

# Social Media Marketing

## Beyond Liking, Sharing and Commenting

Facebook, LinkedIn, Instagram, YouTube, TikTok & Other Platforms

## 1 Introduction to Social Media Marketing

- Definition of Social Media Marketing
- How is SMM consequential in the digital age?
- Social Media Marketing Components
- Round Up of What All Have Been Covered

## 2 Understanding Social Media Advertising Platforms

- Facebook Ads
- Instagram Ads
- LinkedIn Ads
- Youtube Ads
- Twitter Ads
- Fun Facts About the Ads (In Short)

## 3 How Each Platform Achieves Its Marketing Goals

- Facebook Platform
- Instagram Platform
- LinkedIn Platform

## 4 A Deep Dive Into Strategies:

- LinkedIn Platform Strategies
- Facebook Platform Strategies

## 5 Essential Social Media Tactics

- Content Creation
- Content Curation
- Influencer Marketing
- User Generated Content

## 6 A Closer Look At SMM with Offer18

- Facebook Ads with Offer18
- LinkedIn Ads with Offer18
- Instagram Ads with Offer18
- Twitter Ads with Offer18

## 7 Leveraging Social Media for E-Commerce

- Social Selling
- Social Selling Best Practices
- Customer Success Story Serving As A Social Proof

## 8 Importance of Social Media for Other Businesses

- Enhancing Brand Reputation and Building Up of Brand Loyalty
- Establishing Lasting Connections with Targeted Audience
- Detailed Insights and Analytics

## 9 Challenges of Social Media Platforms

- Ad Fatigue in Social Media Marketing
- Changes in Algorithms
- Inconsistent content

## 10 Opportunities of Social Media Marketing

- Social Commerce
- Social Commerce vs E-commerce:
- Opportunities for Social Commerce on the Facebook Platform

## 11 Evolution of Social Media Marketing

- History of Social Media Marketing
- Defining Organic Reach vs Paid Advertising and Hybrid Approach of Marketing

## 12 Growth Trends of Social Media Marketing

- Catch the Wave: Fresh Social Media Trends
- The Rising Trends of Influencer Marketing and User Generated Content

## 13 Trending Social Media Platforms and their Demographics

- Trending Platforms of Social Media Marketing
- Demographics Associated with each platform

## 14 What Does the Future Have In Store for Us?

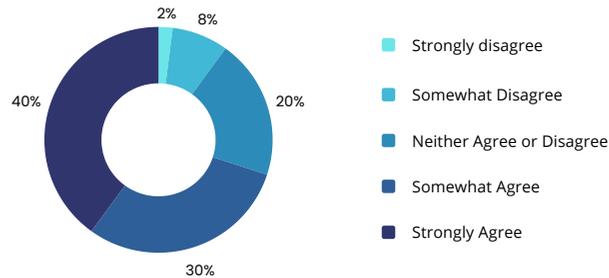
- AI in Social Media Marketing
- AR / VR for Immersive Customer Experiences

# Social Media Marketing Definition:

## It is More than Meeting the Eye!!

Social media marketing allows users to leverage popular online platforms for creating and sharing online content and building social networks. These platforms are namely: TikTok, LinkedIn, Facebook, Instagram, etc.

"As per estimates, in 2024, consumers will purchase products directly from brands through their social media apps."



## How is SMM Consequential in the Digital Age? There Is No Catch Here!

- Increased Brand Visibility
- Increase customer engagement and brand loyalty
- Data-Driven Insights or Market Segmentation



Demographic Segmentation



Geographic Segmentation



Behavior Segmentation



Psychographic Segmentation

**Statistics:** A total of 76% of consumers have purchased a product they saw in a brand's social media post.

# Social Media Marketing Components

## Measuring and Analyzing the Performance of Social Media Efforts by KPIs:

Metric [KPIs]	Definition
Reach	The number of people who saw your content
Engagement	The number of likes, comments and shares
Conversions	The number of people who took a desired action, such as making a purchase or signing up for a newsletter.

## Setting Marketing Goals By using the below SMART framework for Goal-Setting:



**S**pecific - Define Who, What, Where, Why, and Which?



**M**easurable - How will you know when you've achieved your goal?



**A**chievable - Is it possible to achieve the goal you've set for yourself?



**R**elevant - Does your goal support your business's objectives, vision, or values?



**T**ime-bound - What deadline will you set?

## Additional Components:

- Monitor online conversations about your brand and industry through social listening.
- Running paid campaigns to reach a wider audience, such as Paid Ads.
- Create engaging content (text, images, videos) optimized for all devices (like mobile).
- Encourage content with clear calls to action (e.g., purchases, sign-ups).
- Analyze audience behavior and preferences to make data-driven decisions using analytical tools.
- Using keywords and meta descriptions in content makes your business visible to your target customers.
- People trust recommendations from others, so leverage social proof to build credibility and attract new leads.
- Create online communities around your brand. Foster discussions, address concerns, and celebrate milestones.

# Rounding Up to What We Have Discussed About Social Media Marketing Introduction



## Key Takeaways:

In today's digital era, social media marketing has become a lifeblood of businesses. Social Media Marketing has brought businesses to the attention of a wider audience through effective brand awareness tactics.

Social media marketing offers several key benefits, including boosting brand visibility and broadening reach by exposing your brand to new audiences while reinforcing brand recognition among your existing customer base. Additionally, it enhances customer engagement and fosters brand loyalty, leading to a loyal customer base with high retention and satisfaction.

Brands can tap into diverse social media channels like Facebook, YouTube, Instagram, LinkedIn, etc., to engage with their customer base and cultivate strong brand loyalty.



**Point to Remember:** Do not miss the boat to engage with your audience and develop brand loyalty! Customers want to know that companies value their opinions.



**Picture This:** Put yourself in your customer's shoes and consider why they would want a brand to be loyal to them. What benefits are supposedly offered to you by a brand?

Among the main benefits of Social Media Marketing is the ability to target specific audiences by segmenting them based on geography, demographics, behavior, and psychographic grounds. It allows businesses to tailor their message to the right audience.

To optimize your strategy, improve your earnings, and grow your business, you must measure and analyze the performance of your affiliate marketing campaigns. Hence, the marketing efforts must leverage metrics to ensure that your strategy is well-aligned with your overall business goals and can be measured and tailored according to your needs.

Establishing clear goals helps you measure progress and ensures your social media strategy does not stray from your business objectives.

The components of social media marketing work together to help businesses build a robust social media presence, engage with their audience, and achieve marketing goals, driving growth, brand loyalty, and customer satisfaction.

