

SOCIAL MEDIA MARKETING (SMM)

Marketing means creating awareness for goods and services in order to achieve conversion. Social media marketing means creating awareness for goods and services through social media platforms in order to achieve conversion.

SOCIAL MEDIA PLATFORMS

Social Media Platforms includes the following;

1. Facebook
2. TikTok
3. Instagram
4. Twitter
5. LinkedIn
6. Pinterest
7. YouTube
8. Snapchat
9. Reddit
10. Tumblr
11. Sprout Social
12. Whatsapp

13. Quora
14. Medium

WAYS OF MARKETING

1. **Traditional Marketing:** This refers to any type of marketing that isn't online. This means print, broadcast, direct mail, phone, and outdoor advertising like billboards. From newspapers to radio, this method of marketing helps reach targeted audiences.
2. **Email marketing:** This is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations. People check their emails almost everyday.
3. **SMS Marketing:** Short message service (SMS) marketing is a form of marketing that businesses use to send promotions to customers via text messages. In other words, SMS marketing is the same thing as text message marketing.
4. **Social Media Marketing:** It is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers.

Other forms of marketing includes content marketing, influencer marketing, direct marketing, search engine marketing, viral marketing, telemarketing etc.

WHY IS SMM PECULIAR?

1. When people come to social media, they just want to catch fun by socializing with people (friends and family) and that's a strong point for social media marketer. At such times, their anti-buying defenses are down and it becomes easy to get them to buy.
2. Stats have shown that people always come to social media. Hence, the market has high volume.

STATISTICS ABOUT SOCIAL MEDIA MARKETING

Over 1.62 billion users visit Facebook everyday. As at 2021, 400 users sign up to Facebook every minute. Over 66% of the entire UK population are Facebook users. As at 2021, 84% of US millennials are active users on Facebook.

Over 93% of social media marketers use Facebook ads. There is an ongoing war between Facebook ads and TikTok ads. Over 94% of ads revenue is from mobile users. An average Facebook mobile user spend fifty-seven minutes on the app during the day.

Mobile-first video ads generates more than half of Facebook total video revenue. These videos are responsible for 11% of Facebook content. As at April 2022, over 2.9 billion are active users on Facebook.

CLASS-WORK

Get facts and figures for different social media platforms.

Note the following;

- Video ads will always perform better than static image ads because everyone likes storytelling. People want authenticity and you gain trust when you show authenticity while running ads.
- Show stats to convince people why they should pick a particular ad on a social media platform.
- Particular group of people can be targeted using social media ads.

SOCIAL MEDIA MARKETING STRATEGY

1) **Audience Research:** Know your audience. Never underestimate the power of audience research. Their interest matters.

2) **Market Research:** Here you find answers to questions like;

- What gives me edge in the market?
- What does the audience want? Call or chat?

N. B: Learn more on "**How to create offer**" on YouTube

Also note the following;

- For low ticket product, you can set up a conversion ad.
- For high ticket product, you can set up a lead generation ad.

This is because it is easier to purchase a low ticket product with a CTA button than people are willing to do the same for a high ticket product. Although, the type of audience determines whether a product is low ticket or high ticket.

WHAT EACH SOCIAL MEDIA PLATFORM IS KNOWN FOR

When it comes to social media platforms, they have what they are known for. For instance, quality graphics is on Instagram, to sell to ladies, Pinterest is preferable, books are better sold on Facebook or Quora, while softwares are preferred on YouTube.

ASSIGNMENT

- 1. Research on the topic; Search Engine Optimization (SEO). Find out; What is SEO? Types of SEO? Importance of SEO? and terminologies used in SEO.*
- 2. Find twenty terms used in Facebook marketing.*

REQUIREMENT TO SET-UP A FACEBOOK AD

1. Facebook account
2. Professional Facebook business page
3. Facebook business manager and ad account

Note the following;

- It is a must to have a professional Facebook business page before one can run ad on Facebook.
- The business page is officially referred to as **professional Facebook business page**.

REQUIREMENT FOR CREATING A PROFESSIONAL FACEBOOK BUSINESS PAGE

1. Business name
2. Business logo
3. Business office address
4. Website link
5. Opening and closing hours
6. Business email address
7. Business overview

HOW TO GIVE ADMIN ACCESS TO A BUYER

1. Send your buyer a friend request or send your Facebook profile link to your buyer to ensure both of you are friends on Facebook.
2. Once you are friends with your buyer on Facebook, go to the Facebook business page.
3. On the left menu bar of your page, click on page settings.
4. Select "page roles"
5. Input your buyer's name on the right section, then select admin.
6. Then click the send invite button.

