

# Creating a Digital Presence With Organic and Paid Social Media

# Social Media Marketing Fundamentals



# Why

## Define your goals.

- Brand awareness
- Lead generation
- Direct sales
- Community building





# Who

## Know your audience well.

- When are they most active?
- What pain points keep them up at night?
- Which platforms do they frequent?
- How do they use those platforms?
- Are they lurkers, active commenters, or content creators themselves?



**Content** remains **paramount**. It's no longer just about pushing out promotional messages. Today, authenticity, value-driven storytelling, and genuine connection are crucial.

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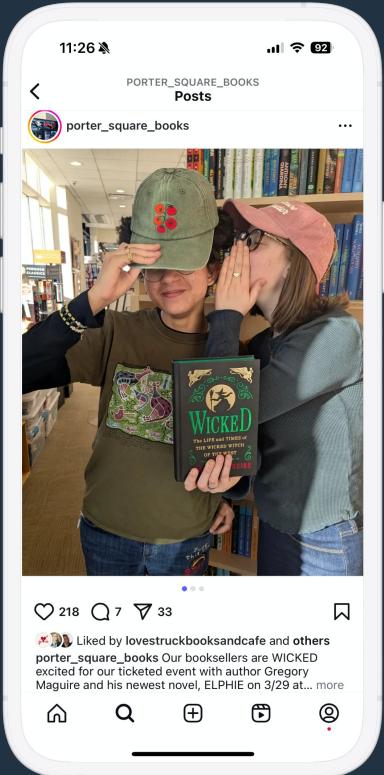
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# Building Trust and Social Proof

User-Generated Content (UGC)



Employee-Generated Content (EGC)



A strategic platform presence is key.

# Algorithmic changes have made broad organic reach challenging.



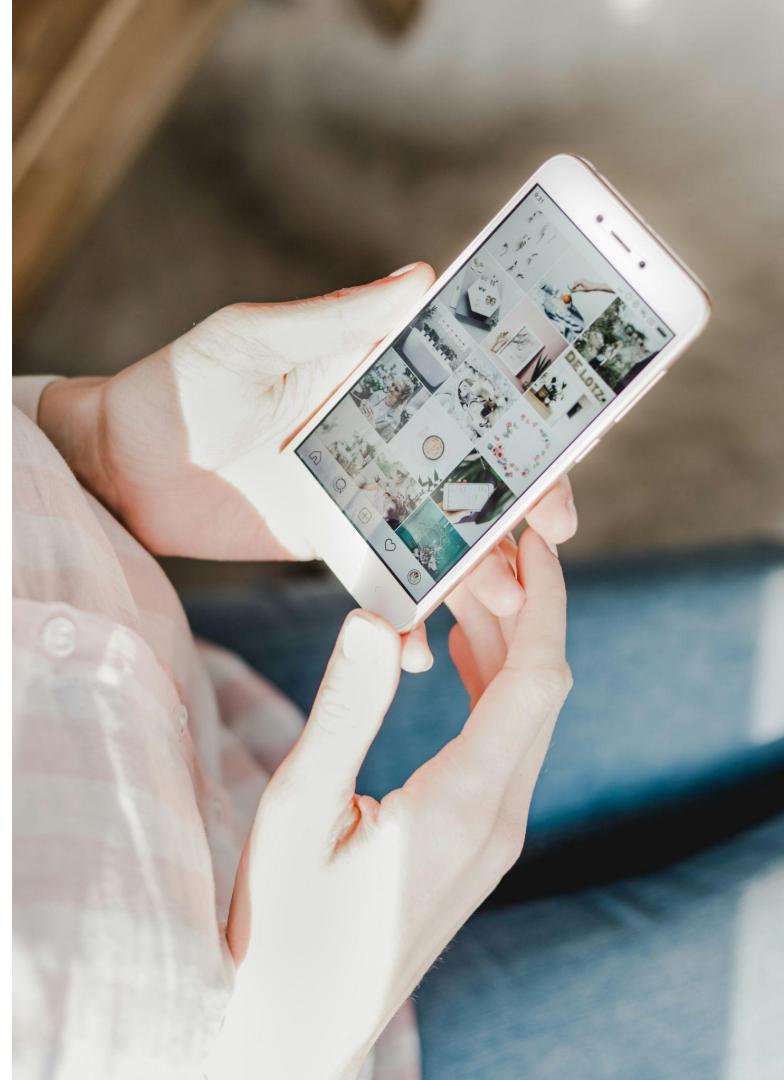
Going Viral

v.s.

