

## Role of Social Media in Business Promotion

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### Introduction:

Before the social media boom, marketers thought social media marketing was just another fad that would soon likely pass, something in the vein of pyramid and networking scams. Social media marketing consists of the attempt to use social media to persuade consumers that one's company, products and / or services are worthwhile.

### Definition:

Social media marketing/promotion is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements. The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

### Importance:

- ✚ Get attention and build awareness:
- ✚ Communicate authority:.
- ✚ Show authenticity:
- ✚ Encourage Engagement:
- ✚ Grow Affordably:
- ✚ Provide support:

### Types of Social Media Business Promotion:

In 2020, there are 6 different social media channels; these are the best places to invest your ad money right now-

### Facebook:

#### Where Facebook Advertising Shines:

- ✓ Facebook excels at lead generation in e-commerce.



- ✓ Expression Fiber Arts does a really great job of this — offering free products, download-ables and predictable discounts and coupons for her audience. Doing so has earned her more than \$1,000,000 in annual sales in just 2 years.

### **Instagram Advertising:**

- ✓ Instagram now boasts more than 500 million monthly active users .

One of the highest audience engagement rates in social media,

- 58% higher than Facebook
- 2000% higher than Twitter.

### **Where Instagram Advertising Shines:**

Instagram is, of course, very image and video heavy. As such, sellers of products that are visually appealing or who are able to incorporate visual media into their campaigns tend to perform best on this social media channel.

### **Twitter Advertising:**

#### **Where Twitter Advertising Shines:**

Brands don't need to pay in order to reach their followers, which enhances the platform's value even when running paid ads. E-commerce stores today use Twitter ads primarily to drive brand awareness and promote specific products for direct conversions.

### **Pinterest Advertising:**

Pinterest is unique. It's visual, like Instagram, but unlike Instagram, it is highly targeted toward women with an 81% female user base. With 175 million monthly users, it's also an incredibly active platform.

Where Pinterest Advertising Shines :Pinterest is widely regarded as a strong platform for e-commerce sales.

- Engagement is high.
- Images are often built around custom product creation.
- Users intentionally use the platform to find and purchase creative products.
- LinkedIn Advertising :
- Where LinkedIn Advertising Shines :LinkedIn is where you tend to find the highest average disposable income, with 75% of LinkedIn users earning \$50,000 per year or more. It's also where you tend to find the highest quality leads, particularly in certain



industries. Unlike most social platforms, which excel at B2C advertising, LinkedIn is uniquely suited for B2B ads and social media marketing campaigns.

**Snapchat Advertising:**

**Where Snapchat Advertising Shines:**

There’s really only one state you need to know to understand the value of Snapchat. On any given day, Snapchat reaches 41% of all 18-34 year-olds in the United States.

**Role of Social Media:**

- + Interaction with Target Market:
- + Improve Responsiveness:
- + Competition :
- + Effective Marketing :
- + Find Customers :
- + Affordability :
- + Database :
- + Social Environment :
- + Informative :
- + Online Presence :
- + Importance of Getting Social :
- + Communication and Branding :

**Steps in Business Promotioin by Social Media:**

The main steps involved in the process of business promotion by social medias is as follows:

1. Strategy
2. Planning and Publishing
3. Listening and Engagement
4. Analytics
5. Advertising
6. Strategy:

**Strategy.**

Business Goals	Types of social media platforms	Type of content to share

How can social media help you achieve your business goals?	The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.	What type of content will attract your target audience best?
Businesses use social media for increasing their brand awareness and driving website traffic and sales	When starting out, it's better to pick a few platforms that you think your target audience is on than to be on all platforms.	Is it images, videos, or links? Is it educational or entertaining content?
Social media can also help you generate engagement around your brand, create a community, and serve as a customer support channel.		A good place to start is to create a marketing persona, which will help you answer these questions.

### **Planning and Publishing :**

Publishing to social media is as simple as sharing a blog post, an image, or a video on a social media platform.

### **Listening and Engagement :**

- ✓ As your business and social media following grow, conversations about your brand will also increase.

### **Analytics :**

It helps to know how your social media marketing is performing.

### **Advertising :**

- ✓ You can create target audiences based on their demographics, interests, behaviors, and more.

### **Social Media Marketing Resources**

There are a number of different sources in social media for the business promotion and few important resources are listed as follows:

1. Social Media Marketing Blog
2. Social Media Marketing Guide
3. Social Media Listening and Engagement Guide
4. Social Media Analytics Guide
5. Social Media Advertising Guide

**Benefits:**

- ✚ Create brand recognition
- ✚ Generate a conversation around your brand
- ✚ Learn how to connect with your audience through social listening
- ✚ Tell your brand's story
- ✚ Gather data from audience research to improve
- ✚ Build customer loyalty
- ✚ Social media can assist with link building
- ✚ It's (mostly) free.
- ✚ Establish your brand as a topical authority

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