Social Media Marketing

SOCIAL MEDIA MARKETING FUNDAMENTALS

eMarketing INSTITUTE

Social Media Marketing: Social Media Marketing Fundamentals

Title: Social Media Marketing: Social Media Marketing Fundamentals

Course material - knowledge required - for certification

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Introduction

1. Introduction

About marketing

Marketing is often described as a way of communication between a business and potential customers, in the purpose of presenting and promoting the values of a certain product or service. The main goal of this communication is to sell. It is a complex discipline that involves a lot of tasks which will ensure that the communication leads towards this goal. Some of the tasks include determining target audience, conducting an analysis of the market and consumer behavior, customer relationship, etc. Marketing as a discipline has been evolving and new practices are constantly being implemented to keep up with the changes on the market, changes with the technology, as well as with the changes in the society.

About social media

The appearance of social networking websites has changed the way people interact and communicate, the way they exchange ideas and search for information. In the world where one in four people use some kind of social networking websites, the importance of these websites in everyday life cannot be neglected.

As a result, the communication, which is an important part of marketing, started to shift from traditional mediums such as television and newspaper ads, to social media. Thus social media has become a new platform for marketers to communicate and get in touch with the customers. Social media is a new mediator between business who want to promote their product and between consumers who use social media to learn more about a particular product.

The overall importance of social media has lead to new discipline within marketing, a discipline called social media marketing. The idea behind this is to take advantage of the benefits the social networks provide in order to realize some of the marketing goals, such as promotion, establishing relationship with the customers, etc.

About this e-book

The goal of this e-book is to explain what social media marketing is and how it can be applied to your business. Since social media marketing can help you improve and promote your business, we will explore different methods, techniques and tools you can use in this purpose. These can

be applied to any type of business, as the goal with this e-book is to present a universal guide that can be helpful for both small and large companies.

We will start with some basic concepts of social media marketing and some popular social networks used by companies. Then we will suggest how to take the most out of your social media presence and how to plan a social media marketing strategy that will produce good results. Besides tips on strategy, we will also share tips on content and engagement, as well as tips on how to promote content through social media, since all of these are inseparable elements of social media marketing.

Tools suggested in this e-book should only serve as guidelines, as most of them have both paid and free alternatives. We will not go into details about using a specific tool, as you have the possibility to choose the tool you want and find most beneficial. We will only suggest functions you should use, provided by a certain tool, as these functions can help you with planning and managing your social media presence.

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Social Media Marketing

2. Social Media Marketing

We shall start this e-book by defining social media marketing and the types of social media websites that are available.

What is social media marketing?

It is completely natural for social networks to be acknowledged by the business professionals who havebecame interested in finding a way to implement social media websites in their business. Marketing, as a discipline aimed at reaching consumers, was naturally the base for implementing social media in business. Having in mind the number of social media users, marketing professionals saw a great potential in establishing relationship with the customers, as well as an opportunity for promotion. That is how social media marketing as a concept has been introduced.

The purpose of social media marketing is to present a business through social media and to use this as a way to communicate a message to the potential consumers. While the main goal is about promotion, the companies, as well as individuals can find a lot of other benefits fromsocial media marketing.

Types of social media websites

The common stereotype comes out from misunderstanding the term "social media". Most people think of social networking websites such as Facebook and Twitter when they hear the term "social media", but in fact this term refers to different websites that allow interaction among the users and the exchange of information through a variety of channels.

Depending on the type of social profiles, social processes, type of interaction and type of content being exchanged, six types of social media have been established so far.

- Collaborative projects – This includes online magazines, wikis, question and answer platforms, etc.
- Blogs and microblogs – This includes platforms such as Twitter and Tumblr, where the content is shared in the form of short or long blog articles.
- Content communities – Websites such as YouTube, Vine, etc. where content is shared, after which users can interact by sharing impressions about the content.

- Social networking websites – This category includes the websites people are most commonly identifying as social media in general. Websites such as Facebook and Google+ are in this category.
- Virtual game-worlds – One of the most popular websites in this category is World of Warcraft.
- Virtual social worlds – Game-like design allows users to create virtual identity and to interact with other users through an online platform.

Mobile social media

According to the latest statistics, the number of users who access the internet via a mobile device has surpassed the number of desktop users, which obviously shows the overall importance of mobile platforms in the usage of social media.

This kind of trend is something that affects social media marketing as well, since the content and websites have to be adapted so that they are accessible through mobile devices. Furthermore, some companies have recognized value in developing mobile apps that are easy to install and allow simple access to the website and different features. In addition, mobile apps can provide both free and paid features. This is why it is important to consider mobile users and optimization of content for mobile devices when working on social media marketing.

We are witnessing a period where social networks hold an important role in everyday life. Besides being a simple way to communicate with others regardless where they are, social networks have become an important source of information and news. Social networks are becomingan important tool used in various global events, starting from music competitions, sport events, to political elections and campaigns.

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The Most Important Social Media Websites

3. The Most Important Social Media Websites

Since there is a large number of websites, it is impossible to be present and active on all of them. This is why it is necessary to explore different types of websites and find the ones that are most likely to help with achieving our goals, whether we talk about companies or individuals.

The list of the most important websites,we will present here, is based on the popularity of each website and on the number of active users.

Facebook

Facebook is considered to be the most popular social network at the moment.Hence it is important in social media marketing. With over one billion registered users, Facebook is also the network with largest amount of potential customers.

People use Facebook to create their personal profiles and then connect with their friends and acquaintances by adding them as so called Facebook friends. Users can share information about themselves, add photos and videos, like other people's content, etc.

When it comes to promotion and using Facebook for such purpose, users can create pages and groups. In both cases, one must first have a personal profile in order to be able to create a page or a group.

It is important to understand the differences between Facebook pages and groups. Pages are for celebrities, businesses and institutions, where they can create an online presentation by adding cover photo, profile photo, information about the company, website, etc. By default, privacy settings for pages are set to public, meaning that anyone can see the content published on the page. A page can have several administrators or managers, assigned by the creator of the page.

Facebook groups are created for users who share the same interests. Anyone can create a group and connect with the users who do not necessarily have to be friends on Facebook. A group has an admin, who can promote other members to admins. Groups can be open or public, where anyone can see the group and the post in the group. Closed groups are visible to anyone, but only the member can see the content, while the secret groups are only visible to the group members.

Due to the nature of the groups, they are especially useful for groups of people, such as colleges, students, etc.

Regardless of the medium you choose for promotion on Facebook, you should start by creating a Facebook account. You should provide your real name, as well as the date of birth, a valid email address and a password. After you receive a verification email, use the link to activate the account.

Creating a Facebook page

Use the option "Create Page'' from the drop down menu in the top right corner. You can also use the following link to create a page: https://www.facebook.com/pages/create/.

Choose the industry, depending on what you want to promote. There are multiple options available for the pages created with a different theme. For example, if you own a bakery, choose the options local business and add the address. On the other hand, if you have a band to promote, use the corresponding type of the page, so that you can add band members, etc.
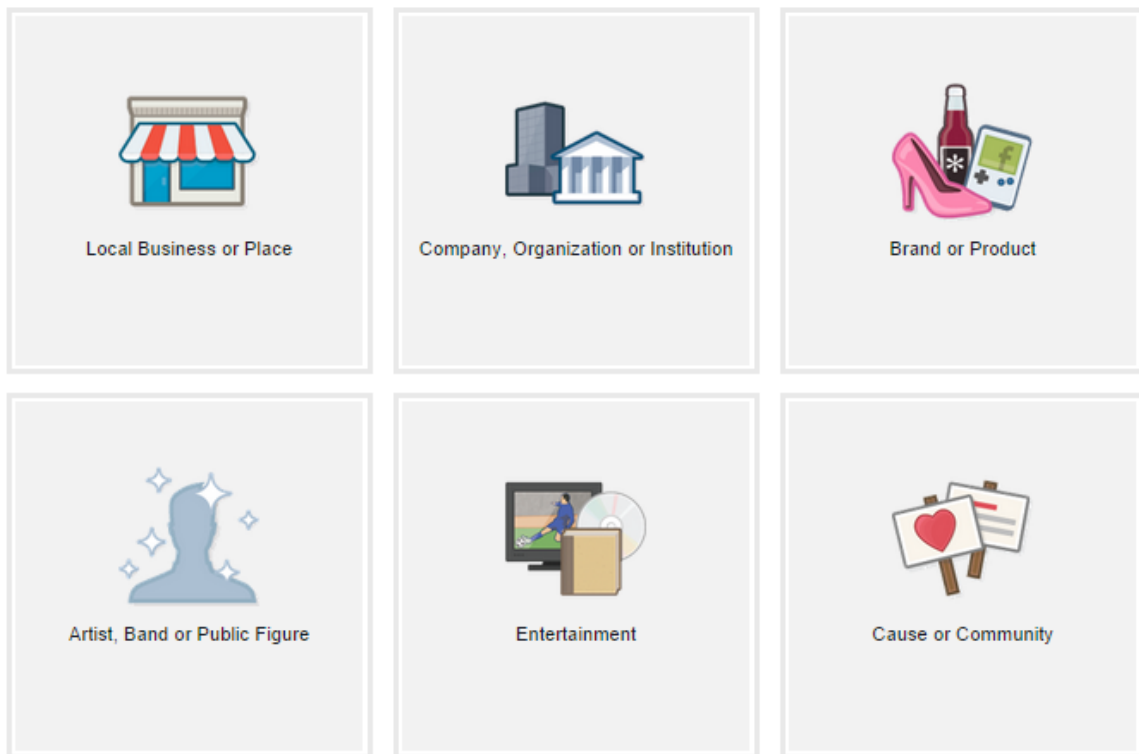
Having chosen the type of the page, you will have to add the name of the page and then there are four steps left to be completed in the process of creating a page.

- About – In this part you will add a description, the URL of the website, or a Twitter account.

- Profile Picture – You can upload the image from your computer or import it from a specific URL.

- Add to Favorites –You should add the page to your favorites so that you can easily access the page from the News Feed.

- Reach More People – Facebook suggest paid advertising in order to help you promote the page.

Set Up My Company

1 About   2 Profile Picture   3 Add to Favorites   4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

*Add a description with basic info for My Company.

Website (ex: your website, Twitter or Yelp links)   Add Another Site

Is My Company a real organization, school or government?   ○ Yes ○ No
This will help people find this organization, school or government more easily on Facebook.

Visit Help Center   **Save Info**

None of these steps are mandatory, so you can skip them and edit the information directly from your page.

After the page is created, you should use different options that are available in order to customize the page. Since the page is a presentation of your business, regardless which type of business it is, you should take advantage of those options. Add profile photo and a cover photo that illustrate your business. If you have a store where your customers can reach you, add the location, phone number, and working hours. You should also add your website if you have one, and connect with other social networks. If your business has a long tradition, you can provide this information using milestones.

Creating a Facebook group

Anyone can create a group on Facebook using the option available in the News Feed. Click on the button "Create Group" next to the section with groups in the menu on the left side of your Facebook News Feed.

GROUPS

Manage Your Groups

Create Group
Find New Groups

INTERESTS

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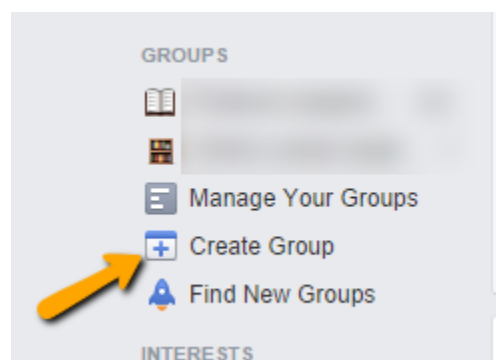
There are several simple steps to follow in order to create a group.

- Add group name

- Add members from your friends. More members can be added later.

- Choose the group privacy

Click on "Create" button to finish the process. After the group is created, you can use additional options to customize it.

One of the major benefits of groups is the possibility to focus on a particular group of users and focus on the topic of interest. Anyone can see your page on Facebook, whereas groups' privacy can be either public or limited to the specific users.

This feature can be particularly useful in some types of business. For example, if you are a yoga instructor, you can use Facebook groups as a place to organize workouts in the local gym. If you are a teacher, group is a perfect place to share extra activities for your students.

Twitter

Another social network that has a significant role in social media marketing is Twitter. It is less popular than Facebook, but it still has over 270 million active users. What differentiates this social network from the others is the micro-blogging form upon which the website is based on. Sending short messages, called 'tweets' is how the content is shared on this social network.
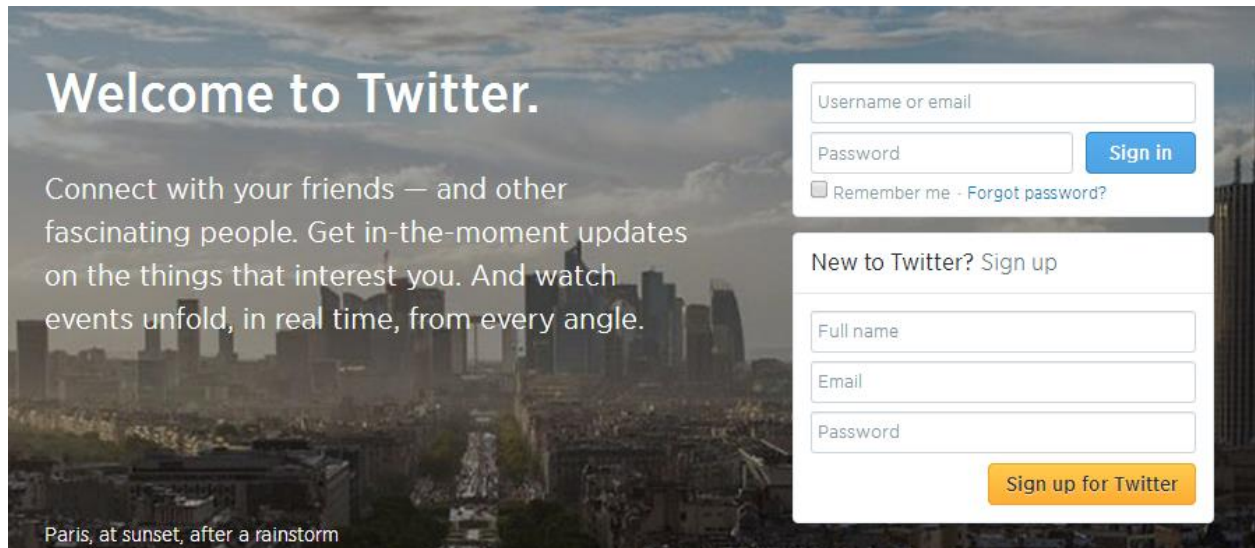
Twitter is popular among celebrities, politicians, journalists, marketing and business professionals. Twitter profiles are less personal than Facebook profiles. In fact, profiles on Twitter are for everyone, both individuals and companies.

You should start developing your presence on social network by creating an account. Provide the name, email and password and click on "Sign up for Twitter" button. You will need to click on the verification link that will be sent to your email in order to complete the process.

After you have joined Twitter, you should add a profile image and a header photo. Additionally, you can add a bio (up to 140 characters), the URL of your website and location, which can also help you customize your Twitter profile. Twitter allows users to customize the background theme and font colors, in order to match the profile and header photo.

There are options that can help you both be found on Twitter and discover new content and people that share the same interests. Here are some of the most common ways to do so:

Use hashtags

Hashtags are labels that allow people to discover a content that is related to a certain topic. The popularity of hashtags grew on Twitter, to be adopted later by other social networks. For

example, if you are a furniture manufacturer, add hashtags such as #furniture or #decoration in your tweets. Users who look for those terms will be able to find your tweets easily.

Have in mind the following:

- Do not use too many hashtags in a single tweet

- A hashtags must be related to the tweet (you must not tweet about furniture and add #music, as this might be considered to be spam)
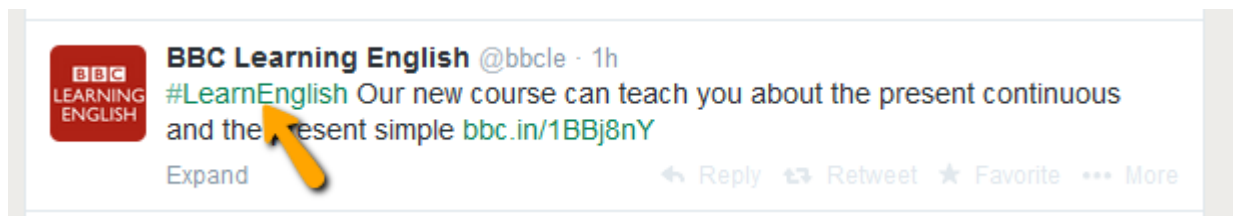
Retweet

If you come across a tweet that you like, do not hesitate to retweet it. It is a good way to connect with other people and show appreciation. Besides, it is a good opportunity to share quality content with your followers. However, use this option in moderation, as you need to have some original content published on your Twitter profile as well.
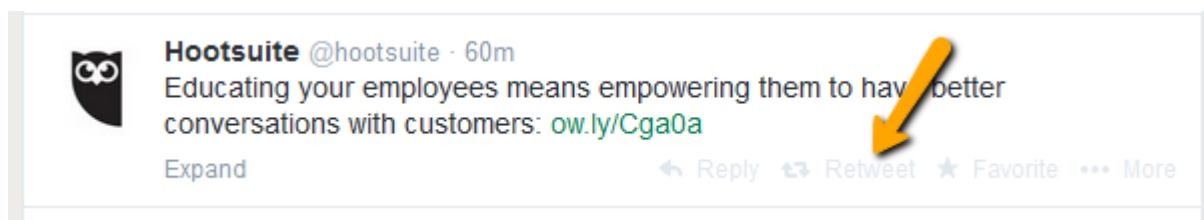
Follow and get followed

Connecting on Twitter through following is not mutual. When you follow someone, it means that the user is notified, but that user does not necessarily have to follow you. However, following other users is a good way to connect, and get the exposure on this social network. Your goal should be to increase the number of followers, as you will also increase the base of potential customers. Only your followers will be able to see your tweets, as you update them, whereas people you follow will not see your tweets, thus you have no way of converting them into your customers.

Google+

This social network has quickly grown into the second most popular social network. Additional integrations with other Google's services, including Google Maps and Google Search makes this network a very powerful tool in social media marketing. Google Authorship, which is very helpful with creating online integrity and credibility, is set up through a Google+ profile.
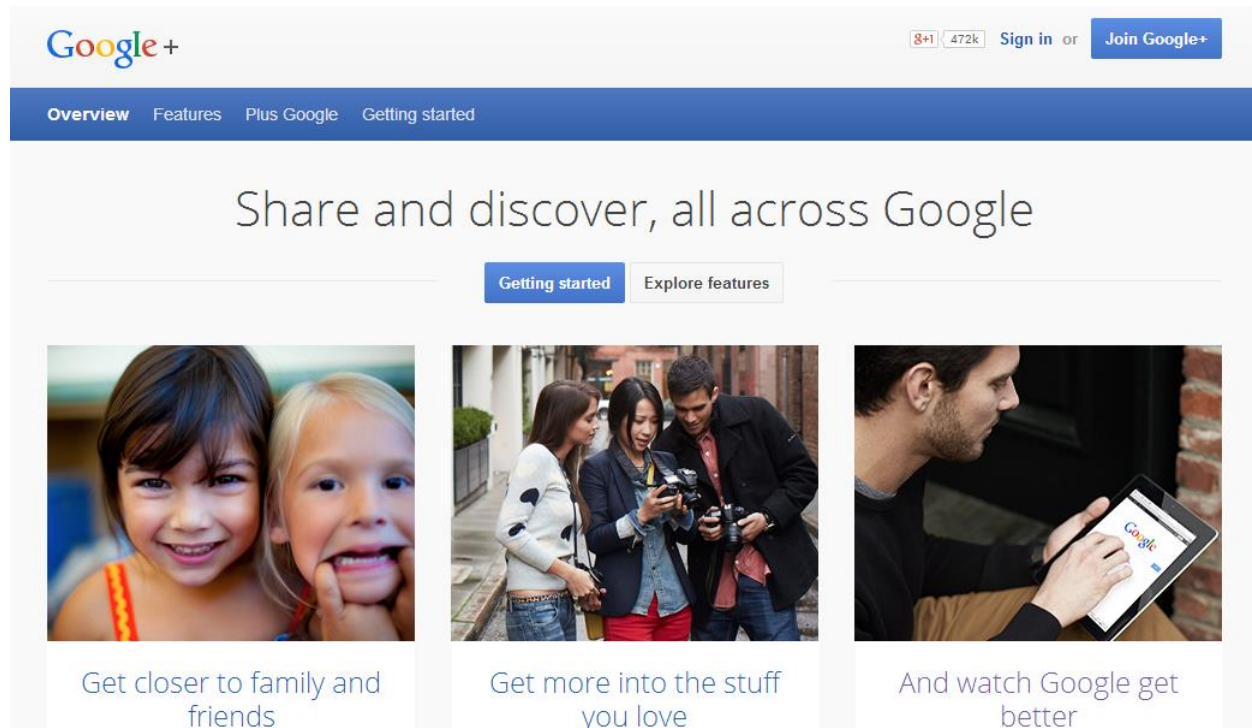
Google+ allows users to create Google+ profiles, which are supposed to be used by individuals, while Google+ pages are for companies and institutions. Profiles and pages offer some different features, due to their purpose. For example, pages include reviews and insights that can be helpful with social media monitoring, while this option is not available for Google+ profiles.

You start by creating an account on Google (if you already do not have one). You will have to create a profile first. Using that profile, you will create a page and you will automatically be the creator and admin of the page.

