓ Site's Description
- ✓ Testimonials
- ✓ Trust Elements



CAMPAIGN STRUCTURE:

Campaign

✓ Example : To drive traffic to your website

Ad Set

- ✓ Ad set 1 targeting college students
- ✓ Ad set 2 targeting working professionals
- ✓ You can also set budget and schedule your post

Ad

✓ Example : You can run multiple ads like Image ad, video ad, text ad etc.



Facebook Ad Size Guide: https://www.facebook.com/business/ads-guide