



Social Media Strategies for Your online Business

Social media has evolved a lot in the last few years. Many businesses can use the benefits of social media strategies to optimize their position in the digital market. With 2019 seeing huge changes in the market, it is important to keep up with the social media marketing trend in 2020. With 3.484 billion social media users worldwide, having a solid social media strategy can help your business achieve its KPIs. Depending on the target audience of your business, having the right social media marketing strategy will make a difference in reaching your desired audience and increasing your social media revenue.



The question is, how can you use the power of social media in your marketing efforts, and what social media strategies should you use? This blog post will help you reach your social media goals in 2020 and build a winning strategy and here we as a [social media marketing company in delhi ncr](#), India we understand the importance of social media marketing in promoting brands in any industry.

Here are some strategies you can use in your social media marketing plan-

Importance of Video Marketing

- # Use Giveaways to increase engagement
- # Build an authentic social media community
- # Influencer marketing can help reach new audiences
- # Use content curation to post continuously

Video Marketing

Different types of content will enhance the effectiveness of your social media strategy. Along with video, diverse social content on your social profiles improves engagement; This includes infographics, GIFs and other immersive experiences. Using the video will increase the likelihood of people connecting to your content. The amount of video consumption has increased. Every week in 2019 78% of people watch videos online, this alone should encourage you to use this approach as part of your social media marketing strategy this year. Social media users are responding better to video content than traditional text. We can't ignore the fact that videos are selling and helping brands stand out. Here are some figures.

These figures reflect the demand for video content in 2020 that your business can use. This study found that 53% of consumers want to see more video content from brands and businesses they follow, which provides great opportunities to market your business on various social media channels by creating video content in 2020. Different social media platforms are different for everyone to approach the marketing of their business. Knowing the social media platform used regularly by your target audience will help you understand where your video marketing efforts should focus.

If you own a small business, we suggest choosing and focusing 1 social media platform. You can also use Facebook stories, Instagram stories and Snapchat stories. The use of video advertising has seen a real flood on various social media platforms. Video marketing will increase your brand awareness and reach. Use this growth to bring your brand to more potential customers this year.

Giveaways

You may have seen this strategy while scrolling on Instagram or watching Youtube videos. In addition to using the right hashtags, having a cheaper path will also increase your page's engagement. The algorithm of most social media pages measures the quality of a post by analyzing engagement. Many businesses have used this strategy to increase their engagement, pursuit and brand awareness. Giving rewards to users by asking them to follow instructions such as sharing a picture of a contest, tagging their followers or following the page, can actually increase the number of your social media posts. After all, who doesn't like free stuff?

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Influencer Marketing

Using influencers as a method of reaching a wider audience on social media is a great social strategy. Creating a buyer's personality for your optimal customer can help make your vision clearer. The affected marketing industry is expected to make \$15 billion by 2022. A lot of businesses are under the misconception that they need to use influencers to reach their intended audience with millions of viewers. Surprisingly, this is not the case. Micro-effects are able to reach a target niche audience and according to this podcast through buffer, marketing using micro-effects will get a better conversion rate.

Micro-influencers are more likely to connect with their followers and really know what they're interested in. With this short following, they are able to build relationships with their followers and earn their trust. As a result, his followers will be more inclined to buy products that were recommended by their preferred influencer. Being an effective marketplace can help your product or service your social marketing on your customer's desired social network.

Social Media Communities

You may not be familiar with this strategy but the social media community is not a new concept. The status of your business within social media communities will create brand awareness, engagement and brand loyalty. Users don't just want to buy from your brand, they also want to inform, build relationships and be part of the community. Creating a community will help people serve you/your community. Find a place to talk about the product and even spread the word. It is important for businesses to allow communication between yourself and their users. Create a location where users can study, review and share insights on their case. This will bring about a significant change in your social media marketing strategy.

Content Curation

In the age of digital marketing, consumers are now suffering from social media fatigue. Online content is overseen and it can be challenging to stand out in the sea of content. Posting regularly on your social media profiles will allow your audience to see more of your business so you can build better relationships. Posting consistently quality social media content can be

challenging, and curating can take a long time here content should be more SEO friendly and if you interested SEO service we are a reliable and transparent [SEO agency in Delhi](#) that helps to improve the organic visibility of your website in search engines.

Luckily, there are social media tools that can help curate posts for your social profiles. Content curation and social media marketing go hand-in-hand, using content curation tools to help reduce the time it takes to search the Internet for quality content. Taking the best time to post and install your scheduler at those times will help clarify your business's social media activities. Your content calendar will help you keep track of all your social media marketing campaigns. Comes a social media management tool with a content curation tool. There are different to choose from, such as buffers, hubspots, and socialchief.

Conclusion

Codeaxia Digital Solutions is a [web designing company in India](#). We help you select the right channels for your business like Email Marketing, Pay-Per-Click Advertising (PPC), Search Engine Optimization (SEO), Display Advertising, Social Media Marketing (SMM), Content Marketing, Affiliate Marketing, Influence Marketing, Online Public Relations, Video Advertising, LinkedIn Advertising, Mobile Marketing and Automation.