# Understanding Social Media Advertising Platforms

## What are Facebook Ads?

Facebook Ads lets you be in front and center of over 2 billion monthly users. Is advertising becoming quite a task for you? Not an issue! Facebook can help you sail through with its user-friendly tools that make creating, running, and tracking campaigns a hands-down affair. Plus, with Facebook's vast reach, you can target those who you want to see those ads.

- Striking Features: A/B testing for Ad Variations, Conversion Tracking, Retargeting, Custom Audiences, Lookalike Audiences, and Advanced Targeting Options.
- Ad Formats: Images, Videos, Carousels, Stories and Collections.
- Targeting Options: Demographics, Interests, Behaviors, and Custom Audiences.
- Business Objectives: Brand Awareness, Reach, App Installs, Video Views, Traffic.
- Metrics: Impressions, CTR, CPC, CPA, ROAS, Engagement Rate, Conversion Rate.

## What are Instagram Ads?

Instagram Ads lets you make your visuals enticing enough to sell your business, products, or services. Your eyes certainly cannot resist seeing those drool-worthy Ads! However, unlike Facebook ads, these ads run as paid promotions on the Instagram platform.

- Striking Features: Integration with Facebook Ads Manager, Shoppable Posts, Stories, and IGTV for longer content, Visual-First Platform, High Engagement Rates.
- Ad Formats: Images, Videos, Carousel Ads, Story Ads, and Collection Ads.
- Targeting Options: Demographics, Interests, Behavior, Customer and Lookalike Audiences.
- Business Objectives: Brand Awareness, Reach, Traffic, Engagement, App Installs, Video Views.
- Metrics: Follower Growth, Engagement Rate, Impressions, CTR, CPC, CPA, Conversion Rate.



**FB & Insta Ads:** Million eyes on your brand, a million stories waiting to begin!

## What are LinkedIn Ads?

Amp up your marketing efforts by giving it a professional touch! You can do this by inviting a few professionals on LinkedIn and enabling networking with them. The LinkedIn platform expands your professional circle by displaying ads to a highly relevant cohort of like-minded professionals and other decision-makers!

- Striking Features: Advanced targeting options for professionals and Decision-Makers, Lead Gen Forms, Sponsored Content, and InMail Ads.
- Ad Formats: Sponsored Content, Text Ads, Video Ads, and Dynamic Ads.
- Targeting Options: Job title, Industry, Company size, Skills, Education, Location, Seniority Level.
- Business Objectives: Job Applications, Lead Generation, Engagement, Website Visits, Brand Awareness, Video Views.
- Metrics: Impressions, CTR, CPC, CPA, Engagement Rate.



**LinkedIn Ads:** *Where careers connect with the perfect click!*

## What are YouTube Ads?

Are you considering making your videos viral on YouTube? Then think no further than leveraging YouTube Video Advertising tactics. You can watch video ads on the YouTube homepage, search results page, and within the YouTube app to give your eyes a complete feast. YouTube promotional content can help your business expand its reach and give it complete discretion and ultimate control over how it wants the messages to be perceived!

- Striking Features: YouTube Analytics, Engagement with Video Ads, Advanced Targeting Options, Extensive Reach through Google Ads Integration.
- Ad Formats: Skippable Video Ads, Non-Skippable Video Ads, and In-display Ads.
- Targeting Options: Demographics, Keywords, Placements, Remarketing, Topics, Interests.
- Business Objectives: Leads, Sales, Website Traffic, App Promotion, Product and Brand Consideration, Brand Awareness and Reach.
- Metrics: Views, VTR, CTR, CPV, CPA, Engagement Rate.



**Youtube Ads:** *Watch, learn, discover. YouTube has it all, anytime, anywhere.*

## What Are Twitter Ads?

From quick-hitting tweets to dynamic image carousels and eye-catching videos, Twitter sparks conversations and ignites your brand. This vibrant platform empowers businesses to expand their reach and connect with a broad audience from across the globe. Businesses swear by this platform for increasing brand awareness, driving website traffic, and fostering an online community.

- **Striking Features:** Real-time Engagement through Hashtags and Trending Topics, Twitter Analytics, Promoted Tweets and Accounts, Real-Time Engagement.
- **Ad Formats:** Promoted tweets, promoted accounts, and video ads.
- **Targeting Options:** Demographics, Event Targeting, Tailored Audiences, Followers of specific Accounts, Interests, and Keywords.
- **Business Objectives:** Tweet Engagement, App Re-engagements, Website Clicks or Conversions, App Installs, Video Views, and Awareness.
- **Metrics:** CTR, CPC, CPE, Engagement Rate, Impressions, Follower Growth.

## Fun Facts About The Ads (In Short):

Apart from these Ads, Bing Ads, Google Ads, Pinterest Ads, Amazon Ads, and Meta Ads are some of the best-paid ad platforms. Let's have a look at Interesting Facts about these Ads:



**Google Ads:** Auctioneer Extravaganza! Google uses an auction system to determine ad placement. The higher your bid and ad quality, the better your ad position!



**Amazon Ads:** Shopaholic Paradise! Amazon Ads targets users already in shopping mode, making it great for reaching potential buyers.



**Meta Ads (formerly Facebook Ads):** The Social Butterfly! Meta Ads excels at targeting users based on their interests and online behavior on social media platforms.



**Pinterest Ads:** Pinpointing Perfection - Targets users visually, allowing you to showcase products and ideas appealingly. Perfect for aesthetics-driven products!



**Bing Ads:** The less crowded beach! Bing Ads often has lower costs per click than Google Ads, making it a good option for budget-conscious advertisers. However, the total audience reach is smaller.

# How Each Platform Achieves Its Marketing Goals:

## Facebook:

With Facebook, businesses can connect with new customers, engage with existing ones, and achieve marketing goals through brand awareness, website traffic, community building, and responsive customer support.

- A) Example of Website Traffic: Sharing engaging content with links to their website, attracting potential customers, and generating leads or sales.
- B) Example of Community Building: Businesses can encourage interaction with followers through comments, polls, and groups, building strong relationships and a loyal following.
- C) Example of Customer Service: By offering timely responses to customer inquiries and complaints through Facebook Messenger.