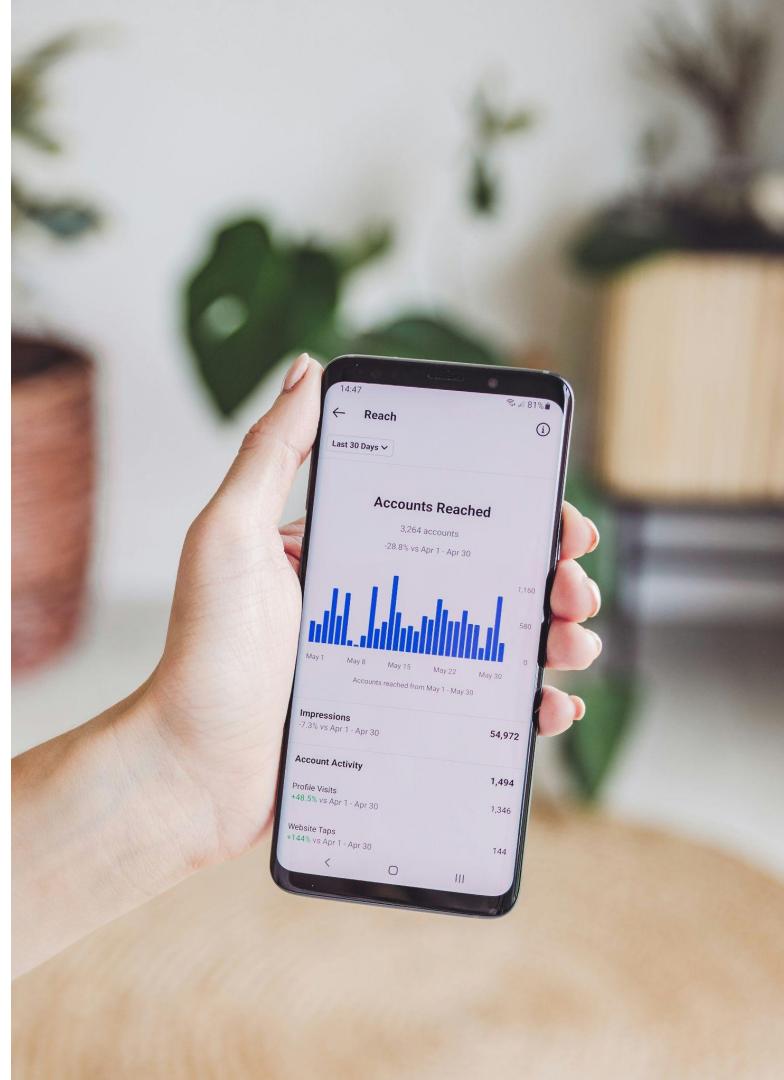


Meaningful  
Engagement

**Organic content  
builds foundational  
trust and engages  
your core followers.**



Paid social media  
is essential to  
overcome algorithmic  
limitations, to amplify  
your message, and to  
precisely target new,  
relevant audiences.