Go to your Google+ profile and find the option "Pages" from the menu on the left.
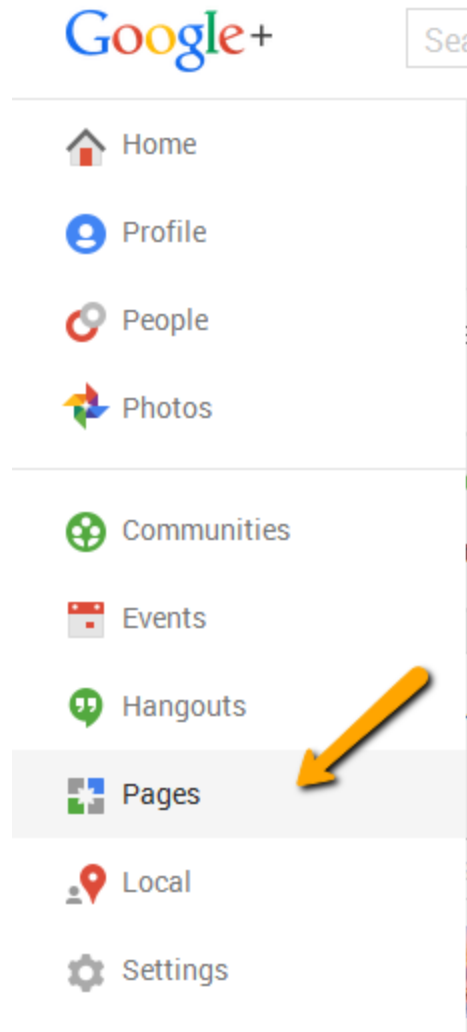
You should then find the option "Get your page".
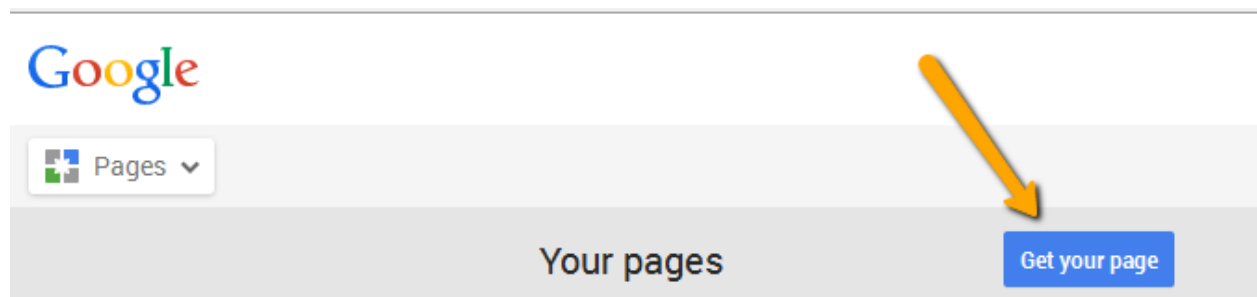
Alternatively, you can use this link as well: https://plus.google.com/pages/create

You will first choose the type of business.
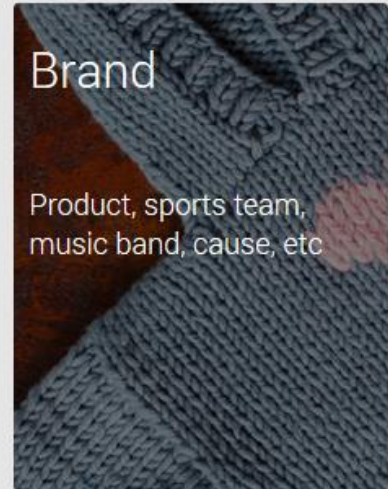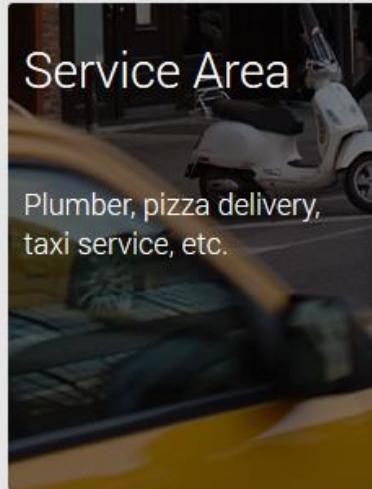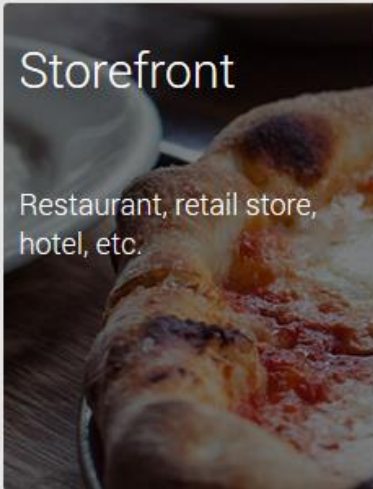
If you choose Storefront or Service Area, you will be redirected to the Google Maps. Since Google+ pages of this type include local aspect and are often referred to as Local pages, there is a need to integrate Google Maps in order to provide location of your business. If you choose the third option, Brand, there will be no need to provide the location of the business. The next step is will be to add basic information about the Google+ page which including the following:

- Page name
- Website
- Type of page

Once you have created your Google+ page, you will be able to customize it, in order to provide additional information about your business, link your website or other social media accounts. Not only will this help people find you easily, but you will provide enough information for all of those users who accidentally find your profile on this social network and want to learn more about your business and how to reach you.
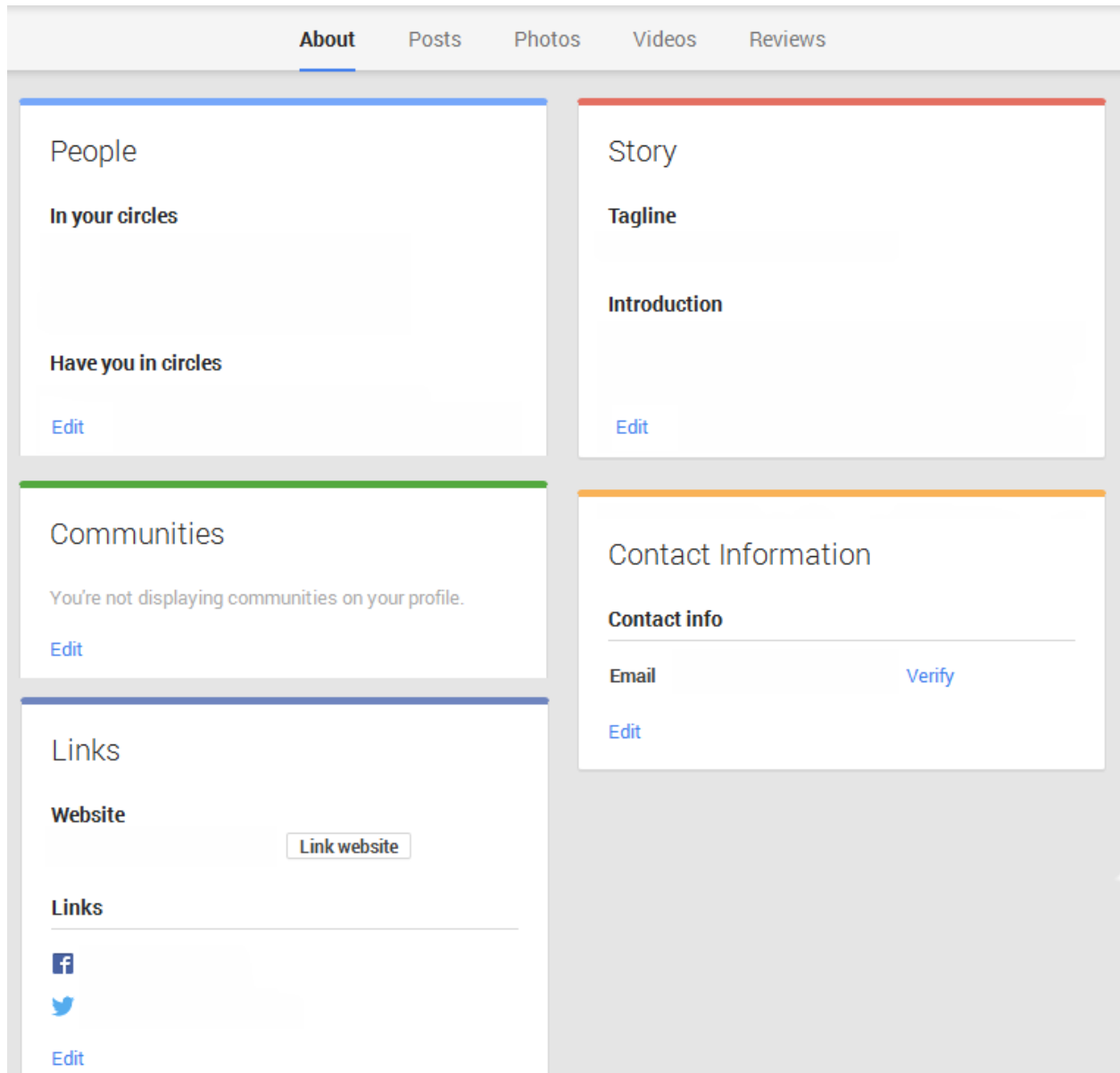
LinkedIn

This social network is particularly popular among business professionals, so it is a good platform for B2B marketing. LinkedIn allows creating professional profiles or resumes, which are a good opportunity for both companies and individuals looking for job opportunities.

Interaction on LinkedIn is done through sharing status updates and communication within groups. While you are not as likely to reach potential customers through LinkedIn, if your potential clients are other companies and small businesses, this social network can help you get valuable contacts.

Join LinkedIn by providing your first and last name, the email address, and a password. You will be sent a verification email necessary for completing the setting up of the LinkedIn profile. After your profile is created, you should customize it by adding:

- Profile photo
- Description
- URL of your website

Once you have your profile set up, you can start interacting by sharing status updates, by commenting and liking the status updates published by your connections, exploring the network by searching for jobs, people, groups, companies, etc.
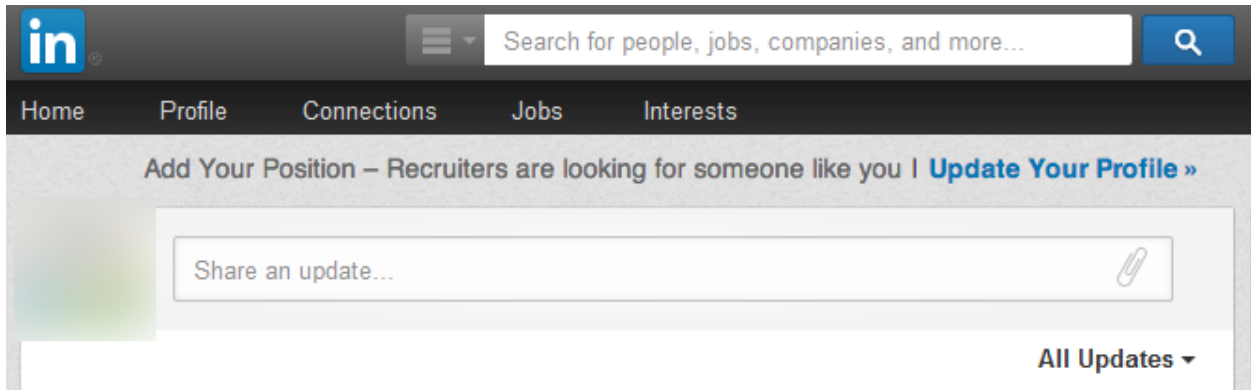
Other social networks

These four social networks are some of the most popular social networks, and they are suitable for most businesses regardless of the industry. The great interest companies show, when it comes to establishing their presence on these social networks in particular, is mostly based on the fact that these networks have the largest number of users. Thus they provide a large potential for developing online relationship with larger target group.

However, this is not the final list, so we will share some other social networks, that are very popular, and worth implementing in your social media strategy. While the social networks such as Facebook, Twitter, Google+ and LinkedIn are more general and can be used by any business, other social networks have some distinctive functions that make them suitable only for certain types of businesses.

Pinterest, Instagram, Flickr

These networks are perfect for sharing visual content, in the form of images or short videos. They can be a good platform to reach potential clients by sharing engaging visual content, whichis especially useful for online stores, decorators, clothing manufacturers, etc. Since the content being shared on these networks is in the form of images or short videos, if you want to establish your presence on these networks you have to create engaging visual content, which often requires additional skill and time.

YouTube, Vimeo

If creating videos is a part of your social media strategy, these social networks can help you as they enable you to host video files, as well as to interact with the community through your profile. The videos can be promotional, instructional, or you can even start a video blog, where you would regularly create videos on a certain topic. Video format can be applied to all sorts of business. While these platforms can host videos, you can additionally promote the videos on other social networks, by sharing the link. Creating and editing videos requires even more skill than creating photos, which is why businesses are not present that much on these social networks.

Foursquare, Yelp

Foursquare and Yelp are social networks especially popular when it comes to local businesses. They allow users to post the reviews of the places they visited. Other users can search for the reviews in order to make a decision on which place to visit. Tourists especially use these social networks when visiting new cities and states so that they can see the recommendations regarding a certain business. The businesses are sorted in several categories, including arts,

shopping, food, nightlife, etc. Therefore, if you want to target users by location, these networks can be really helpful, as their main focus are local businesses and customer reviews.

4

Blogging

4. Blogging

Blogging is a form of social media marketing which uses blogs to create and publish content, while establishing relationship with the readers. Blogging is [defined](#) as:

"an interactive form of publishing content on the web. It comes from the term "web log". The act of blogging dates back to the late 1990s, and has become dominant way of self-publishing in the 2000s."

Topics

Blogging

Blogging is an interactive form of publishing content on the web. It comes from the term "web log." The act of blogging dates back to the late 1990s, and has become a dominant way of self-publishing in the 2000s.

Internet marketing has been evolving and introducing new strategies in the purpose of promoting products and services. Content has become a major part of internet marketing, thus increasing the percentage of blogging significantly. The strategy is based on the fact that you publish content which is useful, practical and engaging. This kind of content ensures that:

- Visitors will come back
- Visitors will be interested in your company
- Visitors will share content

There are several reasons why blogs have become an important part of online marketing. The development of publishing tools is now allowing anyone to create and publish a blog, unlike in the past, where one had to be familiar with complex technologies enabling publishing. Nowadays, creating a blog is quite straightforward process, which also significantly increased the number of blogs available on the internet. Simple tools and publishing platforms have enabled the users without any programming skills to easily set up and manage blogs.

Additionally, installation of plug-ins, which allows users to leave comments and rate blog articles, increases the social aspect of blogging, and it differentiates blogs from static websites. Not only do bloggers produce content, but they are striving to build a relationship with the

readers by allowing them to share impressions and thoughts on what they have read. This social aspect is very important part of social media marketing in general, as it enables connection with the website visitors. It allows an opportunity to increase engagement on your website and to build influence and respect for your business. Visitors can interact with each other, which can additionally contribute the blogs' popularity and virality.

It is also important to mention that positioning a website without much content and without any connections to social media accounts was possible in the past, but it is unlikely to happen nowadays. This is because search engines algorithms were adapted to this new trend of social media, and this has become integrated into search algorithms. Therefore, having social media accounts and blogs is said to be an important part of search engine optimization and online marketing in general as it allows search engines to link your website to the identity you build through social media. This way, the websites with popular social media accounts linked to them are more likely to be ranked higher in the search engine results.

Blogging allows you to integrate a lot of content to your website, content that will be optimized in order to help you improve the positioning of the website in the search engine results pages, by using relevant keywords.

Blogging is also good way to provide more information about your company, to explain your services and to feature the news about your company's activities, such as promotions, new product launch, events you are organizing, etc. Having a blog is basically like having you own newspapers, thatyou can easily adapt to your needs and shape in such way that you can really benefit from it.

In terms of social media marketing, quality content is very important, as users are more likely to share that kind of content with their friends. Additionally, creating content helps you have material to share on your own social media accounts. If the content is of value, your will more likely get users engaged, which ultimately leads to successful social media strategy.

Types of blogs

Blogs can be grouped according to several criteria, and topic is one of the most common one used. Blogs are usually focused on a single topic, which is related to a particular industry. This way, the blogger publishes content that is specialized in one specific area, and that is how one can build authority in that area. Thus, we have fashion blogs, teachers' blogs, SEO blogs, fitness blogs, etc. The topic helps you focus on your target audience, rather than publishing random articles about unrelated topics. Not only does this help with building authority in a certain area,

but it also allows you to focus on your target group exclusively, which is advisable thing to do if you want to create a loyal base of followers.

However, there are blogs that combine different topics into one, which take a form of an online magazine. For example, a town can have its own blog with various different topics related to the news and events in that town. A blog can cover different sections related to beauty, such as make up, hair, skin care, etc. With this type of blog, one can reach more people, as the blog content will attract larger target group than the blog that specializes in a single topic.

Company blogs are very popular type of promotion in internet marketing, as companies use this area to provide useful content to their potential customers, to present their services, and to ultimately convince visitors to become customers. Having a blog is also a good way for a company to increase website positioning through organic reach (SEO). Of course, the content of the company's blog has to be closely related to the type of business the company runs and it has to feature the keywords that are used in the process of website optimization.

Personal blogs represent a type of blogs that feature content published by an individual, who usually specializes in one topic in which he or she is an expert. The benefit of this type of blog is that individual bloggers can be quite successful at using personalized approach and at establishing relationship with the visitors, which allows them to be considered as an authority and respected influencer in a certain area. If their blogging activity is accompanied by successful social media activity this enhances the overall influence a blogger can gain inside his or her community. You, as a representative of a company, can benefit from this type of blogs if you are able to persuade the blogger to recommend your business or if you are able to create a project where you could collaborate. Due to the blogger's own popularity and influence, the recommendation can reach a large number of potential customers, which could be great exposure for your brand.
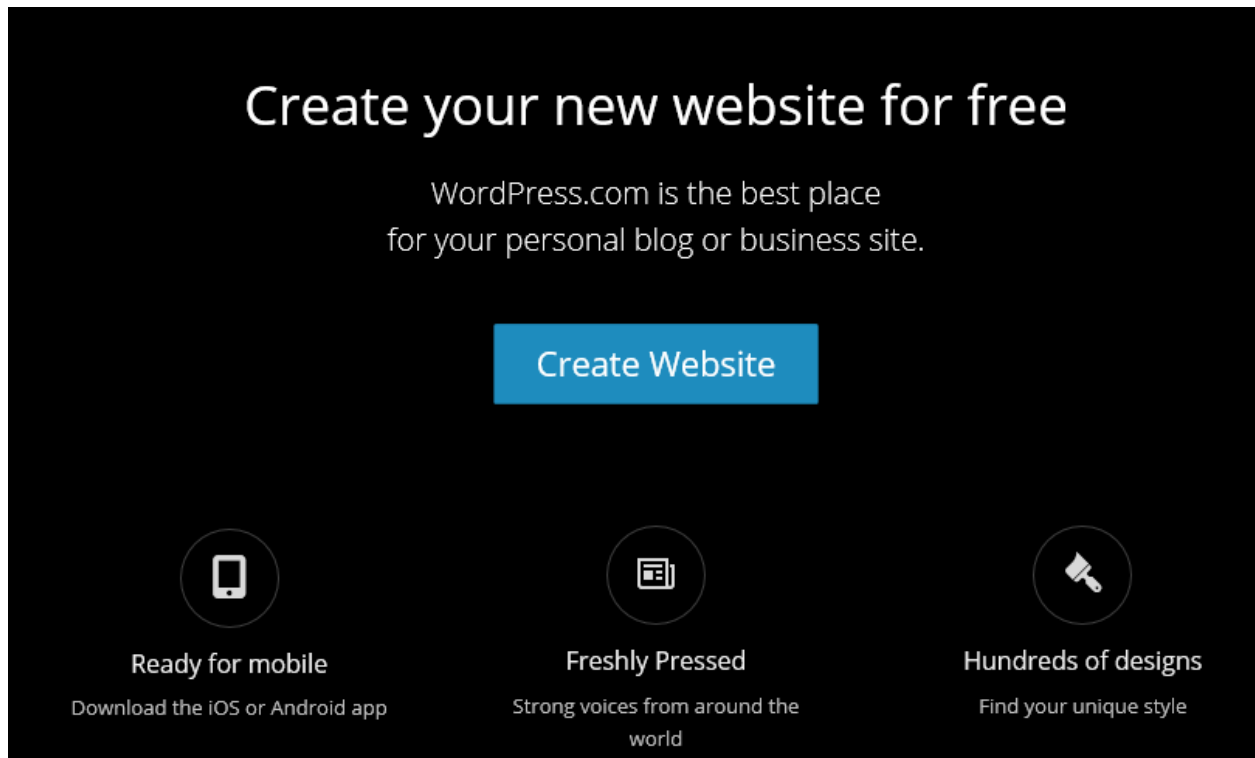
Blogging platforms

There are numerous blogging platforms, which are pretty straightforward and do not require any technical skills to be set up. This enables anyone to easily set up and write a blog. According to the statistics, WordPress is the most popular blogging platform. It can be installed to a server, which allows companies to include blogging platform as a part of their website. WordPress also offers a hosted solution, for those who do not have skills to set up their own server, and need fewer customization options.

When it comes to other blogging platforms, Tumblr is very popular, with over 200 million blogs set up on this platform, as well as Blogger, a blogging service provided by Google, which allows integration of other Google's services within the blogging platform.

Here is a list of free blogging platforms you can use to create your own blog.

WordPress

Blogger

Tumblr

Blog.com

[Medium](#)

You should have in mind that some platforms provide an opportunity to host your blog on your own website (WordPress), which allows more flexibility with customization, while other platforms allow you to create blogs on their platform (Medium), without a possibility to host blog to your own server.

Blogging recommendations

When it comes to blogging, you have to have a strategy, just like with any other type of online marketing. In one of the following chapters, we will focus on building on your own social media strategy, and how you should use different techniques to attract and engage the readers, but

we want to share several recommendations related to blogging, which will help you maximize the efficiency of your blogging activity.

Choose a suitable design

Start by picking a suitable design of the blog, the one that represents the topic you want to focus on your blog. Regardless if you are an individual blogger or you are creating a company blog, choosing a perfect design can do wonders for your overall performance. The impression you leave when someone visits your website is very important, as it might determine whether the users will return to your website. Effective design can also convince the users to explore your blog more and find out more about your company, which also increases the chance of converting the visitors.

In addition, blog design should be mobile-friendly, as large percentage of online users is accessing the blogs using mobile devices and you want to enable them to browse your blog easily. Search engines also tend to rank better the websites and blogs, which are optimized for mobile devices. So this is another reason why choosing mobile-friendly design is one of the most important requirement for contemporary bloggers.

Be consistent

Consistency is also important part of blogging as the goal with blogging is to establish the connection with your readers, in order to engage them, to encourage them to share your content and to become your customers. You should be consistent when publishing the articles, in terms of layout, the language and the style you use. Define your own style and your own voice, as this helps you build authority and respect. Pay attention to the grammar and spelling, as well as formatting, since all of these can improve the impression you leave.

You should also be consistent when it comes to publishing regularly. You might want to publish every day, once a week, or even monthly. You should decide about the pace, and try to stick to the schedule. Not only does this allow users to easily follow you, since they will know how often to expect to hear from you, but it is also good for keeping the relationship active. Unless you publish regularly, you are at risk of losing your followers, and this will have negative impact on your blog.

Interact with the readers

Blogs are perfect for socializing, so try to establish a connection with your readers. Write personal articles, which will encourage your readers to speak their mind. Invite the readers to participate, by asking a question, setting up a challenge, or asking them to leave a comment.

You could also ask the users to continue the discussion on other social networks, such as Twitter, by creating a hashtag everyone could follow.

Users can also share or like the content if they find it useful, which is another way to show appreciation and great way for you to know the effect you have on the community.

Analyze the performance

As with any marketing strategy, you should analyze the performance of your blog, in order to find out:

- Who visits your blog (whether you are successful at attracting the right target group)
- How often do people visit your blog (this helps you determine what kind of impression you leave)
- How many visitors were you able to convert (this shows you whether your efforts are paying off)
- Which articles are the most effective ones (this can help you improve your blogging strategy and focus on the content that yields best results)

5

Social Media Engagement

5. Social Media Engagement

In order to be able to understand the influence of social networks, as well as how your company can benefit from them, you have to understand the term social media engagement.

What is social media engagement?

This term refers to the possibility of user taking part in a certain activity, such as liking, commenting, clicking or sharing as a result of your encouragement. As you represent a business on social media, your goal is to be active and engaging, in order to inspire your social media followers to do a certain action. The plan of activity on social network should be created in such a way that it engages and inspires the audience which will help you reach them in a way that it is available on the specific social network.

If a post is engaging, it means that users find it interesting, helpful, insightful, unique, etc. Having in mind that these kinds of characteristics define high quality content, it is obvious that people are more likely to respond if they see value in a post. Furthermore, users are known to respond when they can identify themselves with a certain topic or situation, when they can get something in return, etc. There are numerous reasons why people react on social media, thus increasing the level of engagement.

How to increase social media engagement?

There are various approaches to social media activity, which can help with increasing engagement. However, regardless of the approach you are using or the type of business you are promoting through social networks, here are some general tips on how to increase social media engagement.

Choose the perfect timing

Choosing the perfect timing is a very important task, as it might influence the fact if the post you publish is going to be seen by your target audience. If you publish a status update while your followers are online, you are more likely to increase engagement of this status update. This is especially the case with networks such as Twitter and Facebook, as the status updates are published frequently, and they quicklyreplace the older status updates. Latest updates to the algorithms of these networks try to evaluate the importance of a post, in order to prevent the important ones slip away.

In general, it is advisable that you publish status updates when you assume your social followers are online. Based on your target audience and the location, you should be able to

determine when your social followers are more likely to see your post. You could also use social insights if they are available on the specific social network to find out this information.

For example, if your target audience is a group of people who work from nine to five, you should try to reach them in the morning or in the afternoon, as they go to or get back from work. Since most of commuters spend the time on the internet using their phones, while they are on their way to work, this period might be perfect for posting. On the other hand, posting during the work hours will reduce the level of engagement, as people are usually not allowed to use social networks during the time they spend at work.

Address to your target audience

It is not possible to increase engagement without identifying your target audience. You must be aware who you address to in order to create a successful approach that will be interesting to your audience. If you address people directly using the language and phrases they are familiar with, you will create an atmosphere where users can feel comfortable and confident, which is why they are more likely to interact, regardless if they choose to share or comment.

Besides finding the perfect language to communicate your message, determining target audience will help you with choosing the perfect time to post on social networks, as you will be able to learn about the habits of your target audience which will help you figure out when they are most likely to be online.

Be genuine

You should try to be genuine and sincere when addressing to your target audience. This kind of approach guarantees you establish a connection with your audience which has mutual benefits. Your audience will find you reliable and trustworthy if they find your communication to be sincere and real. Try to avoid generic posts or sharing only links, as this posting activity is often considered superficial and uninterested, which reduced the chances of engaging your target audience.