## Instagram:

Instagram's strength lies in its visual storytelling. Great photos and videos help marketers to showcase their brand and connect with their audience. Instagram posts make it easy for consumers to discover and learn about new products, simplifying the purchase process. In due process of achieving its goal, the platform encourages user interactions and sparks conversations centered around the brand and with the primary aim to drive sales. Let us see some of the options by which this platform achieves its marketing goals:

- A) Instagram options for Building Brand Loyalty: Contests, Giveaways, and Influencer Marketing campaigns
- B) Instagram option for Increasing Engagement: Interactive Features like Stories and Reels turn viewers into loyal fans
- C) Instagram options for Increasing Sales: Product tagging features and Instagram Shopping convert customer loyalty into sales

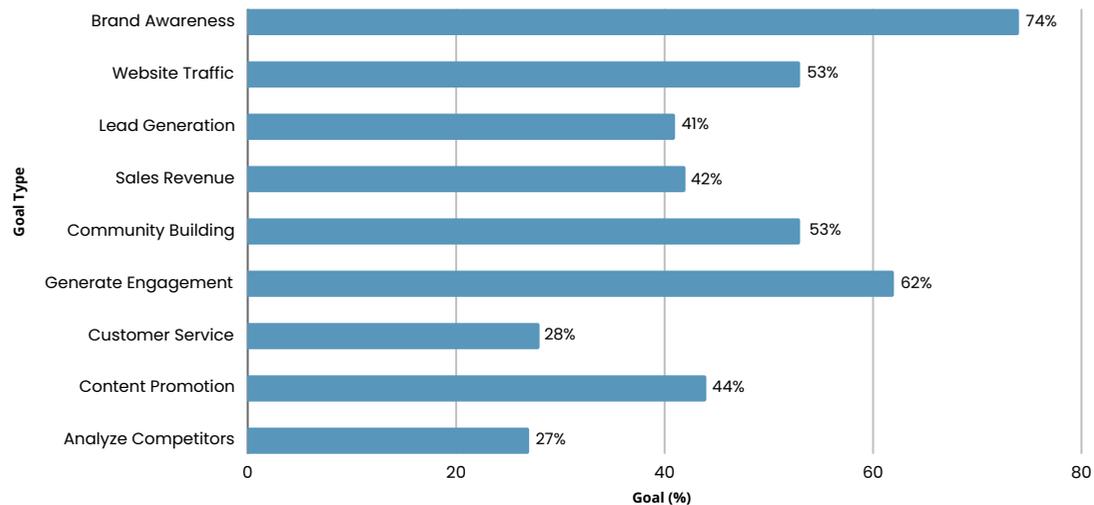
## LinkedIn :

LinkedIn Ads help B2B businesses build trust and credibility with potential customers by establishing thought leadership, generating qualified leads through targeted advertising, and attracting top talent by showcasing their company culture and career opportunities through engaging ad campaigns.

- A) LinkedIn Example of Building Thought Leadership: Sharing valuable insight and articles and participating in relevant discussions.
- B) LinkedIn Example of Generating Qualified Leads: Engaging Content and User-Friendly LeadGen Forms.
- C) LinkedIn Example of Amplifying Reach and Brand Credibility: Strategic Alliances with Industry Peers and Influencers.

# Measuring Social Media Objectives

Marketers Primary Goals while Working with Creators:



 **Goal/Objective** : What do you actually hope to achieve with your strategy?

Brand Awareness, Generating more engagement, and website traffic, and strengthening the community are the top marketing goals for working with creators.

# A Deep Dive Into Strategies:

## LinkedIn Platform Strategies:

### 1. Optimizing Your Profile:

**What:** How to optimize your LinkedIn profile

**When:** Always (your profile should be a continuously updated representation of your professional self)

**Who:** This applies to anyone who wants to build their professional network and online presence, including job seekers, freelancers, business owners, and anyone looking to connect with others in their field.

**How:**

- Use a professional profile picture and headline that showcases your skills and value proposition.
- Write a compelling summary highlighting your achievements, skills, and career goals.
- Include relevant keywords throughout your profile to improve search visibility.
- Fill out all sections of your profile, including work experience, education, and skills.

**Why:** To create a well-rounded and polished profile that attracts the attention of potential employers, clients, and collaborators. (In essence, to make a solid professional impression online)

### 2. Build and Nurture Your Network:

**What:** Building a robust network on LinkedIn

**When:** This is an ongoing process. You should continuously build and nurture your network.

**Who:** This applies to anyone who wants to expand their professional reach and opportunities.

**How:**

- Connect with relevant people, including colleagues, industry peers, and alumni.
- Personalize your connection requests by explaining why you want to connect.
- Engage with your network by interacting with their posts, sharing valuable content, and offering help when possible.

**Why:** To create a broad and deep network that strengthens professional relationships and expands your professional reach and opportunities.

## Facebook Platform Strategies:

### 1. Leverage Facebook Ads for Targeted Reach:

Who: Businesses looking to reach specific audiences on Facebook.

What: Leveraging Facebook Ads to target ideal customers.

When: While you want to increase website traffic, generate leads, or boost brand awareness.

Where: On Facebook's advertising platform (Meta Ads Manager).

Why: It is so because Facebook offers powerful targeting options and A/B testing to optimize campaigns and maximize ROI.

How:

- Define Objectives: Set clear goals for your campaign (website traffic, leads, brand awareness).
- Target Audience: Use Facebook's targeting options to reach specific demographics (age, location), interests, and behaviors.
- A/B Testing: Compare ad variations (creatives, headlines, audience segments) to see which performs best.
- Monitor & Adjust: Track ad performance and adjust your strategy based on real-time data to improve results.

### 2. Utilize Facebook Groups for Community Building

Who: This strategy is for businesses or individuals looking to build a community around their brand, industry, or niche.

What: Facebook Groups are online forums where people with similar interests can meet and discuss topics.

When: You can leverage Facebook Groups at any stage of your brand development. Existing groups are great for immediate engagement. While creating your own branded group is ideal for fostering long-term loyalty.

Where:

- You can find existing Facebook Groups relevant to your industry by searching keywords in the search bar.
- Navigate to the "Groups" section and click "Create Group" to build your branded community.

Why: There are two main benefits.

- Building Brand Authority: By actively participating in relevant groups, you can establish yourself as a thought leader by sharing valuable insights and offering support.
- A Branded Facebook Group provides a place for customers to connect, share experiences, seek advice, and engage with your content.

How: Join Existing Groups or create your own Branded Group.

# Essential Social Media Tactics

## Content Creation:

It includes creating high-quality social media content such as blogs, posts or threads, ebooks, videos, reels, stories, etc. At any stage, well-crafted content is more impactful than a mediocre one. To achieve significant traffic and lead generation, you need content that is not commonplace, bespoke, and aligned with your brand value. Content creation includes incorporating the art of storytelling to empathize and resonate with audiences by sharing relatable anecdotes that speak volumes about their personal experiences. Besides, it is vital to note that creating educational or informative content positions you as a thought leader in the market.



### Pro Tip:

Regarding content creation, you should aim to utilize on-brand videos.

87% of video marketers say that video has increased traffic to their website, and 80% claim that video has directly increased sales.

## Content Curation:

Talks about sourcing relevant information from diverse sources like industry publications, competitor websites, and influencer profiles, sifting the content, and sharing that across social media channels. The industry publication ranges from blogs, magazines, infographics, videos, podcasts, website content, etc.

