Social Media Marketing

Complete Social Media Marketing Strategy PDF



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Week 1: Social Media Marketing Basics

Objective: Understand the fundamentals of social media, major platforms and their purposes.

TASK 1: List **5 top social media platforms** and explain their primary audience and uses.

Social media is integral to our lives. With 5.17 billion social media users worldwide-accounting for 59.9% of the world population-social platforms have become necessary hub for gathering information, connecting with our friends and loved ones, and growing our businesses.

For marketers, the world of social media represents an expensive area of opportunity-and every user is a potential customer. With the right tools, resources and a strong social media strategy, marketers can leverage social media platforms to boost awareness for their business, engage their target audience and even nurture a loyal community.

Here is a list of 5 top social media platforms, their primary audience and uses:

- 1.Facebook
- 2. Youtube
- 3.Instagram
- 4.Whatsapp
- 5.Tiktok

Facebook:

Facebook was launched in 2004 by Mark Zuckerberg and its monthly active users are 3.07 billion. Its demographics include 56.8% male, 43.2 % female, with the largest age groups being 25-34 (30.6%) and 18-24 (23%). Most popular in the United States, India and Brazil. While Facebook might not be the exciting new platform it once was- and might have fallen out of favor with younger users-make not mistake: it's still around and more popular than ever.

Today Facebook operates under the umbrella of Meta, which also owns platforms like Instagram, WhatsApp and Threads. Per Meta's full year earnings report, its "Family of Apps"-which include Facebook, Instagram, Messenger, WhatsApp and another apps-generated a total of \$114.45 billion in revenue in 2022.

The Facebook target market spans a wide range of ages, from 13 to 34, with adults aged 25 to 34 making up a more significant portion of the platform's users. This group typically includes young professionals, parents and digital natives who appreciate Facebook's social networking and connectivity features. The platform also attracts users under 44, encompassing established professionals and tech-savvy individuals looking to connect for personal and business drives. While the platform appeals to male and female users, it has a slightly larger male audience.

Facebook is the most popular social media platform for brands. 57% of marketers use Facebook to market their business. Industries such as financial services, ecommerce, retail, media, telecom, technology and consumer goods continue to harness Facebook's expansive reach to connect with consumers and grow their brand awareness-with newer sectors like gaming, entertainment and automotive businesses also finding their footing on the platform.

YouTube:

YouTube was founded in 2005 and its active users are 2.49 billion. 54.4% male, 45.6% female, with the largest age group being 25-34 (21.5%). Most popular in South Korea, the United States and India. YouTube is more than a video sharing platform-it's the second largest search engine in the world (after Google, its parent company). With users watching over a billion hours of video daily, it's a must have platform for any brand investing in video content.

YouTube supports both long form and short form videos and works well for search-driven discovery and subscriber growth. SEO plays a huge role in visibility here. Optimizing your videos with the right keywords, thumbnails, and engagement strategies can help your content reach the right viewers over time.

Instagram:

Instagram was founded in 2010 and its monthly active users are 2 billion. 50.6% male and 49.4% female. Dominated by users aged 18 to 24(31.7%). Most popular in

the United States, India and Brazil. Instagram is one of the most visual social media platforms, built for sharing photos, videos, stories and short-form video content like Reels. With over 2 billion monthly active users, it's especially popular with millennials and Gen Z-making it a top choice for brands looking to connect through visual storytelling.

A wide range of formats- including Reels, Stories and Live video- keeps content fresh. Strong discovery tools like the explore tab and hashtags help grow reach and encourages user-generated content through mentions, tags and branded campaigns. You can switch to an Instagram business profile to unlock in-depth analytics and scheduling tools. It's also easy to cross post to Facebook, threads and messenger since they're all part of the Meta family of platforms.

WhatsApp:

WhatsApp was founded in 2009. It is the world's most popular messaging app, used in over 180 countries and by nearly 3 billion people every month. 52% male, 48% female. Predominantly used by those aged 18-34 (45.3%). Most popular in Brazil, India and Mexico. Originally built for personal messaging, it has since evolved into a valuable social media platform for customer service, community updates and business marketing.

It is designed for small businesses to share updates, showcase products and answer question directly. Larger teams can use the WhatsApp business app to automate responses and integrate customer communication at scale. Whether you are updating customers on orders, offering real time support, or broadcasting limited-time deals, WhatsApp is a great platform to reach users where they are most engaged, especially in regions where text messaging is the primary form of communication.

TikTok:

TikTok was founded in 2016. TikTok has quickly become the go-to short for video content platform, especially among younger audiences. With 1.5 billion monthly active users and a global reach, it's one of the most engaging social media platforms out there- and a top choice creators, small businesses and brands looking to show up in a more personal, creative way. Its demographics include 52% female and 48% male. Most popular in the United States, Brazil and Indonesia.

Users can create videos up to 10 minutes long with built-in music, voice effects and editing tools. The algorithms laser-focused on user behavior -meaning anyone can go viral. Challenges, duets and trends help brands participate in culture, not just broadcast messages. If your target demographic includes Gen Z or younger millennials, TikTok can be a powerful place to connect through authentic, fast-moving content.

Task 2: Research and summarize the history and evolution of social media marketing (250-300 words).

The history of social media marketing is a journey that began in the early 2000s when platforms like Friendster and Myspace introduced the concept of connecting with people online. Friendster, launched in 2002, became one of the first social networks to gain global attention, allowing users to create profiles and connect with friends. Myspace followed in 2003, offer a more customizable experience that attracted millions of users and caught the attention of brands eager to explore online engagement through these emerging social media channels.

By 2004, Facebook emerged as a game-changer. Facebook's introduction of business pages in 2007 marked the start of structured social media marketing, enabling companies to create dedicated spaces to interact with audiences. Brands and business across the globe began to create brand pages to engage with their customers. New platforms began to emerge around the same time, such as twitter and Instagram.

Marketers also rushed to these platforms once they saw the impressive growth figures. LinkedIn stands out due to its unique business-to-business proposition. The professional social network's primary focuses are business networking and career progression. Now with 810 million users worldwide it remains a firm favorite for B2B marketers.

As social media platforms evolved, marketing strategies shifted from simple interactions to advanced techniques like data-driven targeting, influencer partnerships and tailored content creation. Tools like analytics dashboards and sophisticated algorithms allowed businesses to fine-tune their campaigns, making social media marketing a cornerstone of modern digital strategies and driving the

continuous innovation.

Where previously brands would purchase advertising space in newspaper and on television to promote themselves, they now had the world of social media as their oyster. Unlike those traditional offline channels, social media offered marketers the ability to collect consumer data and performance metrics to their campaigns could

be evaluated and targeted like never before.

Today, 60% of marketing professionals worldwide say that their customer data influences marketing decisions always or at least most of the time. As social media continues to evolve, businesses must stay informed about emerging trends and adapt

their strategies accordingly.

Task 3: Choose a niche and identify 3 popular pages or influencers in

that niche with their follower's count.

Niche: Fitness

Most popular pages/influencers:

1. Nehafun&fitness (Instagram): 5.4 M

2. FitnessForAllPk (Instagram): 233K

3. Zohaib Fitness Official (Instagram): 202K

Task 4: Design a basic social media profile bio and display image

concept for your niche.

