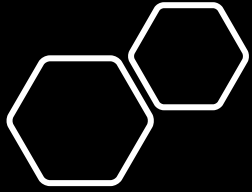


Social Media Marketing

The world is a highly digital place today.

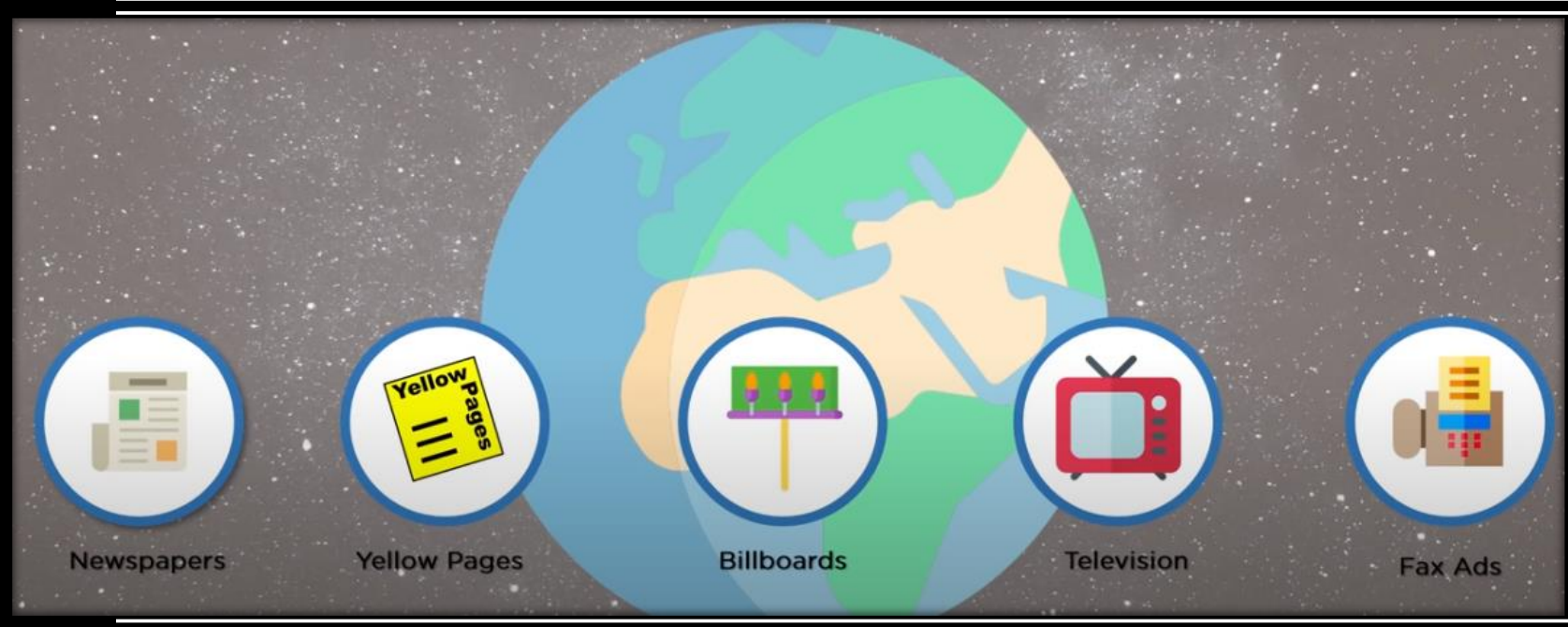




But that was not the case before.

Giving Awareness about products / services was not easier then.

Businesses used to depend upon these -





One thing in this
Digital Revolution
which has made the
lives of business
owners easier is –

Social Media Marketing

What is Social Media Marketing ?



Having said that about Social Media Marketing..it's important to note..

Social media platforms don't often release guides to their algorithms, so most are a secret...

While we don't know the details of how the Facebook or LinkedIn or other social media algorithms decide what to show and what not to show an user, we know for sure that —

One of the major goals of these algorithms is to keep people scrolling the content so that they see more ads. And a business can show ads to get results from these channels :)

This is thus one important note for a business, when it comes to earning more organic reach, the Facebook algorithm for example will reward a business for posting content that people engage more with...

In Simple terms Social Media Algorithms are ...