Curation is all about referencing and selecting the content that cuts through the clutter, engages, and adds value to your audience. While you curate, you must keep yourselves "on guard" to all trending industry topics and expert-driven content and share those across your audience for them to appreciate, educate, take cues, get inspiration, or take delight!



### A Word to the Wise:

While you curate or share content online, always give due credit to the original creator of the content as the best practice.

### Highlights:

- Social media content sweet spot is 60 percent curated and 40 percent original, depending on the audience and brand.
- Businesses that create content regularly tend to attract 55% more traffic than those that do not.
- While curating, try to add a unique flair to the information and not copy it verbatim.  
Example: Why is this content important? How does it connect to your niche?
- While curating, infuse multimedia elements like images, infographics, or videos into your original content.
- Your brand is unique, and by creating content from scratch, you can show the world exactly who you are.

### Influencer Marketing:

Influencers wield significant influence over their target audience. Their credibility earns them a dedicated fan following. They have a robust online presence, and their genuine connection with their customers helps to drive sales and conversions for business. The audience trusts them for their product recommendations. The brand's credibility is dependent on the endorsements made by influencers. Influencers promote brands through product reviews, sponsored content, or social media mentions, effectively reaching a wider audience and potentially converting them into customers.



*Please Navigate to Slide 29: To refer to The Rising Trends of Influencer Marketing.*

### User Generated Content:

In social media, UGC refers to content written and shared by users, not brands, exclusively for other brands. The content is ingenious enough to engage users, hold their attention, and relate to them most authentically.



*Please Navigate to Slide 29: To refer to The Rising Trends of User-Generated Content.*



### Do You Know?

- Positive ratings and reviews on posts shared by influencers online serve as social proof! 84% of buyers trust recommendations from their peers.
- You can encourage increased audience participation by offering incentives like prizes, discounts, and cashback.
- A simple positive mention of your brand or use of hashtags can stimulate your users to see your product in action.
- Research highlights that 38% of customers believe the most memorable brands prioritize original content over following trending topics.
- UGC is almost a priceless way to build your brand's credibility!

# A Closer Look at Social Media Marketing (SMM) with Offer18

## Facebook Ads with Offer18

### Performance Measurement and Optimization:

The Offer18 platform allows marketers to track their Facebook Ads with a built-in Analytics and Reporting tool. It provides detailed insights on ad performance, including clicks, conversions, and costs. The platform offers a variety of flexible attribution models, such as click-based attribution, position-based attribution, and data-driven attribution, for a more accurate assessment of campaign performance.

### Ease of Integration with Offer18 Platform:

Offer18 configures ad platform partners into its platform to keep track of every performance metric in real time. By integrating third-party ad partners, Offer18 ensures maximum benefit for marketers. The Offer Sync feature of Offer18 streamlines the integration of campaigns with their advertising platforms and tracking systems.

### Improve Campaign Evaluation with Longer Attribution Periods:

Due to the integration of Facebook Ads with Offer18, tracking is no longer limited to a 7-day attribution window. You can now track campaign performance over a longer duration. A longer attribution window empowers marketers to make more informed decisions, optimize campaigns for better ROI, and drive business growth.

## LinkedIn Ads with Offer18:

### Lead Generation:

By tracking key metrics like Lead volume, conversion rates, cost per lead, and customer acquisition cost (CAC), the Offer18 platform measures and optimizes lead generation efforts. Offer18 platform helps marketers identify successful LinkedIn ad campaigns and channels to allocate resources effectively.

### Precision Targeting:

Link Tester is a tool used by the Offer18 platform that monitors and controls ad traffic in real-time. It prevents broken links and redirects users to the correct destination. Marketing professionals can easily optimize multiple ad campaigns based on specific rules of a single rule management system.

## **Campaign Optimization:**

The Offer Automation feature used by the Offer18 platform optimizes campaigns by continuously analyzing real-time conversions and customer retention data. The Smart Threshold Management feature allows it to meet the desired conversions, clicks, and impressions targets while intelligently redirecting traffic from underperforming to high-converting offers, maximizing ROI. A smart alert system keeps you updated on any changes for informed decision-making.

## **Instagram Ads with Offer18**

### **A/B Testing for Instagram Ads:**

Offer18 enables A/B testing for Instagram ads, allowing marketers to create multiple ad versions and test them with different audience segments. Key features include experimenting with ad creatives such as images, videos, headlines, CTAs, and ad copy—to identify the most effective elements for driving engagement and conversions.

### **Shoppable Ads:**

Instagram Ads with Offer18 streamline product discovery and purchasing directly within mobile apps. By integrating with BigCommerce, Offer18 allows brands to create custom online stores, centralize marketing efforts, and gain deeper insights into ad performance. Automated tools retrieve real-time information about campaigns, which helps to optimize campaigns and boost sales.

## **Twitter Ads with Offer18**

### **Twitter Analytics:**

Offer18 utilizes Twitter Analytics to measure ad performance and gain insights into audience preferences.

### **Targeted campaigns:**

Affiliate marketing networks can run targeted Twitter ads using Offer18 to attract high-quality potential affiliates based on specific criteria.

# Leveraging Social Media for E-Commerce:

## Social Selling

A social selling strategy involves connecting, engaging, and building lasting relationships with potential clients through social media platforms and driving sales. Utilizing social media networks to interact with prospects in a more authentic and personalized manner is at the core of social selling. By consistently sharing valuable content and engaging with others through posts and meaningful conversations, you can establish yourself as a thought leader or a credible source of information in your field.



### Survey Result:

As per a survey, More than half of decision-makers, marketers, and sales professionals said they consider thought leadership content when deciding which organizations to work with.

## Social Selling Best Practices

- Optimize your social media profiles.
- Be mindful of customer support opportunities.
- Join LinkedIn groups and other relevant forums.
- Be Consistent.
- Set up social listening alerts.
- Track engagement.
- Share content to build your credibility.
- Subscribe to blogs.
- Pay attention to the comments section.
- Seek referrals.
- Share success stories.
- Taking Conversions off Social Media



**Point to Remember 1#:** *The key to success here is to grow your network and build a reputation on your selected social media platforms. It is so because:*

***"Social selling fails when it doesn't feel organic."***

## Challenge:

Tina, a consultant, struggled with finding clients.

## Solution:

She turned to social selling by creating a strong LinkedIn profile, highlighting her expertise in marketing. Besides joining relevant industry groups on LinkedIn, she shared marketing insights and tips during her online discussions. She has also set up alerts to stay on top of things.