Niche: Fitness

Social media profile bio:

"Fitness enthusiast | Personal Trainer | Share workout tips, healthy recipes, and motivation to help you reach your fitness goals! Follow me for daily inspiration!

#fitness#healthyliving"

Display image:



Task 5: Write a **short post caption** for each platform (Facebook, Instagram, LinkedIn, Twitter).

Facebook:

Fitness isn't just about hitting the gym-it's a commitment to becoming stronger, healthier and more confident every day. Whether it's a quick workout, a healthy meal or a good night's rest, every small step counts. Stay consistent, push your limits and remember: progress is progress, no matters how slow. Let's keep moving forward!

HealthyLiving #WellnessJourney

Instagram:

Your body can stand almost anything-it's your mind you have to convince. Every drop of sweat, every sore muscle, every early morning-it's all part of process. Fitness isn't just a goal; it's a lifestyle. Stay consistent, stay motivated and trust the journey. The result will speak for themselves.

#FitnessMotivation #WorkoutJourney #StayStrong

LinkedIn:

Staying fit isn't just about physical strength-it builds mental resilience, discipline and consistency. The same principles that drive progress in the gym apply in our careers. Show up, push through challenges and keep improving. Invest in your health; it's the foundation for success.

#Leadership #Wellbeing #FitnessLifestyle #PersonalGrowth

Twitter:

"What hurts today makes you stronger tomorrow".

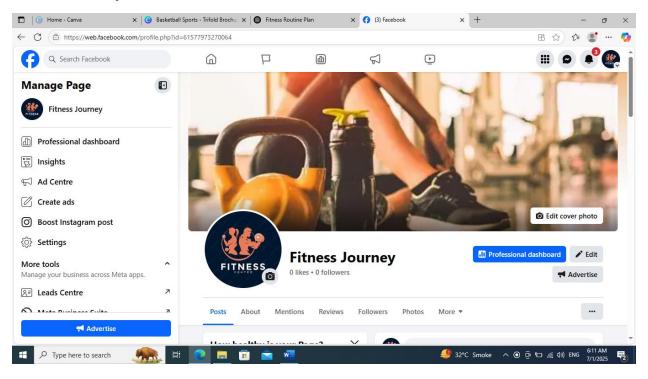
No shortcuts. No excuses. Just consistent effort, one rep at a time. Your fitness journey isn't about being perfect-it's about showing up, pushing forward and becoming a stronger version of yourself every day. Stay committed, stay focused and the results will follow.

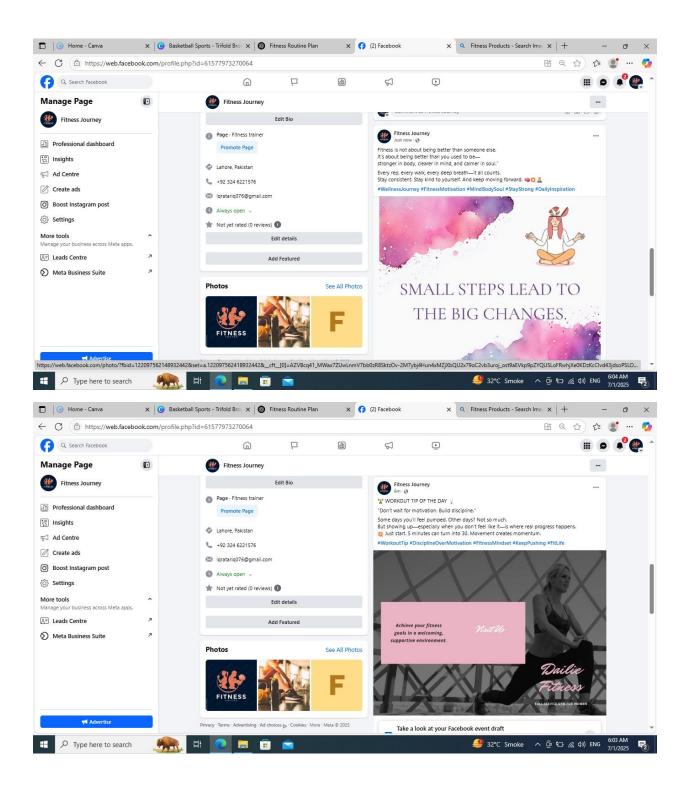
#FitnessMotivation #NoExcuses #TrainHard

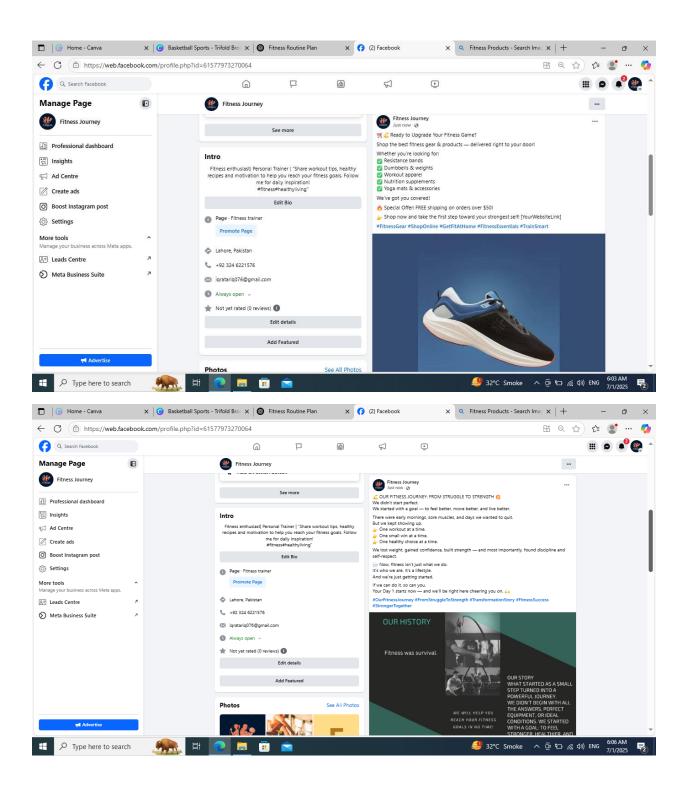
Week 2: Content Creation & Audience Engagement

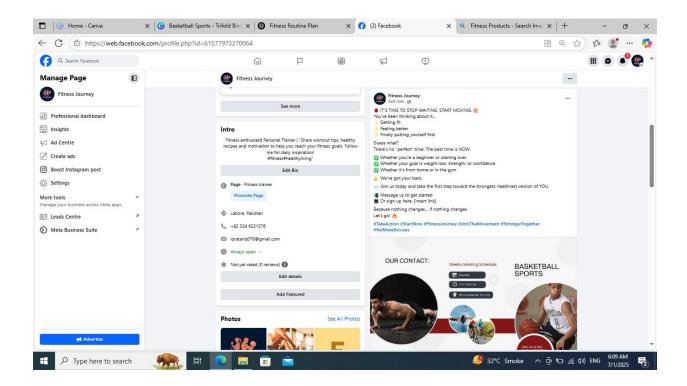
Objective: Learn the art of content creation and how to engage different audiences.

Task 1: Design **5 sample social media posts**(image/text-based) using Canva or any tool.









