SOCIAL MEDIA ADVERTIGING

Social media adverting is a process of adverting by used Facebook, Tweeter, Instagram LinkedIn and Pinterest etc. Now a day social media is carrying his role in large area. After pandemic entrepreneur and business man have used in social media adverting more used.

What is search adverting?

In internet marketing, Search advertising is a method of placing online advertise on web pages that show results from search engine quarries. Search advertisements are targeted to match key search terms. Before 1998 offline advertisement generally priced by no of impression by (C-P-M) cost per millions. Google first sponsored search action in 2002.Search adverting depends upon basis of search quarry.

Strategy of social media adverting in 2022?

* Create a highly optimized and quality your landing page.
* Campaigning a quality paid ads on all social media platform.
* Optimise your image size and quality.
* Posting shorter video for reels.
* Active and respond your customer quarry.
* Understand your audience quarry
* Make your live story.
* Optimise and run ads in LinkedIn.
* Use Google business to benefit your local business and set your Goole map.
* Make a posting automation via IFTTT.
* Learn social media adverting in Pinterest promoted pins and make strategies.

Why social media adverting is important?

We know that social media adverting has totally changed the way of people behaviour. communicating, exploring, connecting, consuming and searching their daily life. Today every one wants shopping, reading, online order for food billing payment etc. makes in online. After pandemic entrepreneur or businessman have suffered his offline business. So they wants their business go for online revive their business. By Social media adverting cost effective, target audience and tracking your audience behaviours. That’s why today social media adverting is important.

Which types content should I shared in social media?

We should share a content in different platform in different content. we must knowledge about in all social media platform, because your content also like that. For example, when we post a content in Instagram, this content should attractive and entertainment.

Why will you use social media content calendar?

If we will be posting perfect time, our result and reach also high. IN YouTube we will posting on Saturday and Sunday between 9pm-11pm.

In tweeter we will be posting in Monday-Friday, morning time to end of the day.

In Pinterest we will be posting in Saturday and Sunday .

In LinkedIn we should posting in Monday to Friday.

In Twitch we should posting in Monday-Sunday.

In Facebook we will posting Monday, Friday, Saturday and Sunday.

In Snapchat we will posting Monday-Sunday between 10pm-1am.

In Instagram we will posting Monday and Sunday.

What is technical strategy for your social media adverting for YouTube?

In YouTube when you produce video content it should be clints recurring basis.

Your content have a visual identity.

It should be authentic.

Investing your equipment is quality and costively

Focus in your key word, sub-tittle, description so that your content are easily found and more views.

What is technical strategy for Social Media Adverting in Twitter?

Your content should be used as an additional customer support.

Search and use a popular hashtag.

Your content must on professional basis

Your posting content should be understanding of tweeter language and humour.

Research and join your community.

Your content characters should be maximum 260.

What is advance strategy for social media adverting in Pinterest?

When you posting in Pinterest insert relevant keywords inside your Pinterest board.

Your content posting should be regularly pin relevant content.

Use high quality and optimise image to communicate.

Create collaborative boards to join community around your brand.

Create rich pins for your products and services.

What is advance strategy for social media marketing in LinkedIn 2022?

`When you are posting in LinkedIn use hashtag in your posts.

We will share visual content like image, video and pdf with actually size.

We should create a hook point to attract users.

Identify the audience, who is reply or comment your post

Connect with your large object relevant customer.