## Result:

With consistent content sharing and engaging potential clients on LinkedIn, Tina built trust and credibility in the eyes of her professional connections. Tom noticed her insightful comments on lead nurturing and invited her for coffee. Tina demonstrated her understanding of Tom's needs and identified solutions to his company's challenges on social media. Impressed, Tom offered her a consultant job, showcasing the effectiveness of social selling. Tina, needing a job, used social listening tools to find positive feedback about Tom's company, which boosted her confidence to accept the offer happily.

## Impact:

Tina's online presence and expertise impressed other potential clients who heard about her success story with Tom. Moreover, Tina's referrals have helped Tom's organization gain high-quality leads.

## Testimonial:

As Tina says, "Social Selling has completely changed my approach to lead generation." By providing valuable content and engaging with potential clients on social media, I can build relationships and establish myself as a trusted advisor. It is a much more effective way to connect with the right people and grow my business."



**Point to Remember 2#:** Did you see a thought-provoking study that could be a good conversation starter? Then Share it!



**Point to Remember 3#:** Utilize social listening and market research to track a brand's online perception. It can be easily done by monitoring conversations and mentions, which aids in making informed decisions.



**Pro Tip:** Never underestimate the power of social listening!

## Importance of Social Media for Other Businesses:

### Enhancing Brand Reputation and Building Up of Brand Loyalty:

The use of social media platforms allows customers to interact directly with businesses. Businesses can promptly address concerns, answer questions, and receive feedback. This transparency builds trust, strengthens relationships, and enhances brand reputation. Customers appreciate brands that are open and honest.

This scenario showcases how a brand can leverage a challenging situation to elevate its reputation.

**Scenario:** You run a local restaurant known for delicious food and receive a negative review: "Waited over an hour for my Palak Paneer, and it arrived cold. Very disappointed!"

#### Steps to Turn It Around:

- 1. Apologize Promptly:** Post on the review site/social media: "We're truly sorry about your experience, [Customer's Name]. It isn't our standard. We're addressing the issue immediately." Use hashtags like #customercare, #apology, and #welisten.
- 2. Post a Resolution Publicly:** Post on the review site/social media: "We believe the long wait was due to a high order volume that evening. We offer you a free combo meal on your next visit as an apology."
- 3. Follow-Up: Post:** "We hope you enjoyed your complimentary meal on your recent visit. We take all feedback seriously and aim to improve our service."

**Outcome:** The customer may update their negative review, turning a negative into a positive for your brand. As a brand, you must share the updated positive review on social media to highlight the resolution. Share positive experiences and testimonials to showcase your restaurant's quality. Monitor social media for mentions of your restaurant. Partnering with local influencers spread positive word-of-mouth. Encourage dialogue: Invite customers to share their experiences. Address concerns promptly, showing your commitment to customer service.



**Remember 1:** Research relevant hashtags your ideal customer might use to find businesses like yours. Use trending and industry-specific hashtags to increase the discoverability of your brand on social media channels. Including hashtags in your posts helps you join conversations on social media, making your posts visible in those discussions. **Examples are** #customercare, #apology, and #welisten.



**Remember 2:** Building a positive brand reputation and loyal customer base takes time and effort. Also, it is equally important to maintain a consistent brand voice across all social media platforms to strengthen brand recognition and customer trust.

## Establishing Lasting Connections with Targeted Audience :

Social media allows businesses to precisely target audiences, create tailored content, and build strong customer relationships through interactive engagement, fostering a sense of connection and making customers feel valued.

### Scenario:

How the sustainable athletic apparel brand “XYZ” builds a lasting connection with its target audience.

### Interactive Challenges:

XYZ can organize monthly challenges, encouraging its audience to engage in activities that promote fitness and sustainability.

### Social Media Engagement:

While promoting products, XYZ could share engaging content on bodyweight workout tips and scenic outdoor locations ideal for running or hiking.

### Customer Spotlight:

XYZ can feature customer stories and photos showcasing how their products empower users to lead active, eco-friendly lifestyles.

### Educational Content:

They can create blog posts or videos that educate their audience on the environmental impact of the clothing industry and how XYZ is working to minimize theirs.

### Loyalty Programs:

XYZ could reward customers for social media challenges, recycling athletic wear, or eco-friendly shipping with points to avail discounts or exclusive offers, promoting sustainability.

### Customer Feedback:

XYZ values customer feedback from surveys and social media polls and incorporates their suggestions into its product designs and brand initiatives.

## Detailed Insights and Analytics:

Social Media Platforms offer analytics tools that brands can leverage to monitor performance, understand their audience, and optimize their marketing strategies for better results. By tracking and measuring metrics like likes, comments, shares, and click-through rates, brands can understand what content resonates best with their audience. It helps them identify what kind of content to create more of and what content formats to avoid. In addition, it allows them to see if their campaigns are delivering a positive return on investment. Social media analytics tools can help them gauge public perception of their brand. They can analyze the sentiment of online conversations, identifying positive mentions, negative feedback, and trending topics related to their brand. By utilizing analytics, valuable insights can be derived regarding cost per click, conversion rates, and the website traffic generated through social media efforts, allowing for precise measurement of these metrics.



**Why It is Important?** You can use social media analytics to compare your performance against your competitors. It allows you to identify areas for improvement and stay ahead of the curve.

Platform Specific Analytics	Insights Drawn from Analytics	Scenario Example (ABC Bakery)
Reach & Engagement	Brand awareness, audience understanding	Track follower growth likes, comments, and shares.
Website Traffic	Increased website visits	Measure clicks on social media posts that lead to the ABC Bakery's website
Conversion Rates	Customer acquisition, sales	Track how many website visitors convert into paying customers.

# Challenges of Social Media Platforms :

## Audience Engagement Challenge:

**Problem Statement:** Ad Fatigue in Social Media Marketing

**Challenge:** Repeated ads lead to lower engagement and worse campaign results.

**Impact:** Repetitive ads decrease engagement, increase costs, and damage brand reputation.

**Justification:** Implement strategies to combat ad fatigue and revitalize social media advertising efforts.

**Solution:** Keep ads fresh by rotating them regularly, targeting specific audiences with tailored messages, and limiting ad exposure to prevent viewer fatigue.

## Platform Specific Challenge:

**Problem Statement:** Changes in Algorithms

**Challenge:** With social media algorithms constantly changing, brands are finding it harder to maintain consistent organic reach and engagement.

**Impact:** Decreased organic visibility hurts brand awareness, traffic, and sales, forcing reliance on costly paid ads.

**Justification:** Algorithms constantly change, favoring certain types of content over others, such as videos over text, which requires brands to shift their content creation strategies. Businesses must invest time and resources in data-driven approaches to adapt content and optimize campaigns for maximum reach.

**Solution:** Create a mix of content types to ensure at least some content aligns with current algorithmic changes. Develop an integrated social media marketing strategy that prioritizes data-driven content creation and utilizes analytics tools to track performance.