Since establishing a bond with your social followers helps you create loyal relationship, as well as recommendation from them, you should prioritize the task of increasing engagement as one being able to help you to measure the effect of your social media strategy. If you are unable to increase engagement and get followers to respond, it is unlikely that you will be able to convert them into your customers. While these tips are some of the general rules to help you work on increasing engagement, we will focus on this topic in details in one of the following chapters, where you will see even more tips on how to increase engagement and to improve your position on social media.

6

Social Media and Target Audience

6. Social Media and Target Audience

What is target audience?

Target audience represents the group of potential consumers you want to reach, in this case via social media. It refers to those who are most likely to become your customers in the future, and that is why your goal is to establish a connection with them.

When being active on social media in the purpose of marketing, you are not interested in simply increasing the number of social followers. Yes, this can help you with popularity, but the followers who are not genuinely interested in your business and products or services you provide, will not interact on your social media accounts, they are unlikely to recommend you or eventually buy from you.

This is why defining your target audience is one of the essential tasks, when defining a social media marketing strategy.

You should start by asking yourself the following questions:

- What is my product (service)?
- Who is it for?
- Who will find it useful?
- Who will buy from me?
- Who will be interested in my business?
- Who were my clients in the past?

All of these questions will help you determine the type of consumer you want to reach. Be as specific as possible when answering these questions as the answer is very important for the future success of your social media marketing.

Have in mind that if you are trying to reach everyone, your strategy will be too general and you might seem less focused on the group of people you want to target. On the other hand, if you have specific group in mind, such as teenagers, male adults over forty, etc. you will be able to use the suitable language and attitudefor your approach. In this way, your target group is more likely to pay attention, as its members will be able to identify with you.

For example, if you sell beauty products for women over 30, you should have in mind this group when posting status updates, images, publishing content on your blog. Posting a status update about football or car repair will be absolutely useless in this case. It could have negative effect on your current followers, who might change their mind about following you. Having in mind that your target group is, in this case, the group of women over 30, you will create content to which these women can relate. At the same time, you want to make a correlation between this group and your business. This means that even though it seems that you might be talking about cooking, as women over 30 can relate to that, it actually has nothing to do with it. Instead, try talking about beauty tips and tricks, pampering, skin care, etc.

Use social media insights to learn about target audience

Besides determining target group based on your business and type of product, you can also use insights on social media, to determine the group ofpeople who follow your social media account. Even though this kind of data is not available for every social network, the most important ones, such as Facebook and Google+ offer this kind of statistics. The users are usually divided into groups by age and by gender. Furthermore, location of the users can also be seen, which is especially helpful if you want to determine your target audience based on the specific location.

Use URL shortening services to track audience

If you are a local business and you need geolocation data, you should use URL shortening services, as those provide this kind of information. URL shortening helps you get other information, but when it comes to target audience, the location is the most relevant data you can track using one of these services.

Analyze the sales

Another method of determining your target group is analyzing your sales. In collaboration with sales department of your business you might be able to get the information about your audience that will be helpful when defining your approach on social networks. However, have in mind that it is not necessarily the case that your current customers are the ones that follow you on social networks. If you notice this kind of discrepancy, you should try to determine what might be the cause.

Compare your audience

Before you even start your social media marketing strategy, you should plan the target audience you are going to address. This means that you will probably have defined the group of

people you expect to follow you on social networks. This kind of assumption is based on the years of experience in doing business offline, as well as on logical thinking. For example, if you are selling men's clothing, obviously your audience is men within a certain age group.

After you have started you social media marketing strategy and you have been able to analyze the first results, you will be able to compare the group you have originally thought of when planning social media approach to the group of people who does in fact follow you on social networks.

If your social media marketing was successful, these two will match, and you will be sure that you are interacting with people who are most likely to become your customers. As a result, this kind of interacting is most likely to bring profit to your company, making social media strategy effective and profitable.

On the other hand, if there are discrepancies between these two groups, this can be the result of two things. First of all, you might have completely been wrong from the start when you were determining your target group. Secondly, your social media activity might have attracting people who you did not intend to target. This is often the result of a wrong social media approach or the act of buying followers. In both of these cases, your social media marketing strategy will not produce good results, and you will actually be wasting assets in the strategy that has no chance of succeeding. If this happens, you have to take steps in order to modify the social media strategy so to adapt it to your business and to your target audience.

7

Sharing Content on Social Media

7. Sharing Content on Social Media

Creating social media accounts is only the beginning of using social media in marketing. The next part is posting content and interacting with the followers. Although posting content from other blogs and websites can help you, thisis not always recommended practice, especially if you want to convert the visitors into buyers. In order to do so, you have to get people to visit your own website or online store, where you will have the chance to convert the visitors, or get them to subscribe to your newsletter.

Content marketing refers to creating content in promotional purposes, and it can refer to various forms of content, such as blog articles, e-books, images, etc. This kind of content can be shared on social media accounts in the purpose of engaging users and increasing traffic on your blog or website.

When it comes to characteristics and types of the content that you can share on social media, we will present the most useful suggestion that will help with content sharing.

High quality content

There is so much spammy content on the internet, as well as on social networks. A lot of people try to get traffic and conversions, but they are not willing to invest time to achieve this goal. This is the reason why there is so much low quality content. Sometimes, this content is only created in order to attract search engines with the extensive usage of keywords and keyword phrases, but the content itself provides no value to the readers. When it comes to sharing on social media, this kind of content will not provide any results.

Content published on your social media accounts has to be of high quality in order to encourage people to click on the link and to share it with their friends on social media. Creating high quality content requires a lot of time and dedication from your part, but this is necessary if you want to create content that can become viral. It is better to invest a lot of time and create content occasionally, such as once a week, than creating low quality content every day. High quality content has more of a chance to get the results and help you benefit from being active on social networks.

High quality content requires you addressing current and popular topics, with an original approach, an in-depth analysis and plenty of facts to support your statements. Obviously, you will need to invest time into research and creating of such content, regardless of the format of the content.

Photos

Photos are said to be the most engaging type of content on social media. They are visuallyappealing and successful in attracting attention. The development of technology enables anyone to easily create high resolution photos. Simple photo editing software facilitates editing of the photos, adding text to the photo, etc. All of this has affected the importance of images in social media marketing.

Besides customizing accounts with profile and cover or header images, status updates can be accompanied by photos of your products, of customers using your product, etc. If you own a cafe, you could encourage customers to share the photos of them being in your cafe. On the other hand, if you sell bikes, users can share images of them while cyclingoutdoors. This strategy can be applied to all sorts of industries. You can also share similar images of yourself. For example, if you own a shop that sells accessorize, photos you share on your page can contain suggestions on how to wear a particular item, how to combine it with different clothes, etc.

Photos are especially helpful if you want to use social networks such as Instagram or Pinterest. Since these networks are specialized in sharing images, you will need this type of content if you want to participate and engage users. It is also recommended that you include photos in your blog posts and on your website.

Graphics

Besides regular images, we also have graphics or infographics. These images typically have a certain background, which can be an image, a simple plain page or a page with some sort of a pattern. The text and the graphics are added to this image, using software for photo editing. These can help you share quotes, definitions, statistics, charts, etc. This way, relevant information and data can be presented using visual elements that easily attract attention of the users on social networks.

Furthermore, graphics and infographics are nice bonus to the content you share on your website. They are easily shared on other blogs and social networks, as well. If the graphics provide real value, so that people find them helpful and interesting, it is very likely that other blogs or websites writing about the related topic would feature the infographic themselves.

Videos

Video is a type of content that can help you generate a lot of traffic, as well as engagement. There are different kinds of videos that can be shared. The most obvious one, that has been

part of traditional marketing for quite some time, is the promotional video. Even though they can be helpful and a good representation of your business, these videos are not likely to go viral.

Here are some other types of videos that might help you when trying to establish your presence on social media.

Review videos

Review videos are useful for showing features and functions of a product. You as a manufacturer can create review videos when you introduce a new or upgraded product, in order to present new features. Popular review videos are often created by individuals who decide to create this kind of video in order to show the usage and benefits or negative sides of a product. While individuals can create these videos on their own, you can also contact someone to create the review video for you.

Tutorial videos

These videos are sort of instructional videos created in educational purposes. They can be used in various different industries, in the purpose of educating audience about using something such as software. People find these kinds of videos very useful and helpful, which is why they are very popular and often shared, which ensures the large number of views.

Entertaining videos

Entertaining videos are very popular, especially among young people. The engaging factor in videos like these is that the main purpose is to entertain. It can be a funny commercial, a hidden camera video, or any kind of creative entertainment that you can think of. As a result, these videos are very often shared and frequently recommended among social network users, especially on video based networks such as YouTube. Have in mind that these videos are not suitable forall businesses.

Besides creating these videos on your own, which might be time-consuming, you can also collaborate with individuals popular on YouTube who might be interested in featuring your product in one of their videos.

Chat sessions

These types of videos are popular among business professionals, as they allow people from different parts of the world, to meet online and exchange experience and ideas on a certain topic. Using any of the available platforms, such as Skype or Google Hangouts, chat sessions can be live streamed or recorded so people can watch them.

The nature of these videos affects the fact that they cannot be used in all of the industries, but if you manage to find benefits of using this kind of video material, it could be great a promotion for your company.

Links

Sharing links on social media is a good way to generate traffic. If you have a blog where you update content regularly, or a website with lots of content, you can share pages on social media in order to invite social followers to visit those pages.

When it comes to link sharing, those can be really helpful as they can provide statistics in terms of number clicks, user location, etc. You can use one of those URL shortening services, such as bitly.com. Not only does this kind of service shortens the link, which is especially useful when sharing on Twitter, due to a limited number of characters per tweet, but you will also get insights related to the link in question, so you can see how many people have clicked on the link, and which social network have generated the most clicks. As a result, you will get information about the popularity of each link, about social network that is most effective for your business, as well as information about the location of the user, which might influence your definition of target audience.

8

Social Bookmarking
Websites

8. Social Bookmarking Websites

Social bookmarking is an activity of adding and sharing website links on different online services that allow sharing content and social bookmarking. Social bookmarking websites allows users to add, edit and publish the links, with the possibility of tagging the link.

Social bookmarking websites generate a large amount of links, which are submitted by the users. Tagging is used by these websites to organize a bookmarking system, and to provide users of the website to easily browse through the existing links.

Besides sharing a link and adding a tag, social bookmarking websites may include additional features, such as adding description, comments, votes, or even the possibility to automatically share on social networks by connecting accounts.

The main reason for having a bookmarking system is to have useful links organized in such a way that you can quickly find the link you need. Links shared this way are often called bookmarks, and they can be private, in case you want to keep your list to yourself, or public, if you want to allow other users to access your list.

You, as a user of social bookmarking website, can create an account to share your own links, or you can interact with other users, which is why these types of websites are called social. You can usually follow other users' feeds, to keep up with the links they publish, or you can find out some interesting ideas from other users' lists. Websites also allow searching options, which help you browse the links shared by other users, using tags or keywords. Links can frequently be prioritized by relevance or category, allowing users to quickly find the resource they need.

The purpose of social bookmarking website

Social bookmarking websites are often used as a part of social media marketing in the purpose of promoting website content to online communities. Social bookmarking website can be connected to the social media accounts, which are linked to your blog, creating an expanded network of resources for promoting content and building your online community.

Although social bookmarking websites are useful for link sharing, they allow features similar to those present on social media, which help you optimize your account and expand your online influence to the community present on the mentioned website. This is also an important aspect when it comes to branding, as you increase your influence over multiple platforms, thus creating an online image for your business.

Therefore, take your time to optimize your account on social bookmarking websites, the same way you would do with social networks. Add a profile image, add the description and other information about your company, as all of this can help with creating on online profile.

Finally, social bookmarking websites have strong potential to generate large volume of traffic, which is particularly important for websites that are just starting to break through, and are still struggling to get to the first page of organic search results. Due to a large number of users, sharing a link on social bookmarking websites might be quite effective, as links help you reach those specific users. Additionally, tagging options can help you target your content at users who are interested in that content, who are looking for new ideas related to the term you are using as a tag.

Unlike search engines, that use complex algorithms to understand the content and rank it accordingly, social bookmarking websites use tags created by the users to classify content. Tagging is more precise, as users are able to understand the content, and tag it properly, unlike search engines, that sometimes might not understand website content properly. However, this system is vulnerable, as some users might try to mislead others by using tags that are not related to the content. This can be overcome by creating an influential profile on social bookmarking website, which will then be a trusted resource, rather than simply sharing links, without paying attention to the social aspect of the website.

Individual users see social bookmarking website as a useful way to organize bookmarks and links from various websites. This is also an opportunity to discover new content related to a certain topic, which is why social bookmarking websites have a lot of users.

When it comes to using these websites for promotion, various types of businesses, as well as institutions can find social bookmarking website quite useful in order to promote content and to build online community. Education is an area, which can particularly benefit from social bookmarking websites, and there are communities for educators exclusively.

Some social bookmarking websites are free, but they often feature ads in order to support themselves and provide a free service. On the other hand, some websites provide both free and paid accounts, with basic options offered within free accounts, and more advanced options available within paid accounts. However, in most of these cases, free account can provide enough options for you to promote your content through a specific bookmarking website. Later on, as you build your presence on a bookmarking website, you might consider using a paid account in order to get access to advanced features and try to enhance your business even more with the promotional strategy implemented through social bookmarking websites.

Most popular social bookmarking websites

The term of social bookmarking has been present from 1990s, but only after 2003 has this topic become an element of social media marketing. There are a lot of social bookmarking websites, but we will highlight the ones that have the largest online communities, as those have the greatest potential of having positive influence on your social media marketing strategy.

[Delicious](#)

Delicious is considered to be the pioneer in the area of social bookmarking, as it is the service that has popularized the idea of social bookmarking and tagging content. The website was founded in 2003, and it offers quite simple interface for sharing links. Delicious is said to have over five million users worldwide.

[Reddit](#)

Reddit allows users to create text posts or submit links. The links are than organized based on a voting system which uses 'up' or 'down' to evaluate the usefulness or quality of the post or link. The content is organized into topics called subreddits. According to the website statistics, the website has almost four million registered users.

reddit   ABOUT REDDIT   want to join?

we power awesome communities.

| about reddit | values | team | postcards | alien |
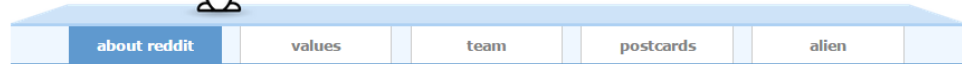
reddit *noun, verb*   *noun* a type of online community where users vote on content
redd·it, redd·it·ing; see redditor, subreddit   *verb* to take part in a reddit community

"I thought of community as one of those words where it involved everyone but me,
and for some reason, reddit just feels like the opposite."

—Maura Youngman, 08/13/12
submitted by dihydrogen_monoxide | 4 comments

Digg

Digg is a news aggregator website, which gathers links from the internet in order to display trending articles and issues discussed on the web at that moment. Registered users can submit their own links and voting is done using 'digg' button.

digg

WHAT WE DO

Digg delivers the most interesting and talked about stories on the Internet right now.

StumbleUpon
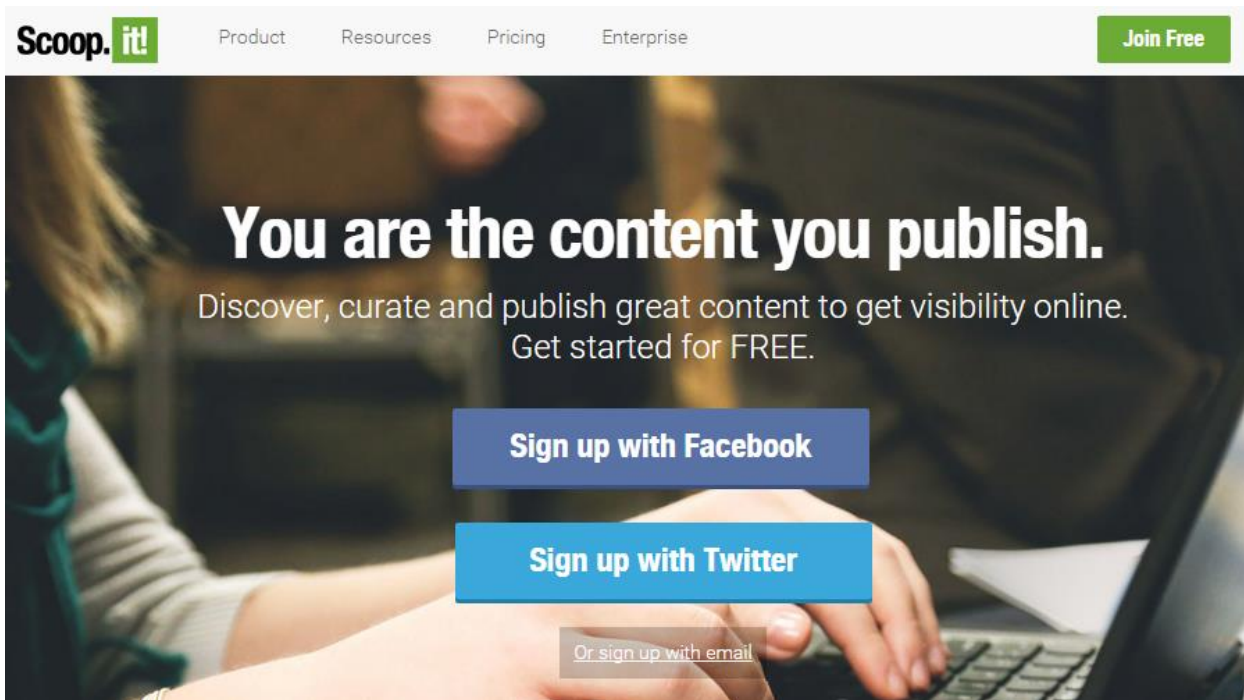
StumbleUpon is an excellent platform for submitting links as it allows users to create their own personal boards where they store links. StumbleUpon functions like a discovery engine, which enables you to discover content based on your interests and based on the links you have already submitted. Once you discover a page, you can vote using like or dislike button. It is also

possible to participate in the community by creating lists, following people, sharing other people's links, etc.
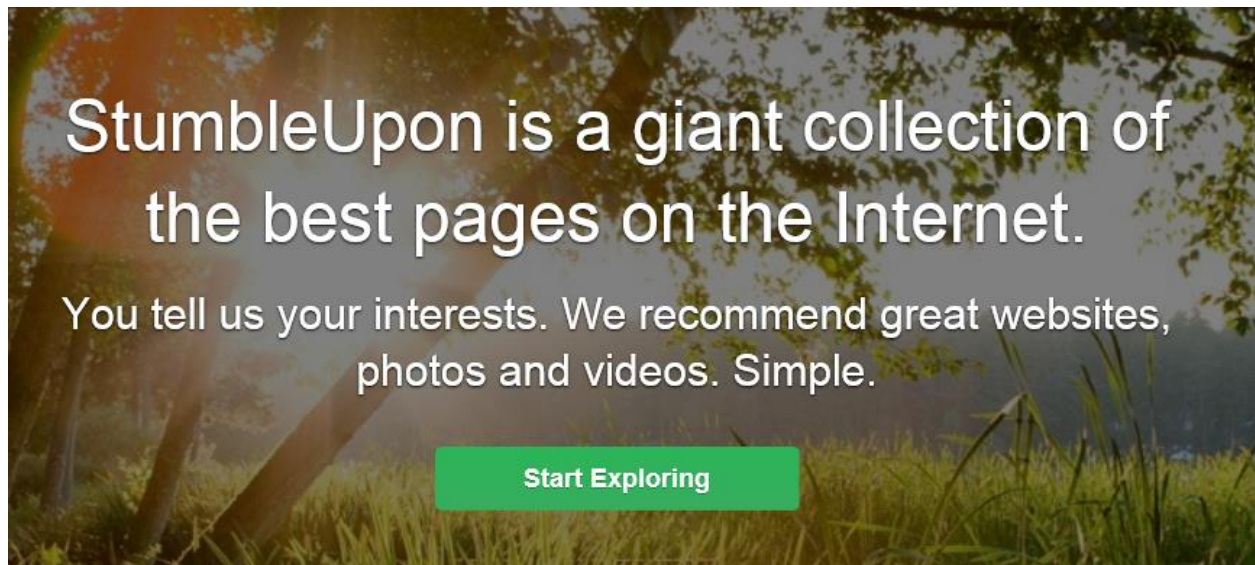
[ScoopIt](#)

ScoopIt is a platform that allows sharing links, called scoops, within topics you create on ScoopIt. The platform also allows searching and discovering content that has already been published on ScoopIt. You are allowed to add your own description to each scoop you publish. Connecting with other users, following other topics and linking your social media accounts is what gives social aspect to this platform. You can either use a free account, which is a bit limited, with ten links per day limit, or you can choose to sign up for a premium account. Premium account enables you to publish more links, with the opportunity to use customization tools, to schedule posts, to integrate more than two social media accounts, to access analytics and generate leads by using lead generation integration option.
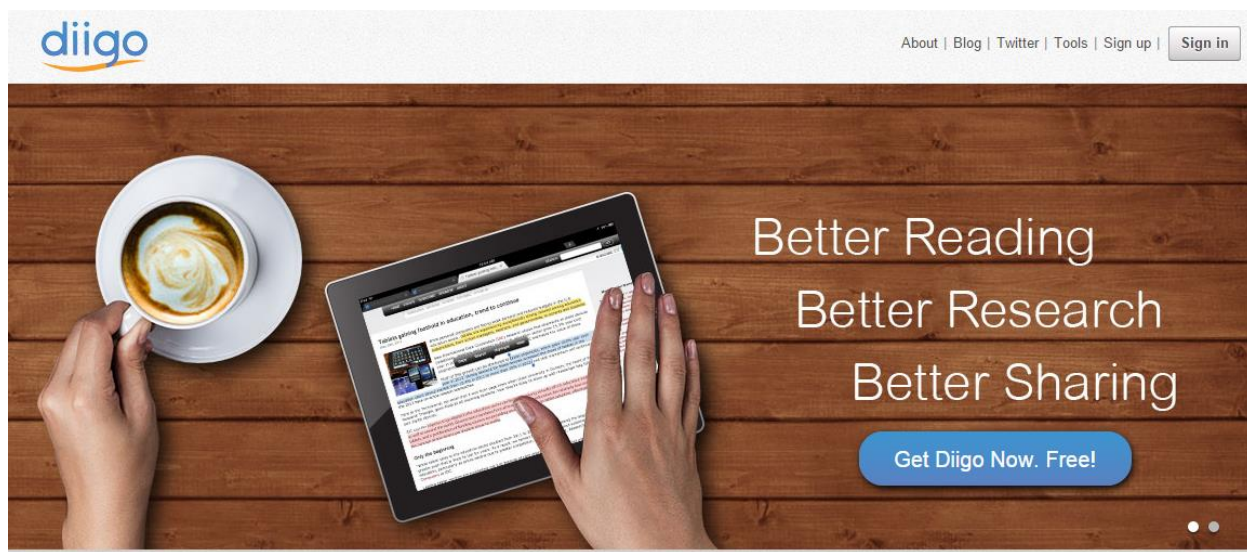
[Diigo](#)

This is another social bookmarking website, which allows you to save bookmarks and tag pages. Adding sticky notes to the content is what differentiates this platform from others, and it can be very helpful when you want to organize content you discover on the internet. There are both free and premium accounts, with additional services provided for the premium users, such as unlimited social privileges, images, PDF annotations, etc.

9

Approach to Social Media

9. Approach to Social Media

Your approach to social media activity will depend on numerous factors, including the type of your business, as well as the goals you want to achieve. However, since we tend to provide some general instructions within this e-book, we will share some common approaches to social media, regardless of the business and type of activity. These suggestions are more general ideas and tips on how to behave on social media as a presenter and a representative of a company.

Be consistent

One of the most important things in your activity on social media is consistency. Although it might be difficult to stay on schedule and keep up with social media every single day, especially when you have so many other tasks, you should try to post at least once a day or once in a couple of days. This will help your audience keep up with you on a regular basis. In addition, you will avoid your social media account seem neglected. Keeping up with this regular routine will have positive impact on your social media presence in general, as you will be in frequent contact with your audience, be informed about the changes and new opportunities on the market, etc.

Being consistent is also important when it comes implementing social media strategy. You should not change your approach frequently as this might seem disorganized and unprofessional. In addition, you have to be consistent in the way you address your target audience, as this is something they are used to, something they expect. You should also have this fact in mind when you are about to introduce drastic changes to your social media activity or the strategy you are using.