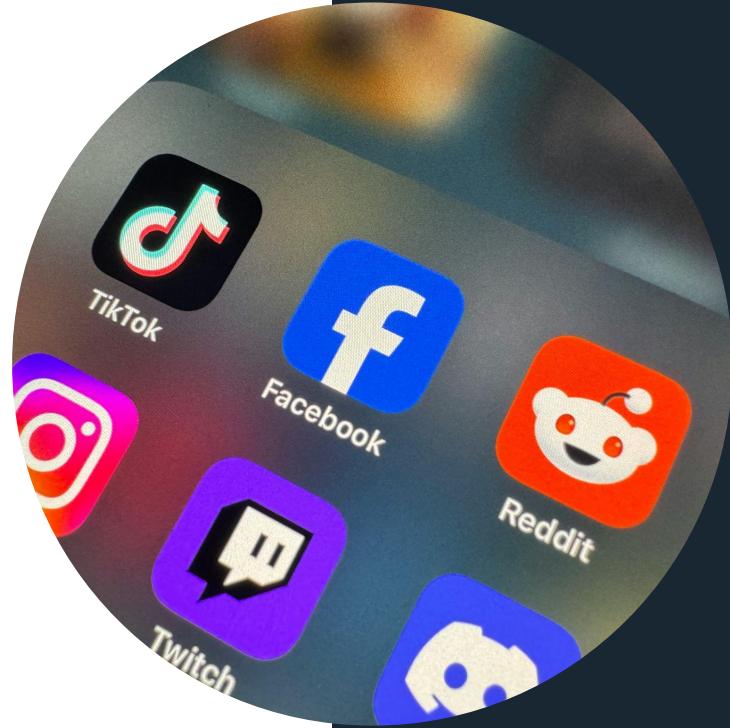


## AI has become a strategic partner.

From drafting initial content ideas and optimizing posting schedules to analyzing vast amounts of data for insights and personalizing ad campaigns, AI offers incredible efficiencies.

# A Shift Toward Community Building

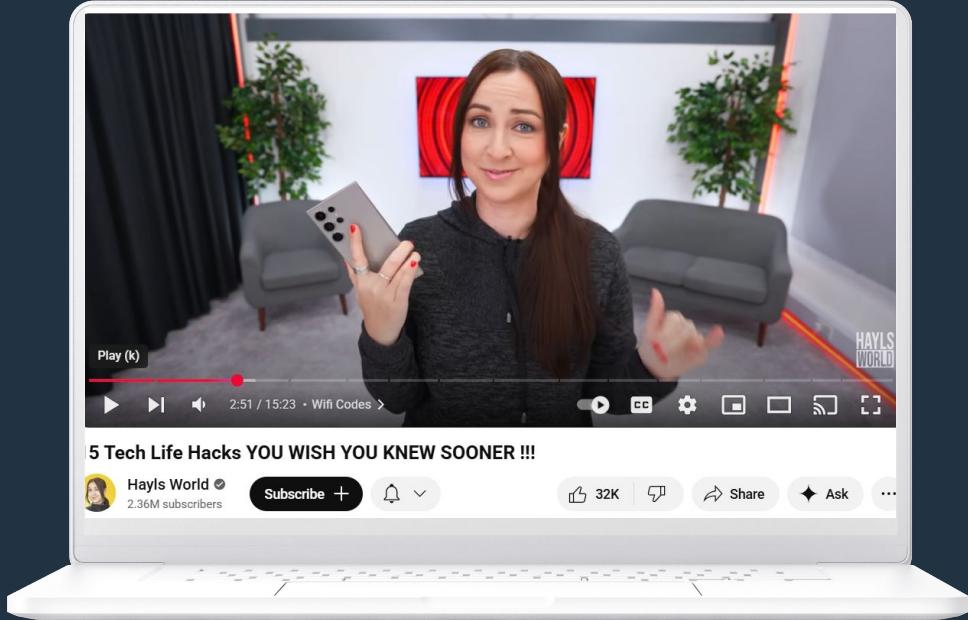
Focus on fostering dialogue and genuine relationships within more dedicated spaces.



# Creators and Influencers

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Those with niche, highly engaged communities are vital for building trust and reaching specific demographics authentically.





Social commerce platforms are increasingly becoming direct points of sale.

