



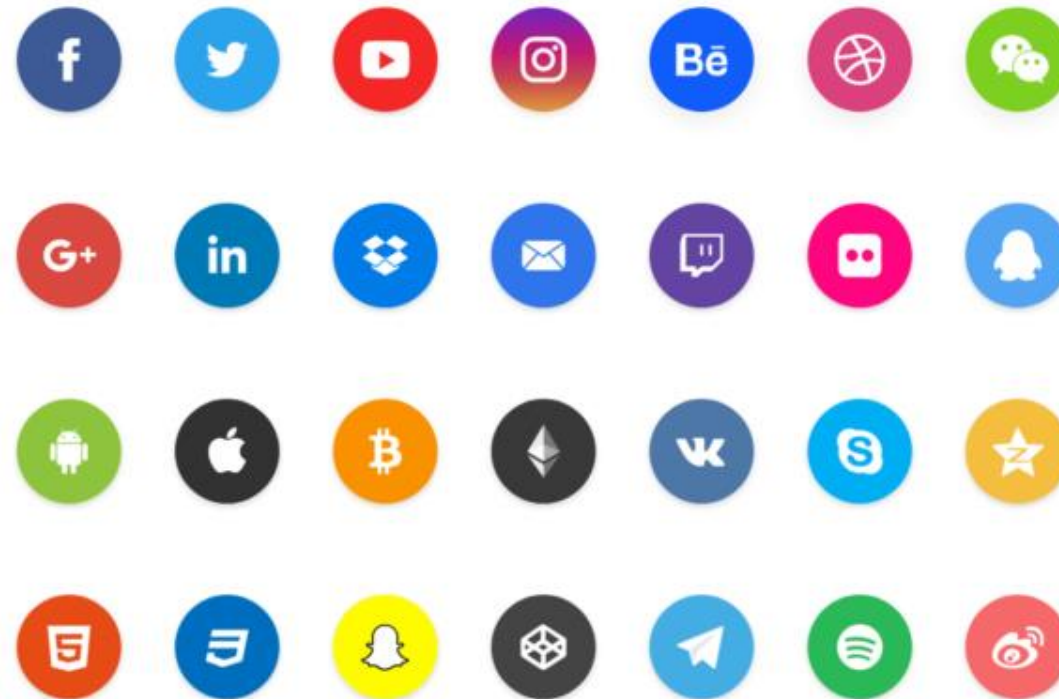
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Social Media Marketing

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How many Social Media platforms do know?



What is Social Media Marketing for Start Ups



Just like any other marketing channel, your goal is to get in front of your target audience.

Gaining attention for your business through social media sites.

What are the benefits of Social Media Marketing

market research

brand awareness

lead generation

relationship building

low cost

customer service...

There are lots...



Social networks

Examples: [Facebook](#), [Twitter](#), [LinkedIn](#)

Why people use these networks: To connect with people (and brands) online.

Media sharing networks

Examples: [Instagram](#), [Snapchat](#), [YouTube](#)

Why people use these networks: To find and share photos, video, live video, and other media online.

Blogging and publishing networks

Examples: [WordPress](#), [Tumblr](#), [Medium](#)

Why people use these networks: To publish, discover, and comment on content online.

Bookmarking and content curation networks

Examples: [Pinterest](#), [Flipboard](#)

Why people use these networks: To discover, save, share, and discuss new and trending content and media.

Social shopping networks

Examples: [Etsy](#)

Why people use these networks: To spot trends, follow brands, share great finds, and make purchases.

Social Media Channels Explained

BY: THE-PIXEL.COM

EACH SOCIAL MEDIA PLATFORM IS DIFFERENT



Facebook

I LIKE DONUTS



Twitter

I'M EATING A
#DONUT



Pinterest

HERE'S A DONUT
RECIPE



Instagram

HERE'S A PHOTO
OF MY DONUT



LinkedIn

MY SKILLS INCLUDE
DONUT EATING



Google+

I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS



Which one should you use?

Can feel overwhelming




What do you want to achieve?



Which is best for your business and customers?



Social Media Marketing in action







 **airbnb**  • Follow 

 **airbnb**  Our hosts have been asking how they can help COVID-19 responders. We are partnering with them to help provide free or subsidized housing for 100,000 COVID-19 responders around the world. Hosts can opt in to provide homes that follow safety and cleanliness protocols based on recommendations from government health agencies.


This idea started with pilots in Italy and France, and nearly 6,000 hosts have already offered their homes. Thank you to our host community for opening your doors.

Tap the link in our bio for more information on how you can get


   

12,557 likes

MARCH 26

Add a comment... 