Be social

Since social media is all about interaction and being social, you need to be able to establish good communication with other social media users, regardless if those are your social media followers, your colleges, or competitors. In all of these cases, the approach to social media should include social factor and engagement from your part first.

Even though there are lots of tools that help you with automated posting on social media in order to be consistent and post regularly, these are useless when it comes to social factor, as you need to be present in person in order to communicate with other users, to address them personally, to respond and help. You must not forget that behind each account there is a person, a person who needs help or advice, a person who will want to praise your product or

point out to its flaws. In any case, you should try to establish effective communication, in order to create a relationship with people online.

Be professional

One thing you must never forget in your work on social media is that you are a representative of a company. Thus, your approach to social media has to be professional in every sense, when posting status updates, when sharing images, when interacting in groups and chats, etc. Even though social media requires a little bit less formal language and casual approach, a company has to remain professional.

This way you improve the image of your company and create a respectful authority that can be trusted. Professionalism is also necessary when dealing with customer on social media, as you need to be tactful, especially if followers publicly express their dissatisfaction with your product.

Be helpful

Various researches have confirmed that the most popular status updates are the ones that provide some kind of useful information to the users. Status updates that educate, inform or help are most likely to be shared by the social network users. This information is something you should have in mind when creating status updates to be published on social media accounts, as it can help you leverage your social media presence.

Try to help you follower by sharing useful instructions and tips on topics and issues they are interested in. Occasionally, these might be general status updates or you can even link to third party sources, but you should always reference to your own business or website, whenever possible.

Be reliable

If you share some information on social media, make sure that the information in question is true and valid, as you want to be perceived as a reliable source of information. Otherwise, your account might be considered as spam. In addition, you should make sure that you share URLs that work, in order to avoid users clicking on a link only to get to an error page. This kind of approach increases level of reliability you can expect from your users, which will also affect their loyalty towards your company or brand.

Be generous

There have been a lot of studies about the reasons why social media users choose to follow a certain social media profile, regardless of the social network in question. It is usually a reflection of liking, respect, and usefulness. When it comes to business social profiles, the most common reason for following a brand is to keep up with the promotions and discounts.

This is something you should definitely have in mind when defining your social media approach. Depending on the type of business you promote on social media, you will probably be capable of awarding your followers with free samples, coupons, gifts or free trials.

Not only is this a very effective technique for promoting your business, but the followers will appreciate your generosity. This technique is also frequently used in the purpose of increasing the number of social followers. However, you should analyze the terms related to the promotions on each of the social networks you want to use in the purpose of promotion.

Be interesting

One of the important aspects of social networks is sharing interesting and entertaining content. People love seeing funny photos, reading jokes or entertaining videos. This is why you should try to make your content entertaining and engaging. You must be very careful with using this approach on social media, as you do not want to seem unprofessional or insulting. You could try sharing interesting images, funny quotations or song lyrics, etc.

Be inspirational

Your posts on social media should also be worthy of reading. They should inspire and thus engage users to comment, share or like a certain post. Sharing this kind of posts is very helpful, but you should always try to relate the post to your business, as otherwise you are at risk of the post being perceived as spam and out of context. You could share a quotation by a famous writer, or you could ask a question and have users answering.

Have in mind that most statistics confirm that question requiring simple "yes" or "no" answers are most likely to engage followers. Instead, you could also post statements and ask follower to like or share if they agree.

Combine different approaches

Using only one of these approaches is not a valid technique, as your posting activity might seem too automated and predictable. You should combine all of these approaches and create a

strategy that will combine the most important and the most helpful aspects of each of these approaches, in order to guarantee that you get the best results from your social media activity.

There is no perfect formula on how to combine different posts, but you need to adapt the posting activity to your business and to your audience. You need to implement different characteristics in order to provide diversity to your audience and in order to be perceived as interesting, reliable, professional, etc. in the same time. This is how you create a personality on social network which is complete and worthy of following.

10

Dos and Don'ts of Social Media

10. Dos and Don'ts of Social Media

When being active on social media, you will establish a plan that will include a certain set of activities. Whether you will be conducting the social media strategy on your own or you will hire a person who will do that for you, you need to establish a set of rules, what to do and what not to do when being active on social media. This will help you with being consistent and using the planned methods and approached in the process of realization of social media marketing strategy.

Social Media Dos

The following set of actions includes the things you should do on social media in order to maximize the effect of your social media strategy and increase engagement.

Post

The essential activity of you social media presence is posting. Regardless of the social network you choose, regardless of the type of content that is typically shared on that social network, if you want to succeed in social media marketing you have to be active, primarily by posting.

When posting on a regular basis your accounts are being updated regularly, which shows that there is a person running that account. This is important information for users who want to use social media account to reach you, if they need help or more details about your business.

Interact

Besides posting content, another equally important activity on social media is interaction. The primary goal of social networks was to enable interaction among users, and this is something that is still a significant element of social networks. There are numerous ways people can interact on social networks, and different features introduced by social media encourage interaction among the users.

Your main goal is interaction with the clients and potential clients, as this can significantly improve your business. However, if you want to make the most out of your social media presence, you should also focus on interaction with other companies, influential business professionals and people related to the industry that your company is in. Finally, interaction increases visibility of your account, which leads to even more chances of promoting your business.

Share

While posting original and unique content is highly encouraged as that type of content provides value and is most helpful, sharing someone's content can be a nice way to diversify and supplement your posting activity. You can share a status update, a video or a blog article, if you think it is relevant to your followers.

However, you should consider sharing occasionally, as the focus of your social media marketing is to promote your business through your own content.

Respond

Responding to your followers who are thinking about becoming your clients or might already be your clients is crucial for establishing long-term relationship and increasing the level of loyalty. Social followers need to know that they can count on you to provide necessary information and help, as this can influence their decision to be your customers in the future. You should try to provide helpful response in a short time period.

Keep up with current trends

There have been many events and trends on social media that usually spread all over the internet and reach a huge number of people. The great virality of these events is also accompanied by the usage of a certain hashtag that helps people mark their content as being the part of global social media event or trend.

You should keep up with these trends, and if appropriate join them,as this can be a good way to show support or participate in a global activity. In addition, this might help you reach some new people and discover other business that might be related to your business in some way.

Diversify

The combination of all the activities stated above, and different social media approaches, is the perfect recipe for keeping fresh and diversifying content and activities on your social media account.

Social media don'ts

Here are the things to avoid when posting on social networks as those can have negative effect on the popularity and credibility of your social media accounts, and ultimately reduce the influence of you brand.

Copy other people's content

While occasionally sharing other people's content can be helpful and it is important to keep an eye on your competitors, in general you should avoid copying what other social media users do or share on social networks. This kind of content provides no value to your social media followers, and it can only harm your social media marketing.

Neglect your social media account

Social media marketing demands a continuous effort in being present on social media, and if you neglect your social media account, you will get back to the starting point, and you will see no positive results. It is not enough to create a social media account and expect it to become popular or to improve your business on its own. Social media marketing requires effort and time necessary to be invested in having an active and popular social media account.

Ignore your followers

You must avoid ignoring your social followers regardless the circumstances. People might want to praise your company, they might need question answered or they just want to express their dissatisfaction with the product or services you provide, and nowadays, people are most likely to use social networks for this purpose. In all of these situations, you as a representative of a company, have to provide response in a timely manner. Not only does this help the people who posted the praise or a potential problem, but this kind of conversation will also be visible to the other social network users, which might affect those who are to become you prospective customers.

Complete automation of the account

While automation is an important part of social media marketing, as we shall see in one of the following chapters, you should avoid using tools to completely automate your account. The main drawback of automation is the fact that you will not be able to respond to the followers. Furthermore, your account might seem artificial, and this kind of approach is not likely to get people to follow you or interact with you. No followers or engagement means your social media marketing will be completely unsuccessful as you will fail in promoting your brand on social networks.

11

Social Media Strategy

11. Social Media Strategy

Even though social media has become a favorite kind of entertainment for people nowadays, when it comes to using social media in marketing, one has to have a developed strategy, or a plan, as well as tools necessary for conducting and evaluating the strategy.

In order to understand how social media is used in marketing, let us examine the following elements that complete a social media marketing strategy:

Goals

The first element, regardless of the kind of marketing, is to define goals. You have to establish what exactly you want to achieve with the set of actions you are going to perform later on. Without goals you will just end up working aimlessly, having no way to measure the results of your effort. Not only are the goals important as a guidance in marketing, but they also provide the basics for the analysis of the effects social media marketing had on the business.

When determining goals, you should be realistic and objective. You should take into account the real situation and goals you will actually be able to fulfill. Setting unrealistic goals is not beneficial as chances are that you will not be able to achieve them, meaning your strategy is going to fail.

Planning

Once the goals are in place, the next step is to develop a plan to achieve those goals. Planning is a very important aspect of any kind of business strategy, as it elaborates the assets and methods that will be used in conducting a strategy.

Planning needs to be thorough as much as possible, in order to predict the steps in the achievement of the goals, assets that need to be invested, possible problems you might encounter, as well as the solution for those problems.

There are several parts of planning:

- Plan the initial phase (preparation)
- Identify target group
- Define the approach based on the target group
- Plan the assets
- Predict the potential problems

- Plan the outcome

Strategies

Social media marketing, as a type of marketing, has various different strategies and techniques that can be used to achieve goals. Depending on the goals you want to achieve, you can apply different strategies in social media marketing.

Define your own custom strategy that is based on your own business and the approach you want to use when addressing your customers. You might be focused on creating videos and thus social networks that enable upload of video content would be a central part of your marketing. On the other hand, your business might benefit from blogging or sharing images, so this should be the focus of your social media marketing.

What influences the strategy you are going to choose is:

- The type of business you are running

- The resources available for the realization of the strategy

- Your approach to the customers

For example, if you own a clothing store, sharing images will be important element of your social media strategy. This type of business will also affect which social networks you are going to use. In this case, Pinterest and Instagram would be far more effective than LinkedIn.

Resources also have an important role. Regardless of the type of business, advertising on social networks is a good way to reach customers. However, you have to invest a certain amount of resources in advertising, which will solely depend on you and the assets assigned to the strategy.

Your approach to the clients will also affect your social media marketing, as it will help you define how to interact with clients. For example, if you are a clothing brand and your target group includes young people in their 20s and 30s, you should probably be more casual when interacting with them. This means that your status updates should be funny, informal, with smiley faces, acronyms, etc. This way you use the style that will appeal to your target group.

On the other hand, if you represent an insurance company, you will probably want to keep it more simple and formal, due to the type of business you run. In addition, chances are that you are targeting older target group, so you need to find an appropriate way to communicate with them.

Monitoring

When you start implementing social media marketing strategy, it is important to remember to monitor the performance of the strategy. You will monitor the social media accounts used in the strategy, as you will immediately see some results. You should not expect to get several thousand of likes and followers instantly, but you should be able to notice some improvements as the strategy develops.

You should also monitor if the strategy is being conducted according to the plan you have set. Since the plan is a sort of a guideline for you in this case, you want to make sure that you stay on track. Plan includes the approach as well as the instructions on how to deal with potential problems, so that you are prepared for any situation.

There are various tools for monitoring that help you compare the number of people you have reached within several time periods, to compare engagement in terms of likes or follows, comments, etc. You should also use social media insights, if those are available, for this purpose. Measuring and comparing the metrics will help you to be sure that your social media marketing is being conducted according to the initial plan. Regular monitoring will enable you to act immediately should you notice any issues, potential problems, etc.

Analysis

This is the final stage of social media marketing. With your initial plan, you have determined the deadline for the strategy to be conducted, as well as the assets necessary for the strategy to be realized. Obviously, the same strategy cannot and should not be used for an indefinite period of time, as the situation on the market changes, as well as marketing techniques.

Therefore, once the period for conducting strategy is over, you are ready to analyze the results in order to find out if:

- The goals have been achieved
- The strategy was realized according to the plan
- The amount of assets invested was sufficient
- There were any unforeseen circumstances that might have affected the realization of the strategy
- Social media marketing strategy had influence on other parts of your business, such as sales, branding, etc.

Analyzing the results is an important part as it will help you compare the initial investment with the results you have achieved. This will help you determine the effectiveness of the social media marketing. Even though social media marketing is recommended activity for promoting and improving your business, this does not mean that it will pay off. In this case, if the strategy gives no results, you might want to consider abandoning it, otherwise you will be wasting the time and assets in vain.

Thorough analysis will also help you improve and change your social media marketing, as you will be able to see the weaknesses of your approach. Besides weaknesses, you might learn some good sides of the approach you are using, and this might help you to boost your social media marketing even further.

Avoiding mistakes

Social media marketing is a process that consists of several phases. The process starts with planning and it ends with analysis and evaluation of the effectiveness of the strategy used. Along with this process, everyone faces some challenges and some mistakes that are bound to be made, especially if you are new at implementing social media marketing.

What you need to do is to be aware of some of the most common mistakes in the area of social media marketing and try to avoid them if possible. These are:

- Having no clear plan of action
- Not determining the metrics to measure the efficiency
- Investing too much time and assets
- Thinking about popularity of the social accounts without thinking how your company can benefit from that popularity
- Creating automated accounts that provide no value to the users
- Using suspicious methods of gaining followers
- Failing at determining your target audience
- Posting without a plan and without being consistent

These are only some of the mistakes people make when being active on social media. Sometimes you will not even realize that you are making a mistake, until you have analyzed your performance on social media.

As you go along and work on your social media marketing, you will improve your approach and you will be able to get much more benefits for your company. You will also be more successful at avoiding mistakes which are usually typical for beginners and those who are not completely familiar with social media marketing best practices and approaches.

12

Tips on Using Social Media in Marketing

12. Tips on Using Social Media in Marketing

If using social media in business is new to you, you are probably not aware of some simple things you can do to improve your social media profile easily. You also have to know that each social network has guidelines and recommendations that should be followed.

In this chapter we will focus on some basic tips for optimizing your social media accounts, as well as on some major guidelines to have in mind.

Customization

Customization refers to using different setting options in order to make a social media profile as unique as possible in order to present your business. Each social network offers some of the options for customization and those usually include:

Profile image – Profile image is usually a smaller image that represents your page or profile. It is visible next to the posts and status updates you publish on the specific social network, including both posting on your own page or profile, and posting on other profiles, pages or groups.

Cover image – Some social networks, such as Facebook and Google+, allowadding a cover photo. This photo is larger than the profile photo and it is usually displayed across the top part of the user profile or page. Larger image allows you to take advantage of visual content and present your company.

With both types of images, it is advisable that you use images that will symbolize your business. You can include the logo, the slogan, or the name of the business itself. Since visual content helps you attract the attention of the visitors, this is great for online presentation. You should make sure that you have the permission to use the images in order to avoid copyright infringements.

Description – Depending on the social network, you will have an opportunity to add a short or long description of your company. Take advantage of this feature and provide additional information about your business. Try to use keywords in the description, as this might help users find you more easily when using social network search option. Description can include a short biography, the description of the products or services you offer, as well as the information about the approach, policy, etc.

URLs – Adding a website's or blog's URL will help users discover even more information about your company. If the users discover your business through a social network, a URLs posted in

the about section of your page or profile can help users discover your website or blog, where they can then subscribe to a newsletter or decide to buy from you. This kind of cross-promotion is also recommended when it comes to linking to other social networks profiles. Apart from the website or blog URL, you can also add URLs of other social networks, so users who discover your page on Facebook, can then follow you on Instagram or Twitter, or any other social network.

Location – Adding location has two main benefits. When you add your location, the specific social network will be more successful at showing you the results that are relevant to you, based on your current location. This helps you discover people and content related to the specific region.

On the other hand, adding location to your social network profiles helps users find you easily. If you run a local business, you understand the importance of being shown on Google Maps, Foursquare, etc. Not only are people more likely to find you when exploring the options to visit the nearby places, but the potential visitors can read the reviews of your business, regardless if it is a restaurant, an entertainment center, etc. Positive reviews certainly have positive influence on anyone who is thinking about visiting you.

Social media optimization

Social media optimization is often described as the usage of social media accounts in the purpose of promotion through increasing awareness of the brand or product. The goal of social media optimization is similar as the goal of search engine optimization. It is used for generating traffic and raising awareness, but instead of using the website, like in SEO, social media optimization uses social media channels to achieve this goal.

Why is social media optimization important?

Due to huge influence of social media websites, search engines have to take into account the results generated on those websites in order to provide relevant and useful results to the search engine users. Therefore, social media optimization helps you establish a connection with search engines, which has a positive impact on search engine optimization, and thus results in better ranking for your brand.

Social network influence is measured through likes and follows, which are perceived as votes, proof of the quality website. Thus, search engines take social signals as factors that reflect the importance and the influence of a website, and therefore, these results will affect ranking.

Guidelines

Every social network has its own guidelines and terms of use. You should follow the guidelines in order to avoid a certain account being suspended.

Some of the most common restrictions:

Text and URLs in the cover photo

Facebook used to prohibit the usage of URLs and any contact information in the cover photo. Although this is no longer the case with Facebook, you should be aware of the fact that social networks sometimes have specific requirements when it comes to cover photos, as well as profile photos.

Conditions when organizingonline promotions

Online promotions are heavily regulated by social networks as they can often be misused to gather user data. Depending on the social network, you might organize an online promotion directly on your social media account, or you might be required to use an application to host an online promotion.

In both of these cases, you are required to clearly state the terms and conditions of the promotions which will include the rules for the promotion, as well as the part that will refer to the privacy policy of the data gathered during the promotion. These requirements follow the laws related to the collection of data and privacy, which is why you have to take them into account when organizing any type of promotion.

Other limitations

Each social network has some limitations you should be aware of when using a certain social network. The complete list of limitations and rules is stated in the terms of use for each social network, but we will point out some of the most relevant and the most important limitations you should be aware of:

Facebook limitations

Facebook page names must:

Not consist solely of generic terms (e.g., "pizza");

Use proper, grammatically correct capitalization and may not include all capitals, except for acronyms;

Not include character symbols, such as excessive punctuation and trademark designations;

Not include superfluous descriptions or unnecessary qualifiers;

Not mislead others into thinking it is an official Page of the Page's subject matter or is authorized by an authorized representative of the Page's subject matter; and

Not violate someone's rights

When it comes to tagging other users within an image or a post:

You must not inaccurately tag content or encourage users to inaccurately tag content.

The full list of guidelines for Facebook pages is available here: https://www.facebook.com/page_guidelines.php.

Twitter limitations

Although Twitter does not have specific limitations in terms of how many people you can follow and how many times you should tweet, Twitter accounts, especially the new ones, are monitored in order to detect any type of automation and excessive activity in order to avoid spam. Here are some of the actions that might be considered as spam:

You have followed and/or unfollowed large amounts of users in a short time period, particularly by automated means (aggressive following or follower churn).

You repeatedly follow and unfollow people, whether to build followers or to garner more attention for your profile.

Your updates consist mainly of links, and not personal updates.

You post duplicate content over multiple accounts or multiple duplicate updates on one account.

You post multiple unrelated updates to a topic using #, trending or popular topic, or promoted trend.

Randomly or aggressively following, favoriting or Retweeting Tweets.

According to the Twitter rules, accounts that are inactive for more than six months may also be removed without further notice. You can access the complete list of rules and guidelines by visiting Twitter terms of use: https://twitter.com/tos.

Google+ limitations

Unlike other social networks, you are not allowed to host online promotions directly on Google+ but you should host them on a separate site.

You may not run contests, sweepstakes, or other such promotions ("Promotion") directly on Google+ or in a manner that requires use of G+ features or functionality, except by pre-approved means. You may display a link on Google+ to a separate site where your Promotion is hosted so long as you (and not Google) are solely responsible for your Promotion and for compliance with all applicable federal, state and local laws, rules and regulations in the jurisdiction(s) where your Promotion is offered or promoted.

Google+ pages are regulated by Google+ Pages Additional Terms of Service, available here: http://www.google.com/+/policy/pagesterm.html.

LinkedIn limitations

LinkedIn requires providing accurate information and using real name on profiles. When it comes to profile images on LinkedIn you should not:

Upload a profile image that is not your likeness or a head-shot photo.

You can go through LinkedIn terms of use here: http://www.linkedin.com/legal/user-agreement.

Evaluation

Using social media in the purpose of promoting and improving a business requires a lot of monitoring and analysis from your part in order to evaluate the performance and determine whether the results are satisfactory.

In case the results are not as expected, you have to change the approach and method you use with social media marketing. Try to experiment and change some parts of your strategy, such as timing, and then evaluate the results again. Determining the right problem and cause of the strategy being unsuccessful will help you change your social media approach.

13

Using Social Media for Promotion

13. Using Social Media for Promotion

Having in mind the number of users on social networks, this is a great opportunity to get promoted using different strategies. There are two major divisions when it comes to promotion, using paid options available on a specific social network, as well as the second optionwhich is about leveraging social media presence and using it in the purpose of promotion without paying for advertisement.

The decision on whether to choose paid or free methods of advertising will depend on the goals of your social media marketing and the budget you have assigned to this task. Since creating social media accounts is completely free, you should start with this. Choose the social networks where you want to establish your social presence and create accounts. You should use the approach you have defined in your strategy in order to customize the accounts and start with posting activity.

The next step is to take a look into paid options for advertising on the social network of your choice in order to plan an advertising campaign.

Paid advertising

Paid advertising allows direct promotion with paid ads that are shown to the users of the social networks. Most social networks use some type of advertising, such as promoted posts, promotion of a page, etc. They usually offer additional options to target the users based on the location, gender, age, etc.

This solution is particularly recommended when you are in the process of setting up your business, and you are still unfamiliar to the people who might be your potential customers. Using paid advertising is also recommended when you want to reach users quickly and efficiently, as free promotion opportunities require much more time and effort from your part.

Another benefit of paid advertising is the possibility to track the conversions and the flow of your paid campaign. This will help you determine the cost distribution and give you a quick analysis of the results.

Since paid advertising is an important part of social media marketing, we will explain the process of advertising on two most popular social networks among marketers.

Advertising on Facebook

Due to a large number of users and advanced options for targeting the users, Facebook is a very popular platform for paid advertising on social media. In order to start advertising on Facebok, it is advisable that you have your own Facebook account. Once you are logged into your account, use the option in the top bar of the Facebook profile, to access the drop down menu. In this drop down menu, there are two options:

- Create Ads – This option allows you to quickly create and set up your ad on Facebook.
- Manage Ads – Use this option to access your Ads Manager where you will be able to access all of the running campaigns, to edit the billing details, such as your credit card information.
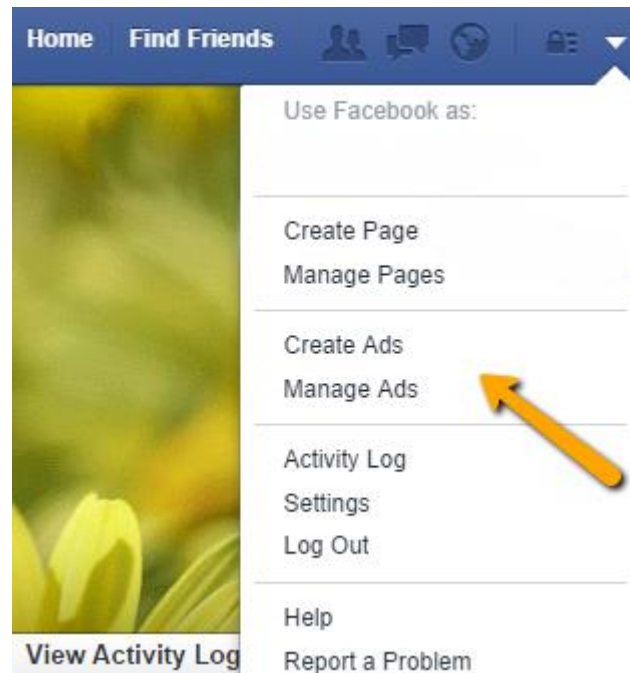
In addition, using Facebook Ads Manager, you will get insight related to the ads, so you will see the number of clicks, conversions, reach, etc. Ads Manager also helps you set up the daily budget and total budget, so you can easily manage and limit the costs of the campaign. All of the information in the Ads Manager can be exported in the form of a report, which is perfect for you to analyze the performance of paid advertising and determine if this strategy is something you should pursue in the future.

If you want to create an ad on Facebook, you can either use the Ads Manager or the quick option Create Ads available in the drop down menu.