Task 2: Write 3 captions for product promotion and 2 for audience engagement (questions, polls, tips).

Product Promotion:

1.

Train Hard. Move Smart.

Step into comfort, power, and performance with our top-tier fitness shoes — built for every squat, sprint, and stretch.

- ✓ Non-slip grip
- Breathable comfort
- Maximum support for every move

Your fitness deserves the right foundation.

X Lace up and level up.

#FitnessGear #TrainingShoes #MoveWithPurpose #FitFeetStrongBody #StepUpYourGame

2.



From home workouts to hardcore sessions — the right equipment makes all the difference.

- Resistance bands
- Dumbbells
- Kettlebells
- Yoga mats & more

Train smarter. Sweat harder. Recover faster.

Beverything you need, delivered to your door.

Shop now & upgrade your fitness setup.

#FitnessEquipment #TrainAtHome #GearUp #StrongerEveryday #HomeGymEssentials #WorkoutReady

3. Dower. Comfort. Convenience.

Meet your new workout partner: the **Folding Fitness Bench** — strong enough for serious training, compact enough for any space.

- Adjustable for multiple angles
- Supports strength training & core work
- ✓ Folds flat for easy storage
- Perfect for home gyms & small spaces

Why go to the gym when the gym can come to you?

Order yours today and start training smarter:

#FoldingFitnessBench #HomeGymGear #StrengthStartsHere #CompactButPowerful #TrainAnywhere

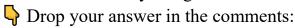
Audience engagement:

1.

© QUESTION TIME! **∀**

Let's talk FITNESS!

What's harder for you right now?



- A) Staying consistent
- B) Eating clean
- C) Finding time to work out
- D) Getting motivated

There's no wrong answer — just real talk!

We're all in this together Let's support each other and grow stronger every day.

Tag a workout buddy & let's get the conversation going!

#FitnessCommunity #RealTalkFitness #StrongerTogether #FitLife #WorkoutStruggles #EngageAndGrow

2. FITNESS TIP FRIDAY!

Tip of the day:

"Progress is built on consistency, not intensity. Even a 20-minute workout beats doing nothing!"

Now we want to hear from YOU!

Drop your favorite fitness tip in the comments — let's share the knowledge and help each other grow stronger!

Bonus: We'll feature the best tips in our next post 🔎 💬

#FitnessTips #CommunityStrong #WorkoutWisdom #FitFamSupport #ConsistencyIsKey #TipOfTheDay

Task 3: Research and list 5 content ideas for Reels/Shorts/TikTok in your niche.

1. "Before & After Workout Energy"

- Clip 1: Tired face, yawning, no motivation
- Clip 2: Post-workout glow, sweating, high-energy
- Use trending audio for contrast
- Caption: "Never regret a workout. The hardest part is starting."

2. "1 Dumbbell, 5 Killer Moves"

- Quick demo of 5 compound exercises using only one dumbbell (e.g., goblet squat, renegade row, shoulder press, etc.)
- Use jump cuts and energetic music
- Caption: "No excuses. Just results. One dumbbell is all you need!"

3. "What People Think vs. Reality at the Gym"

- Split screen or back-and-forth shots
- Example:
 - o What people think: Perfect form, flawless outfit
 - o Reality: Sweating, struggling, making faces
- Caption: "We all start somewhere. Keep going 6"

4. "Quick Fix: Correcting Common Mistakes"

- Show incorrect vs. correct form in 10–15 seconds (e.g., squats, push-ups, planks)
- Add arrows, text, or slow-mo. for clarity
- Caption: "Fix your form = better gains + fewer injuries!"

5. "Day in the Life: Fitness Edition"

- Morning routine, meals, workouts, hydration, recovery
- Keep it fast-paced and aesthetic with trending sounds
- Caption: "Fitness is a lifestyle, not just a workout."

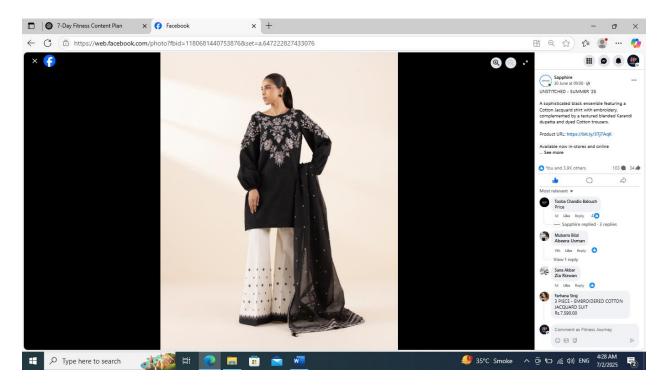
Task 4: Create a 7-day content calendar for your selected niche.

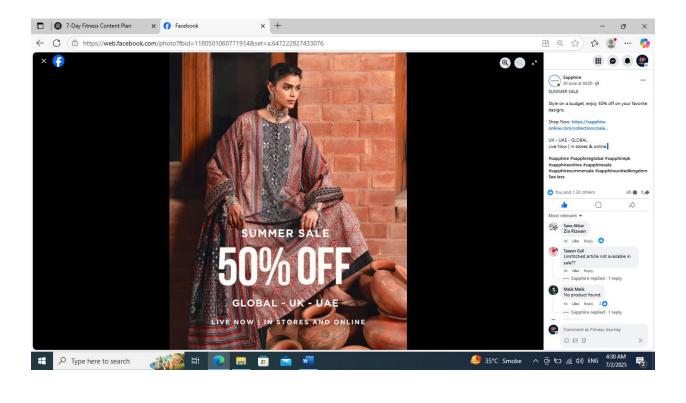
31 7-Day Fitness Content Calendar

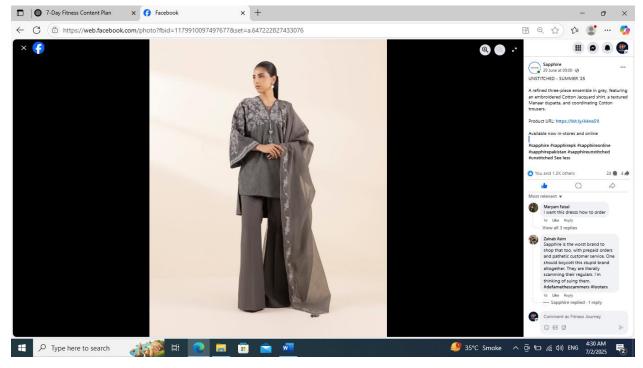
Day	Theme	Content idea	Platform tips	CTA
Day 1 (Monday)	Motivation Monday	Post a before/after story or client transformation with a motivational quote	Instagram Post + Story + Reels	"Drop a if you're starting your week strong!"
Day 2 (Tuesday)	Training Tip Tuesday	Share 3 common form mistakes for squats + how to fix them (carousel or reel)	IG Carousel or Reel, TikTok	"Save this for your next leg day!"
Day 3 (Wednesday)	Workout Wednesday	20-minute full- body HIIT workout (video or PDF download)	YouTube Shorts + IG Reels + Email	"Tag a workout buddy "buddy"
Day 4 (Thursday)	Throwback Thursday	Share your personal fitness journey from 1 year ago to now	Instagram Post + Caption Story	"Where were YOU a year ago?"
Day 5 (Friday)	Food/FAQ Friday	Share a healthy post-workout meal or answer a common fitness question	IG Reel + Story Poll + Twitter Thread	"Want more meal ideas like this? Comment YES!"
Day 6 (Saturday)	Sweat Saturday	Go live for a 30- min bodyweight workout OR post a challenge (e.g., 100 squats/day)	IG Live + TikTok + Email Reminder	"Join me LIVE!