16,000+ retweets and 12,000+ likes in action

 **David Willis**
@DWill_ Follow

Hi @Waterstones I've been locked inside of your Trafalgar Square bookstore for 2 hours now. Please let me out.

RETWEETS 16,204 LIKES 12,875

4:55 PM - 16 Oct 2014

 **Waterstones**
@Waterstones Follow

We're pleased to announce that @DWill_ is a free man once more. Thanks for your concern and tweets!

RETWEETS 1,911 LIKES 1,736

6:15 PM - 16 Oct 2014

What is social listening, exactly?



Social listening is the process of monitoring what is being said about a company, a product or a brand, across all social channels.



Top Tips

Diversify Your Content – Don't expect to put out one kind of content and expect traction from your followers. Change which types of visual content you put out. From personal photos to infographics and beyond, there's no reason to tie yourself to one a single style.

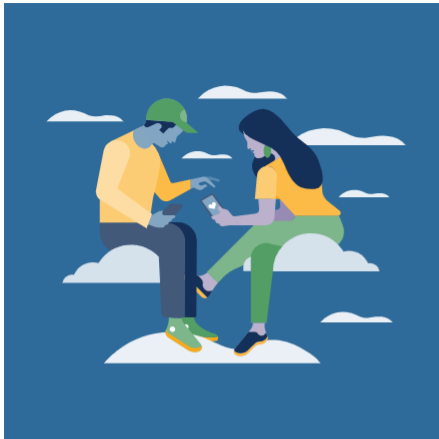
Consistency is Key – Updating your feed means ensuring that you're making as many impressions as possible on your followers. Again, this signals the need not only to consistently put out new content, but also diversify it as mentioned above.

Make a Connection – Try to connect to your customers and followers. Whether it's a personal touch or simply giving your a shout-out, the seemingly simplest of touches can go a long way toward a more dedicated followers.

The possibilities are endless...

Support

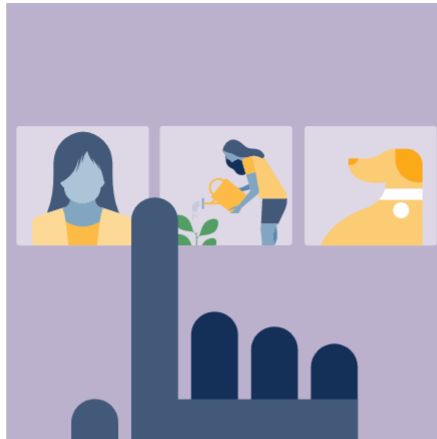
Hootsuite Blog <https://blog.hootsuite.com/>



Strategy

The 21 Best Instagram Marketing Tips for 2021 (Cheat Sheet)

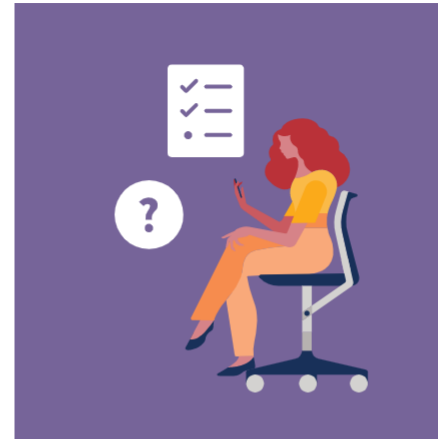
Instagram marketing is competitive, but not impossible. Use these 21 tips to build a failproof strategy for 2021 and beyond.



Strategy

How to Create Beautiful Instagram Carousel Posts (Free Templates)

Instagram carousel posts get, on average, 1.4x more reach and 3.1x more engagement than regular posts on Instagram. Use a



Strategy

How to Create a Successful TikTok Marketing Strategy

Considering TikTok marketing for your business or organization? You're not alone. Find out how to make the most of this new social network.



Strategy

FedRAMP Certification: What Is It, Why It Matters, and Who Has It

FedRAMP stands for the "Federal Risk and Authorization Management Program." Find out if you need to become FedRAMP authorized.

Support

Gary Vee <https://www.garyvaynerchuk.com/>



70 Minutes of Social Media Strategy for Every Business in 2020 | Insider
256K views • 1 year ago

GaryVee ✓

Gary had a lot of great advice for the people attending is recent 4Ds session as business and m

4K CC



How to Think About Marketing and Social Media in 2020 | CNN Interview
282K views • 9 months ago

GaryVee TV

In a recent interview with CNN, Gary is asked about his thoughts on social media and its role in marketing/advertising ...

CC



How to Stand Out on Social Media

16K views • 1 year ago

GaryVee TV

Every person in your industry will be posting about their service that is similar if not identical to ...



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