The first part of creating an ad is to choose the goals you want to achieve with the campaign. The goal will affect the ad itself, so it is advisable to choose and set a realistic goal you want to achieve. The options include:

- Page post engagement
- Page likes
- Clicks to website
- Website conversions
- App installs
- App engagement
- Event responses
- Offer claims

- Video views
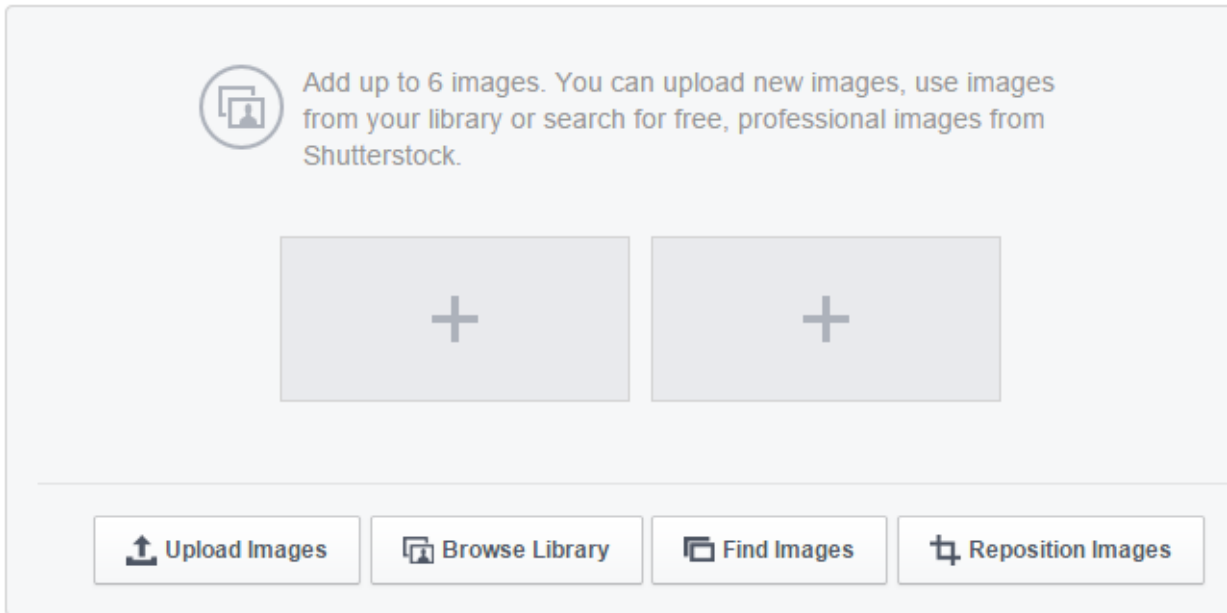
By selecting one of these goals, you will access a new set of options to customize your add and encourage people to click, engage, install, claim, etc.

In order to illustrate the process of setting up an ad on Facebook, we will choose the second option that is available here, the option to increase the number of likes on a Facebook page. Once you select this option, you will choose the page you want to promote and click on "Continue".
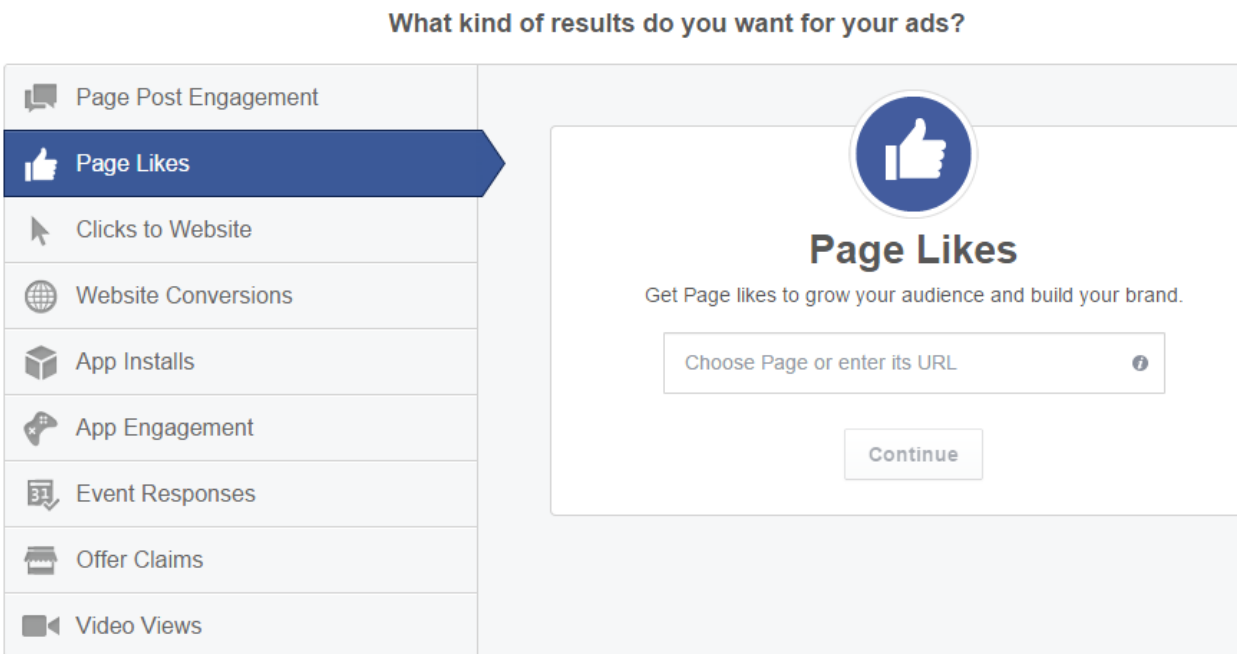
Now you will need to follow several simple steps in order to provide the information about your ad and choose the budget for the campaign. The first step is to add images. Up to six images can be added to the ad, with an option to reposition the images.

Images

Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.

+ +

⬆ Upload Images   ⬚ Browse Library   ⬚ Find Images   ⬚ Reposition Images

You will then provide the headline and the text of the ad. The headline is limited to 25 characters and the text of the ad can be up to 90 characters long. You will be able to see the preview of the ad on the right, with both desktop preview and mobile preview.

Text and Links

Text ⓘ   90

Enter compelling text that lets people know
what you're promoting...

Hide Advanced Options ▲

Headline ⓘ   25

Add a headline that grabs people's
attention...

Your headline will only show in right column ads

Landing View ⓘ

Choose One ▼

✓ Choose One
  Timeline
  Photos
  Events

AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed

Suggested Page

In the next step you will choose the audience. Facebook has a lot of options to target the audience, including location, gender, age, interest, etc. As you set up this option, you will see the potential reach which refers to the number of people who are within that specific target group. Choosing a certain group to target, you will increase the number of people who will be interested in the ad, which ultimately results in more efficient advertising campaign.
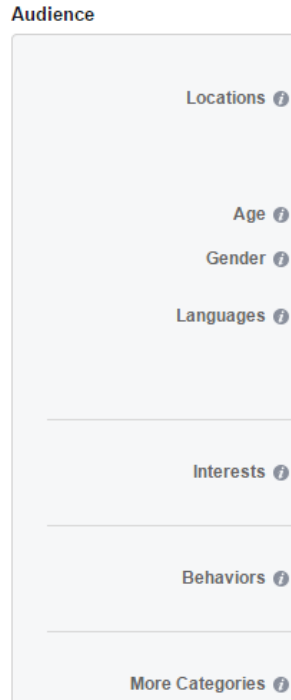
The following option allows you to set payment option for the campaign. The budget, as well as the schedule, can be edited later on from Ads Manager.
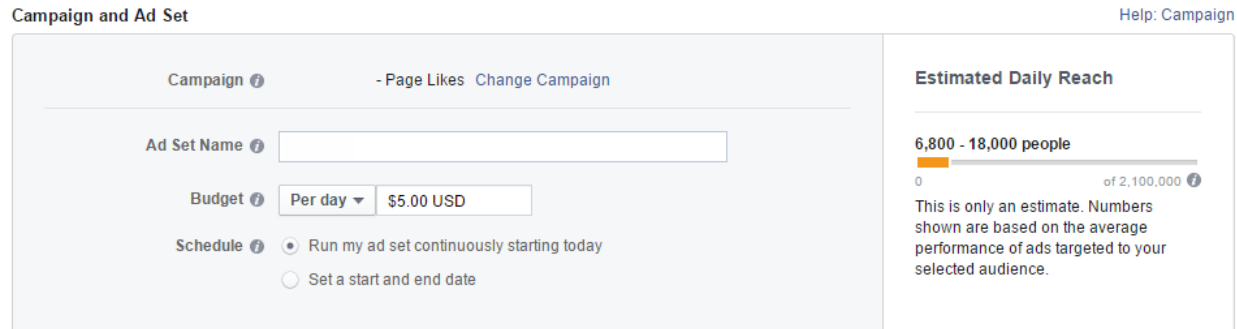
Advertising on YouTube

YouTube has become the most important and the most popular social network for sharing content in video format. The popularity of YouTube has affected the interest of the businesses in advertising on this social network. In the process of advertising you have to follow three steps in order to create a video ad that will be displayed to the users of this social network.

When the users click on the video to watch it on YouTube, the video ad might be displayed first, prior to playing the actual video. Have in mind that at this point the users can skip the video ad after 5 seconds, so you should try to grab the attention of the users quickly if you want them to watch the full video of the ad you have posted.

In order to create an ad on YouTube, you should use the option "Advertise" available in the footer of the YouTube home page, or you should visit the following page: http://www.youtube.com/yt/advertise/index.html.
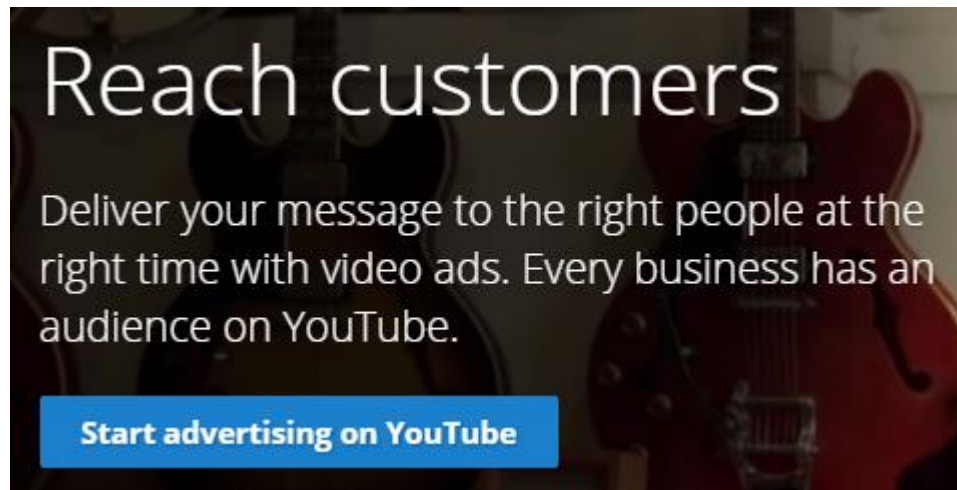
The first step is to upload the video you want to use in the video ad on YouTube.
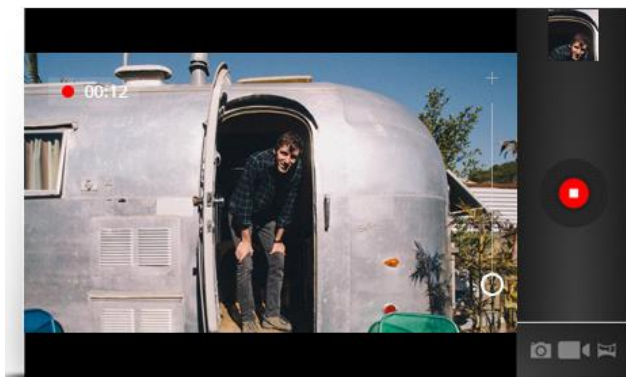
Once you have uploaded the video, you will be redirected to your AdWords account if you have one. If you do not have an AdWords account, you will have to create one, as this account will allow you to manage the ad.

Step 2: Create an AdWords account

YouTube video ads are powered by Google AdWords. After you create an account this is where you'll be able to manage your ads and check results.

Click here or call 1-855-500-2756 for free help getting started. If you have an account already, just sign in.
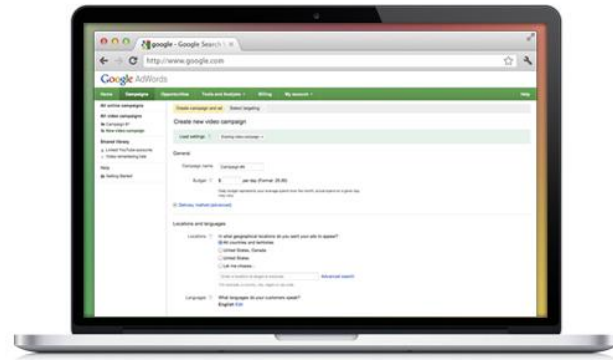
If you already have a Google account, you will easily set up Google AdWords account. Use this link: https://www.google.com/adwords/.

Google AdWords

Overview   Benefits   How it works   Costs   Testimonials   Get started

Get your ad on Google today

Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call.

Start now

The final step is to select options related to choosing the target audience and setting up the budget for the video. This way you will additionally customize your campaign, as you will choose the target group to which the ad will be shown.
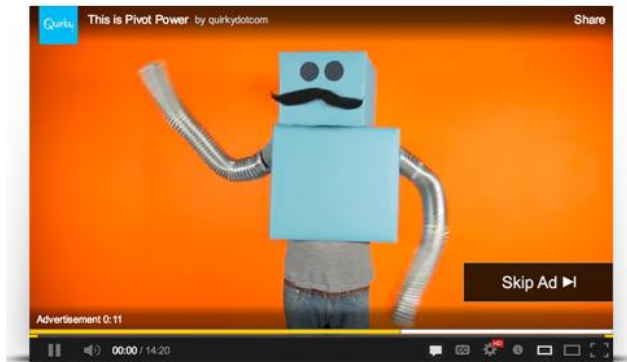
Other methods for social media promotion

Besides paid advertising, there are other ways to promote your business on the social networks.

Create and manage a popular social media account

Having a popular page or a profile is a great method of promoting your business or yourself. As you create a page, you provide information about your business, which are available to the social network users. Depending on the popularity of your social media account, you can count on a certain promotion just for being popular, as you have a large number of followers that keep up with your posts. Then you get the opportunity to promote URLs, to promote content or any type of product or service you offer. You can publish posts, share images and videos, and you can even create events.

Online promotions through social media account

Another way of promoting your business is organizing online promotions on social media accounts you manage. The online promotions can be in different forms, such as giveaways, competitions, sweepstakes, etc. The main idea behind organizing online promotions is to give something to your followers. You provide a reward to those who follow you or participate in some activity. This is a great encouragement for social media users as they will see a benefit from participating.

Different types of promotion help you with different goals, so the online promotion should be in accordance with your social media marketing strategy. For example, if you create an online promotion where you provide a coupon to anyone liking your page or profile, you will obviously increase the number of likes or followers. Instead of increasing the number of likes, you might be interested in collecting email addresses to be used in email marketing. In this case, you will host a promotion where you will ask users to fill in a form, with an email address marked as a mandatory field.

When organizing an online promotion you have to pay attention to several things:

- Offer something valuable to the participants in order to increase the number of users who will claim the award.

- Set up the plan for the online promotion, by determining the schedule, the budget and the approach you are going to use.

- Make sure you are following the guidelines for the online promotions of the social network you are using.

- Measure the influence of the promotion on your business, in terms of sales, social engagement, etc.

The bottom line is, just being present on social networks is a promotion for itself. However, this is not nearly enough if you want to use social networks to improve and promote your business. Being active by publishing content and interacting with the users, you get more popular on a certain social network, which leads to reaching more people. As a result, you expand your audience and increase the number of those being converted into clients.

Another benefit of being present on social media is that you provide information about your business, such as working hours, the URL of the website, the images of the products, etc. Since a significant percent of users nowadays use social networks to search for information about a specific topic, you should be aware that having social media accounts can help you reach those users.

14

How to Promote Using Social Media

14. How to Promote Using Social Media

Having explained different methods of advertising on social media, including both, paid and free, methods, let us see how to approach the promotion activity on social networks. Promotion on social networks is one of the main motives for companies being present on social networks, so we will see the ways you can leverage your social media presence into profitable activity.

What you promote

Each social media activity should start with a plan. A planned activity will allow you to measure the results in order to analyze the effect of the promotion. In addition, when you plan what to promote on social media, you will have in mind the overall activity of your company, company's goals, as well as company's resources that can be used in the purpose of promotion.

Promote content

Promotion of content is an activity of publishing and promoting content using social media accounts. The type of content may vary, as you might be promoting blog articles, videos, e-books, infographics, images, etc. In any of these cases, promotion of content can help you with several things:

Drive traffic to your website and blogs – Sharing content on social networks is usually accompanied by a link that points to the original place where the content is published, which might be your website or blog. You can provide a short preview of the content, by sharing a couple of lines from the article, or one of the images from the gallery. If the social media users want to access the full content, they will have to click on the link provided in the status update. In this way, social media activity has a positive influence on the website traffic.

Increase engagement – Promoting quality content can also help with increasing engagement, as social media users are more likely to become engaged if they see valuable and interesting content. Users are encouraged to like, share or comment, while you increase the visibility of your account on social media by having a high level of engagement.

Build trust – Building trust among your followers and increasing loyalty is an important goal of social media marketing, and posting quality content can help you with this goal. If your promote content that is of high quality and reliable, users will start to trust you and you will create a respected authority on social networks. This will have a positive influence on your long-term goals of your social media marketing.

Promote product or service

Besides content, social media is a perfect platform for promoting the products or services your company provides. However, you have to be very careful with this kind of promotion, as it might seem too promotional and profit oriented. While with promoting content, you provide value to the users, and create trust, promoting products or services, you expect users to buy. Using this type of promotion you are trying to persuade you social followers to buy from you. This is the reason why you must not be too aggressive and persistent with promotion of products. You also need to be subtle when promoting.

Instead of simply sharing products or the news about the services you provide, you should try using a more subtle approach, such as:

Useful product – Try to share an image or a video where you demonstrate how useful your product is. Instead of adding some promotional tag line, you could try adding something like "Good thing I have one of these" or "<Product name> to the rescue". This kind of approach emphasizes the quality and usefulness of product, which will have a positive influence on your social followers.

Customer recommendations – Customer recommendations are part of word of mouth marketing, an important type of promotion which basically implies the promotion coming from the satisfied customers. Word of mouth marketing has gained a lot of importance along with the development of social networks, as the information about products can be shared easily, and it is available to the large group of people. Sharing the positive reviews and the comments of the customers can be a good way to supplement the process of promoting your content or services.

Additionally, some social networks, such as Facebook and Google+, allow integration of Review button, which is extremely helpful if you want to publicly display recommendations posted by the social network users. However, you should have in mind that once you enable Review button, all users will be able to post their own reviews, regardless if those are positive or negative.

Reviews on Facebook:

Reviews on Google+:
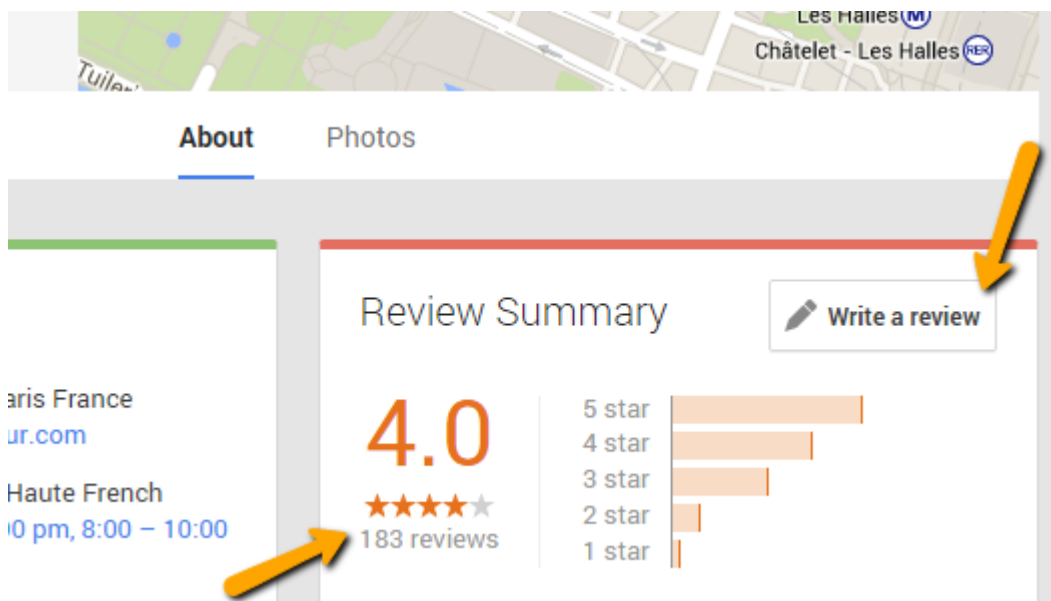
Praised by others– Another way to promote your products or services is to share recommendations published by other influential people or brands or social networks. If your products were featured in a magazine or on a blog, you could also publish this, in order to promote your company. These kinds of mentions and recommendations can help with maintaining the subtle approach when promoting, but you will still be able to showcase the products or services you, as a business, have to offer.

Promote others

Promotion of others is a kind of affiliate marketing on social networks. In this case, you do not have your own content or product to publish, so you promote others. On the other hand, you might have your own content, but you want to include a promotion of a third party, as this could be additional profit or promotion for your business. The idea behind this approach is to use your own influence in order to promote others, regardless if you promote content, products or other social media accounts. Some of the ideas to use with this approach include the following:

Share recommendations – The most basic approach you can use is to share a recommendation with your social followers. It is usually in the form of a status update where you recommend something to your followers and you ask them to click on the link, or like a page, etc. In order for this approach to work, you will have to have a lot of social followers, and you will also have to enjoy a great amount of respect and authority among those followers.

Post a review – Another effective way to promote third party on your social media accounts is to publish a review of that third party product or service. You can create and publish an article on your blog, or you can record a video review. Even though you want to promote this third party product or service, you should try to be objective, in order to maintain the trust and loyalty of your social followers. Regardless if you are promoting something, you want to keep working on providing high quality to your followers, as this affects the authority you create on social networks. You do not want to jeopardize your reputation by promoting a product that does not deserve to be promoted by you. You should only promote the products you truly believe in.

Collaborate on a project – Collaboration with other companies or individuals is a great way to promote third party content or products. There are different types of projects you can collaborate, such as videos, research, etc. The goal with this approach is to choose to collaborate with companies, and through promotion of this project on social networks, both participants in the collaboration will be promoted. Again, it is important to carefully choose with whom you are going to collaborate, as you must avoid negative responses which might harm your reputation on a specific social network.

How you promote

Now that we know what we can promote through social media, we will present some ways how you can promote in order to increase visibility on social networks. Having defined your

approach to social media marketing and having developed the strategy that you are going to realize, you can use some of these things to improve the efficiency of that strategy.

Hashtags

Hashtags are excellent for trying to reach people who are interested in a certain topic. Using hasthags will help you reach people who are not necessarily your followers or friends, but instead you will reach people who use social network to look for a topic of their interest. Hashtags are particularly popular on Twitter and Instagram, while they can be used on other social networks such as Facebook and Google+.

Adding hashtag will help label your status update, so that people can easily find it. For example, if you sell beauty products, you can use hashtag beauty in your status update. This way anyone who types beauty on this social network will be able to find your status update, if it is publicly visible.

Use images

Images are known to be the most popular type of content on social networks, which gets the most engagement and the largest number of shares. This is why using images is highly recommended when you want to promote your social account, and when you try to reach more people.

However, if you want to get true value from posting this kind of content you have to:

- Share your own images, without infringing anyone's copyright
- Try to include your product in the image, without highlighting it too much
- Convey a story through images
- Add caption to the images or ask your followers to do so
- Share in image with two options, and ask followers to like to vote for option number 1 and to share, in order to vote for option number 2
- Add the logo of your company (or the URL of the website) to the image

Share quotes

Sharing quotes is another good strategy for promoting content. People can related to the quotes in some way, regardless if they agree with the statement, they like the author you are

quoting or they have read the book from which the quote is taken from. Being able to relate, people are more likely to respond, most often by liking or sharing such status update.

