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There are three important points for The impact of social media on business

BENEFIT

- Advertising
- Engaging
- Posting
- Measuring
- Profile Optimization

Social media offers numerous benefits for businesses, starting with effective posting strategies that boost brand awareness and engage customers regularly. Engaging with the audience goes beyond simple posts; it requires active interaction and timely responses to foster a loyal community. Advertising on social media provides a cost-effective way to reach targeted demographics, far surpassing the reach of traditional media. Measuring the success of these activities is crucial, using analytics tools to track engagement and conversion rates, allowing businesses to fine-tune their strategies. Optimizing social media profiles ensures that the brand maintains a consistent and professional presence, further enhancing visibility and credibility.

STRATEGIES

- Set Goals
- Research Target
- Select Social Media for Advertisement like instagram and tiktok
- Create Enganging Content

Developing an effective social media strategy begins with setting clear, measurable goals that align with business objectives. Conducting thorough research on the target audience helps in understanding their preferences and behaviors, enabling more precise targeting. Selecting the appropriate social media platforms, such as Instagram and TikTok, is essential based on where the target audience is most active. Creating engaging content tailored to each platform captivates the audience, driving higher interaction

<ul style="list-style-type: none"> • Evaluate 	<p>and retention rates. Regularly evaluating the performance of social media campaigns through metrics and feedback ensures continuous improvement and adaptation to changing trends.</p>
CHALLENGES	
<ul style="list-style-type: none"> • Standing Out Against Competitors • Keeping Up With Socmed Trends • Lost Time for Juggling Socmed Platforms • Running Out of Creative Content Ideas • Finding Socmed Talent 	<p>Standing out against competitors in the crowded social media landscape requires innovative and creative approaches that distinguish a brand. Balancing time and resources across multiple social media platforms can be challenging, necessitating efficient management practices and possibly automation tools. Consistently generating fresh and engaging content is another hurdle, demanding a steady flow of creative ideas and inspiration. Finding and retaining talented social media professionals is critical, as their expertise can significantly impact the effectiveness of social media efforts. Keeping up with ever-evolving social media trends and algorithms is essential to stay relevant and maintain a competitive edge.</p>