

Social Media Marketing Mastery

Module 1: Platform-Specific Strategies

Facebook Marketing

Best For:

- B2C businesses
- Community building
- Events and groups
- Older demographics (30+)

Content Types:

- Text posts with images
- Videos (native uploads perform best)
- Live videos
- Stories (24-hour content)
- Polls and questions
- Facebook Groups

Posting Strategy:

- **Frequency:** 1-2 times daily
- **Best Times:** 1-3 PM weekdays

- **Length:** Short (40-80 characters) or long (250+ with storytelling)

Facebook Ads:

- Highly targeted (age, location, interests, behaviors)
 - Objectives: Brand awareness, traffic, conversions, leads
 - Budget: Start with KSh 500-1,000/day
 - Formats: Image, video, carousel, collection
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Instagram Marketing

Best For:

- Visual brands (fashion, food, travel, lifestyle)
- Younger demographics (18-35)
- E-commerce
- Influencer marketing

Content Types:

- **Feed Posts:** High-quality images/videos
- **Stories:** Behind-the-scenes, daily updates
- **Reels:** Short-form video (15-90 seconds) -
HIGHEST REACH

- **IGTV:** Long-form video
- **Live:** Real-time engagement

Instagram Algorithm Loves:

- Reels (prioritized heavily)
- Saves and shares (more than likes)
- Engagement in first hour
- Consistent posting
- Using relevant hashtags

Hashtag Strategy:

- Use 10-30 hashtags per post
- Mix: 3 broad + 5 medium + 2 niche
- Research hashtags in your niche
- Create branded hashtag

Example:

Broad: #fashion #style

Medium: #nairobiashion #kenyanblogger

Niche: #nairobistreetstyle #nairobiashionweek

Branded: #YourBrandName

Twitter (X) Marketing

Best For:

- News and trending topics
- Customer service
- Thought leadership
- Real-time engagement

Content Strategy:

- **Tweets:** 280 characters max
- **Threads:** Multiple connected tweets
- **Polls:** Drive engagement
- **Spaces:** Audio conversations

Twitter Tips:

- Tweet 3-5 times daily
- Use 1-2 relevant hashtags
- Engage with trending topics
- Reply to comments quickly
- Retweet and quote tweet
- Use images/GIFs for more engagement

LinkedIn Marketing

Best For:

- B2B companies
- Professional services
- Recruiting/hiring
- Thought leadership

Content Types:

- Industry insights
- Company updates
- Employee spotlights
- Long-form articles
- Professional achievements

LinkedIn Strategy:

- Post 2-3 times per week
- Best times: Tuesday-Thursday, 8-10 AM
- Use professional tone
- Share valuable insights
- Engage in comments
- Join relevant groups

TikTok Marketing

Best For:

- Gen Z audience

- Entertainment brands
- Trendy, creative content
- Viral potential

Content Strategy:

- 15-60 second videos
- Use trending sounds
- Follow viral challenges
- Authentic, not polished
- Hook viewers in first 3 seconds
- Add text overlays

TikTok Algorithm:

- Completion rate (watch till end)
- Replays
- Shares
- Comments
- Likes (least important)

Module 2: Content Strategy Framework

Content Pillars:

Create 4-5 content categories:

Example for Fitness Brand:

- 1.**Educational:** Workout tips, nutrition facts (40%)
 - 2.**Inspirational:** Transformation stories, motivational quotes (20%)
 - 3.**Entertaining:** Funny gym fails, relatable memes (20%)
 - 4.**Promotional:** Product launches, special offers (10%)
 - 5.**Community:** User-generated content, Q&A (10%)
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Content Calendar:

Weekly Planning Template:

Day	Platform	Content Type	Topic	CTA
Monday	Instagram	Reel	"Monday Motivation"	Follow
Tuesday	Facebook	Image Post	Product Feature	Shop Now
Wednesday	Twitter	Thread	Industry Tips	Retweet
Thursday	Instagram	Story	Behind-the-	Swipe

Day	Platform	Content Type	Topic	CTA
Friday	TikTok	Video	Scenes Trending Challenge	Up Like & Share
Saturday	LinkedIn	Article	Case Study	Read More
Sunday	Instagram	Carousel	Weekly Recap	Save Post

Content Creation Tools:

Design:

- Canva (graphics, videos)
- Adobe Spark (quick designs)
- CapCut (video editing)
- InShot (mobile video editing)

Scheduling:

- Buffer (all platforms)
- Hootsuite (all platforms)
- Meta Business Suite (Facebook & Instagram)
- Later (visual planning)

Stock Media:

- Unsplash (free photos)
 - Pexels (free photos & videos)
 - Pixabay (free media)
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Module 3: Engagement Tactics

How to Boost Engagement:

