



Social Media Marketing Strategy for Your Business Growth

What is Social Media Marketing(SMM)?

Online/ Internet marketing is commonly referred to as "Social Media Marketing." It means you can do marketing or promote your business or brand on different social media platforms like Facebook, Instagram, Twitter, YouTube, LinkedIn, etc., and increase your brand awareness and sales. [Digital Marketing Company](#) also provides social media marketing to promote your brand on a different platform.

The Benefits of Social Media Marketing for Businesses:

- **Cost-Effective-** One of the best benefits of social media marketing is that it's cost-effective.
- **Brand Awareness-** With the help of social media platforms, you can easily create awareness about your business all over the area or locations. With each post, you will be posted on different social media platforms.
- **Increase SEO Ranking:** Social media not only promotes your business on your social media page, but it also increases your SEO website(your business website). Many individuals see and visit your website, and many others search for and find your website on Google.
- **Lead Generation:** Social media is extremely effective at generating a large number of leads. It increases the conversion rate by converting customers into buyers. And it also increases your company's or business's sales.

The Top 3 Social Media Platforms that Benefit the Businesses:

- **Facebook:** Facebook is one of the best social media platforms nowadays. You are getting large amounts of traffic and large numbers of sales through this platform. Because nowadays, people of all ages use Facebook. 4 out of 5 customers come from Facebook. Here's how you can make customers on Facebook: Create quality content in the form of video, images, text, etc., and post it on the Facebook page. Optimize your profile page (your name, who you are, and how you will assist them).
- **Instagram:** After Facebook, Instagram is another great and very effective social media platform where you can promote your business and get more traffic. On Instagram, you can target and get young and teen-aged individuals as customers because the maximum teenage groups use Instagram.
- **YouTube-** Lastly, YouTube is now the best social media platform to get high traffic. As with Facebook, you can target all ages of people. YouTube is known for its video marketing. You can convert large audiences through YouTube videos.

Best Social Media Marketing Strategy for Business

- **Content-** Quality Content is king for customers as well as marketers. Without content, no one wants to become a customer. Content is the first impression of every business. Those who have quality and unique content now rule the world in the market. In social media marketing, quality content is different types of content like infographics, videos, images, text, etc.
- **Identification:** Identification means identifying whom your customers are, like identifying their age, gender, what their income is, what viceless they use, etc. Targeting platforms mean where your target customers spend the most time, like FB, IG, YouTube, etc. Your KPI (Key Performance Indicator) is important in Social Media Marketing because it tells you whether your efforts are yielding results or not.

- **Analytics and Tracking-** Analytics and tracking are very important in **social media marketing**, whether your efforts are converting or not. In Analytics and Tracking, you can find your competition or community, then research the product and service they are selling, and create a content plan for which activities they are posting on the social media platform.
- **Influencer Marketing-** Influencer means a person who promotes other businesses on his social media pages and gets more customers by sending certain followers to your business. There are so many influential people there who promote other businesses on their social platforms. They take a commission on promoting other businesses.

Do or Don't do:

Still, now you know how to do digital marketing on social media platforms, what types of strategies you should use, and how social media benefits your business. Now, what should you do and what should you not do while doing social media marketing?

DO:

1. Post content daily.
2. Schedule your post 14 days in advance.
3. Identify your most successful pieces of content.
4. Attract and engage people using information and entertainment (Meme/GIF) posts.
5. Make **50%** of your posts Entertainment (Meme/GIF), **30%** Information, and **20%** Marketing.

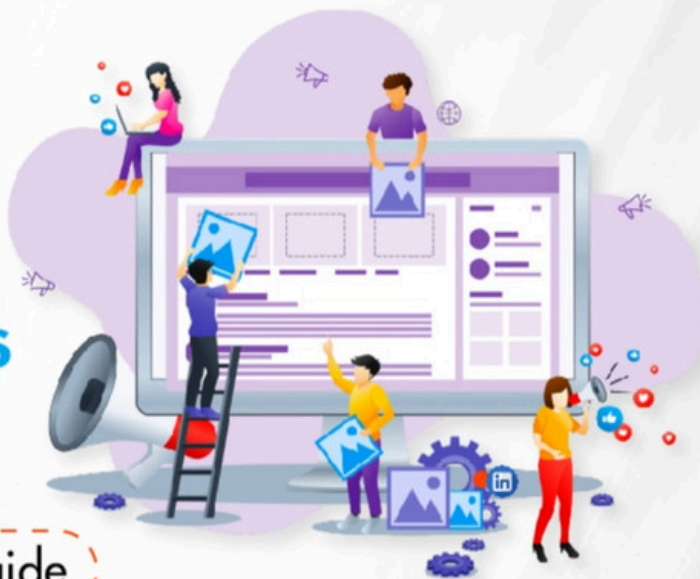
Don't:

1. Don't post bad-looking content.
2. Don't keep posting marketing material daily.
3. Don't buy followers.
4. Don't keep posting content that is not performing.





We Build A "Brand", That Build Your "Business"!

We Provide Superior Advertising Solutions for Your Business



Social Media as an Audience Guide

-  A Reminder to Stay in touch with customers
-  Influence, to Inspire
-  To Build New Business Connections
-  To Inform and Update News

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