Post engaging status updates

Some statements are good for engaging audience as you ask your followers to do something, which increases chances of them actually doing so. For example, post a status update where you:

- Ask followers to share, retweet, like, comment (for example, *Like this if..., What do you think? Share your comment...*)
- Ask followers to finish the sentences (for example, *If I were a movie star…, I would like to travel to…*)
- Ask for the opinion in order to get feedback

Introduce via social media

Social media can be a good platform for introducing a new product or service. The idea behind this approach is to create a promotional activity that will be broadcast through social networks where you have established your online presence. The goal you can achieve with this includes successful promotion of the new product or service, additional exposure of your social media account, which often results in the increase of followers, etc. Instead of simply introducing something, you should create a series of events that are supposed to engage your audience during several days or weeks. Here are some elements to consider when introducing products or services via social media:

Share a teaser – Creating a teaser will help you get people interested in the news you have prepared. You will create a sort of a buzz related to your company, which is a good strategy for increasing the interest and getting people to talk about you. Share couple of images or a short video in order to announce that you are about to introduce something new, and people will be anxious to see what you have prepared.

Countdown – Since you already have scheduled the big introduction, you can start counting down until the official event. This way you prepare the audience for the big event and you remind them that there are only a couple of days left until they are able to see the new products or services you have to offer. Besides counting the days, you could also feature the "Coming soon" sign as a part of your status updates or images.

Organize an event – Even though the promotional activity around the introduction of new products or services is conducted through social media, you need to organize an official event where you will introduce news from your company. If you are unable to host an event, you can even organize a virtual event where you would stream the official presentation via YouTube or other platforms that enable video streaming. You will use social media to announce and promote this event.

Share images – Once your products or services have been introduces, you should share impressions from the event you have organized. This is good for promoting the products, as well as for promoting the company in general. Besides sharing the atmosphere from the event where you have introduced the product or service, you should also share official images as a part of promotional activity. Those images are usually used on packaging, posters or flyers, but you can use them for social media promotion as well.

15

Social Media ROI

15. Social Media ROI

In order to fully grasp the potential of social networks and the effect they can have on business, you have to understand what social media ROI is. ROI stands for return on investment, and it is a term often applied in marketing. With the development of social media marketing, this term has found its way into this discipline as well. The reason why you need to measure ROI is because this way you will be able to measure the success of your social media marketing. You will also be able to evaluate the effort you invest in social media activity, so that you can compare the benefits you get in terms of revenue and growth of your brand and business.

Even though it seems a bit difficult to measure the ROI of social media, this can be done if your social media marketing is well organized and you have managed to implement measureable metrics.

Define metrics

You should start by defining the metrics you want to track and follow. Having determined the social networks you are going to use, you can now define the metrics you want to improve. This improvement can be tracked and monitored only if you have already decided what you want to accomplish. For example, maybe you want to increase the number of followers, or you want to improve click-through rate, in order to drive more traffic to your website or blog. You could also track reach, leads, conversion rate, etc. Determine the metrics and insert them into the table of things to be monitored during your social media marketing strategy.

Set up goals

Goals are the inseparable parts of social media marketing. They also help with social media ROI, as you will have an exact estimate on what you want to achieve with social media activity. This way, you will be able to compare the results and analyze the performance, whether you were not able to achieve goals or you have achieved more than you expected. When it comes to setting up your goals, you should try to quantify the expectations, instead of using general tendencies. For example, setting up a goal to increase the number of followers on Facebook, has no real value when it comes to measuring the performance. This kind of goal is vague, as increasing the number of followers is not an exact goal that you can measure and determine whether it was achieved or not. That is why you need to quantify the objectives. Instead of increasing the numbers, you could set up a goal such as increasing the number of followers on Facebook and you want to get 1000 new followers during your social media marketing activity. Once your activity is over, you can really tell if you have managed to achieve this goal or not.

Quantitative goals

Quantifying goals can sometimes be difficult, as occasionally you will encounter metrics that cannot easily be measured. While you can quantify the number of social followers in terms of actual number, it will be more difficult for you to measure the actual amount of assets those followers are worth. Since social media activity requires an investment, which includes paying for the person managing the accounts, paying for the graphics or any type of content that will be used in the social media marketing, etc. You will plan these assets in the initial planning phase of the social media strategy. However, you need to compare these assets to the outcome of your social media activity, which has to be evaluated in order to be compared. This means that you should analyze your social media performance, as well as the results you have achieved in terms of sales and profit, in order to set a value for the specific metrics, such as followers, leads, etc. This can be done by an in-depth analysis of your social media activity and the operation of your business, using advanced statistics options. For example, determine the exact number of followers you attracted during the specific social media strategy. Compare this to the sales, and you will see how it affected sales. Let us say that we got 1000 new followers, and this resulted in the increase of sales up to 200 sales per month. This means that those followers are worth the value of 200 sales, which allows you to compare the costs of acquiring those followers to the revenue you have earned later on. In addition, you have to have in mind the recurring sales which results in good quality and trust in the certain brands. So maybe this number of followers resulted in 200 sales this month, but perhaps you will keep those customers and acquire the same number of sales the next month. You have to evaluate the benefits as realistically as possible, in order to get the exact figures and be confident in your evaluation of ROI of social media.

Qualitative goals

While you can try to quantify some goals in order to measure ROI of social media, some goals are indeed hard to quantify, in which case you will have to establish some qualitative goals. Instead of providing the exact value and calculation, the evaluation of qualitative goals will rely on descriptive assessment of goals. One of the most difficult metrics to quantify is the influence on a particular social network. The influence of your accounts is the result of popularity, the engagement you can create, as well as trust and loyalty you gain from your social followers. Branding is also something that is difficult to measure, but it certainly affects your business, as it is the association people have related to your business or products.

Instead of trying to measure these goals, you will have to provide descriptive analysis of the initial situation and the results after social media marketing strategy has been conducted. You

will use feedback and statistics to assess which way social media has affected your business, in order to provide a descriptive evaluation.

16

Using Social Media for Branding

16. Using Social Media for Branding

Branding is an important aspect of marketing, as it enables establishing a name that is recognized and respected. Different methods have been used in this purpose as this is a complex process that involves different channels and methods, and social media has become the inseparable part of it.

About branding

Branding is a process of creating a unique image, a representation of a product aimed at attracting the clients and establishing a position on the market. Branding creates the sense of awareness that helps a product to become distinctive and thus different from the competition. Besides acquiring clients, branding helps you with keeping the clients, as people are prone to be loyal to a brand they find reliable and of high quality.

Branding does not only refer to the name and the logo of your business. It stands for credibility, trust, reliability and the overall impression users get seeing or hearing about your business. It is the way people perceive your company and how they respond. Therefore, branding is a process that takes a lot of time, effort and consistency in both quality and promotion, but it certainly pays off. Branding is one of the most effective ways to increase sales, especially nowadays when people relate brands with quality and consistency. People feel familiar with certain brands they are used do, and the result of this is loyalty to a certain brand. This kind of trust is what modern businesses should strive to, as it guarantees customers.

Personal branding

When we talk about branding, we should also mention personal branding, a term that has become increasingly important. It refers to establishing a reputation of a person, regardless if that person is a representative of a company, or an individual. Social media enabled this kind of branding, as people can create their own profiles and pages on social media, usually in the purpose of promoting their work.

There are a lot of individuals who have become true celebrities, known globally, due to their work promoted on social media. These people specialize in different industries such as beauty, marketing, fitness, etc. but what they all have in common is the personal brand they have established through social media. As a result, it is enough to mention a certain name, and users will relate it to a specific industry.Creatingsuch connection or association is extremely important for branding.

Companies can leverage personal branding as well, regardless if they choose to create their own personal brand through one of the employees, or they choose to collaborate with people who have already established their name on social media. In order to achieve this, companies can contact the popular individuals on social networks in order to establish a certain type of collaboration and business relationship.

Social media and branding

The role of social media in all of this is crucial. Social media is a tool, an inseparable part of branding process, used for transmitting the message and establishing the relationship. Social media is a medium through which the process of branding is being realized.

Having in mind the importance of social media, and its role in modern society, it is obvious that social media represents one of the best places to work on branding. Large user group of social media is what makes this area so fruitful and luring to a marketing discipline called branding.

The general advice would be to use recognizable images and create social media strategy that is consistent with the marketing strategy of your company. Find your own voice on social media and adopt an approach according to which you are going to represent your company. Be consistent with using a specific approach and make sure you are active regularly on social networks.

The usage of social media and strategies applied can be really different depending on the industry, on the goals, as well as on the company's policy. What all companies do have in common is their opportunity to achieve a lot of benefits from branding by using different social networks.

17

Using Social Media for Establishing Relationship

17. Using Social Media for Establishing Relationship

One of the greatest values of social networks is their possibility to establish relationshipsbetween people and create an active community of followers. You, as a representative of a company, should use social networks to interact with both customer and other business. This way you establish a long lasting relationship that can result in a good collaboration, out of which your company can benefit.

You should have in mind that some social networks are more helpful with establishing relationship with the customers, while other social networks provide more opportunities for establishing a relationship with other business. This is especially helpful if you target groupswhich include small companies and businesses.

Relationship with customers (B2C)

If you have a business in a phase of searching for more customers, social networks can help you in reaching those customers. The purpose of having social media accounts will be to connect with customers by sharing content, interaction, organizing chat sessions, giveaways, etc.

Establishing a loyal relationship is not as easy as it might seem. You cannot simply create an account and expect people to start interacting. You have to provide value and to be interesting in order to be even noticed, let alone to encourage people to respond. Creating a respectful authority that can be trusted is the goal of your strategy, and this is the only way to establish a relationship that will produce good results, regardless if those are clicks, conversions, likes, etc.

As a result, good relationship with the social followers ensures that you will get a loyal fan base, who are very likely to become or stay your customers in the future. On the long run, this relationship can be very profitable for your business. You should first choose the social network that is most suitable for the type of relationship you want to establish, and in this case it is business to customer type of a relationship.

Relationship with other businesses (B2B)

In case your company provides a product or service to other small or large companies, you are interested in establishing B2B (business to business) relationship. The goal of your strategy will

be to find other business that might be interested in the product or service you provide, and to find a way to connect with them.

A social network, such as LinkedIn, is particularly suitable for this kind of interaction, as the target group of this network is business professionals. However, other social networks can help you find business through different groups. A great benefit of finding other businesses through social networks is that you will be able to interact with them on social networks and thus gain trust, prior to contacting them and proposing a business offer. Having a prior relationship can improve the chances of your collaboration in the future.

When it comes to business to business relationship, you will need a different approach than in case you were trying to reach individuals. You should start by learning about the particular business in order to define the approach you will use to address the business. You should also offer some kind of helpful material, such as tutorials, e-books or guides about a topic related to the business in order to encourage the representatives of that certain business or company to interact with you. Besides providing materials, you could also organize webinars and interviews, or you can participate in such event organized by others, as this is a good way to meet and interact with other businesses. Obviously, this can lead to establishing a long-lasting relationship which could be very beneficial for your company.

Social media used for customer service

Since we are on the topic of relationship that can be established through social media, we must stress out the importance of social networks being used as a channel for providing customer support. Traditionally, each company has a department to which customers can address if they have any questions or issues with the products. The importance of such department is immense to the public image of the company, as the satisfied customers are more likely to share their positive experience in working with a specific company. This kind of recommendations is very important for those companies that strive to build a respectful and trustworthy brand.

Development of social networks affected the importance of businesses being publicly recommended even more. Since the information about anything can easily be shared on social networks, in which case the information can become widely available to the large number of people, avoiding negative reviews and experience has become even more important for companies nowadays.

Furthermore, social networks enabled quick and simple ways to interact with customers and provide assistance they require. This can greatly speed up the process of answering to any

issues a customer could have. Time and place are irrelevant now, as companies are now able to provide non-stop online support via social media to all of the users, regardless where they live.

Having in mind the fact that social networks are such powerful and efficient platform for providing customer service, it is highly recommended for companies to offer that kind of service, as nowadays people are most likely to use social networks to reach brands. Instead of sending an email or phoning, people use social networks to send inquiries via messages, as this seems quicker and easier way to solve a problem or an issue a user might have with a particular product. Some companies choose to create separate social media profiles devoted solely to customer service, while other companies integrate this department as a part of posting activity within social media marketing.

Build your own community

Building your own community is not an easy task, but since it is something that you can get great benefits from, you need to focus on creating your own community, your base of followers who are most likely to become your loyal customers.

Start by creating social media accounts, optimize them and then start following people. Interact with the users in order to get followed and to create your own voice. Here are some other ideas to help you build your online community.

Listen

Listen what you followers have to say, as this can be priceless information in terms of improving your online reputation and the results of your business activity. Social media is a perfect tool to get to know your followers, your potential and current customers, where you can listen what they have to say about your product and your company, which can help you with improvements.

Followers also appreciate the brands that listen and respond, which is why this activity can additionally improve your relationship with the customers and increase the level of loyalty.

Provide quality

Valuable content is the most common reason for online users to interact, regardless if they choose to share, like or comment. Sharing quality content is the best solution for providing value to the followers and building respect and reputation on social media.

Focus on your community

Rather than trying to reach out to everyone, focus your efforts on your own community, on your own followers. Specialize in communicating with your target group, as this kind of strategy is the most productive approach to building your community.

Influence

Influence is an important aspect of building your community, because you want to be able to reach the followers through your social media account, and the influence will allow you to be separated from all the other marketers and promoters who are constantly overwhelming social media users with promotional messages. If you are able to create good reputation for you social media account, your influence will help you reach more people and successfully communicate your message to the online community.

18

Social Media and SEO

18. Social Media and SEO

There have been a lot of speculations whether and to which extent is SEO affected by social media. Search engines updates that have been announced in the previous years have introduced social media signals as an important metric for determining relevance, which affects the search results visible to the users. Social signals are also seen as a way to fight spam, as they would account for reliability of the website in question.

About SEO

Search engine optimization is a process of applying different techniques in the purpose of optimizing a website and making it more user and search engine friendly. Various actions are included in this process, such as optimization of content and images, link building, etc.

Search engines display the search results in a certain order, which is determined by a special algorithm designed to show the most relevant results first. Besides being the most relevant, the results should also provide quality content that can really be helpful to the users. According to the studies related to the search results, the highest the website is ranked in the search result, the most likely will users click and visit that website. This means that the first result gets the most clicks. According to various data from 30% to 50% of clicks go to the first result in the search engine list of the results. The second and the third ranked also get attention, but in a significantly lower percent, that can range between 15 and 30%. The percentage of clicks lowers down the search result page, and the lowest results usually get less than 5% of clicks. Hardly any user goes to the other pages of the search results, as most of them will only scan through the results visible on the first page.

Having in mind this, you should understand how ranking at the top of the search results is important for your business. If you want to get people to visit your website, you have to be ranked as high as possible, and the goal of search engine optimization is to help with this task.

Increase ranking in the search results

Search engines use various metrics in this algorithm which ultimately improve your chances of being ranked as high as possible. Due to importance of social media, social signals were implemented in the search engine algorithms, which affect ranking. This means that search engines take into account the popularity of a link or a website on social networks as one of the factors that influences ranking. The more popular the website is on social media, the more significance will it hold in the search engines results.

This is one of the reasons why companies choose to invest in social media. Having a popular social media account can help you increase ranking as your content will be associated with a popular social media account, which will increase the credibility and value of that content.

Increase traffic

There is no doubt that social networks can significantly increase the amount of traffic on your website or blog. Naturally, it all comes down to how popular your social media accounts are. Having thousand of social followers, you are more likely to increase click-through rate. In this case, sharing links on social networks will have a positive influence on the traffic.

Besides direct sharing, social media allows users to share your content on their personal profiles, which additionally increase traffic to your blog.

Increasing traffic will have positive influence on your website's performance, as the content will be considered popular and of high-quality, which means that the search engines are more likely to include your website in the search results. Besides improving SEO, increasing traffic directly helps you with other goals of your company, such as getting emails, by asking people to sign up for a newsletter, or by converting the visitors into the buyers, through the possibility of online purchase. In any case, the increase in traffic will result in multiple benefits for your company.

Social media and SEO

Apart from the importance of social signals as a factor that affects ranking, social network results are often displayed in the search results. So if you type the name of a certain brand or company in the search engine, you will usually see some of the social networking accounts of that brand or company. In some cases, it is even possible that the users are more likely to find a Facebook page or any other social network profile than to find your website.

Since social networks are the part of online environment where users feel comfortable, familiar with all of the options and features, it will be extremely beneficial for you to join them in this kind of environment. When conducting a search using a search engines some users are more likely to visit the social media account than to visit the website of a company, only because they enjoy using a particular social network.

19

Tools for Managing Social Media

19. Tools for Managing Social Media

Since social media marketing is an important aspect of marketing in modern businesses, there have been a number of tools created and developed for helping with social media marketing. There are both free and paid tools. The goal of this chapter is to point out the features you need from certain tools that will help you with tasks within social media marketing. These features can be found in many different tools, so the decision of choosing a perfect tool that you will use for your company will depend on your own analysis and comparison of different tools that provide the same or similar features. Since even the paid tools frequently offer a free trial period, you will be able to test each tool before you make any decision.

Social media tools can be divided into three major groups, based on the type of social media marketing task the tool can help with.

Tools for planning

The first type of tools includes the tools for planning your social media activity. The main feature of this kind of tool is to help you with creating a plan of your social media presence. This includes the plan of the content that is going to be published, a calendar of events and promotions that you will organize, etc. Since planning is an important part of marketing as a discipline, it is advisable that you plan every aspect of your social media marketing. The tools that provide options necessary for planning include:

- Google Calendar - A tool that allows you to create interactive calendar, where you can schedule your daily activity, and monitor the weekly or monthly schedule in order to diversify posting activity on social networks.
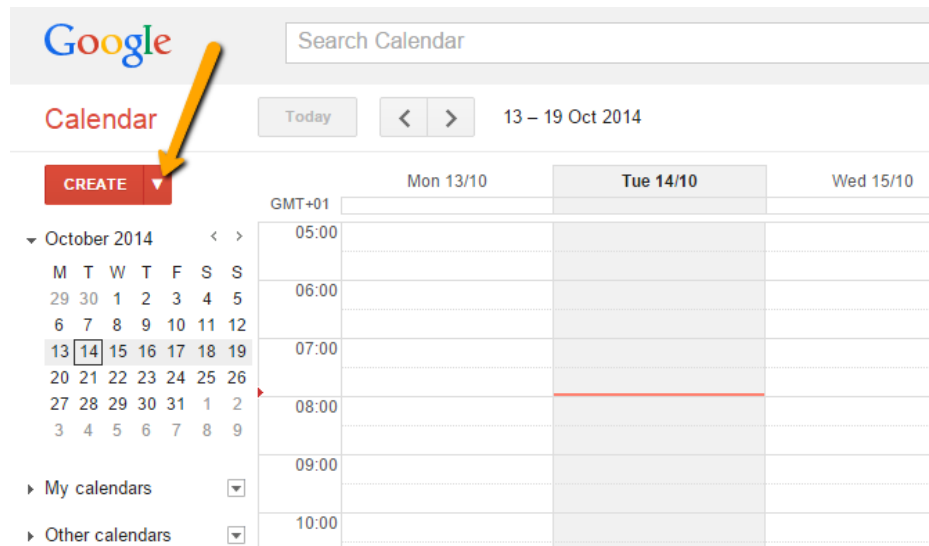
- Post Planner – This app is especially designed for Facebook and it offers content suggestion based on the reach and analysis of the content you have previously published. You will save a lot of time by using the suggested content which will help post more consistently. Post Planner offers additional features for scheduling posts, analyzing reach and engagement, etc.

Tools for managing

After the initial phase of planning is over, it is time to conduct social media marketing strategy. This is the task that you also might need assistance with, as you might be in a situation to manage several social media accounts simultaneously. When it comes to tools for managing, you need options for scheduling posts, URL shortening, etc. In this way, you will be able to automate some parts of your social media marketing, which will help you reduce the time you need to spend on social media. Here are some of the tools offering management features:

- HootSuite–HootSuite is an online management dashboard that helps with posting activity on several accounts, as well as with scheduling posts. With a free version of

this tool you can integrate up to three social media accounts, in order to manage all of them from HootSuite dashboard. Paid accounts offer additional features, such as analytics, tracking brand mentions, additional team members, etc.

- TweetDeck – This tool helps with managing account on Twitter. With data distributed in the form of columns, you can track the activity of your Twitter account, organize and schedule the posts and monitor the engagement.

Tools for monitoring

In order to make sure that your social media account provides good results, you need tools for monitoring that will help you analyze the performance of your account, as well as the results of your social media marketing. The main options of monitoring tools will help you track the statistics, analyze your target audience, get alerts, etc. Some of the tools that are frequently used for this purpose include the following tools:

- Google Alerts

Monitor the web for the content you are interested in. Besides topics, you can get alerts when your brand is mentioned on the web as well.

Alerts

Monitor the web for interesting new content

Q Create an alert about...

- [Google Analytics](#)

This is a very in-depth monitoring tool that should be an essential part of your marketing, but since we are interested in monitoring the social media activity, we will highlight the importance of a particular option inside Google Analytics. Choose the group "Acquisition" from the menu on the left and find the option "Social". This is where you can access referrals from social networks, landing pages, etc.

You will also get insights about the visit which resulted from someone clicking on the link of your website posted on a certain social network. In this way you can monitor the performance of each social network and compare reach and engagement of different social networks.
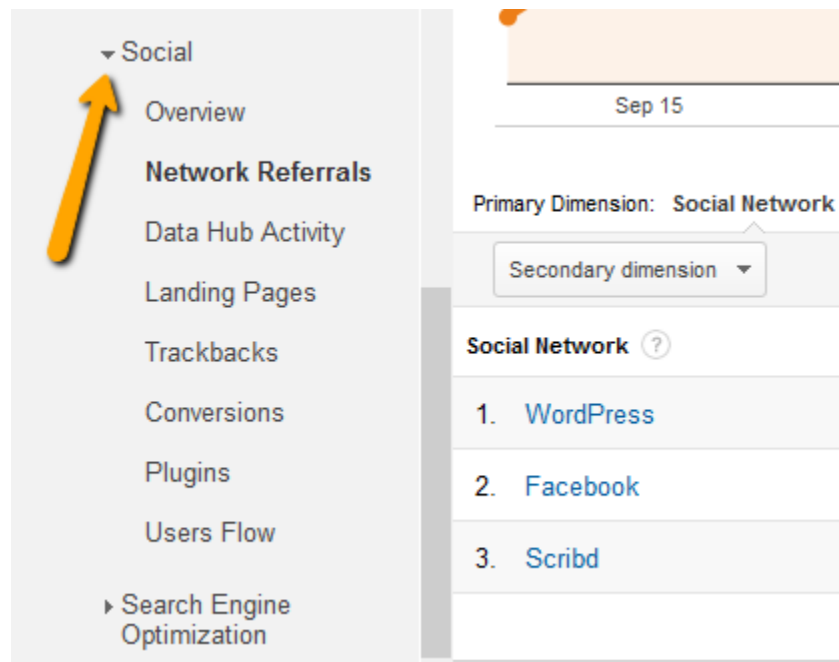
- Social insights

Insights available on social networks can also help with monitoring the activity of a specific social media account, in terms of visits, referrals, engagement, etc.

