

SOCIAL MEDIA MARKETING



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Our Today's Agenda

Social Media Marketing
– The Definition

Social Media Marketing
– The Benefits

Social Media Strategy –
The Definition

Creating Social Media
Strategy – Steps 1 to 3

Creating Social Media
Strategy – Steps 4 to 6

Creating Social Media
Strategy – Steps 7 to 9

Finalizing Your Social Media Marketing Strategy



Social Media Marketing

Social media marketing is the practise of promoting products, services, or brands on social media platforms and engaging with an audience to achieve marketing objectives. It entails producing and disseminating information, connecting with people, running adverts, and analysing the outcomes to improve campaigns.



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Social media marketing – The Benefits

- 01. Raising brand awareness
- 02. Creating active communities
- 03. Product and service sales
- 04. Determining how customers feel about your product
- 05. Customer service via social media platforms
- 06. Marketing products and services to specific audiences
- 07. Monitoring performance and modifying approach as needed



Social Media Strategy

01

Your social media objectives

02

Your strategies for achieving them

03

The measurements you will use to track your progress



Creating a Social Media Strategy

Choose social media marketing objectives that support your company's aims.

01

Consider your audience carefully.

02

Learn about your competitors.

03



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Creating a Social Media Strategy

04

Perform a social media audit.

05

Create accounts and improve your profiles

06

Look for further ideas.

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Creating a Social Media Strategy

07

Set up a social media content calendar

08

Create persuasive, gripping content

09

Keep your performance track and modify your strategy accordingly



Finalizing Your Social Media Marketing Strategy

Finalizing your social media marketing plan entails fine-tuning your strategy based on research, analysis, and continuous testing.

THANK YOU