HOW TO SET UP FACEBOOK ADS

In setting up Facebook ad, there are three stages;

1. Campaign level
2. Ad-set level
3. Ad level

To set up a Facebook ads, you must have Facebook ads manager (www.facebook.com/adsmanager). Once on Facebook ads manager, click create.

Steps to set-up Facebook ad includes;

1. Create/Go to your ad account. Observe that you must have a professional Facebook business page before you run a Facebook ad.
2. Go to Facebook ads manager. If you manage more than one ad account, use the account dropdown menu to pick the right account. To navigate to ads manager right from your business page, go to the left sidebar and click on 'ad center'. Dropdown menu of any Facebook page. Then choose 'all ads' from the drop-down. At the bottom of that page, there is an option to click ads manager.
3. Choose your objective. There are three main campaign objectives;
 - a. Awareness**
 - I. Brand awareness: to show your ad to people who are most likely to remember them.
 - II. Reach: to show ads to the maximum number of people.
 - b. Consideration**

I. Traffic: for sending people to a destination on/off Facebook e.g landing page, website, survey form, questionnaire etc.

II. Engagement: to increase activities on one's page. Activities includes page likes, comments and share.

III. App installs: to promote app installation.

IV. Video views: to have more people view one's video.

V. Lead generation: to capture people's information who are interested in one's goods, services or products.

VI. Messages: to drive engagement on messenger, whatsapp and Instagram direct.

c. **Conversion:** the objectives in this category are designed to get people to purchase or use one's products or services.

I. Catalogue sales: to increase product purchase on catalogue sales.

II. Store traffic: to increase engagement on one's website, get people to claim one's offer and get people to visit one's shop.

4. Set up your campaign budget. You can set;

a. Daily budget

b. Lifetime budget

5. Customize your target audience. The audience of your ads can be

customized based on all the following demographics;

- a. Location
- b. Gender
- c. Language
- d. Age
- e. Interest
- f. Behaviour

6. Choose your ad placement. There are two types of placements;

- a. Automatic placement
- b. Manual placement

7. Create your advertisement. What determines the effectiveness of an ad is audience (step 5) and ad displayed (step 7). To create ad, you can opt for the following option;

- a. Create from existing post: you can create an ad using a post already on your Facebook page. To do this, select the 'use existing post' option. From here you can choose your page from your linked account and pick the post you want to use as your ad.
- b. Create from scratch: if you will like to create your ad from a blank canvas, the first task is to select a format, which includes;
 - I. **Image ads:** Facebook specifications for image ads;
 - File type: JPEG/PNG
 - Ratio: 19:1-1:1

- Resolution: $\geq 1080 \times 1080$ pixels
- Max. file size: 30mb
- Min. width: 600 pixels
- Min. height: 600 pixels
- Primary text: 125 characters
- Headline: 40 characters
- Description: 30 characters

II. **Carousel ads:** You can showcase up to 10 images/videos in one single ad. These are good to promote multiple products/services, each with its own link. Specifications include;

- Image file type: JPEG/PNG
- Video file type: MOV/MP4/GIF
- Ratio: 1:1
- Number of carousel cards: 2-10
- Image max. file size: 30mb
- Video max. file size: 4gb
- Primary text: 125 characters
- Headline: 40 characters
- Description: 30 characters

Landing page URL is required.

III. **Video ads:** specifications for video ad includes;

- File type: MOV/MP4/GIF

- Ratio: 1:1 (either desktop or mobile), 4:5 (mobile only)
- Resolution: ≥ 1080 pixels
- Max. file size: 4gb
- Min. width: 120 pixels
- Min. height: 120 pixels
- Video duration: 1s - 241mins

Other format includes;

- Slide Show Ads: these ad format takes several images and makes them into a quick slide show. They can be a great alternative for those who don't have the time or expertise to make videos.
- Messenger Ads: sends your message directly to your audience with Meta messenger apps.
- Collection Ads: this format is also mobile only and allows user to discover and shop for products.

