

Social media management

Agenda

- What is social media management?
- Why practice social media management
- Top social networks for social media management
- Best social media management tools
- How to get started with social media management?
- Why invest in social media management services?



What is social media management?

What is social media management?

Social media management is the process of creating, posting, and analyzing material on social media sites like as Facebook, Instagram, and Twitter, as well as designing a strategy that is specific to each platform.

Creating and distributing material for social media profiles, monitoring online conversations, partnering with influencers, performing community service, and tracking, measuring, and reporting on social media performance and ROI are just a few of the responsibilities.



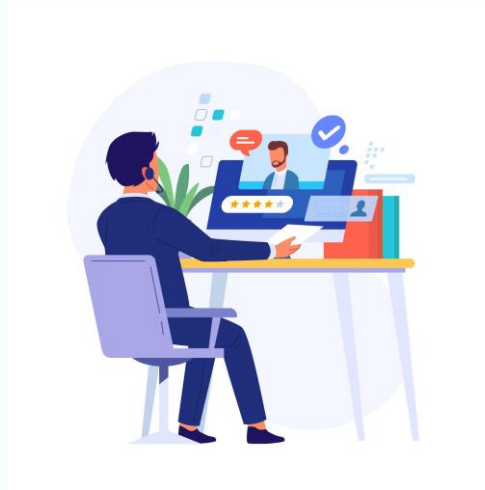
Why practice social media management?

Why practice social media management?

Benefits

1. Cost: Social media management is a very cost effective initiative
2. Reach: Can connect to people around the globe
3. Users: Aligning marketing initiatives with user behaviour
4. Performance: Business owners have agreed that social media management helps boost sales

Top social networks for social media management



Top social networks for social media management

Facebook

- 2 Billion daily users
- Has become a must media strategy platform
- Seniors to youth use Facebook
- Facebook helps in building relationships and creating brand loyalty
- Facebook provides a wide variety of ads and content formats

Top social networks for social media management

Instagram

- 1 Billion monthly users
- Its parent company is Facebook
- Likewise, Instagram helps in building relationships and creating brand loyalty
- Instagram is very user friendly and a majority of the user are youth

Top social networks for social media management

LinkedIn

- 774 Million users
- Popular among college graduates
- LinkedIn offers benefits for businesses especially in B2B operations
- 80% of B2B leads come from LinkedIn
- LinkedIn helps companies develop relationships with other companies via content marketing

Top social networks for social media management

YouTube

- More than 2 Billion users
- Has a wide range of users ranging from youth to senior citizens
- Fact is, YouTube converts more than any other social media platform.
- Product based companies can give relevant information on how to use the videos related to your products

Best social media management tools

Best social media management tools



Buffer

- Is an intuitive, streamlined social media management
- They have their suite of products for publishing, analytics, and team collaboration
- Due to their refined products and intuitive tools its easier for marketers to work as a team efficiently

Best social media management tools

Hootsuite

- Biggest social media management tool.
- Over 15 million users and is primarily used by the fortune 1000 companies
- One-stop-shop for curating and scheduling content, calculating social ROI, running social media marketing, and more.
- Allows them to monitor many accounts and keywords, connect with over 35 social networks.

Best social media management tools

Sprout Social

- Like Hootsuite, combines a number of social networking tools into a single platform, including scheduling, monitoring, and reporting.
- One of the few social media management systems that include CRM functionality.
- Reports generated are great and beautiful that you would not even have to edit before sending it to managers.

Best social media management tools

Agora Pulse

- Likewise the previous social media management platforms, Agora Pulse is an all-in-one social media platform that includes functions like scheduling, replying, and reporting.
- Unique feature is that it has competitor analysis and Facebook contest app at affordable rates.

Sendible

- A social media management tool made for firms with several clients.
- Canva's graphics editor, royalty-free image search, and YouTube search are just a few of Sendible's remarkable integrations.

How to get started with social media management?

How to get started with social media management

1. Taking a look at your current social media approach

- Examining your social media objectives.
- Ensure that your social media branding is consistent.
- Keep track of your social media analytics, such as followers, engagement rate, and other information.
- Finding trends in your social media data, such as content preferences.
- Examining the social media presence of your competitors.

How to get started with social media management

2. Identifying your target market

- Not analyzing your target market would make it difficult for the marketers.
- Knowing your audience would increase the conversion rates.
- When your conversion rate increases automatically your ROI increases.

How to get started with social media management

3. Social media development phase

- Selecting the best social media platform for your company.
- Developing your social media strategy according to your goals, industry and your brand.
- Designing your business page on the social media platform.
- Developing ads.

How to get started with social media management

4. Responding to your subscribers and increasing your social media presence

- Brand loyalty is generated when you are loyal to your followers and customers.
- Your response towards a potential customer or customers will play a crucial role in increasing your conversions.
- Influencers can play a significant role in increasing your brand awareness.

How to get started with social media management

5. Keeping an eye on your social media performance

- Monitoring the performance is the measure of the returns for your efforts.
- You need to analyze and understand what all campaigns went well and what did not.
- New ideas to improve the social media engagement of your page.

Why invest in social media management services?

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Every firm has a huge opportunity to build its brand and business through social media. Many organizations, particularly small-to-midsized businesses (SMBs), find it difficult to set aside time and resources for social media management.

And that the reason why they invest in social media services

- Save time: You receive a partner who handles all of your social media activities when you employ a social media agency. You save time without having to give up a revenue-generating avenue.

Why invest in social media management services?



- Hire a social media pro: Professional social media management services also provide you with access to a specialist. You will not have to worry about the time or money it would take to hire a social media expert on staff.
- Maintain a high-quality strategy: A social media agency can help keep your social media strategy current and up to date.

Summary