Day 7 (Sunday)	Self-Care	Talk about rest,	IG Reels or	"What's your
	Sunday	recovery, and	Stories +	rest day routine?
		mental health +	Blog/Email	. ,,
		foam		
		rolling/stretching		
		routine		

Task 5: Analyze **3 popular posts** from any brand page and note what made them engaging (content type, caption, hashtag).







I analyze that in all of 3 posts, the most engaging is their content type.

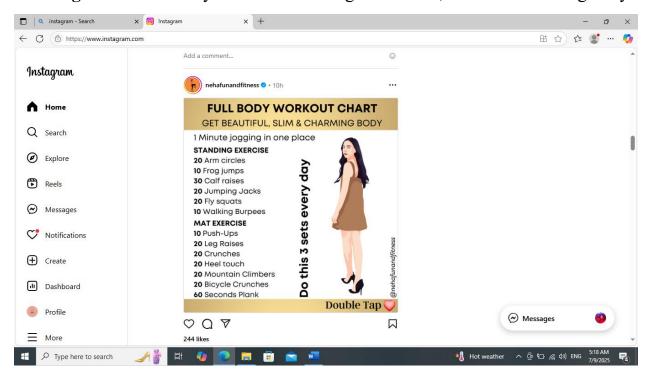
Week 3: Social Media Advertising Essentials

Objective: Understand basics of social media ads, audience targeting and ad content.

Task 1: Research types of ads (image, video, carousel, story ads) on Facebook & Instagram.

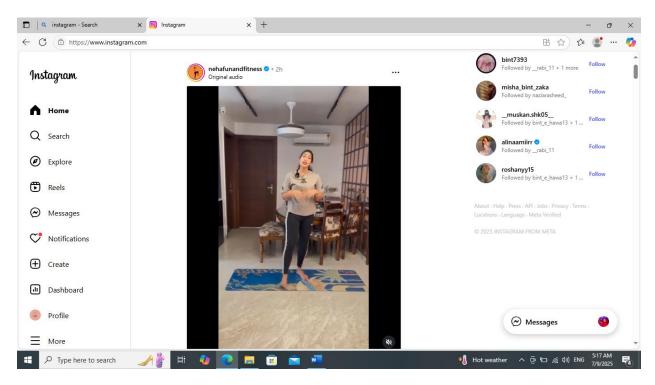
Image ad:

An image ad for full body workout chart to get beautiful, slim and charming body.



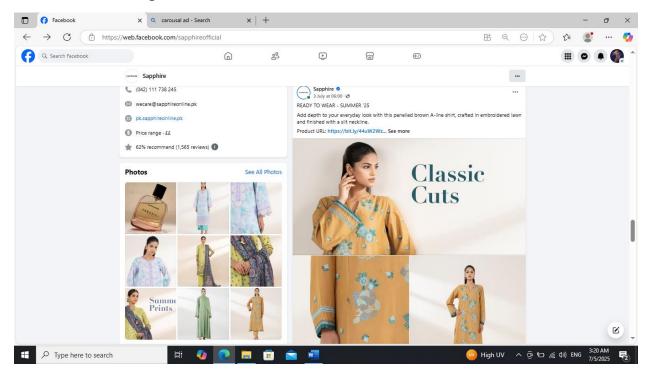
Video ad:

A **video ad** designed to promote a **healthy exercise** to evoke a sense of relaxation and mental clarity.



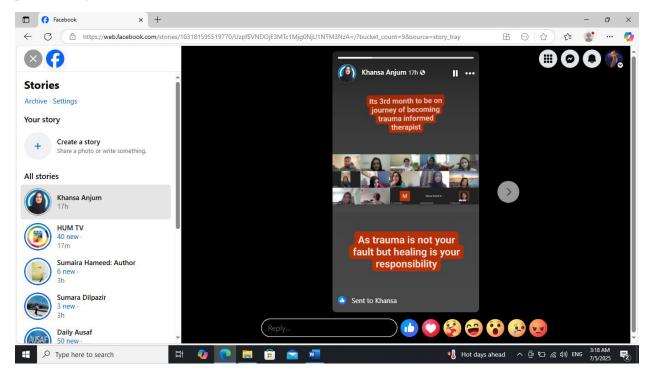
Carousel ad:

A **carousel ad** for **Sapphire clothing** showcases multiple clothing items or looks in a single swipe able ad, allowing users to browse different styles directly within Facebook or Instagram.



Story ad:

A **story ad** for **mind coaching** is a full-screen, vertical ad that appears between user stories on Instagram or Facebook. It delivers a **quick, impactful message** to promote personal growth, stress relief, or mindset transformation.



Task 2: Design a sample image ad and video ad post for a mock product.

Image ad post:

Core Flex Pro

Sick of crowded gyms and bulky equipment? Meet Core Flex Pro — the smart resistance band system that fits in your bag but trains like a full gym.

- Real-time tracking via our Bluetooth-connected app
- Personalized workouts that adapt to your goals
- Compact. Portable. Built for results.

Whether you're at home, in the park, or on the go — Core Flex Pro gives you the power to crush your workouts, wherever life takes you.

Resistance that pushes back. Progress you can see

Ready to take control of your fitness?

Download the Core Flex App & train smarter today coreflexpro.fit

#CoreFlexPro #SmartFitness #PortableGym #TrainAnywhere #FitnessInnovation #HomeWorkout #FitTech



Video ad post:

Core Flex Pro No Gym? No Problem.

Transform any space into your personal training zone with **Core Flex Pro** — the smart resistance system that fits in your bag but trains like a full gym.

Personalized workouts
Real-time tracking
Total body strength — anytime, anywhere

Train smarter. Move stronger. Stay consistent.

Download the app now: coreflexpro.fit

#CoreFlexPro #SmartWorkout #TrainAnywhere #FitnessTech #HomeGym #PortableWorkout #NoExcuses



Task 3: Define a target audience persona (age, gender, interests, location) for your niche.

Target audience— The specific group of people you want to reach with your content, product, or service.

Persona— A detailed, human-like description of someone in that target audience. It includes demographics and behavior patterns.

Niche: Fitness.

Target Audience Persona for Fitness Niche.

