# Social Media Marketing

Marketing on social networks today is a necessity for brands. There is no way to stay out of the channels most used by people to interact with the world. Therefore, it is necessary to know all the platforms to draw up strategies and have the best results in each of them.

Marketing on social networks is essential. Businesses that want to communicate and engage with their audience will need to be on Facebook, Instagram, LinkedIn and, most recently, TikTok.

# What is Social Media Marketing?

It's about finding your audience on social networks. To ensure your brand is consistently part of people's everyday lives, you establish stronger recognition and relevance, fostering deeper connections with your audience. This approach attracts leads and boosts conversion rates effectively.

While many people think that Social Media Marketing is limited to posting posts in the feed, there are many other activities involved:

* Planning
* Content production
* Interaction with the audience
* Investment in advertising
* Monitoring metrics
* Constant optimization of the strategy.

These are the pillars that you have to cover to structure your brand's presence on social networks and obtain the best results.

# How to do Marketing on Social Networks?

Today, social networks only exist with the presence of brands. However, only companies that understand this environment and plan their operations can achieve success.

They need to define a social media strategy to achieve their Marketing objectives.

Below, you will see the main tips so that you can carry out high-performance strategic planning for your social networks.

* Define strategic marketing objectives on social networks
* Increase reach or brand recognition
* Enhance brand engagement
* Increase website, blog, or e-commerce
* Capture leads and subscriptions
* Increase sales
* Build a community for the brand
* Provide customer service
* Monitor conversations about the brand
* Plan organic and paid strategies.
* Create unique and relevant content for the buyer persona.

Most social networks started with organic posts only. It was enough to create any content for the page to reach a good part of its followers.

# Main Social Networks For Marketing Actions

Now, let's get to know the main social media platforms for Marketing better. We will give you an overview of the main features, the audience profile and the types of posts that are most successful on each platform.

# Facebook

Facebook remains the most used social network in the world: there are around 2.7 billion monthly active users. Therefore, it is one of the platforms with the greatest reach potential for brands.

# Instagram

Instagram belongs to the Facebook family and follows its success. It is one of the most popular social networks, currently boasting over one billion monthly active users.

It's also one of the best online platforms with great reach potential for brands.

# Youtube

YouTube is the most used social video network; according to the platform itself, there are over 2 billion monthly active users worldwide on social networks.

Video Marketing is becoming more powerful every year.

Therefore, YouTube must be included in your marketing if you want to build a solid video content strategy.

# Twitter

Twitter may be a smaller social network, but it has a loyal audience of 330 million monthly active users around the world.

So, anyone who wants to do Marketing on Twitter must enter into this dynamic. You can post brand news, participate in the affairs of your niche, and attract followers to your website.

# LinkedIn

LinkedIn has more than 660 million monthly active users. It is a very expressive number for a social network that has a specific purpose: it is a platform aimed at professional connections.

For companies that want to do LinkedIn Marketing, it is important to understand that the social media audience has that focus. Therefore, you can use LinkedIn to generate leads and clients (especially in the B2B market) or attract top talent.

# TikTok

TikTok is the fastest-growing social network in 2020. The application was downloaded 76 million times in March of that year. It is estimated that today, it has around 850 million monthly active users.

To get on TikTok, brands must understand the language used there: it is the social network of short videos, dances, challenges, lip sync, filters, duets and, above all, creativity.

# Pinterest

Pinterest has always been on the sidelines in the social media market. It was never the platform with the most users. It currently has 442 million monthly active users.

It stands as one of the platforms offering brands the greatest reach potential.

# Expert Guidance for Your Social Media Marketing Needs

In the online world, there are a lot of platforms available for social marketing, but if you need clarification about which platform is best for your business, then contact our experts.

They will guide you with their expertise and suggest the best requirements for your business, so feel free to contact our team.