# Must-Focus Areas for Marketers

- Adaptability and agility
- Unwavering authenticity and transparency
- Value-driven, niche engagement
- Data-informed decisions



# Platform Selection and Content Strategy



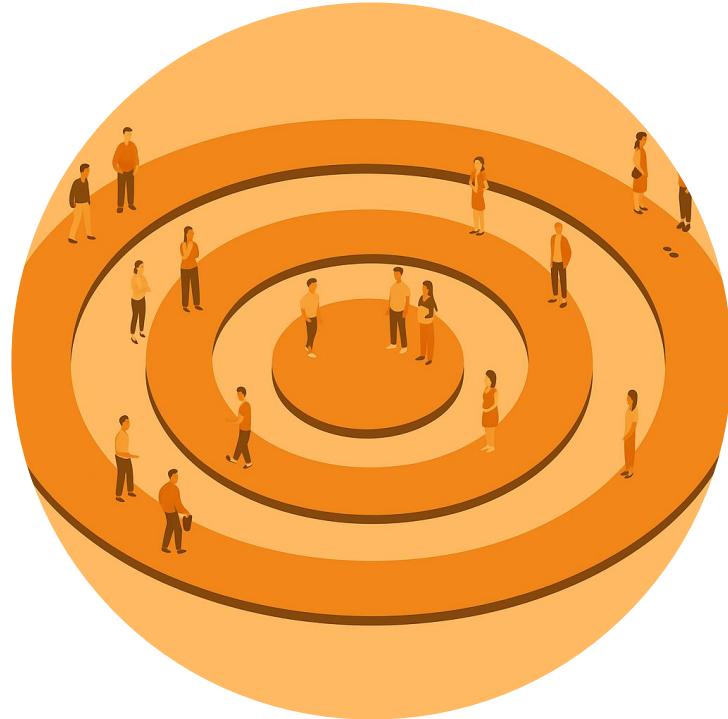
# 63%

of consumers expect brands to know which platforms they use.

# Go where your audience is.



**Sometimes all  
you need is  
one impactful  
sentence.**



# Understanding the Demographics

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**53%**

of LinkedIn users  
make over \$100,00  
USD annually.

# Social Platforms

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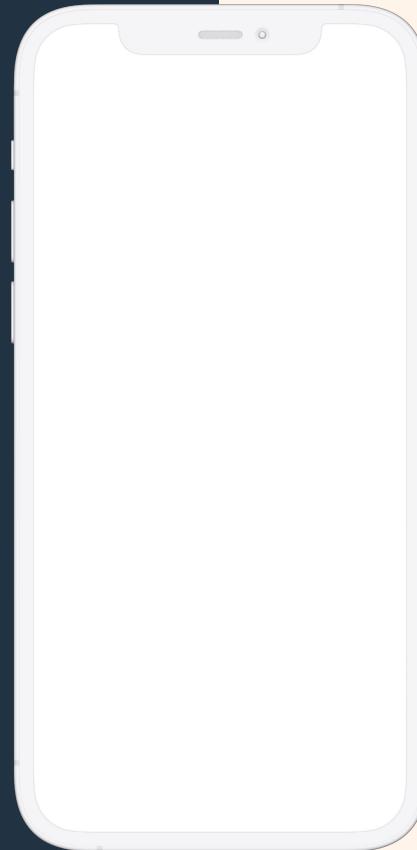


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- **Community and Discussion Hubs:** Facebook Groups, Reddit, Discord
- **Professional Networking Platforms:** LinkedIn
- **Real-time Update & Text-Centric Platforms:** Bluesky or Threads.



**On TikTok, Nike uses emotional storytelling to connect with specific communities.**



# Nike has over 300 million Instagram followers.



46.9K 153 673



nike Two reasons to celebrate. Two histories in the making. @diededegroot 🏆 @nielsvink 🏆

July 15, 2024



# Three-Step Platform Selection Process

## Step One

Audit your current audience data.

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## Step Two

Test your content strengths against platform demands.

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## Step Three

Start small.

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- Align your platform choices with your overarching marketing goals.



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- Conduct some research.

