



Social Media & Content Marketing

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Agenda



01 Evolution of Social Media

How it started and its applicability in today's environment

02 Social Media Channels

Different social media channels available

03 Social Media Strategy

How to build an aggressive social media strategy

04 Content Marketing

Storytelling, Measuring ROI & Setting social media ad campaign

What is social media marketing?

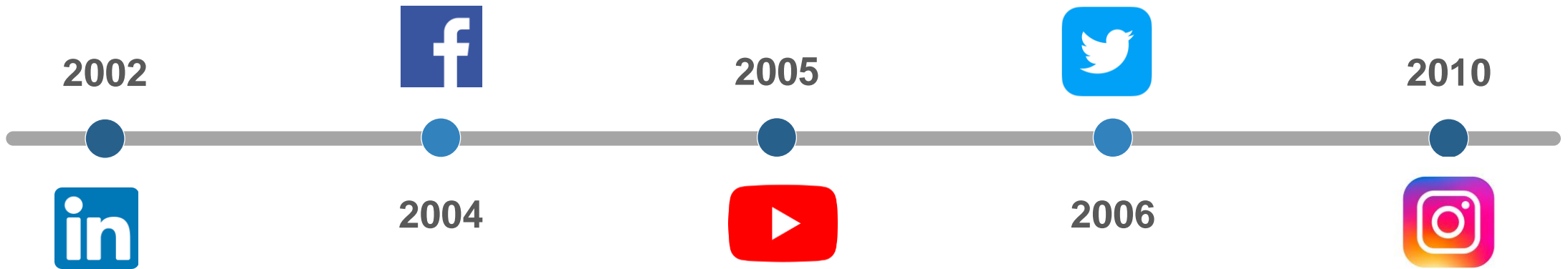


Evolution of Social Media

How did it start?



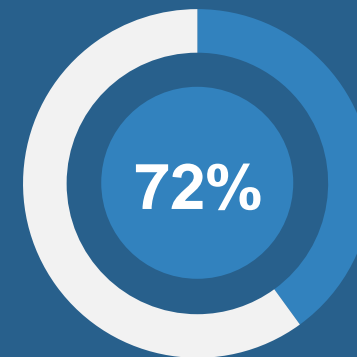
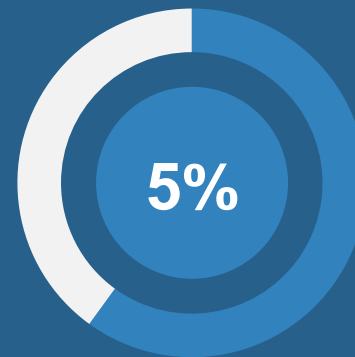
Social Media Evolution





Social media explosion!

From merely 5% usage of social media in 2005, 72% people in United States use social media to communicate as on 2022.