Overview   Likes   Reach   **Visits**   Posts   People

Timeline
Photos Tab
Info Tab
insights

24 25 26 27 28 29 30   02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22
SEP   OCT

External Referrers
The number of times people came to your Page from a website off of Facebook.

search.tb.ask.com   google.rs

BENCHMARK
Compare your average
performance over time.
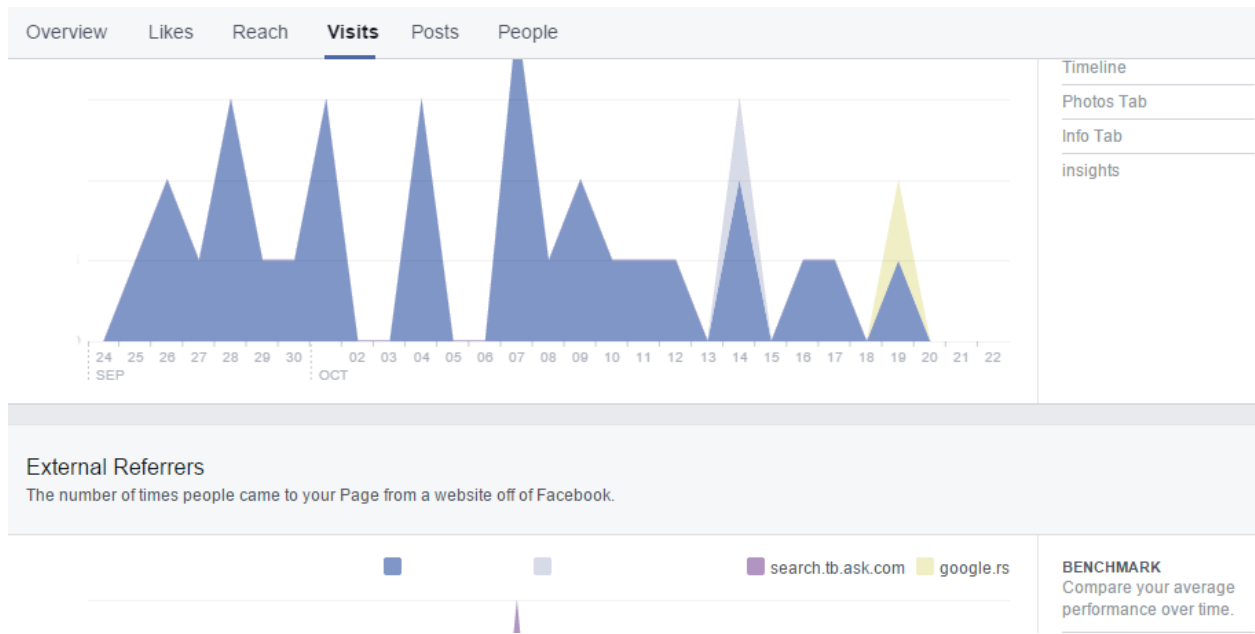
Since all of these tasks, planning, management and monitoring are inseparable parts of social media marketing, you will need at least one tool from each group to help you with your daily tasks. Regardless of the tools you choose, regardless if you choose one of these suggestions, or you decide to use tools you find more suitable for your business, the goal of using those tools is to help you reduce the time necessary to invest in social media activity.

20

Social Analytics

20. Social Analytics

Social media evaluation and analysis is one of the essential parts of social media marketing. Not only do these data provide the information about the success of the social media marketing that has been used, but the data also help businesses find out about the weaknesses of the strategy they have chosen. As a result, this might completely affect the approach and the strategy used on social media.

Since social media are connected to various other segments of business and online marketing, social analytics can also affect those segments. For example, social media analytics might determine discrepancies when it comes to target audience, which might affect the approach on social media. This can also affect the overall marketing in the company, as it might influence the packaging, the TV commercials, etc.

Facebook Insights

Facebook Insights help you with tracking statistics on your Facebook page. The dashboard provides a lot of options to get insights related to various aspects of your page, including engagement, reach, popularity, visits, etc. In order to access the insights, go to the timeline of the page you manage, and click on the "Insights" tab.
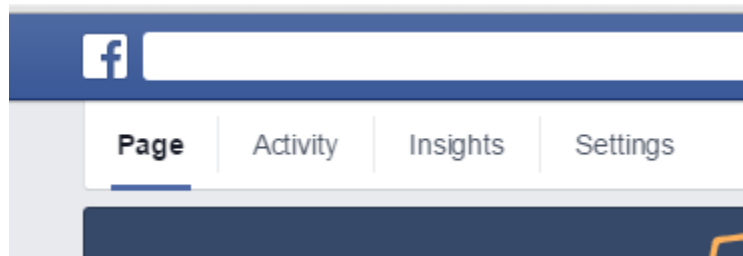
You should simply choose the time period for which you want to examine the data, and the insights will be filtered in order to show the statistics of your page activity.
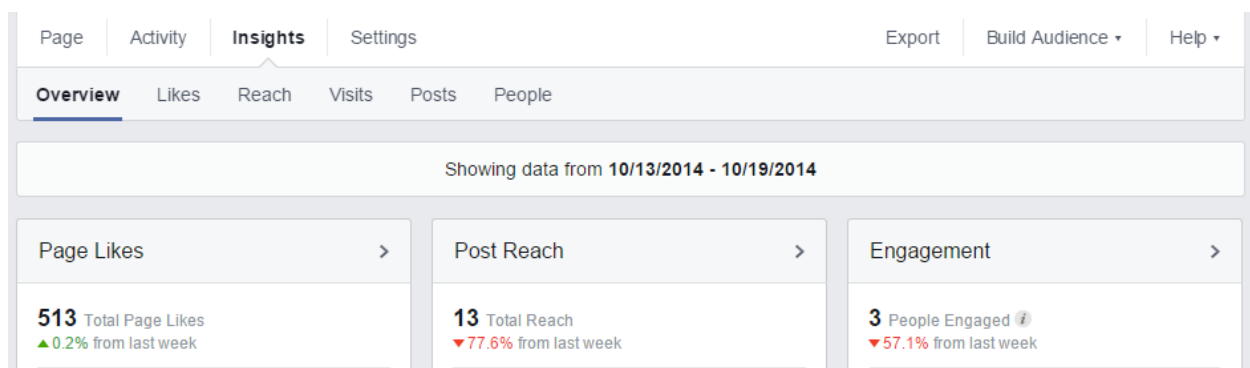
Some of the most important metrics you should consider when exploring Facebook Insights include the following:

- Data about the likes – This part of the insights include the total amount of likes and unlikes on your page over the time period you have chosen. It also provides details about where likes happened, meaning you will see whether the users came across your page and liked it by using search, by recommendation from a friend, etc.

- Reach section – Learn complete details about your posts reach, including the number of people who have seen your posts, the actions that help with increasing reach, such as the amount of likes, comments and shares, as well as the actions that decrease the reach of your posts, such as hiding, unliking, etc.

- Data about the visits – Here is where you can find information about the visits. Find out which external sources are used to lead users to your page.

- Posts – This section will provide extensive details about the posts on your page, which include the reach and the engagement for each post, popularity based on the post type, as well as the information about when your fans are online.

- People – The final tab of the Facebook Insights provides information about the target audience, sorted by gender, age, and location. This can help with comparing the target audience from your original plan with the results you obtain on Facebook.

Google+ Insights

If you manage a Google+ page, you will also get an access to the insights related to the page's performance. Use the dropdown menu on the right and choose the option "Insights".
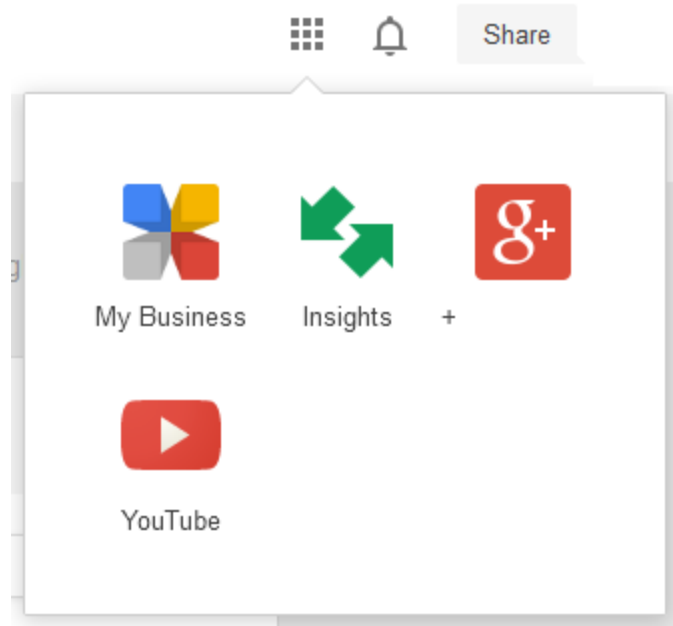
You will see a new window presenting the Google+ page insights which include the following metrics:
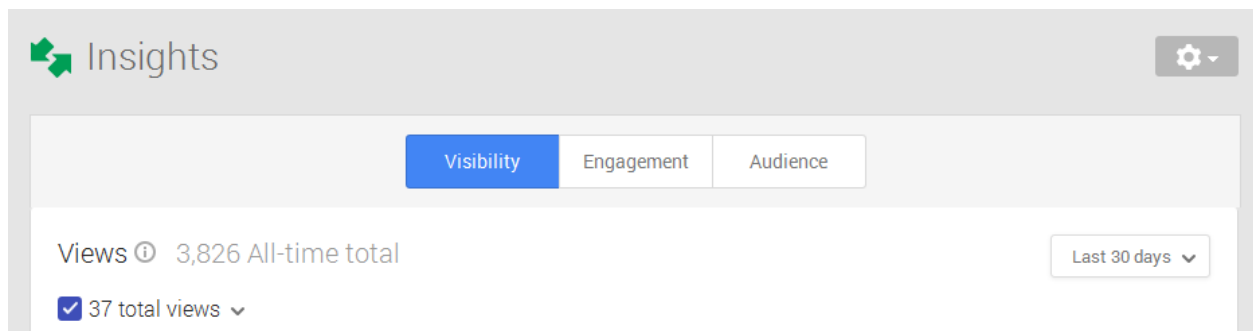
- Visibility – Find out the number of views for the selected time period. Besides the total number of views, you can also see the number of posts, profile and photo views.

- Engagement – The following segment of the Google+ insights provides the data about engagement for the selected period. You will see actions on a post, which includes +1's, comments and shares, the number of actions and views of the recent posts, as well as the average actions by post type.

- Audience – The final segment provides the data about the users. Monitor the number of followers for the specific time period. If you have more than 200

followers, you will get access to the additional metrics, which include the number of followers by country, the age and the gender of the followers.
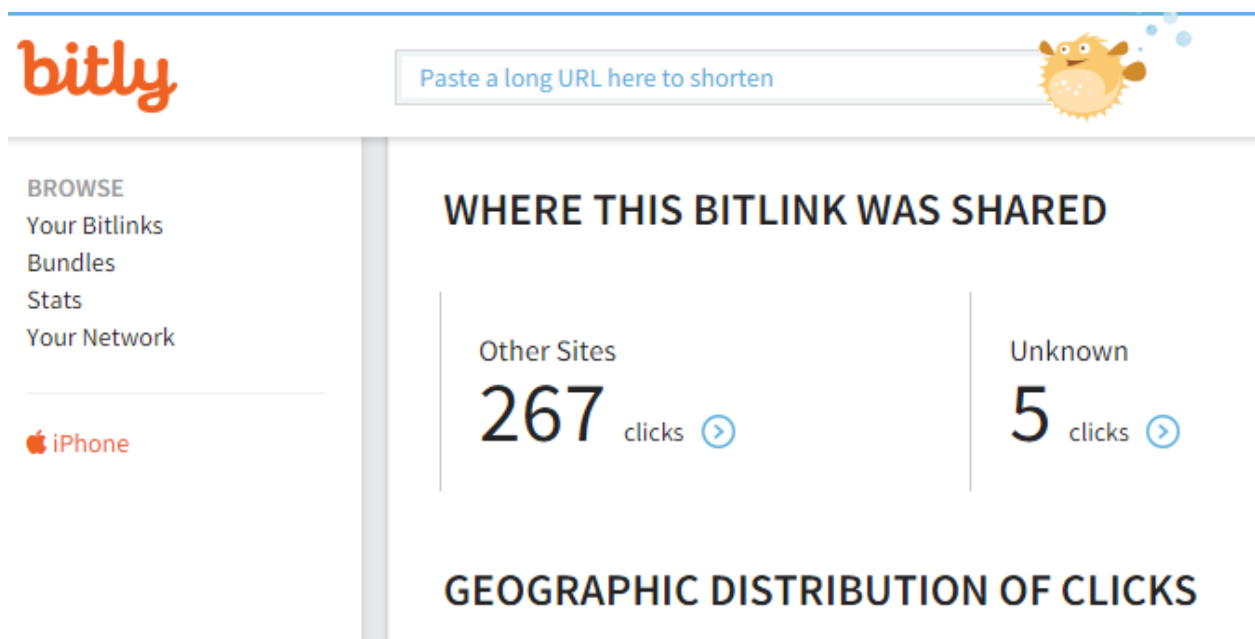
Other ways to track insights

Besides the insights that are available within the social account, there are other ways to analyze and monitor the performance of your social media account. Here are some of the most common ways for tracking insights:

Shortening services

Shortening services have become very popular for short, custom links on social media, as well as on websites. One of the most famous shortening services is probably bitly.com, but there are other online platforms and applications that provide similar functionality.

Short links are great for reducing the length of the links, especially if you have a limited number of characters to be included in the status update. In addition, shortening services allow tracking the clicks of each links shortened using the service. Besides tracking the number of clicks, you will also get additional information such as the number of clicks per country. If you share the same link on several social media accounts, you will get the exact data about the number of clicks from each of the social networks. This way you can analyze the success of sharing content via social networks, in order to determine which social network generates the largest number of clicks.

You can shorten any link, regardless if the link is from your own website, an online store, a social account, etc. You can even shorten the links that are from other websites.

Google Analytics

Although Google Analytics is a tool that is mainly used to monitor traffic on a website or blog, as well as the performance of the AdWords campaigns, there is a section in Google Analytics that can help with monitoring the performance of social networks. However, you will not be able to get the exact data about your own page, but instead you will get the number of referrals from social networks in general. In this way, you are not able to measure the performance of your own social network profiles, but instead you will be able to measure the popularity of your content on social networks in general, by comparing the number of clicks from different social networks.

The number of clicks in this case can only be tracked if you have Google Analytics integrated on your website. You will be able to get the data from Google Analytics only in case you are the owner of the website, and you have the access to Google Analytics account that is linked to your website.

Management tools

Some management tools that are used for social media management offer statistics as the part of the services integrated within the account. If this is the case, you can use this feature to track the performance of social networks, without the need to analyze the insights of each network separately.

Metrics for social media marketing

Social analytics refers to the evaluation of your social media accounts in order to determine the efficiency of the strategy you are using. It consists of measuring, analyzing and interpreting the data from social analytics.

The following list contains the metrics that you should be paying attention to, as those can help with analysis of the data:

- Website report – This includes statistics from your website which highlights the traffic and conversions originating from social media accounts.
- Customer response – When customers provide feedback and their response, related to the service you have provided, you might get the idea to which extent they benefited from social media.

- Reach and virality – The data you get from social media statistics and trackable links can also provide general insights into what kind of social media approach works best.

The benefits of analyzing insights

Social analytics helps you determine the current trends and tendencies in the world of social media, which is changing constantly. Being up-to-date with the latest developments can help you increase the effectiveness of social media marketing, as well as to make sure that you are using the best practices and recommendations related to social media websites. This way, not only will the strategy be up-to-date, but the overall social media approach will follow the current guidelines.

In addition, if you use social networks to promote sales on your website or in an online store, using social insights will be extremely helpful as you will find out which social network generates the most revenue. As a result, you will determine if you should improve or change your approach on certain networks, or if you should perhaps completely give up using a certain network, due to low response. Furthermore, you will also get the data about the users, such as their location, gender or age, which will help you with determining your target audience.

21

Automation and Social Media

21. Automation and Social Media

Social media marketing is a complex discipline that requires daily effort from your end. However, some parts of social media marketing can be automated in order to save you time and supplement your strategy.

What is automation?

The process of automation on social media refers to scheduling posts in order to be published in a certain moment in the future. This type of action helps you be active and keep your social account updated regularly. Some social networks allow scheduling options on the platform itself, such as Facebook.
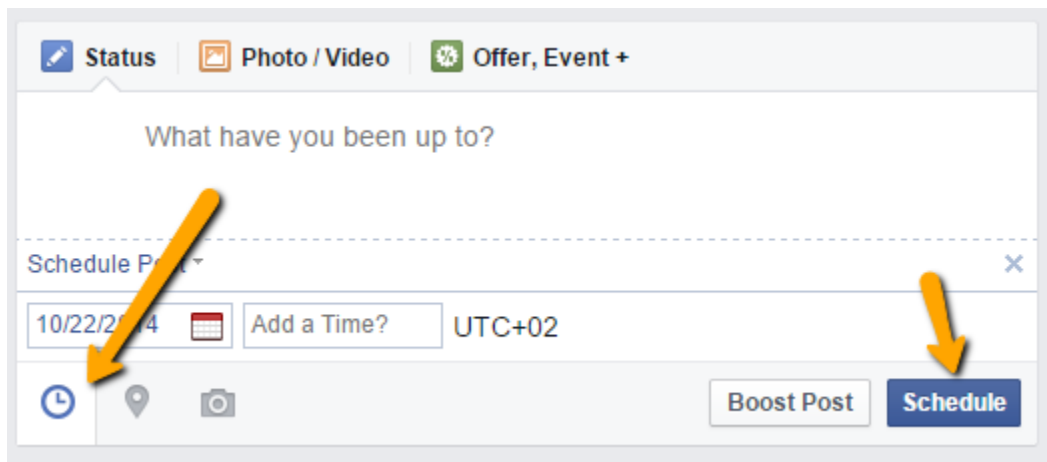
Automation tools

On the other hand, if there is no option to schedule a post this way, you can use different online scheduling tools, such as HootSuite. This tool for example helps you integrate several social media accounts, and manage posting activity from the dashboard. You can choose the exact date and time when to schedule a certain post, and you can even schedule simultaneously on several social networks at once.
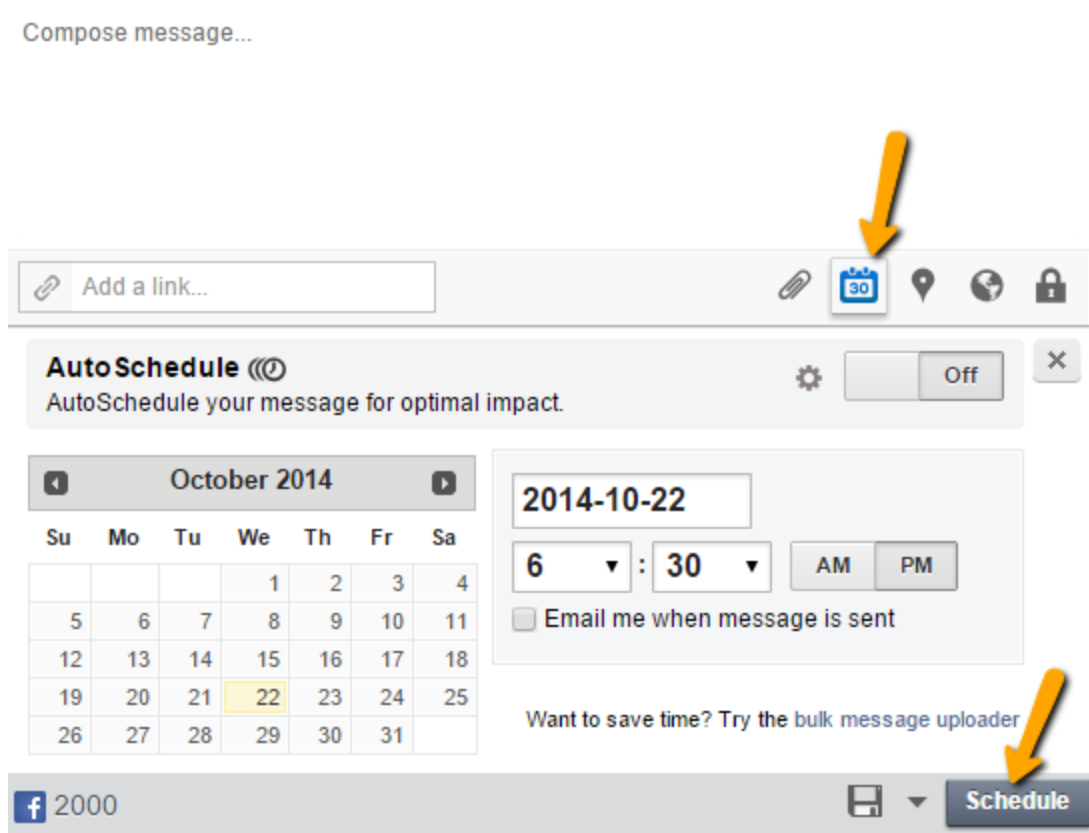
There are other automation tools with similar functions and the greatest importance of these tools is that they allow managing of multiple social media accounts from one place, which is especially useful when you have a lot of social media accounts to manage.

Besides tools for managing and scheduling, there are automation tools that can completely take care of posting for you. In this case, you should link your blog feed for example and the tool will automatically post when it detects that new content has been published on your blog.

Benefits of social media automation

The major benefit of social media automation is the possibility to save time and optimize the time you are going to invest in social media activity. This is especially important in cases you have limited amount of time available for this task. There is no doubt that social media presence is important, but sometimes it will be difficult to prioritize this task. So, having automation tools can helpwith maintaining your social activity on a certain level, while you are focused on other tasks.

Besides saving time, another benefit of social media automation is the possibility to keep your accounts active even when you are away from the office, for example during the weekend. Some studies confirm that the greatest number of users log in during the weekend, which

increasesengagement opportunities and chances to convert the users. Consequently, you should make sure that you publish content on social media at weekends. Scheduling posts to be published during the weekend can really help being active on weekends, as well as enjoying in your days off work.

Trying to reach audience from different geographical regions may be a part of your business and it might be difficult for you to optimize the posting activity in this case. For example, it might be night at your place of residence, while it is morning for your target audience. In this case, automation can help you reach your audience in the right time, regardless the time of the day in your country.

Disadvantages of social media automation

When using automation on social media you have to be careful not to overuse this method. High level of automation will cause your account to look a bit spammy and artificial. Users expect to see real people behind the social media account, someone they can contact, someone they can trust. If you use too much of automation, users might find it difficult to establish the connection, which will result in low level of engagement.

Furthermore, using automation prevents you from being current and keeping up with events. Regardless if we talk about a global event or situation you should comment on or if we talk about down time of your website, you will fail at reaching users at the right time if you completely rely on automation.

Although automation should be an inseparable part of social media marketing and as such, it is a very helpful approach, but in the same time you have to be very careful when using it. You want to make the most out of automation, to use it to supplement your social media marketing, without the risk of being considered as spam. What you need to have in mind that social network users expect to connect with others on social networks, so you have to plan being actually present on social networks in order to respond and interact with your followers.

22

Social Media and Other Types of Marketing

22. Social Media and Other Types of Marketing

Understanding the importance of social media marketing is important, as well as its usage in the modern business. However, in order to fully grasp social media marketing as inseparable part of overall marketing strategy of a company, you have to understand how social media marketing is connected with other types of online marketing.

Social media marketing and content marketing

These two types of marketing are closely linked as they complement each other. Content marketing refers to creating content that is supposed to attract and engage the audience. Content can be presented in various formats, such as blog articles, presentations, videos, e-books, etc. The main goal of content marketing is to get website visitors interested in your company, by offering something for free, regardless if it is tutorial, hangout, etc. In order to succeed in this approach, content has to be of high-quality, original and helpful.

After you create the content as a part of content marketing, you will need a medium to promote that content, so this is where you reach out to social media marketing. One of the best ways to promote your content is through your social media channels. Obviously, the benefits of such promotion will depend on the popularity of your social accounts.

Besides sharing content yourself, you should encourage your website's visitors to share your content on their own social media accounts, which helps you with increasing the viral potential of the content. Social sharing buttons are usually used inside the content, such as the buttons at the top of the article, as a way to enable users to easily share the content they find interesting and helpful. The potential number of times the content is going to be shared is closely linked to the quality of the content, which is why we have stressed out the importance of developing and publishing high-quality content.

Content marketing greatly relies on the usage of social media for promotion, but social media marketing also counts on content marketing for providing content that is to be shared on regular basis in order to keep a social account active. Since being active and sharing quality content is an important part of social media marketing, using content developed as a part of content marketing strategy is crucial for having something to publish on your social media accounts. You can always share content from other blogs and websites, in order to keep the level of diversity and ensure that your followers are getting the most useful content you can find and recommend, but it is also important to share your own content, as this is the only way

to get traffic to your blog or website, where you will get the chance to convert the visitors into clients.

Social media marketing and email marketing

Email marketing refers to establishing communication with prospective clients or advertisers via emails. The process of reaching people online is conducted through various email campaigns, where you can try to achieve numerous goals, such as trying to sell, announcing a discount in your store, asking for other websites to link to your website, etc. In each of these cases, regardless if you are trying to reach individuals or companies, you will need email addresses to establish this kind of communication.