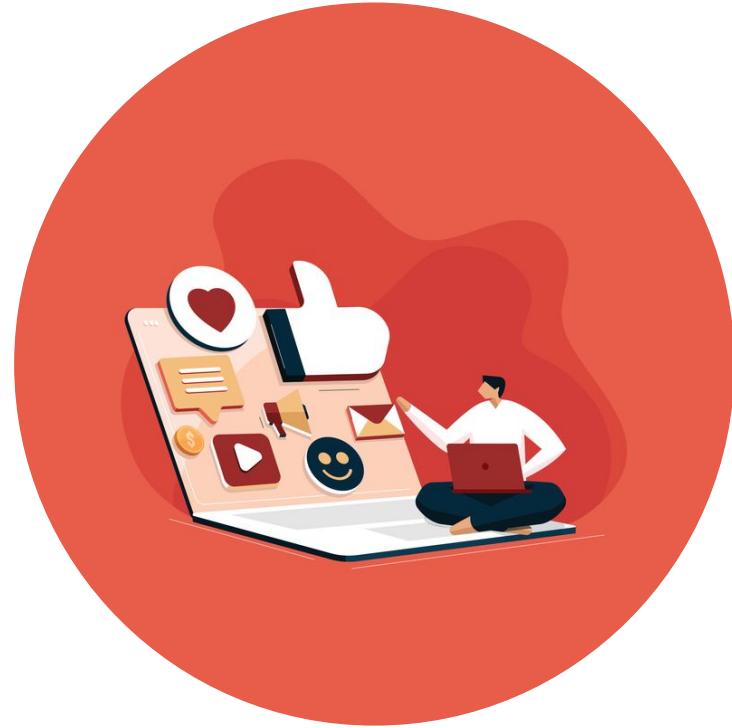


# Content pillars

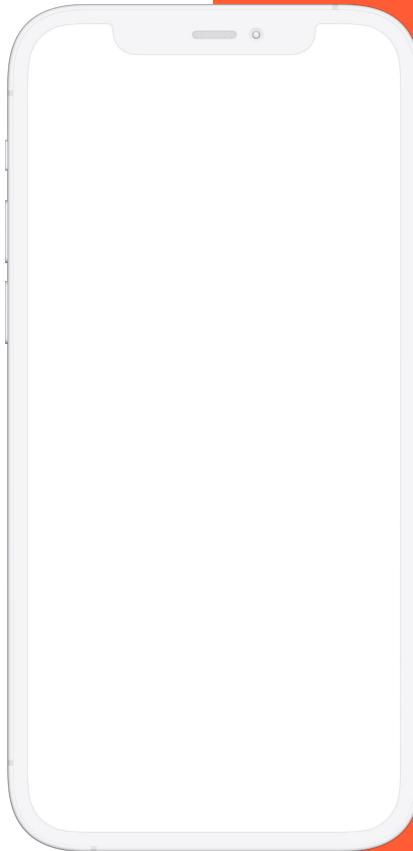
Three to five core themes or topics that your brand will consistently discusses, relevant to your audience's interests and aligned with your brand's expertise

# Think about your content mix.

- Short-form video
- High-quality images
- Engaging carousels
- Ephemeral Stories
- Informative text-based posts
- Interactive live sessions
- User-generated content (UGC)
- Employee-generated content (EGC)



Duolingo succeeded by letting a 23-year-old recent graduate create "unhinged" content with their owl mascot, such as this AI-generated meme video, which has received over 9.2 million views.





**Don't forget the  
SEO advantage  
of social content.**

# Planning Your Content

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- Include a clear call-to-action (CTA).

