

SOCIAL MEDIA MARKETING

Wosera Gawi District
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By Noland Gande

DAY 1

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Why Social Media Marketing?

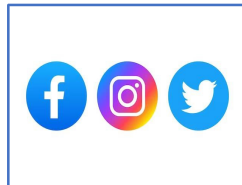
The idea behind social media marketing is to display your products where people gather, interact with each other and socialize with each other.



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Popular Social Media Platforms

- Facebook: Largest platform with 2.9 billion monthly active users.
- Instagram: Visual content. Growing quickly with over 1 billion monthly active users.
- TikTok: Video-sharing app with over 1 billion monthly active users. Engages younger demographics.



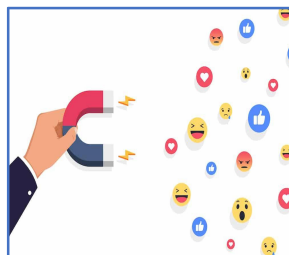
HOW DO YOU CAPTURE THOSE POPULATION?

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Creating Engaging Content

- **Images** – the pictures of your products and you working on your products. Not edited pictures
- **Videos** – the videos of your farm and working on farm
- **Captivating Captions** - Write good informative captions that tells people what you are going.
- **Consistency in Posting** - Regularly post valuable content to keep updated.
- **Responding to Comments** - Reply to comments and messages. Be professional.



Challenges in Social Media Marketing

- **Negative Feedback:** Handling criticism or crises on social media.
- **Staying up-to-date:** Consistency in Social Media Posting



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Conclusion

- Social media is where you engage directly or indirectly with your customers
- Your creativity will make your product stand out

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