Name: Sarah Ahmad Age: 25–35 years old

Gender: All genders (primarily male and female, with growing non-binary

interest)

Location:

- Urban and suburban areas
- Primarily U.S., Canada, UK, Australia, and metro cities in Pakistan.
- Health-conscious communities and fitness-forward regions (e.g., Los Angeles, London, Toronto, Bangalore)

Interests:

- Weight training, fat loss, or muscle building
- Home or gym-based workout routines
- Nutrition, meal prepping, and supplements
- Following fitness influencers and workout challenges on Instagram, TikTok, and YouTube
- Buying fitness gear, activewear, and tech (smartwatches, trackers)
- Lifestyle topics like mindset, recovery, sleep, and productivity
- Exploring diets like keto, vegan, or high-protein meal plans

Behavior & Mindset:

- Motivated to improve appearance and health
- Consumes quick, actionable content (short videos, tips)
- Looks for easy-to-follow programs, accountability, and community support
- Influenced by social proof (before/after, reviews, transformation stories)
- Open to digital fitness products: apps, eBooks, challenges, online coaching
- Improve physique and fitness performance
- Build confidence and energy levels
- Stay consistent with workouts and healthy habits
- Track progress and optimize diet/exercise plans
- Feel part of a supportive community

Pain Points:

- Lack of time or consistency
- Confusion about workout structure and diet
- Struggles with motivation and discipline
- Overwhelmed by conflicting fitness advice online
- Doesn't know where to start or what's best for their body type

Task 4: Draft a paid ad caption (primary text, headline, CTA) for Facebook and Instagram.

Facebook/Instagram Paid Ad Copy

Primary Text (Caption):

Tired of starting over every Monday? Get fit *from home* with our 30-Day Bodyweight Challenge — no gym, no equipment, just real results.

20-minute daily workouts Beginner-friendly Follow along on your phone

Join thousands who've already transformed their bodies and boosted their confidence — all without stepping into a gym.

Ready to take control of your fitness journey?

Headline:

Start Your 30-Day Home Fitness Challenge Today

Call to Action (CTA):

[Sign Up] or [Learn More]

Task 5: Study and summarize how Facebook Ads Manager or LinkedIn Campaign Manager works (250 words).

In today's digital marketing landscape, choosing the right advertising platform is crucial for reaching your target audience effectively. LinkedIn Ads and Facebook Ads are two of the most popular options, each offering unique benefits and features.

LinkedIn Ads are primarily designed for B2B marketing, offering precise targeting options based on professional demographics such as job title, industry, and company size. Facebook Ads, on the other hand, excel in B2C marketing with a vast reach and advanced targeting capabilities based on user interests, behaviors, and demographics.

LinkedIn Ads makes it an ideal choice for B2B marketers aiming to connect with decision-makers and professionals in specific fields. LinkedIn's targeting options are particularly advantageous for campaigns focused on lead generation and fostering professional relationships.

Facebook Ads offers a broader range of targeting options, catering to both B2B and B2C markets. Advertisers can target users based on demographics, interests, behaviors, and life events, providing a more comprehensive reach. Facebook's advanced algorithms also enhance targeting precision through lookalike audiences and retargeting strategies.

The choice between LinkedIn and Facebook ad formats depends largely on your marketing objectives and target audience. LinkedIn excels in professional networking and lead generation, while Facebook provides more diverse and visually engaging options for reaching a broader audience. Tailoring your creatives to the strengths of each platform can significantly enhance your campaign's effectiveness.

LinkedIn generally has a higher cost per click (CPC) compared to Facebook. This is primarily due to its professional user base, which often includes decision-makers and industry leaders. On the other hand, Facebook offers a more cost-effective advertising solution, with lower CPC and broader audience reach. This makes it an attractive option for businesses with limited budgets who still want to achieve significant outreach.

Week 4: Influencer Marketing & Collaboration

Objective: Learn how to work with influencers and manage collaborations.

Task 1: Research and list **5 micro influencers** in your niche with follower counts and engagement rates.

1. healthy.food-by.me

Followers: 8360

Engagement rate: 3.09%

2. Zohaib fitness official

Followers: 202K

Engagement rate: 0.48%

3. Fitnaofficial

Followers: 16.8K

Engagement rate: 0.92%

4. Kahdiaaa

Followers: 30.3K

Engagement rate: 8.3%

5. Heatherdyecoaching

Followers: 56.4K

Engagement rate: 3.91%

Task 2: Draft a collaboration e-mail/message template to invite influencers for partnership.

Subject: Exciting Collaboration Opportunity with FitMentor

Hi Neha,

I hope you're having a great day! I've been following your inspiring fitness content on Instagram, and I'm genuinely impressed by how you motivate your audience through your strength training videos and healthy lifestyle tips. Your authenticity and dedication really stand out.

I'm reaching out on behalf of FitMentor, a brand committed to empowering people through high-quality, stylish activewear designed for performance and confidence. We believe your passion for fitness and your connection with your community make you a perfect partner to help share our mission.

We'd love to explore a collaboration with you, such as:

- Sponsored posts or stories
- ✓ Product gifting
- Giveaways for your followers
- Or other creative ideas you'd like to explore

If this sounds interesting, I'd be happy to discuss further details, compensation, and next steps at your convenience. Please let me know if you'd like to jump on a quick call, or if you prefer to continue by email.

Looking forward to hearing from you, Neha!

Best regards, Iqra Tariq HR position Fitmentor iqratariq076@gmail.com

Task 3: Plan a joint campaign idea with influencer (post type, content idea, hashtag, CTA).

Joint Campaign Plan with Neha

Post Type

• Instagram Reel + 2 Instagram Stories

Content Idea

- Neha shows a **full-body HIIT workout** wearing your brand's activewear
- She highlights how the fabric supports flexibility and breathability during intense training

Hashtag

#ElevateYourWorkout

CTA (Call to Action)

- Reel caption: "Level up your workouts with Fitmentor! Grab yours now and use code NEHA10 for 10% off."
- "Shop now and train like me!"

Task 4: Study and explain how influencer marketing affects brand awareness (200-250 words).

Working with experts and influencers continues to be a valued piece of the modern marketing puzzle for brands who seek to reach, engage and, ultimately, boost sales.

There are now millions of social media superstars talking about everything from fashion and lifestyle to wellbeing and gaming, and even the emergence of AI influencers.

As consumers spend more of their lives on social media, the amount of money companies is paying influencers is rocketing. The global influencer marketing market has more than tripled since 2019 and is estimated (by Statista) to reach a record spend of US \$39.3 billion by 2025.

Yet with the number of influencers on the scene growing exponentially, particularly in the areas that are important to people such as health and wellbeing, it's important

to ensure that you want their audience. If their followers are not your target audience, you could be wasting valuable time and budget.

Finding influencers who will create stickiness for your brand through their authenticity as a regular person could be a more effective partnership than celebrity influencers with millions of followers. If the brand isn't being used authentically as a solution to their daily lives or problems, it can be difficult to achieve cut through.

An influencer charting their wellbeing journey for example can be more engaging and are more likely to share their own thoughts and ask questions as part of the community. This can be a more authentic partnership for brands.

At the same time don't ignore the potential risks of the association that some brand partnerships could bring.

Task 5: Make a **post collaboration report template** (reach, likes, comments, shares, link clicks, saves).

Influencer Collaboration Report Template

Influencer l	Name:	
Campaign 1	Name:	
Post Date:		_
Platform: _		

Post-Performance Metrics

Metric	Value
Reach	
Likes	
Comments	
Shares	
Saves	
Link Clicks	

Additional Notes:

Section	Notes	
Top Comments / Feedback	(Summarize top or interesting comments here)	
Overall Sentiment	Positive / Neutral / Negative	
Suggestions for Next Time	(Lessons learned / improvements)	

Week 5: Social Media Analytics & Reporting

Objective: Learn how to track and measure social media performance.