There are different strategies that are used in email marketing that will enable you to get emails of the people you want to contact, and one of them is through the usage of social media. In this case, these two types of online marketing collide and social media marketing becomes a tool to be used in the process of collecting email addresses and generating a list of prospective clients.

The approach used in social media marketing for this purpose involves using online promotions hosted by an online application. There are numerous online applications that can be used in the purpose of hosting a promotion. The idea behind this approach is the following. You announce a promotion where you will be awarding your social followers with a certain discount or gift, and in return, the participants will have to fill in the form where they would provide their email address. This way, the users will be encouraged to provide this kind of information, as they would like to obtain the prize. From your part, you will be getting emails in a completely legitimate way, along with the users' permission to contact them via the email address they have provided.

Social media marketing and search engine marketing

Search engine marketing refers to the process of search engine optimization (or organic reach) and to the paid advertising (or paid reach). Both of these types of marketing help you with website positioning and reaching customers when they are conducting a search using a specific search engine. Choosing either of these two options has its own benefits and disadvantages. While the organic reach requires much more time in optimizing and positioning, paid reach requires no such time to be invested, but it does require a budget in order to afford paid campaign. Organic positioning might be easier for popular brands and those with several years being present online. On the other hand, paid reach enables anyone to get positioned, without

much effort. In addition, paid advertising ensures you get the top position in the search result, while there is no such guarantee with organic reach.

Social media primarily affects organic reach, as the latest updates of the search engine algorithm have included social networks in the search results. This way you try to look something up using a search engine and you will most definitely see the social networks results related to the search on the first page of the search results. Obviously, popularity of the account, as well as a description, activity and influence of the social account will affect these results. For example, if you look up a famous clothing brand in Google, you will see that the official website is shown as the first result, but it is immediately followed by accounts on social networks, which include Instagram, Twitter, Facebook and Pinterest.

Google   asos

Web   Images   News   Videos   More ▾   Search tools

About 34,400,000 results (0.19 seconds)

ASOS | Shop women's fashion & men's clothing | Free ...
www.asos.com/ ▾
Discover the latest in women's fashion and men's clothing online. Shop from over 40000 styles, including dresses, jeans, shoes and accessories from ASOS and ...

Results from asos.com   🔍

asos's Profile • Instagram
instagram.com/asos ▾
asos. 3108 posts; 2356776 followers; 642 following. Follow. ASOS Get inside access to all things fashion with ASOS on Instagram. http://asos.to/1olBEhk · Log in.

ASOS (@ASOS) | Twitter
https://twitter.com/ASOS ▾
The latest Tweets from ASOS (@ASOS). Welcome to the official Twitter feed for @ ASOS, your first stop for #fashion. For customer care, please tweet ...

ASOS | Facebook
https://www.facebook.com/ASOS ▾
ASOS. 3487887 likes · 13147 talking about this. Welcome to http://www.ASOS.com/, where you'll Discover Fashion Online.

ASOS.com on Pinterest
www.pinterest.com/asos/ ▾
ASOS.com | Welcome to the ASOS Pinterest page. Here, we'll be pinning inspirational product and people we heart. http://www.asos.com.

23

Social Media Marketing Glossary

23. Social Media Marketing Glossary

1. Ad – Ad is short for advertisement and it refers to promotional messages presented to online users through search engines, social media, mobile apps, emails, etc.

2. Admin – In relation to social media, this term is usually used for a person who manages a social media account. Admin is short for administrator.

3. Analytics – Analytics or web analytics is the area that explores the statistical data related to the website performance. The data obtained through analytics are used to evaluate and improve online strategy.

4. Application – An application is a program or software enabling you to do a certain task, such as to host an online promotion, to integrate you online store with social media profile, etc.

5. Automation – This process refers to using an application or software to perform a certain tasks instead of doing it manually.

6. B2B – In online marketing, B2B (short for business-to-business) refers to the exchange of information, products or services between businesses.

7. B2C - In online marketing, B2C (short for business-to-customer) refers to the exchange of information, products or services between a business and a customer.

8. Blog – Formerly known as weblog, blog is an informational website that consists of entries or posts, which are usually displayed in chronological order. Unlike static websites, blogs allow interaction, with commenting option available below each post, which makes blogs one of the types of social media websites. You can also start following a blog, like or share an article post, etc.

9. Blogger – Blogger is a person who publishes content and manages a blog.

10. Bookmark – In the online world, a bookmark is a saved link. The links are saved for subsequent use, and there are numerous online platforms, that allow saving and categorizing links. Those platforms are called social bookmarking websites.

11. Branding – In marketing, branding is usually defined as a process of establishing a unique image for a product. Branding involves different advertising techniques that enable customers to recognize this product, identify it with a certain image and thus increase the level of loyalty.

12. Connection – In terms of social media, connection is established when two subject on social networks connect so that they can interact. For example, when adding a friend on Facebook your connection is mutual, the people are friends with each other. On the other hand, connection can be one-way as well, such as the case with Twitter. On Twitter, you can follow a certain account, but that account does not have to follow yours, which means that this connection is not mutual.

13. Content – Content is information that conveys a story, shares relevant data and explains something to an online users. Different types of content, such as written content, images and videos can be shared via social media.

14. Content marketing – Content marketing refers to the type of online marketing that is focused on developing content for a website and that content is later used for promoting a website, regardless of the type of promotion. There are different types of content, such as written content, images, audio or video, etc.

15. Conversion – In online marketing, conversion is usually defined as the process of converting website visitors into paying customers. However, the conversion may be different, depending on the type of website you have. So, even though the sale is usually considered a conversion, some websites can consider different action to be a conversion, such as signing up for a newsletter, downloading a file, becoming a social follower, etc.

16. CTR – CTR stands for click-through rate, which represents the ration between clicks and impressions, in online advertising and email campaigns. This ratio allows measuring the success of online marketing campaign.

17. Customization – Customization is the process of changing or adapting something according to certain standards or design. In terms of social media, customization refers to the process of adapting social media profiles in order to create a recognizable profile.

18. Email marketing – Email marketing is a type of online marketing where the process of promoting a website is conducted through email campaign. Communication with the clients and potential clients is done through emails.

19. Follow – When you follow someone on social media, you subscribe to receive the social media updates posted by that person on social media.

20. Guidelines – Guidelines are statements, which determine the best practices and correct usage of something. Social networks provide their guidelines as the set of rules to be followed in order to ensure the proper functioning of the network and to improve user experience.

21. Hashtag – Hashtag is a word or a phrase preceded by the sign (#). It is commonly used on social media to tag messages or posts by topic. Hashtag is clickable, which means that if you click on a hashtag on social media, you will see all the messages tagged with that hashtag.

22. Influence – In social media marketing, influence is defined as an ability one has to affect the people's thinking inside the online community. It can also be called authority.

23. Influencer – In internet marketing, an influencer is a person, usually a blogger, who enjoys a high level of influence in a particular sector. Influencers are considered experts in their field, and thus their opinion is very much valued by the online community.

24. Insights – Social media statistics are called insights, and they contain the data about the performance of the social media account, in terms of metrics related to social media account, such as the number of followers, social media engagement, etc.

25. Interaction – Interaction on social media refers to the social media users establishing a connection using different options available on that social media, such as liking, sharing, commenting, following, retweeting, etc.

26. Internet marketing – Internet marketing, also called online marketing, is marketing that uses online media, such as a website, online advertising, social media, etc. in the purpose of promoting a business and generating leads.

27. Keyword – Keyword is a word or phrase that is used to describe the content of the web page. Keywords are used in different types of internet marketing, such as SEO, paid advertising, etc.

28. Lead – In online marketing, a lead is a potential sale contact. This means that only those contacts that are most likely to become your customers, due to their interests, needs, etc. are called leads. One way of generating leads is using social media promotion.

29. Lead – Lead is a potential sale contact. A potential customer that is most likely to become your customer, based on the interest, needs, age, and other factors is called a lead.

30. Lead generation – The process of generating leads, through different forms of internet marketing, including social media marketing, is called lead generation.

31. Mobile-friendly – This term is usually used for website design. Mobile-friendly website is the website that users can access from any mobile device, without this impairing user experience.

32. Online presence – Online presence refers to being present on the internet, in order to allow online users to find you. Besides having a website, managing social media accounts is a good way to establish your online presence.

33. Online promotion – In terms of social media, online promotion is the process of organizing an online activity in order to promote your website or product. Different types of online promotion on social media include distributing coupons, offering free download, organizing contents, etc.

34. Organic reach – The total number of unique people who saw your website or post through unpaid distribution.

35. Paid reach – The total number of unique people who saw your website or post through paid distribution.

36. Personalization – This refers to the process of tailoring something according to specific needs. Personalization is an approach especially recommended in social media marketing, as well as in email marketing, as it allows you to establish connection with social followers or email subscribers.

37. Platform – A platform is a computer system on which application is run.

38. Plug-in – A plug-in is an application or a program that is installed on a website or a browser for a particular process, and thus it can improve or enable another functionality.

39. Positioning – In internet marketing, positioning refers to the position of the website in the search engine results pages. Since pages positioned at the top of the results get more visits, positioning is an important activity of internet marketing.

40. Post – A post, sometimes called a status update, is an update posted on social media. Different types of posts, depending on the type of content that is shared in the post, include text post, link post, photo post, etc.

41. Ranking – This refers to the position in search engine results pages. As search engine position websites based on different criteria that affect ranking, it is important to follow search engine guidelines in order to improve ranking and thus promote your website in search results.

42. Reach – In online marketing, reach is defined as the number of people who are able to see your online campaign. When it comes to social media, reach is defined as the number of people who were able to see your post, i.e. the number of people you reached through social media posting activity.

43. ROI – Return on investment, commonly known as profitability ratio, is the benefit the investor achieved through its investment. ROI is a comparison of the profit you were able to achieve and the initial investment.

44. Search algorithm – A search algorithm is a computer program used by search engines to look for clues or signals, which enables them to deliver relevant search results to the users.

45. Search results – The results shown by the search engines after an online user has conducted a search query using are called search results and they are displayed in the search engine result page, i.e. SERP.

46. SEM – Search engine marketing is a type of internet marketing where the website is promoted through search engines, using both unpaid (SEO) and paid (PPC) methods.

47. SEO – Search engine optimization is a type of internet marketing where the ranking of the website is improved using unpaid methods.

48. Sharing – Sharing refers to reposting a status update that is already posted by a certain social media user or by reposting a webpage published on a website.

49. SMM – Social media marketing is a type of online marketing that uses social media websites to promote a business, increase traffic and generate leads.

50. Social follower – In terms of social media, a follower is someone who subscribes to your social media account, by clicking on like, follow or subscribe button. This way the person who becomes a social follower is notified of any social update posted on the social media account he or she is following.

51. Social media – Social media is a type of website that allows users to create and share content, and to socialize and interact with other users.

52. Social media engagement – Social media engagement refers to the possibility of engaging social media users to do a certain action, such as liking, sharing, commenting, visiting a website, downloading a file, signing up, etc.

53. Social media presence – Social media presence refers to the act of being present on social networks. Besides creating social media profiles, social media presence also refers to being active on social media, by regularly posting status updates, responding to the social media users in a timely manner, etc.

54. Social media profile – Each social media allows you to create a social media account or social media profile, where you create your online presence, promote your business and interact with your followers. Some social networks have separate accounts for individual users and businesses, such as Facebook and Google+, while other do not, such as Twitter.

55. Strategy – In terms of social media, the social media strategy involves the planning and tasks related to social media promotion. These tasks include analysis of the current situation, the goals that should be achieved by implementation of the strategy, the set of actions to be performed, as well as ways to monitor and measure the efficiency of the strategy.

56. Tagging – When you tag content, you label it with a word or short phrase that summarize the topic of the content. Tagging can be done on social media, using hashtags, as well as on bookmarking website, using tags or tags suggestions.

57. Target audience – Target audience is the group of online users you want to reach, as those are likely to become your customers. Defining your target group of online users is important in order to increase the efficiency of online promotion.

58. Tool – In terms of social media, a tool is an application or software that helps you with performing a certain task, such as analyze the performance of your social media activity, automate posting, etc. There are different types of tools, depending on what kind of task they can perform. The purpose of using different social media tools is to help you conduct certain social media tasks and ultimately improve the performance of your social media marketing strategy.

59. Website optimization – Optimization is the process of improving different on-site and off-site elements according to SEO guidelines, in order to improve the positioning of the website in the search engine results pages. Various aspects of a website can be optimized, such as content optimization, title optimization, image optimization, video optimization, etc.

60. Word of mouth – Word of mouth (WoM) in marketing relies on the positive or negative statement about the company, which is provided by the customers, and shared via online media, such as social networks, email, etc.

24

Sample Questions

24. Sample Questions

Questions

1. Social media marketing uses social networks in order to _____.

a) Create a website

b) Promote a company and reach more users

c) Monitor online performance

d) Share content via newsletters

2. Which of these is not a type of social media?

a) Blogs and microblogs

b) Social networking websites

c) Google Ads

d) Collaborative projects

3. The popularity of a social network is usually evaluated based on the:

a) Page rank

b) The number of ads

c) The number of followers

d) The number of links

4. In order to create Facebook pages and groups, one must have _____.

a) Personal Facebook profile

b) Website

c) Google Analytics account

d) Twitter account

5. Facebook pages are for _____.

a) Individual users to connect with their friends

b) Celebrities, businesses and institutions to create online presentation

c) Groups of users who share the same interest

d) Webmasters to publish Facebook ads

6. Facebook groups are for _____.

a) Individual users to connect with their friends

b) Celebrities, businesses and institutions to create online presentation

c) Groups of users who share the same interest

d) Webmasters to publish Facebook ads

7. Facebook groups can be _____.

a) Opened and closed

b) Opened, closed and secret

c) Public and secret

d) Limited and unlimited

8. Twitter is a type of _____ platform.

a) Blogging

b) Interactive

c) Analytics

d) Microblogging

9. Tweets contain up to _____ characters.

a) 100

b) 140

c) 60

d) 250

10. What is a hashtag?

a) Hashtag is a word used to label or tag a message in order to identify it with a certain topic.

b) Hashtag is the first word in the message.

c) Hashtag is the link you add to the message posted on social media.

d) Hashtag is the title of an image or video you post on social media.

11. Google+ profiles are for _____.

a) Individual users to connect with their friends

b) Celebrities, businesses and institutions to create online presentation

c) Groups of users who share the same interest

d) Webmasters to publish Google ads

12. Which option is available with Google+ pages, but not included as a part of Google+ profiles?

a) Profile and cover images

b) Adding hashtags to the messages

c) Comments and +1

d) Reviews and insights

13. What makes Google+ pages so useful in social media marketing is _____.

a) The option to use Google AdWords for free

b) The possibility to connect other social media accounts

c) The insights

d) The integration of other Google services, such as Google Maps and Google Search

14. LinkedIn is a social network particularly useful in _____ marketing.

a) PPC

b) SMM

c) B2B

d) B2C

15. Which of these are social networks focused visual content in the form of images?

a) Facebook, Twitter and LinkedIn

b) Pinterest, Instagram and Flickr

c) YouTube and Vimeo

d) Foursquare and Yelp

16. Which of these are social networks focused on video content?

a) Facebook, Twitter and LinkedIn

b) Pinterest, Instagram and Flickr

c) YouTube and Vimeo

d) Foursquare and Yelp

17. Foursquare is particularly useful for _____ businesses.

a) Global

b) Small

c) Large

d) Local

18. When we talk about social media, what is target audience?

a) Target audience is the group of users who are active on a particular social network.

b) Target audience is the group of registered users on your website.

c) Target audience is the group of email subscribers.

d) Target audience is the group of people you want to reach through social media as your potential customers.

19. Defining your target audience on social media will help you _____.

a) Customize your approach based on your target group

b) Increase the number of followers through search engines ads

c) Analyze the performance of your page

d) Calculate ROI of social media

20. Social media engagement refers to the possibility of _____.

a) Encouraging the users to take part in an activity

b) Defining an effective approach to SMM

c) Choosing the perfect time to post

d) Analyzing the success of SMM strategy

21. Which one of these is an approach that will help you increase social media engagement?

a) Having fast-loading website

b) Having a lot of social followers

c) Addressing to your target audience

d) Using paid methods to promote your page

22. One of the ways you can learn about your social media target audience is by _____.

a) Using social media insights

b) Using the statistics on your website

c) Using social media ads

d) Choosing the perfect time to post messages

23. If you want to engage your social media followers and increase the efficiency of your SMM strategy, you should publish _____ content on social media.

a) Irrelevant

b) High-quality

c) Shared

d) Promotional

24. Which type of video format should be used to demonstrate the features and functions of a product?

a) Review video

b) Tutorial video

c) Entertaining video

d) Chat session

25. If you want to track traffic from social media, you should use _____.

a) Social media insights

b) Social media ads

c) URL shortening services

d) Photos and videos

26. Using an approach where you are being helpful means that you should _____.

a) Share promotional content in order to increase the number of customers

b) Post status updates that educate, inform and assist your followers

c) Be a professional representative of your company

d) Award users with free samples, discounts, etc.

27. Using an approach where you are being generous means that you should _____.

a) Share promotional content in order to increase the number of customers

b) Post status updates that educate, inform and assist your followers

c) Be a professional representative of your company

d) Award users with free samples, discounts, etc.

28. _____ is important in order to diversify your social media presence, to stay fresh and keep your audience interested in what you have to say.

a) Using only one social media approach

b) Combining different social media approaches

c) Using only two most effective approaches

d) Using social media ads

29. Responding to your followers is one of the actions recommended for social media because
_____.

a) It helps you sell things quickly

b) It helps you build relationship and increase loyalty

c) It helps you increase engagement

d) It allows you to customize your account

30. Which one of theseactivities is recommended when managing social media?

a) Interaction

b) Ignorance

c) Complete automation

d) Irregular posting

31. Which one of these activities is not recommend when managing social media?

a) Diversification

b) Regular posting

c) Complete automation

d) Sharing original content

32. Establishing goals of your social media marketing strategy helps you:

a) Measure the results of the campaign

b) Develop a custom approach

c) Monitor you competitors

d) Using social insights

33. Which of these are the stages of planning SMM strategy?

a) Keyword research

b) Identifying target audience and defining the approach

c) Optimization of images and video files

d) Analyzing the statistics

34. Blogging is a good way to _____.

a) Provide more information about your company

b) Improve design of your website

c) Track statistics and monitor the performance

d) Implement videos into your online presence

35. Which of these is not a blogging platform?

a) WordPress

b) Tumblr

c) Foursquare

d) Medium

36. What is a typical mistake in the process of implementing SMM strategy?

a) Identifying target audience

b) Defining your approach

c) Analysis and monitoring

d) Not determining the metrics allowing you to measure the goals

37. When it comes to customization of social media accounts, you should use the following options:

a) Add profile / cover image and description

b) Add HTML

c) Add title tags and alt text

d) Follow guidelines

38. Using paid advertising on social media is particularly useful when _____.

a) You have a limited budget

b) You do not want to use search engine ads

c) You have just started on social media and you want to allow people to find you

d) You do not have a plan for your SMM strategy

39. Social media advertising cannot help you with _____.

a) Page post engagement

b) Page likes

c) Link building

d) Clicks to your website

40. Adding _____ can help you increase the performance of social media ads.

a) Tags

b) Images

c) Budget

d) Social media

41. Besides paid advertising, other possibilities for social media promotion include _____.

a) Online promotions through social media accounts

b) Blogging and email marketing

c) Search engine ads

d) Social media insights

42. Calculating social media ROI helps you _____.

a) Measure the success of SMM strategy

b) Measure the success of SEM strategy

c) Define goals

d) Use social media for branding

43. The process of automation on social media refers to _____.

a) Tracking conversions from social media

b) Scheduling posts in order to be published in a certain moment in the future

c) Defining qualitative and quantitative goals

d) Introducing changes to SMM strategy

44. In order to establish a good relationship with customers through social networks you should _____.

a) Interact and share content

b) Post content that is not related to your industry

c) Use automation tools exclusively

d) Monitor and track insights

45. The efficiency of social media ads increases with advanced options to _____.

a) Add more text

b) Target your audience

c) Create ads in two minutes

d) Monitor the performance of the ads

46. In which way can you benefit from sharing links on social media?

a) Creating new content

b) Increasing the number of followers

c) Generating traffic

d) Scheduling posting

47. Social bookmarking is an activity of _____.

a) Adding and sharing website links on different online services

b) Promoting social media account through ads

c) Adding content to the social media account

d) Customizing social media account

48. The purpose of using social bookmarking website is to _____.

a) Promote content through paid advertising and banners

b) Promote website to online communities and generate traffic

c) Define plan and establish a strategy

d) Reduce the amount of external links

49. Which one of these is a social bookmarking website?

a) Blogger

b) Delicious

c) WordPress

d) Flickr

50. One of the ways you can increase social media engagement is by _____.

a) Choosing to post when your target audience is online

b) Monitoring social media insights

b) Using automated posts

c) Sharing content only once a week

Answers

1. a	18. d	35. c
2. c	19. a	36. d
3. c	20. a	37. a
4. a	21. c	38. c
5. b	22. a	39. c
6. c	23. b	40. b
7. b	24. a	41. a
8. d	25. c	42. a
9. b	26. b	43. b
10. a	27. d	44. a
11. a	28. b	45. b
12. d	29. b	46. c
13. d	30. a	47. a
14. c	31. c	48. b
15. b	32. a	49. b
16. c	33. b	50. a
17. d	34. a	

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Conclusion: The Importance of Social Media in Marketing

25. Conclusion: The Importance of Social Media in Marketing

The best way to evaluate the importance of applying social media in marketing is to realize the importance of social media in everyday life of people who are likely to become your customers. Social media marketing has become a necessity, one that is imposed to the business by the overall presence and impact social networks have on the users.

In spite of the fact that social media presence has become a necessity, there are numerous ways to leverage social media presence into improving your business, and here are some of the major benefits.

Building a loyal community

Ability to create a community of people who are loyal to your brand and to foster this relationship is what makes social networks such a perfect places for modern businesses. You are now able to gather those who are interested in your business or your area of expertise by building your online community. In addition, you are able to broadcast your message, to promote your company by introducing it to the community of loyal followers. Working on engagement and creating an authentic and valuable environment, you will be able to make the most out of that community, which will result in multiple benefits for your business.

Learn from the community

The feeling of community will allow you creating an atmosphere from which you can learn about your customers and about your products as well. Interaction with buyers will help you explore their motives and needs when buying from you, as well as what inspires them to buy. Interaction with potential buyers will help you discover dilemmas they might have, as well as what drives them to make a decision to buy or not to buy.

Your online community will help you learn about your target audience, how they feel, how they react, what they expect, etc. This kind of feedback is valuable information, as it will affect other aspects of your business in a positive way.

Work on product development

Having learnt from the community, you can now integrate the knowledge into improving your products, improving packaging or perhaps your relationship with the clients. You will learn the things buyers like and do not like, so that you can work on developing your products even further, in order to adapt to the demanding market.

Furthermore, you have to compare the trends on the global market. Staying competitive on the market is only possible if you are familiar with the current conditions and demands, which have tremendous impact on sales. Besides product development and improvement, social media is a good way for introducing products.

Improve sales

Another major benefit of social media marketing, which results in increasing profit of your company, is improving sales, regardless if you own an online shop or you want to encourage people to visit your business on a specific location.

When it comes to online shopping, social media can help you drive traffic to your online store, where you can convert the social followers into buyers. Your goal is to maximize the click-through rate, which will ensure that the visitors are actually visiting your online store. As a result, they are more likely to buy from you.

Local businesses can also benefit from social media, as you can ask users to share images, to check in to the location, which will increase visibility of your business on social networks.

In both of these cases, social media is good for working on branding and establishing loyal relationship with the customers, which is something that will help you improve sales in the future.

Conclusion

In the world with over 70% of internet users active on social networks, who spend at least one hour a day on average on those social networks, we have to conclude that social networks have become a sort of reality in which people communicate, interact, and obviously trust. We also have to be aware that over 60% of those users access social networks via mobile devices, with strong indicators that this percent will only increase in the future years.

In such world, we have to admit that social networks are a new dimension of reality that has become a part of the business world as well. Over 90% marketers report they are or will be

using social networks for business, while over 60% of them claim to have acquired new customers over social networks.

The findings published by business professional and marketers support the fact that businesses can have a lot of benefits from using social networks, which is why implementation of those has become a part of business practice. This is why social media marketing is no longer considered to be on probation, but instead it has become an important part of the business world.