Social Media Statistics



4.8 Billion

Use social media globally



59.9%

Of the global population



92.7%

Of internet users globally

Reasons for Growth of Social Media Marketing

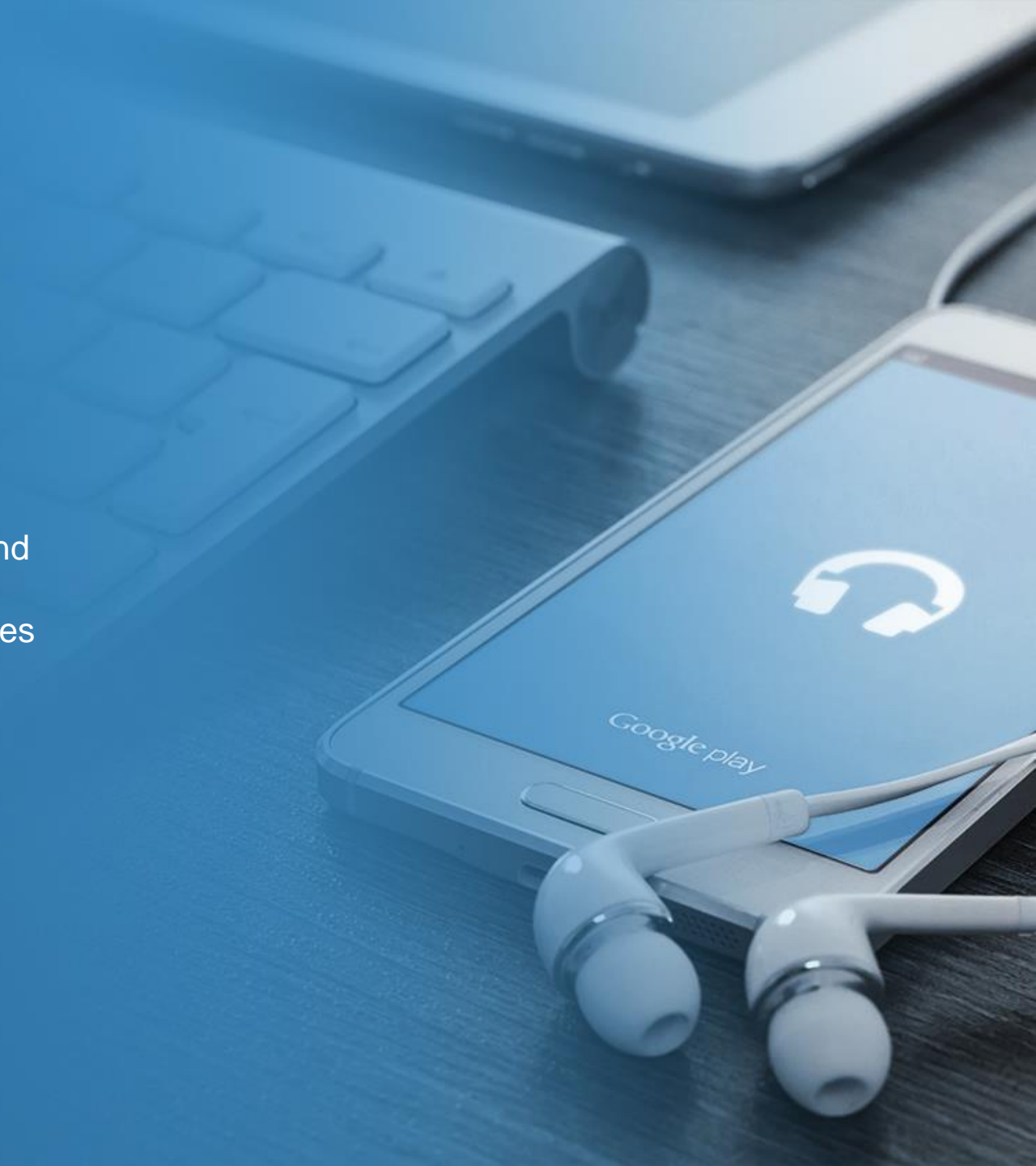
- Increased User Base
- Accessibility
- Cost-Effective
- Targeted Advertising
- Engagement and Interactivity
- Data and Analytics
- Viral Potential
- Brand Awareness
- Customer Feedback
- Influencer Marketing
- Mobile-Friendly
- Constant Innovation
- Global Reach
- Community Building
- Customer Support
- Competition
- E-commerce integration
- Content variety



Social Media Marketing



Organic sharing and paid advertising using social networks and their messaging services to gain awareness and response from target audiences. Also involves facilitating and monitoring customer-to-customer interactions and participation on social networks and other online communities where user-generated content is created.