Task 1: List 10 key social media metrics and explain each (reach, impressions, CTR, CPC, etc.).

Effective Social Media Marketing relies on measuring key performance indicators (KPIs) to gauge success and make data-driven decisions.

Tracking Social Media Marketing KPIs offers businesses valuable insights and advantages. Firstly, it enables businesses to measure the effectiveness of their campaigns and strategies.

Top 10 KPIs and success metrics for Social Media Marketing

1. Engagement Rate

Engagement Rate measures the level of interaction and involvement generated by social media content. It helps assess the effectiveness of content in capturing the audience's attention and fostering meaningful connections.

How to get this KPI:

- Sprout Social
- Hootsuite
- Buffer

Other tools like Veed can help you optimize your social media engagement rate. It allows you to convert any type of media, such as MP4 to MP3, and offers an MP3 converter for audio-only content.

2. Reach

Reach measures the total number of unique users or accounts exposed to a social media post or campaign. It indicates the potential audience size and helps evaluate the impact and visibility of social media efforts.

How to get this KPI:

- Sprout Social
- Hootsuite
- Buffer

3. Click-through Rate (CTR)

Click-through Rate calculates the percentage of users who click on a specific link or call-to-action within a social media post or ad. It helps measure the effectiveness of content in driving traffic and directing users to desired destinations.

How to get this KPI:

- Sprout Social
- Hootsuite
- Buffer

4. Conversion Rate

Conversion Rate measures the percentage of social media users who complete a desired action, such as making a purchase or filling out a form. It helps evaluate the effectiveness of social media campaigns in driving conversions and achieving business goals.

How to get this KPI:

- Sprout Social
- Hootsuite
- Buffer

5. Customer Sentiment

Customer Sentiment measures the sentiment or emotional tone expressed by social media users towards a brand or its products/services. It helps gauge brand reputation, customer satisfaction, and identify areas for improvement or further engagement.

How to get this KPI:

- Sprout Social
- Brand watch

Mention

6. Share of Voice (SOV)

Share of Voice quantifies a brand's presence and visibility compared to its competitors within social media conversations. It helps assess brand awareness, market share, and the effectiveness of social media strategies.

How to get this KPI:

- Sprout Social
- Brand watch
- Mention

7. Follower Growth Rate

Follower Growth Rate measures the percentage increase in social media followers over a specific period. It helps evaluate the growth and popularity of social media accounts, indicating the effectiveness of content and engagement strategies.

How to get this KPI:

- Sprout Social
- Hootsuite
- Buffer

8. Social Media Mentions

Social Media Mentions count the number of times a brand or specific keywords related to the brand are mentioned across social media platforms. It helps monitor brand visibility, track brand sentiment, and identify opportunities for engagement.

How to get this KPI:

- Sprout Social
- Brand watch
- Mention

9. Cost per Click (CPC)

CPC (cost per click) is a metric that determines how much advertisers pay for the ads they place on websites or social media, based on the number of clicks the ad

receives. CPC, also called PPC or pay per click, is important for marketers to consider, since it measures the price for a brand's paid advertising campaigns.

10. Return on Ad Spend (ROAS)

Return on Ad Spend measures the revenue generated in comparison to the cost of social media advertising campaigns. It helps evaluate the profitability and effectiveness of ad campaigns in driving sales and achieving business goals.

How to get this KPI:

- Sprout Social
- Hootsuite
- Buffer

Task 2: Perform a performance analysis of 3 competitor pages (post frequency, average likes, comments).

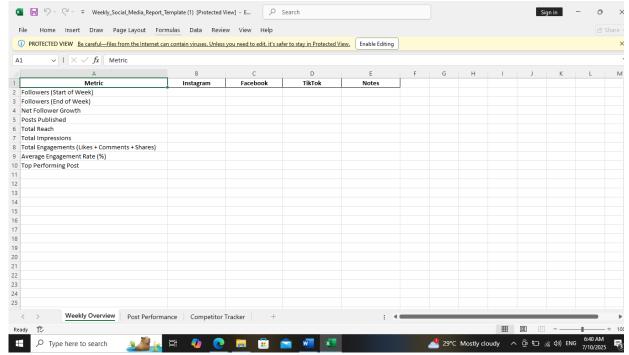
Brand	Post Frequency (weekly avg)	Avg Likes per Post	Avg Comments per Post
Sapphire	6–7 posts/week	3,500-5,000	50-70
Nishat Linen	4–5 posts/week	1,500–2,500	20–35
Limelight	5–6 posts/week	2,000–3,000	25–40

Task 3: Create a weekly analytics report template in Google Sheets or Excel.

1. Weekly Summary:

Metric	Value
Followers Gained	
Posts Published	
Total Reach	
Engagement Rate	
Top Post	

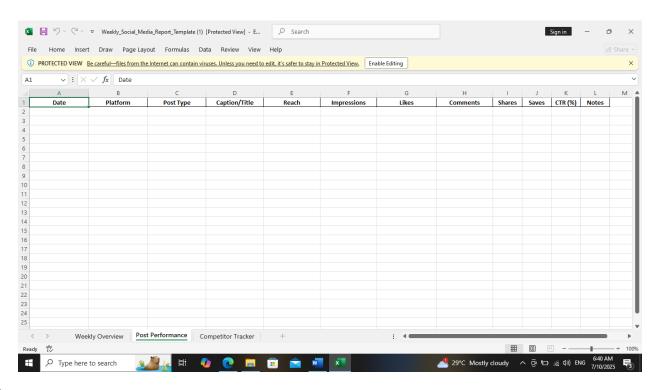
Metric	Value
Followers Gained	
Posts Published	
Total Reach	
Engagement Rate	
Top Post	



7

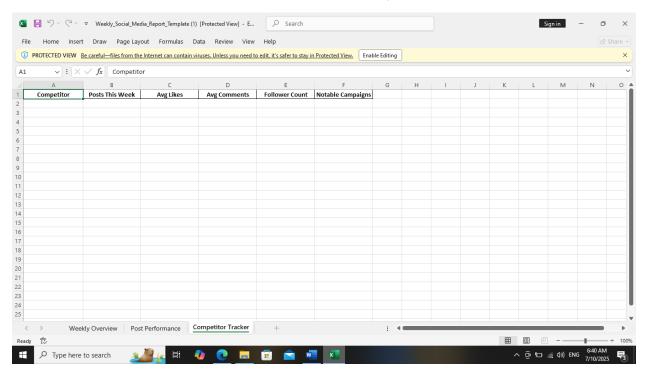
Post-by-Post Performance

| Date | Post Caption | Platform | Reach | Likes | Comments | Shares | CTR (%) |



2. Competitor Comparison

| Competitor | Posts | Avg Likes | Avg Comments |



Task 4: Study and summarize how Instagram Insights and Facebook Analytics work (250-300 words).

Social media analytics is all about collecting data from social media platforms and leveraging that information to make better, more intentional decisions for your organization. Consulting your Facebook and Instagram analytics regularly helps you understand how to use these platforms as a part of your marketing strategy, so your organization can grow and thrive.

Instagram and Facebook analytics are the metrics used to understand how content performs on Instagram and Facebook. They help you understand your audience and their preferences, and allow you to create strategies based on data rather than creative hunches.