# Engagement rates vary.

5.3%

TikTok

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**5.3%**

TikTok

**6%**

LinkedIn

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TikTok

**6%**

LinkedIn

**1.1%**

Instagram

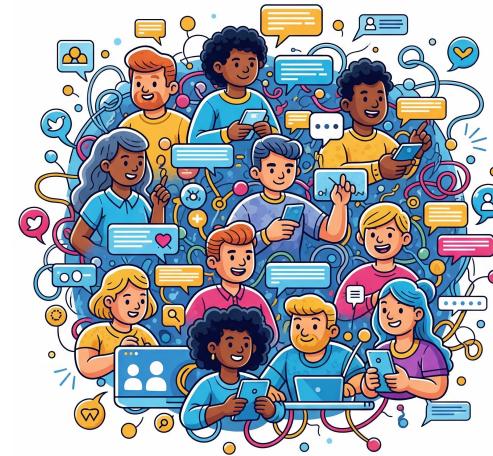
# Community Building and Engagement



# Social Media Community

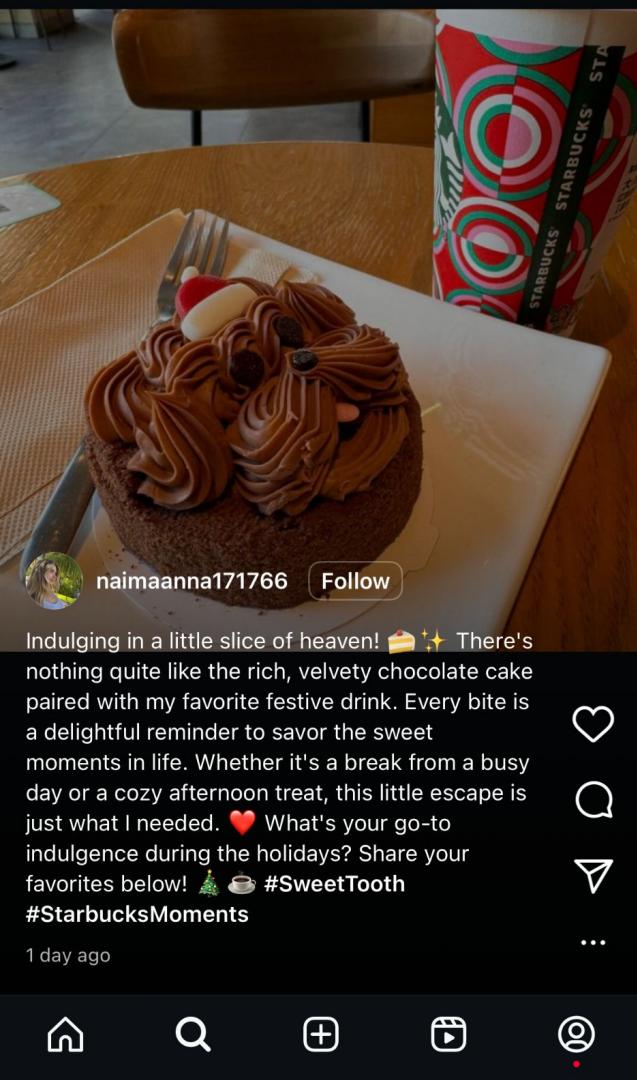


V.S.



Follower Counts

Connection



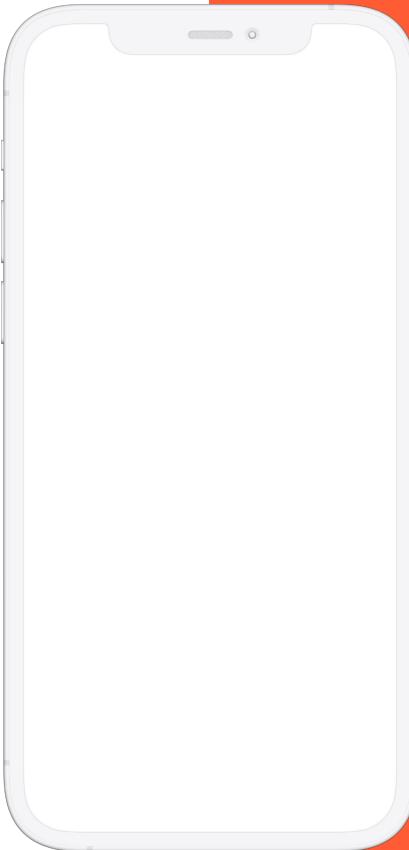
**Starbucks uses  
Instagram hashtags like  
#StarbucksMoments to  
encourage customers  
to share their  
coffee experiences.**



**Take advantage of  
specific social media  
platform features  
designed for  
community building.**



**With over 20 million  
Instagram followers and  
millions using #GoPro,  
they've created a space  
where everyday users  
become content creators  
and brand ambassadors.**





Your engagement strategy makes or breaks your community. Think of yourself as a host at a dinner party — your job is to make everyone feel welcome, to facilitate interesting conversations, and to connect people who might hit it off.

**Speed matters.  
Aim to respond  
within a few  
hours, not days.**



**Specific questions  
get specific,  
valuable responses  
that spark real  
discussions.**



Connect members  
to each other.