Pillars of Social Media Marketing



Strategy

Setting clear goals, identifying the target audience, selecting the right social media platform



Content

High quality and engaging content is extremely important which is aligned with brand identity



Community

Active engagement with your followers and responding their queries, creating sense of belonging



Advertising

Effective utilization of paid social media platforms to create compelling ads



Analytics & Measurement

Track KPIs like website traffic, conversion rate etc. to gauge your performance

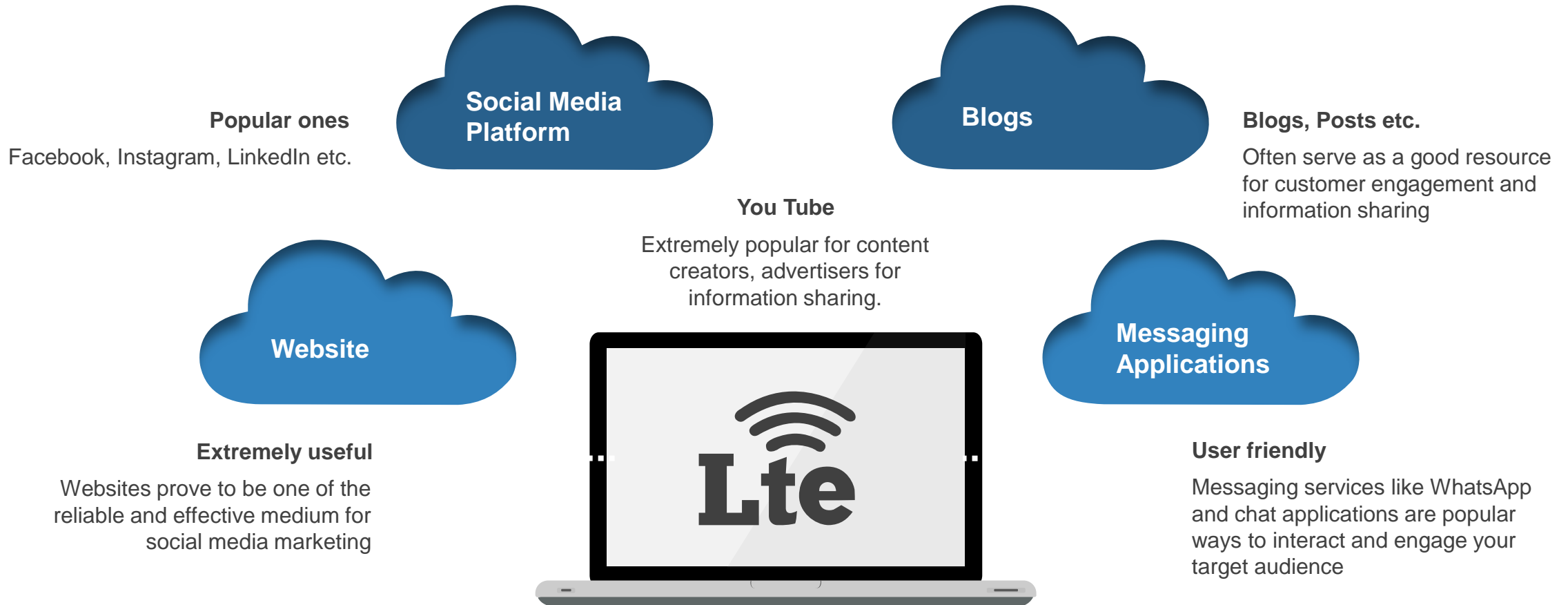
Social Media Channels



A social media channel is a digital platform or online space where individuals, organizations, and businesses can create, share, and interact with content, messages, and multimedia with a broader audience. These channels serve as communication and networking tools, allowing users to connect with friends, followers, or the public. Social media channels can take various forms, including websites, mobile apps, and other online platforms, and they enable users to post text, images, videos, links, and other types of content for others to see and engage with.



Social Media Channels










Selection of Social Media Channel

Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

							
DEMOGRAPHICS	2.7 Billion users Ages 25–34	353 Million users Ages 30–49 68% Male	442 Million users Ages 30–49 78% Female	2.3 Billion users All ages	740 Million users Ages 46–55	1.2 Billion users Ages 25–34	689 Million users Ages 18–24
PURPOSE	Building Relationships	News & Articles; Conversation	“Scrapbook- ing”	“How To”, Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships, Conversation
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
DOWNSIDE	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic

Factors to consider for channel selection