Instagram analytics data can range from very basic (like how many people saw or liked an individual post) to very specific (like what time your account's followers are most likely to be online). Examples of Instagram analytics metrics include impressions, likes, shares, and audience growth over time.

Social media managers often dread the part of their job that has to do with tracking data and building reports. We get it, it's not as fun as creating content and interacting with followers. But try to think about Instagram analytics and Facebook insights as a fascinating puzzle. Solving it can help you improve your overall results over time and prove the value of your work to your boss and larger team.

With Instagram analytics and Facebook Insights, you can also:

- Understand your audience.
- Grow your account faster.
- Report with confidence.

Instagram analytics and Facebook Insights data is most useful when it's compiled into a report that allows you to compare results and spot trends. If you'd rather get your Instagram analytics reports automatically, check out the Instagram analytics built into Hootsuite. The Instagram Insights and Facebook Analytics, allow you to automatically report on engagement, your audience, or post-performance.

Task 5: Suggest 3 strategies to improve low engagement rates on social media posts.

Strategies to Improve Your Social Media Engagement Rate

• Focus on the Right Metrics

Start by analyzing your social media engagement metrics. What's your current engagement rate? Which types of posts get the most reactions? Platforms like Instagram Insights or tools like Google Analytics can show you what's working and where to improve.

• Tailor Content for Each Social Channel

Different platforms have different audiences. TikTok is great for short, trendy videos, while LinkedIn is ideal for professional insights. Crafting content specific to each social channel increases engagement.

• Interactive Content Is Key

Boost engagement by encouraging interaction. Polls, quizzes, and Q&A sessions are great for sparking conversations. People love being part of the story.

Create a Social Media Engagement Strategy

• Post Consistently

Posting sporadically makes it hard to build momentum. Plan your content calendar ahead of time, ensuring a steady flow of posts tailored to your audience.

• Optimize Your Content

Pay attention to visuals, captions, and timing. Eye-catching images or videos paired with concise, action-oriented captions perform best. Use analytics to find the best posting times for your audience.

• Engage With Your Followers

Remember, social media is a two-way street. Reply to comments, answer DMs, and like or share your followers' posts. Genuine interactions show your audience that you care.

Week 6: Complete Campaign and Strategy Project

Objective: Design a full social media marketing campaign with paid and organic content.

Task 1: Choose a product/service/niche and create a 14-day content plan with post types, captions and hashtags.

14-Day Fitness Content Plan

Day 1: Motivation Monday (Quote Post)

- Post Type: Carousel or Reels with inspiring fitness quote.
- Caption:

"The only bad workout is the one that didn't happen. Start your week strong. Let's crush it together!"

• Hashtags:

#MondayMotivation #FitnessMindset #NoExcuses #FitLife #FitnessGoals

Day 2: Transformation Tuesday (Client or Personal Progress)

- Post Type: Before/after photos or testimonial.
- Caption:

"Transformation isn't just physical—it's mental and emotional too. Swipe to see what consistent work can do. Ready for your glow-up?"

• Hashtags:

#TransformationTuesday #FitnessJourney #FatLoss #BodyGoals #OnlineCoach

Day 3: Workout Wednesday (Follow-Along Routine)

- Post Type: Reels or carousel workout (3–5 exercises).
- Caption:

"FULL BODY BURN

Try this 15-min workout—no equipment needed.

Save & share with a workout buddy!"

• Hashtags:

#WorkoutWednesday #HomeWorkout #QuickWorkout #NoExcuses #TrainHard

Day 4: Tip Thursday (Educational Carousel)

- Post Type: Carousel post with tips (e.g., "5 ways to boost fat loss").
- Caption:

"Swipe to learn 5 science-backed fat loss tips most people ignore."

• Hashtags:

#FitnessTips #FatLossTips #FitnessEducation #HealthHack #FitFacts

Day 5: Feature Friday (Client Shoutout or Collab)

- Post Type: Image or short video testimonial.
- Caption:

"Meet [Client Name]—down 15 lbs. and up in confidence. Consistency wins every time!"

• Hashtags:

#ClientSpotlight #FitnessCoach #OnlineTrainer #FitnessSuccess #FridayFeature

Day 6: Saturday Sweat (Challenge or Live Invite)

- Post Type: Reels or story promo.
- Caption:

"Join me LIVE at 9am for a 20-min HIIT blast. Let's sweat together. Who's in?"

• Hashtags:

#SaturdaySweat #LiveWorkout #GroupFitness #SweatSession #FitnessChallenge

Day 7: Sunday Self-Care (Recovery or Mindset Post)

- Post Type: Image of a recovery activity (stretching, nature, meal).
- Caption:

"Recovery is just as important as training. Rest, hydrate, stretch—your body will thank you."

• Hashtags:

#SelfCareSunday #RecoveryDay #RestAndRecover #FitnessBalance #HealthyHabits

Day 8: Myth-Busting Monday

- Post Type: Carousel or Reels busting a common fitness myth.
- Caption:

"MYTH: Lifting weights makes you bulky.

FACT: Lifting builds lean muscle, speeds up metabolism, and tones your body. Let's lift smart"

• Hashtags:

#FitnessMyths #LiftHeavy #StrengthTraining #LeanMuscle #WomenWhoLift

Day 9: Testimonial Tuesday

- Post Type: Video or quote testimonial.
- Caption:

"'I've never felt more confident in my body.' — [Client Name] Real results. Real people. DM to start yours."

• Hashtags:

#TestimonialTuesday #FitnessResults #HappyClients #FitnessCoach #OnlinePrograms

Day 10: Workout Wednesday (Gym Edition)

- Post Type: Gym workout routine.
- Caption:

"Upper Body Day

Shoulder Press

✓ Lat Pulldown

Rows

Face Pulls

Tag your workout partner and try this!"

• Hashtags:

#GymWorkout #PushDay #UpperBodyWorkout #StrengthTraining #WorkoutRoutine

Day 11: Q&A Thursday (Interactive Story or Reels)

- Post Type: Reels answering FAQs.
- Caption:

"Q: Should I train every day?

A: No! Your body needs recovery to grow. Swipe for a weekly workout split."

• Hashtags:

#FitnessQuestions #FitnessQandA #AskYourCoach #TrainingSplit #RecoveryMatters

Day 12: Fun Friday (Behind-the-Scenes / Trainer Life)

- Post Type: BTS video or daily vlog style.
- Caption:

"Come with me on a day in the life of a fitness coach Coffee, clients, cardio & chaos"

• Hashtags:

#FitLife #TrainerLife #FitnessCoach #FitnessBTS #FitnessVibes

Day 13: Client Win Saturday

- Post Type: Photo or chart of progress.
- Caption:

"Another win! [Client Name] dropped 4 inches off the waist in 6 weeks. That's what consistent coaching + mindset does."

• Hashtags:

#ClientResults #FitnessWin #ProgressNotPerfection #BodyRecomposition #OnlineCoaching

Day 14: Sunday Reflection (Mindset Post)

• Post Type: Image with reflective quote.

• Caption:

"Fitness is a lifelong journey, not a quick fix. What did you learn this week?"

Reflect, reset, and get ready to crush next week."

