

## **Day 14: Social Media Marketing (SMM) & SMO (Unit IV)**

**Lesson Goal: Define SMM and SMO, and understand their role in building brand exposure and managing customer relationships.**

### **1. Social Media Marketing (SMM)**

- **Definition:** SMM is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals.
- **Goal:** To produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

### **2. Social Media Optimization (SMO)**

- **Definition:** SMO is a strategy for drawing new and unique visitors to a website.
- **Methods:** SMO can be done by adding social media links to content (like sharing buttons) or promoting activity through social media by updating statuses or tweets.

### **3. Social Customer Relationship Management (Social CRM)**

- **Function:** SMM helps a company get direct feedback from customers.
- **Benefit:** The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect is called social customer relationship management (social CRM).
- **Legal Note:** If a company provides a blogger or online commenter with incentives (like free products) to generate positive buzz, the comments are treated legally as endorsements and must be clearly and conspicuously disclosed.