1. Ask Questions

- "What's your favorite...?"
- "Red or blue?"
- "Tag someone who needs this"

2. Use Polls and Quizzes

- Instagram Story polls
- Twitter polls
- LinkedIn polls

3. Host Giveaways/Contests Rules:

- Follow account
- Like post
- Tag 3 friends
- Share to story

4. Go Live

- Q&A sessions
- Product launches
- Behind-the-scenes tours
- Interviews with experts

5. Respond to EVERY Comment

- Within first hour (algorithm boost)
- Ask follow-up questions
- Show personality
- Use emojis

6. User-Generated Content (UGC)

- Repost customer photos/videos
- Feature customer testimonials
- Create branded hashtag
- Run "Photo of the Week" feature

Module 4: Influencer Marketing

Types of Influencers:

Type	Followers	Cost	Best For
Nano	1K-10K	KSh 1,000-	Local businesses,

Type	Followers	Cost	Best For
		5,000	niche products
Micro	10K-100K	KSh 5,000-50,000	Most businesses, authentic reach
Macro	100K-1M	KSh 50,000-500,000	Brand awareness, larger budgets
Mega	1M+	KSh 500,000+	Major brands, massive reach

Finding Influencers:

1. Search relevant hashtags
2. Look at competitor followers
3. Use influencer platforms (AspireIQ, Upfluence)
4. Check engagement rate (not just follower count)

Engagement Rate Formula:

$(\text{Likes} + \text{Comments}) \div \text{Followers} \times 100$

Good Rate: 3-6% average

Influencer Outreach Template:

Hi [Name],

I love your content on [specific topic]! Your post about [specific post] really resonated with our brand values.

We're [your brand], and we [what you do]. We'd love to collaborate with you on [specific campaign].

Would you be interested in [partnership offer]? We can offer [compensation/free products/affiliate commission].

Looking forward to hearing from you!

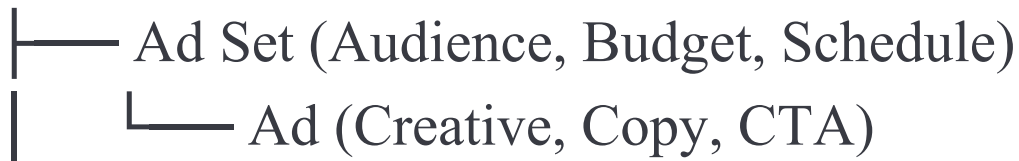
Best,
[Your Name]

Module 5: Paid Social Media Ads

Facebook/Instagram Ads Manager:

Campaign Structure:

Campaign (Objective)



Ad Objectives:

- **Awareness:** Brand awareness, reach
- **Consideration:** Traffic, engagement, video views, lead generation
- **Conversion:** Sales, catalog sales

Targeting Options:

- **Demographics:** Age, gender, location, language
- **Interests:** Hobbies, pages they like, behaviors
- **Lookalike Audiences:** People similar to your customers
- **Custom Audiences:** Your email list, website visitors

Ad Formats:

- Single image/video
- Carousel (2-10 scrollable images)
- Collection (product catalog)
- Stories ads (full-screen vertical)

Budget Tips:

- Start small: KSh 500-1,000/day
 - Test different audiences
 - Run A/B tests
 - Optimize after 1,000 impressions
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Module 6: Analytics & Metrics

Key Metrics to Track:

Vanity Metrics (Nice to have):

- Followers
- Likes
- Impressions

Actionable Metrics (Really matter):

- **Engagement Rate:** $(\text{Likes} + \text{Comments} + \text{Shares}) \div \text{Followers}$
- **Click-Through Rate (CTR):** $\text{Clicks} \div \text{Impressions}$
- **Conversion Rate:** $\text{Conversions} \div \text{Clicks}$
- **Cost Per Click (CPC):** $\text{Ad Spend} \div \text{Clicks}$
- **Return on Ad Spend (ROAS):** $\text{Revenue} \div \text{Ad Spend}$

Tools:

- Facebook Insights
 - Instagram Insights
 - Twitter Analytics
 - LinkedIn Analytics
 - Google Analytics (website traffic from social)
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Practice Exercises:

1. Audit Your Current Social Media:

- Which platforms are you on?
- What's your engagement rate?
- What content performs best?

2. Create a 30-Day Content Calendar:

- Plan posts for one month
- Mix different content types
- Schedule using Buffer or Hootsuite

3. Run Your First Ad Campaign:

- Budget: KSh 1,000
 - Duration: 3 days
 - Objective: Traffic to website
 - Analyze results
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Next Level Preview:

In the **Premium** level, you'll learn:

- Advanced SEO techniques
- Google Ads mastery
- Email automation
- Marketing funnels
- Conversion optimization