## Content Consistency Challenge:

**Problem statement:** Inconsistent messaging, visual style, and tone can dilute brand identity, confuse audiences, and hinder marketing efforts.

**Challenge:** Creating content that fits the unique requirements of each platform.

**Impact:** Weakened brand identity, decreased audience engagement, trust, and credibility, leading to missed opportunities for lead generation and sales.

**Justification:** Consistent content is crucial for building a robust brand presence and fostering long-term customer relationships.

**Solution:** Develop a comprehensive brand style guide, use a content management system for organization and scheduling, leverage social media tools for automation, utilize templates for different content formats, monitor performance for data-driven adjustments, and foster collaboration among creators.



**Challenge Prompt:** *Develop a comprehensive content calendar and analyze competitors' social media to ensure platform consistency across diverse formats. Repurpose existing content into blog posts, videos, and infographics.*

## Opportunities of Social Media Marketing:

### Social Commerce :

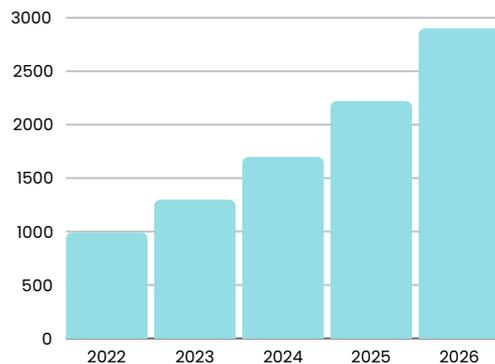
Social commerce is the buying and selling of goods or services directly within a social media platform. It lets businesses and customers interact directly, which results in a seamless shopping experience within the user's preferred social network. It enhances customer reach, engagement, and conversion rates.

### Social Commerce vs eCommerce:

Ecommerce involves buying and selling goods online through digital channels like marketplaces, websites, and retailer apps. Social commerce, a subset of eCommerce, allows customers to purchase directly within social media platforms without leaving the app.

# Social Media: A Goldmine of Opportunities

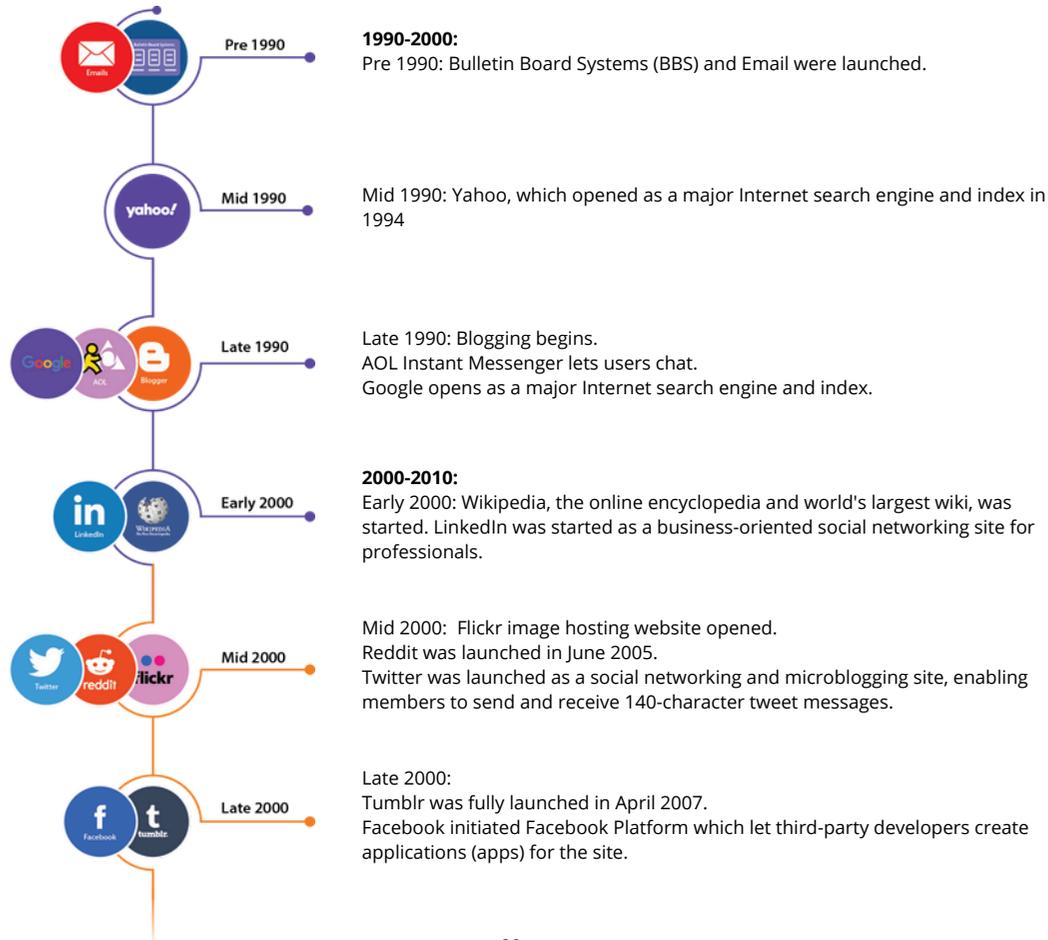
Estimates show that the global value of social commerce will reach about \$2.9 trillion by 2026.



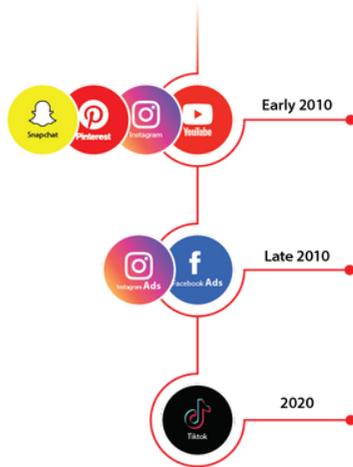
## Opportunities for Social Commerce In Facebook Platform:

-  **Facebook Shops** lets users browse and buy products based on their preferences through the app or website.
-  Sellers can interact with customers via **Messenger** for any support and questions.
-  **Facebook Audience Insights** provides detailed data on target audiences.
-  **Facebook Reels and Live video** help promote products, with live shopping enabling purchases directly from streams.
-  **Shopify integrates with Facebook** to sync product catalogs and create ads and shoppable posts.

## Evolution of Social Media Marketing



# Defining Few Key Terms of Social Media Marketing



## 2010-2020:

Early 2010: Youtube began storing and retrieving videos. Mobile social media rises with **Instagram, Pinterest, and Snapchat** emphasizing visual content and influencer marketing.

Late 2010: Facebook and Instagram Paid Ads become prevalent with advanced targeting options.

2020: TikTok emerges as a key platform, shaping new marketing approaches.

