**INFLUENCER LABS**

Influencer labs is an IT services company offering unique solutions to build, integrate and manage IT systems across a broad spectrum of industry.

INFLUENCER LABS

Placement

Training

Product

SOCIAL MEDIA MARKETING-

The main services provided by Influencer Labs (IL) are related to training and placement. The use of social media marketing by Influencer Labs helps in targeting various social platforms like Facebook, Instagram etc., for brand promotion, target audience growth, driving website traffic, and increasing sales.

Presence of IL on various digital platforms include-

* Facebook
* Instagram
* LinkedIn (599 followers)
* JustDial
* Glassdoor (Influencer reviews)
* Indeed (hiring platform)
* Ambition Box (reviews by employees and employers)

The main purpose of SMM is to utilize the social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

**WHY SOCIAL MEDIA MARKETING?**

The main goal of SMM is to improve communication with users, increase brand visibility and reach more (potential) customers. SMM is being done by creating quality content that the users of social networks share with their friends (via transmitting information electronically, i.e. Electronic Word of Mouth, or eWoM)

**Who is the END consumer for IL?**

Students with eligible qualification are the end consumers for Influencer Labs. The main aim for Influencer Labs (IL) is to guide students to choose right career and to give knowledge, skill, and aptitude and meet the manpower requirements of the industry.

TRAINING and PLACEMENT

* Why training and placement is important?

Placement training plays a major role in shaping up the career goals of students. Training of students and equipping them with life skills has become an important responsibility of the Institution. Along with technical expertise, development of a holistic personality is also important.

Objectives of Training and Placement-

* To provide career guidance about avenues open after graduation, i.e. Higher education, placements or entrepreneurship.
* To provide recruitment for students.
* To have good relations with the recruiters.
* Managing Recruiters correspondence and feedback’s.
* Organizing Pre-Placement trainings.
* To build the bridge between industry and academia.

**POSTERS**

Influencer Labs mainly prefer to use this tool for promotion of its services on social platforms because, it can influence the reader to read and inspires the audience about the hearing or announcement as well.

What is social media poster?

Social media poster is an effective tool to target the potential audience and provide an easy way to demonstrate our content. A person can easily draft and post the cinteent on different social sites and use it as a social media marketing strategy. Social media poster size offers a comprehensive layout to display the marketing content and manage the content on different sites at once.

Features of social media poster-

Social media poster offers a compact drafting, scheduling and sharing profile and promotional things easily on the social sites. Due to multiple effective features, people will prefer to post social media posters on social sites. Some of the effective features are-

* Time-saving with automation
* Managing post and scheduling
* Performance analysis

Benefits of using social media posters-

Social media marketing is an important way to promote business. It offers a huge market and targeted clients that even do not know about our brand or business. If a business is active on social media that means it has the opportunity to increase overall returns. Posting products, offering services is quite easy and cost-effective as well, as compared to other marketing tools. So, to make the posting, analyze and keep active on different sites at a time is important to get a one-click solution. It not only saves time but also increases the efficiency.

Social media poster provides that facilitation. Through this, a business gets a chance to target, connect and reach the audience right at the time. With the tool (postermywall), a social media marketing manager can find out the best time to post, that increase the reach and traffic towards the post.

Contains of a poster-

* Creative
* Content based
* Technology based
* Locations availability
* Offering (products or services)

LEAD GENERATION-

Lead generation is the process of the interest of potential customers in order to increase future sales. It is a crucial part of the sales process of many companies. A lead is anyone who has shown interest in a company’s product or services but may not yet be qualified to buy.

Lead generation is a process that builds visibility, credibility, trust, and interest from a specific group of people (potential leads). So by focusing on lead generation, it can help drive traffic from high-quality prospects. And with high-quality prospects comes high-value customers.

**Lead generation falls into two main categories**:

Outbound lead generation (cold calls, direct mail, advertising and e-mail marketing) and inbound lead generation (SEO, social media, PPC)

**What happens after Lead generation?**

There is a common misconception that lead generation automatically results in lead conversion. While lead generation is undoubtedly important, the steps that follow play a crucial role in the conversion process. Before we close those deals, deploying lead nurturing services to lead qualification services are very important to turn a lead into a customer.

The first stage following generation is lead nurturing, where the trust and relationship needed for conversion is built. Following this comes qualification, where the customers are evaluated to determine where they are in the decision cycle. During this stage leads are typically identified as a marketing qualified lead or a sales qualified (sales accepted) lead. Sales qualified leads will move onto the next stage, while marketing qualified leads will continue to be nurtured until they are sales-ready. Once a lead is determined to be sales-ready it will be passed onto the sales team where the transaction will take place.