**Polls, Q&As, live sessions, and platform-specific tools make participation easy and give you valuable insights into what your community wants.**

X Create Poll Done

**Question** • optional

Ask a question

0/200

**Options**

Option 1  X

Option 2  X

+ Add another option...

**Settings**

Allow people to choose multiple options 

# The 80/20 rule

A mix of 80% valuable content  
that serves your community  
and 20% promotional content

**Don't ignore  
negative feedback.**



**Consistency  
matters more  
than perfection.**



**Give your community  
something that makes  
them feel special.**





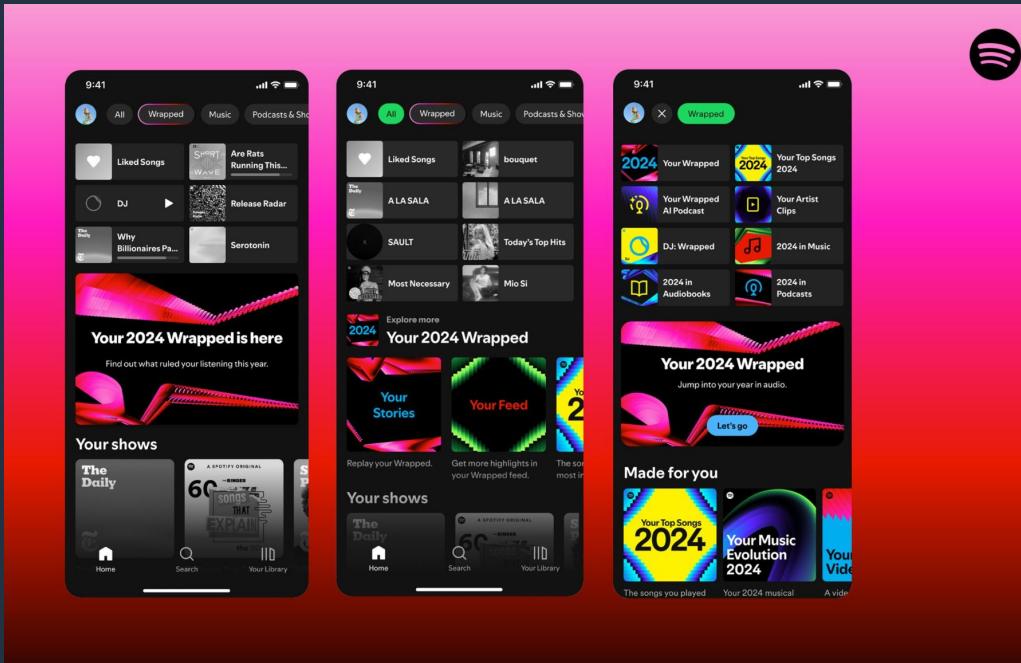
**Don't just count  
followers. Look for  
signs of a truly  
healthy community.**

# Social Media Advertising Strategy



# Spotify Wrapped

Spotify amplifies its content with paid ads to encourage even broader participation, highlight new features, and drive app usage, showcasing how organic appeal and paid reach can create massive cultural impact.



# The **SMART** Framework

- Specific

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- Specific
- Measurable

# The **SMART** Framework

- Specific
- Measurable
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- Specific
- Measurable
- Attainable
- Relevant
- Timely

# Campaign Types

## Awareness

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## Consideration

Consideration campaigns focus on driving traffic, engagement, or leads.