## Definition of Organic, Paid, and Hybrid Models:

### Organic Reach

**Definition:** Organic reach: Growing your audience naturally through valuable content without paying for promotion.

**Example:** A fitness influencer shares a workout routine on Instagram, gaining traction through likes, shares, and comments from their followers.

### Paid Advertising

**Definition:** Paid social media advertising is promoting content on social platforms by paying to reach a specific audience.

**Example:** A skincare brand pays to run an Instagram ad targeting women aged 25-35 interested in acne solutions.

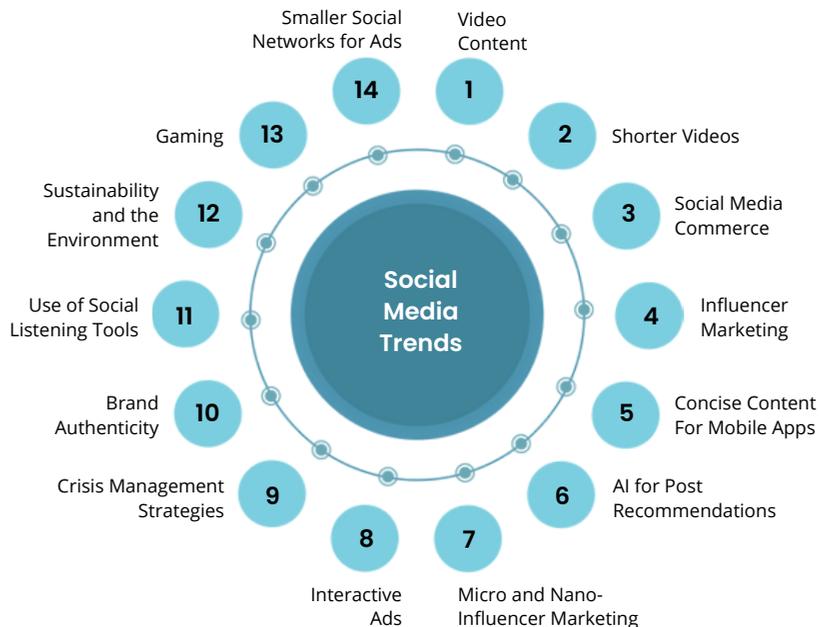
### Hybrid Approach

**Definition:** Combining organic and paid marketing strategies to maximize reach, engagement, and ROI.

**Example:** Beauty brand organically grows YouTube audience through tutorials, then uses paid ads to promote top videos and increase website traffic.

# Growth Trends of Social Media Marketing

## Catch the Wave: Fresh Social Media Trends



The Intersection of Growth,  
Influencers and UGC

## The Rising Trends of Influencer Marketing:

- Brands partner with micro (1,000-100,000 followers) and nano-influencers for cost-effective, authentic collaborations with highly engaged communities.
- AI matches brands with the perfect influencers based on demographics, engagement, and brand alignment.
- AI creates virtual influencers for controlled, cost-effective engagement.
- Brands leverage influencers with deep expertise in specific niches to connect with passionate audiences.
- Short-form video content, driven by platforms like TikTok and Instagram Reels, dominates influencer strategies.
- Live shopping experiences with influencers offer direct consumer connections and interactive marketing opportunities.

## The Rising Trends of User-Generated Content:

A customer's unpaid, unsponsored content, such as a review, a photo, a video, or a social media post, usually falls under UGC. The trends are as follows:

### 1. Authenticity and Trust:

**Real People, Real Stories:** Genuine connections and experiences are increasingly in demand among consumers. UGC, created by real people, offers an authentic perspective that resonates strongly with audiences.

**Building Trust:** UGC helps build trust between brands and consumers. When people see others enjoying a product or service, it creates a sense of credibility.

### 2. Shoppable UGC:

**Direct-to-Purchase:** Integrating UGC into the shopping journey is becoming increasingly popular. It includes platforms that enable users to buy products directly from content, streamlining the purchasing process.

**Influencer Partnerships:** Collaborating with influencers can amplify the reach of shoppable UGC, driving sales and conversions.

### 3. Immersive UGC Experiences:

**AR and VR Integration:** Blending UGC with augmented and virtual reality can create immersive experiences that engage consumers on a deeper level.

**Interactive Content:** Encouraging users to create interactive content, such as quizzes or polls, that boost engagement and gather valuable insights.

### 4. User-Generated Reviews and Testimonials:

**Social Proof Power:** Reviews and testimonials from other customers can significantly influence purchasing decisions.

**Encourage Sharing:** Brands encourage customers to share their experiences by offering incentives, generating valuable user-generated content (UGC).

### 5. Video Dominance:

**Short-Form Video Boom:** Platforms like TikTok, Instagram Reels, and YouTube Shorts have fueled the rise of short-form video content. Brands capitalize on this trend by encouraging users to create engaging video content.

**Live Video Engagement:** Live streaming platforms like Instagram Live and TikTok Live offer real-time audience interaction, fostering a sense of community.



#### Additional Trends to Watch

- **AI-Powered UGC Creation:** AI tools can assist users in creating content, making it more accessible to a broader audience.
- **Micro-Influencer Partnerships:** Collaborating with micro-influencers can yield authentic and cost-effective UGC campaigns.
- **UGC Contests and Campaigns:** Running contests and campaigns can encourage user participation and generate high-quality content.



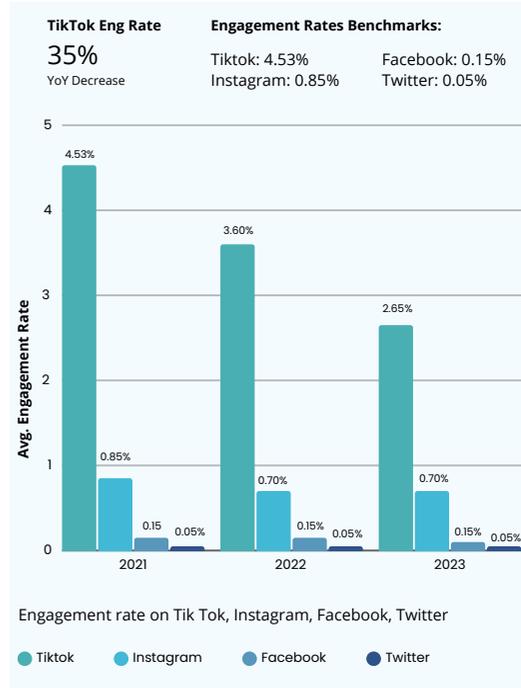
**Key Metrics for Influencer Marketing and UGC:** Include reach, engagement, website traffic, and conversions.

Engagement measures comments, likes, and shares, whereas reach measures total exposure to content. Website traffic measures clicking links in the content, and conversions measure purchases or signups following viewing the content.

