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THEME : ROLE OF ARTIFICIAL INTELLIGENCE IN THE  
INTERNET LAWS WORLD

# Social Media marketing Strategy



## Specific Goal 🎯

- Set Real Number with Real Time Range

## Significant 🔍

- Make sure your goal is trackable

## Potential 📈

- Work towards a challenging goal

## Realastic 🗒️

- Be honest with yourself - you know you and your team are capable of that

## Deadline ⌚

- Give yourself a deadline



### Optimize All Areas

To find out what adjustment is needed To make your social media marketing strategy consistent, you should constantly test. Every action you take on a social media network should build test capabilities. Track your links using URL shorteners and UTM codes.





# Benefits Of Social Media Marketing

## 1. Increase Brand Awareness

- Social Media permits you to advertise for your business to a large number of individuals around the globe.

## 2. Increase in leads and conversion rates

- To gain more opportunities for conversion, your business needs to increase visibility.



## 3. Increase website traffic

- Social Media is a blend of various kinds of individuals with changing motivations and practices. Regardless of whether you are maintaining a business, site or a leisure activity blog, social media can potentially have a colossal effect on your traffic.

## 4. Direct connection with the audience

- The direct connection with your audience is a great way to improve your marketing campaign.

## 5. Create quality content

- Your social media marketing strategy is already based on content. Sharing good content is important, obviously, but it's equally important to have a strategy for your business.

## Methods of Well-Executed Social Media Marketing

There are 4 stages in a successful social cycle:

1. Listening
2. Influencing
3. Networking
4. Selling

- Social media networks support multiple content formats and there has been rapid growth in the use of interactive formats, for example..... carousel ads on any social media platforms. This flexibility of format (text, image, multi image, video, carousel etc.) gives marketers the ability to experiment with different types of content to gauge how best to attract and engage social users.