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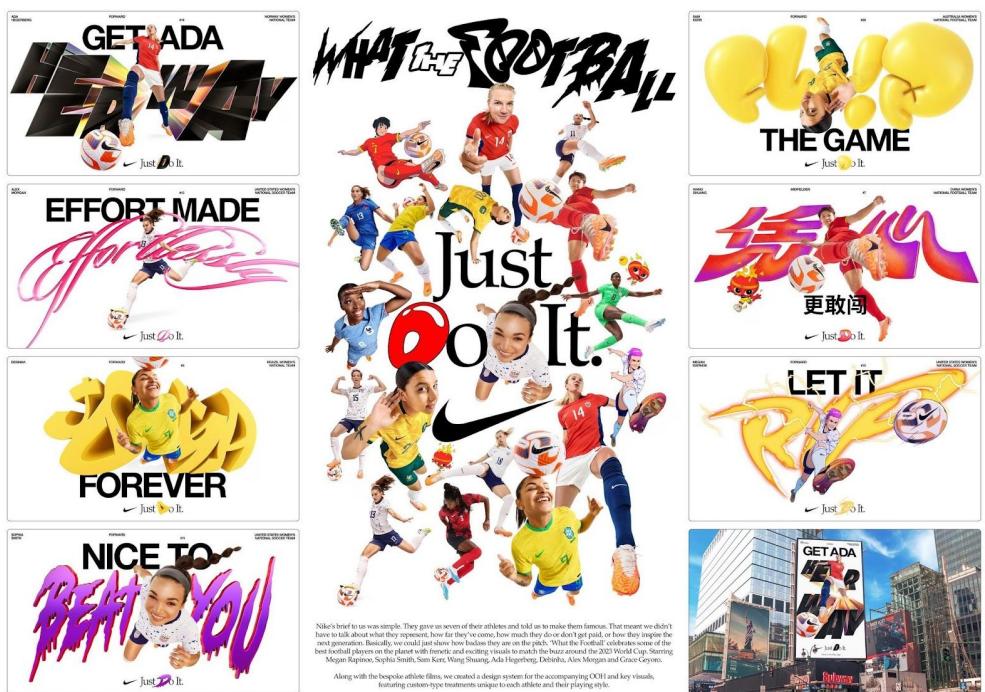
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## Conversion

Conversion campaigns are about inspiring direct action, such as sales.

# Nike What the Football

Nike created an emotional father-daughter soccer story that naturally aligned with the cultural moment, then used paid social advertising across multiple platforms to amplify that message and drive consideration for their women's sports products.



**Social platforms offer powerful targeting tools, allowing you to define core audiences, create custom audiences from your existing customer lists or website visitors, and build lookalike audiences.**





Harvard's top 30 startups to watch in 2025 features cutting-edge companies in cloud, blockchain, and ...more



# HARVARD'S 30 STARTUPS TO WATCH IN 2025

[LEARN MORE](#)

Alumni Ventures

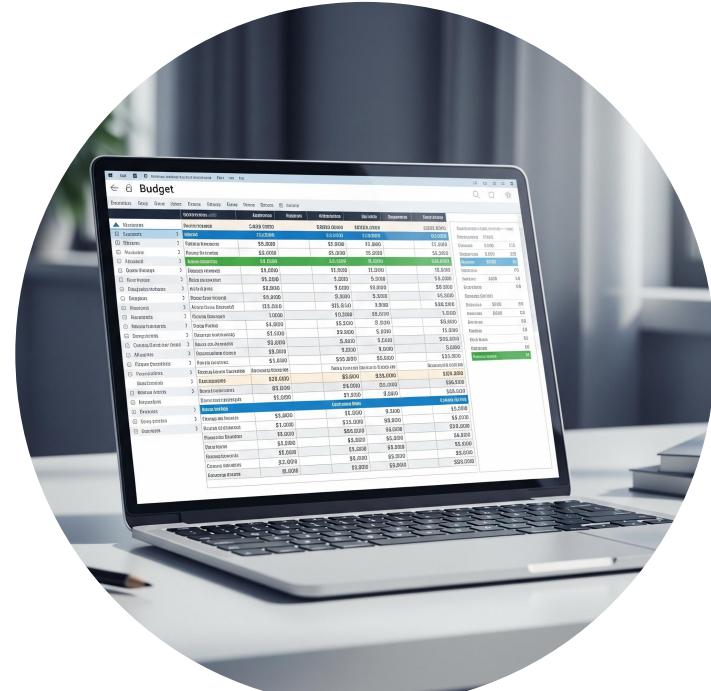
Invest in Your Harvard Community

84 submits

[Learn more](#)

Your copy must be concise, benefit-driven, and include a clear call-to-action.

**Decide between daily or lifetime budgets and familiarize yourself with common bidding strategies.**



Select your platform.



# Key Performance Indicators

## Awareness

- Reach and impressions

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## Conversion

- Number of conversions
- Cost per acquisition (CPA)
- Return on ad spend (ROAS).