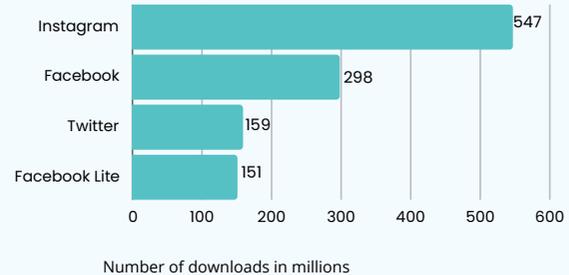
# Trending Platforms of Social Media Marketing

The engagement rates of Instagram are four times higher than Facebook (0.60% to 0.15%), but engagement has become more competitive each year.

Despite being launched in 2004, Facebook remains one of the most downloaded apps worldwide, having 298 million downloads.



- Instagram remains a powerhouse in the social media world with its diverse features.
- Facebook remains one of the most downloaded apps worldwide, having 298 million downloads.
- Twitter has surpassed the 150 million download mark and occupies the third spot in the list.
- Facebook Lite's popularity is high in regions with limited internet infrastructure.



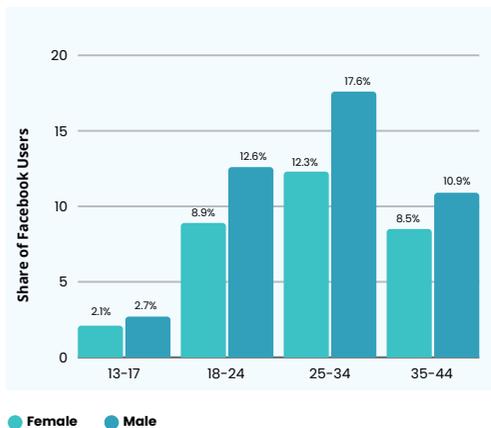
# Demographics Associated with each platform:

## Facebook demographics and usage:

Number of monthly active users: **3.065 billion**

- Largest age group: **25-34 (29.9%)**
- Gender distribution: **31.8% female, 43.8% male**
- Time spent per day: **30.9 minutes**

Distribution of Facebook users worldwide as of January 2023, by age and gender



### Sources

We Are Social; Facebook; Data Reportal; Meltwater Statistic 2024

### Additional Information

Worldwide; Facebook; DataReportal; January 2023; 13 years and older; based on addressable ad audience

## Average US users spend at least 33 minutes daily on the Facebook app.

Number of monthly active users: **3.065 billion**

	Facebook	Instagram	Snapchat	Tiktok	Twitter
2017	39	23	25	-	22
2018	36	25	26	21	22
2019	33	26	26	25	26
2020	35	30	28	33	33
2021	33	29	28	32	31
2022	33	29	28	31	31



Average daily time spent on selected social networks by adults in the United States from 2017 to 2022, by platform (Source: Statista)

# What Does the Future Have In Store for Us?

## AI in Social Media Marketing:

**Data Analysis and Insights:** AI analyzes demographics, user behavior, social media interactions, and content preferences to help brands understand their audience and personalize marketing.

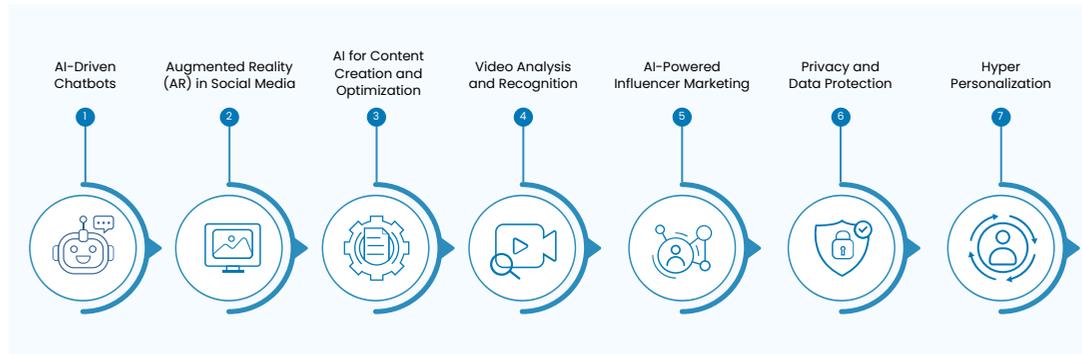
**Content Creation and Optimization:** AI assists with generating ideas, writing scripts, editing videos, and optimizing content for specific platforms and audiences.

**Ad Targeting and Management:** AI predicts user receptiveness to ads, enabling highly targeted campaigns and better ROI.

**Social Listening and Monitoring:** AI tracks brand mentions, analyzes sentiment, and identifies customer feedback on social media to understand perception and respond promptly.

**Chatbots and Automated Customer Service:** AI-powered chatbots provide 24/7 customer service on social media, handling basic questions and simple issues.

## Current Trends in AI Dominating the Market:



# Augmented & Virtual Reality for Immersive Customer Experiences

**Augmented Reality (AR):** Enhances the real world with digital overlays.

## 1. Enhanced Product Visualizations:

- Try Before You Buy: AR lets customers see how furniture or other items would look in their space (e.g., IKEA) before buying them.
- Virtual Fitting Rooms: Fashion brands can use AR to let customers try on clothes virtually, reducing the need for physical fitting rooms and increasing online sales.



**Picture This:** Try virtual clothes through your smartphone camera or receive real-time directions on your windshield!

## 2. Converting Static Ads into Interactive Advertising:

- Engaging Campaigns: Scanning a print ad could reveal a 3D model of a product or an interactive game related to the brand.
- Location-Based Marketing: When users point their smartphones at a specific location, they can receive offers or information about nearby businesses.

## 3. Enhanced Customer Experience:

- An AR app can guide customers to the exact location of a product within a store.
- AR app allows customers to access product information, reviews, and usage tips while scanning products.

## 4. Social Media Integration:

- Platforms like Snapchat and Instagram use AR filters to promote products.

**Virtual Reality (VR):** Creates fully immersive simulated environments.

## 1. Immersive Brand Experiences:

- Virtual Showrooms: Explore products in a 3D space without visiting a physical store.
- Virtual Tours: Real estate companies offer property tours from anywhere.

## 2. Experiential Marketing:

- Brand Storytelling: A travel company could use VR to transport users to a beautiful destination.
- Virtual Events: Host memorable virtual events to showcase products.

## 3. Training and Education:

- VR Training: A car manufacturer could use VR to explain the mechanics of a new engine.



## Reach Us

✉ [hi@offer18.com](mailto:hi@offer18.com)

🌐 [www.offer18.com](http://www.offer18.com)