• Hashtags:

#MindsetMatters #FitnessJourney #SundayReflections #HealthyMind #WeeklyReset

Task 2: Design 5 creative posts (images, carousel, reels ideas) with captions.

POST 1: Image Post – Motivational Quote

Caption:

"You won't *always* feel motivated.

But if you stay disciplined, you'll always move forward."

#DisciplineOverMotivation #FitnessMindset #NoExcuses #StayHungry #FitLife



POST 2: Carousel Post – "5 Fat Loss Exercises"

Caption:

"Let's fix the fat loss frustration.

Do 5 fat loss exercises and watch your body (and mindset) change fast." #FatLossTips #FitnessEducation #WeightLossHelp #FitForLife #FitnessFacts



POST 3: Reel – "3 No-Equipment Leg Burner Moves"

Caption:

"No gym? No problem.

Here's your go-to LEG DAY Try this 3-move circuit from anywhere! #HomeWorkout #LegDayEveryday #BodyweightWorkout #HIITLegs #NoGymNoExcuse



POST 4: Carousel – "What I Eat in a Day (Fat Loss Edition)"

Caption:

"Fat loss isn't about starving.

It's about smart fuel. Here's a peek into a 1800-cal day I use for myself and my clients.

Want your own custom meal guide? DM me 'MEAL'" #WhatIEatInADay #FatLossMeals #MacroFriendly #HealthyEating #FitnessFuel



POST 5: Reel – Day in the Life of a Fitness Coach

Caption:

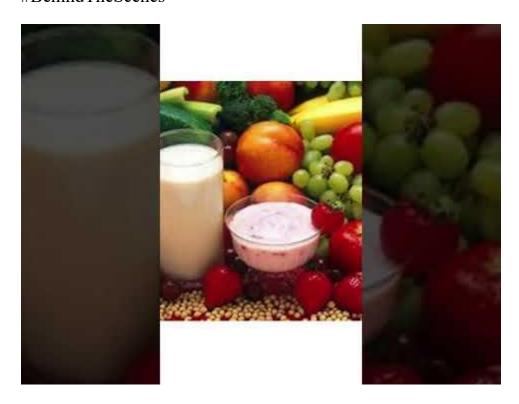
"From coaching calls to workouts to meal prep...

Here's a quick look at a day in my life as a fitness coach.

Real talk: it's not always pretty—but it's always worth it."

#DayInTheLife #FitnessCoachLife #OnlineTrainer #FitLifeVlog

#BehindTheScenes



Task 3: Draft a mock paid ad campaign plan (budget, audience, ad content, duration).

PAID AD CAMPAIGN PLAN – "Get Fit in 30 Days Challenge"

Z Campaign Objective

Lead Generation – Collect emails or DMs to join a free 30-day fitness challenge, designed to convert leads into long-term clients.

Budget

Туре	Amount
Total Budget	Rs 30000 (Test Campaign)
Daily Spend	100/day
Duration	30 Days
Platform	Meta Ads (Facebook + Instagram)

Target Audience

Location: Pakistan, Canada, UK, Australia

Age: 24–45 Gender: All

Interests:

- Fitness & Wellness
- Weight Loss
- Gym Life

- Home Workouts
- MyFitnessPal, Fitbit, Peloton
- Joe Wicks, Kayla Itsines, or similar influencers

Behaviors:

- Engages with fitness content
- Recently interacted with fitness ads
- Uses fitness apps

Custom Audiences:

- Website visitors (last 90 days)
- Instagram/Facebook engagers
- Email subscribers (retargeting)

✓ Ad Content (Creative & Copy)

1. Video Ad (Reels & Stories Optimized)

Visual: Fast-paced 15s clip of:

- Workout snippets
- Client transformations
- Text overlay: "Join the FREE 30-Day Fitness Challenge"

Caption:

"You're ONE decision away from your best self.

Join my FREE 30-Day Challenge and transform your body at home or in the gym. No equipment? No problem.

Daily workouts

Easy meal tips

Support + accountability Click Sign Up and let's go!"

CTA: "Sign Up" or "Send Message"

2. Static Image Ad (News Feed & Stories)

Image: Split image of before/after + bold header: "Get Fit in 30 Days – Free Challenge Starts Now"

Caption:

"Tired of starting over every Monday?

Let me coach you for 30 days—for FREE.

Burn fat

Build confidence

Eat better

Join hundreds who've transformed with my system. Tap below to start now!"

CTA: "Learn More"

III Landing Page or Lead Magnet

- Option A: Simple lead page to collect email/name for follow-up sequence.
- **Option B**: Direct to IG DMs with automation (Many Chats, DM "CHALLENGE" to enter).

Success Metrics (KPIs)

Metric	Goal
CPL (Cost per Lead)	<rs.100< td=""></rs.100<>
Leads Generated	100+

Metric	Goal
Click-Through Rate	>2%
Ad Frequency	<3 (avoid fatigue)
Conversion Rate	>10% on email follow-up

Retargeting Strategy (Week 3–4)

• Retarget ad viewers and engagers with testimonials or urgency-based ads:

"Spots closing soon – Don't miss the next round of the 30-Day Challenge!"

Task 4: Create a post-campaign performance reporting format.

POST-CAMPAIGN PERFORMANCE REPORT

Campaign Title: 30-Day Fitness Challenge Lead Gen

Platform(s): Facebook + Instagram **Duration:** 15-07-2025 - 15-08-2025

Total Budget: Rs. 50000

1. Executive Summary

- Objective: [e.g. Generate leads for a free challenge, increase brand awareness]
- Result: [Short summary, e.g. "We generated 112 leads at an average cost of Rs.500 per lead. CTR was strong at 2.8%, indicating high relevance."]

2. Key Performance Metrics

Metric	Target/Goal	Actual Result	Notes
Impressions	[e.g. 50,000]	[XX, XXX]	-
Reach	[e.g. 30,000]	[XX, XXX]	-
Click-Through Rate (CTR)	>2%	[X.XX%]	Good/Needs improvement
Link Clicks	[e.g. 1,500]	[XXX]	-
Leads Generated	[e.g. 100+]	[XXX]	-
Cost Per Lead (CPL)	<100	\$[X.XX]	Efficient/High
Engagement (likes/comments)	[XX]	[XXX]	-
Video Views (if applicable)	[XX, XXX]	[XX, XXX]	3s/15s completions
Conversion Rate	[e.g. 10%]	[XX%]	Leads → Signups
Ad Frequency	<3	[X.X]	Watch for ad fatigue

3. Audience Insights

Demographic Top Performing Segment

Women 25–34 Gender

Location Pakistan, UK

Devices Mobile > Desktop

Weight loss, home workouts Interests

4. Creative Performance Breakdown

Ad Creative	Format	CTR	CPL	Notes
Video Ad #1	Reels	3.2%	Rs.800	Strong visuals, high click-through
Static Image Ad	Feed	1.8%	Rs.550	Lower engagement
Carousel Ad	Feed	2.5%	Rs.650	Good performance overall

5. Retargeting Campaign Results (if applicable)

Metric	Result	Notes
Impressions	[XX, XXX]	
CTR	[X.XX%]	
CPL	Rs. [X.XX]	
ROAS (if selling)	[X.X]	