Examples of Placements

- Stories & reels
- Instagram
- Reels overlay
- Search
- Messages
- In articles
- App & sites

8. Review the whole process to ensure there are no error in the whole set up process. If an ad with error is published live, two things could happen;

- i. Ad would be rejected.
- ii. Ad would be rejected and the account would be banned.

Errors could be wrong specifications for the ad or a box is not ticked in the process.

Note: Special Ad Category

It is under the Ad-set. It includes;

- Politics
- Social issues
- Credit
- Elections
- Housing

9. Publish.

HOW TO GRANT ACCESS TO AD ACCOUNT/HOW TO GRANT ACCESS INTO ONE'S FACEBOOK ADS MANAGER

1. Go to your Facebook profile.
2. Click on the menu on the top left corner.

3. Select ad account settings.
4. Click on "Add people".
5. Enter the name (Facebook identity) of the person or their email. Note that both of you must have been friends on Facebook.
6. Choose their role (either financial analyst, editor, advertiser, admin).
7. Click on "Confirm".

Note: After this, an invitation email will be sent to the invitees, which they must also accept.

HOW TO ADD A PERSON TO AN ACCOUNT IN BUSINESS MANAGER (FACEBOOK)

1. Go to business manager (business.facebook.com).
2. Go to settings.
3. In the "people" tab on the left, below the people column click "add".
4. Enter the email of the person you want to add.
5. Assign the person a role.

A user can manage up to 25 user's ad account. An ad account can have up to 25 users per account. A regular ad account can have up to 5000 ads.

META PIXELS

The Meta 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. You can use the Meta Pixel to: Make sure your ads are shown to the right people. Drive more sales. Measure the results of your ads.

HOW TO INSTALL A META PIXEL

1. Go to Events Manager.
2. Click the Data Sources icon on the left side of the page.
3. Select the Meta Pixel you want to set up/install.
4. Click "continue pixel set-up" .
5. Choose a partner or manual method.
6. Follow the on page instructions.

HOW TO CREATE META PIXEL IN BUSINESS MANAGER

1. Go to business settings in Business Manager.
2. Select your business.
3. Click Data Sources.
4. Select pixels.
5. Click the + Add button.
6. Type in a name for your pixel.
7. Optional: enter your website URL.
8. Click continue.

9. To install your Meta Pixel on your website, click "Set up the Pixel now". If you'd like to stay in Business Manager, click "Continue managing my business".

Note that before a pixel is installed or set-up, it has to be created first.

HOW TO CONNECT A CRM SYSTEM TO YOUR FACEBOOK PAGE

If you use a customer relationship management (CRM) system to track your customers and prospects, you can integrate your Facebook lead ads with your CRM system in order to retrieve your leads. Connecting to a CRM system is recommended because it allows you to access all of your new leads in one place and removes the need to download a new CSV file each time you want to see your new leads.

You can connect a CRM system to your account through your Facebook Page. Note that you must be an admin of the Facebook Page and have leads access permissions in order to connect a CRM system.

To connect a CRM system to your Facebook Page

1. Go to your Facebook Page.
2. Click Publishing Tools.
3. Click All Tools and select Instant forms.
4. In the CRM Setup, section, type the name of the CRM system you would like to use into the search bar. When the name of your CRM system appears, there are two possible scenarios you may encounter:
 - a. Connect From Website: If the CRM system you've selected has a Connect from website link, you'll need to click it and follow the directions on the CRM provider's website to complete the integration. After you've completed the steps and are connected to the CRM

system, you'll be able to retrieve new leads directly from the CRM system itself.

- b. Connect: If the CRM system you've selected says through Zapier and has a blue Connect button, you'll need to click Connect in order to connect to the CRM system. After clicking Connect, you'll be able to integrate with the CRM through the Zapier connection following these instructions.

After connecting to your preferred CRM system, visit the CRM website or application to view and manage your leads. You will still be able to download leads data through Facebook if needed.

Once your CRM system is connected, leads will be automatically sent to the CRM system when a form is completed, unless you have customized your access permissions in Leads Access Manager. If you have customized your access permissions, you will need to assign permissions to the CRM system before leads will appear there.

Keep in mind that if you integrate your CRM system through an external website, you will not be able to edit or disconnect the CRM system from Facebook using Facebook tools. If you need to edit the integration or remove the CRM integration completely, we recommend visiting the website of your CRM provider for further instructions.