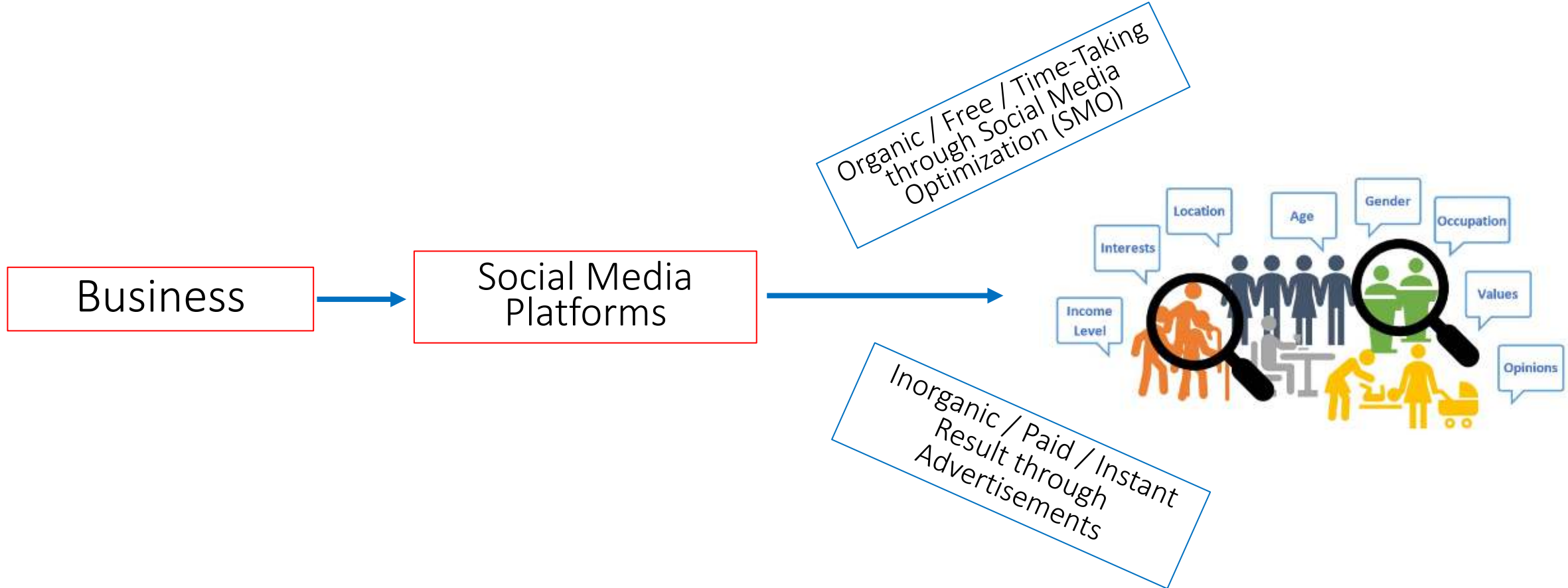
Complex Logic based programs combined with **Artificial Intelligence** and deep-level **Machine Learning**.

Designed for **understanding people's demographics, interest, behavior** from their profile info, activity, engagement, type of content, relationship / connection / network, tag, followings, page & post likes, tools used etc.

Designed for **bringing people closer** and also **connect business pages with their audiences** to make these rewarding for all.

Social Media Statistics for a Digital Marketer

Social Media Platform	Demographics				B2C	B2B	What works better
	Monthly Active Users	Largest Age Group	Gender Ratio (M:F)	Average time spent per day per user			
Facebook	2.7 billion	25-34 (26%)	56% : 44%	38 minutes	Yes	Partially	Story, Longform Video, Conversation, Meme
Instagram	1 billion	25-34 (33%)	43% : 57%	29 minutes	Yes	Not much	High quality natural photos, Visual storytelling, Reels, Meme
LinkedIn	738 million	46-55	51% : 49%	63% monthly, 22% weekly	No	Yes	Informative article, post with photo, Text-only post which is shareable
YouTube	2 billion	15-25	50% : 50%	41.9 minutes	Yes	Yes	How to, Education, Tutorial, Walkthrough, Guidance, Review, Shopping Spree, Unboxing, Comedy, Vlog, Animal, Sketch
Twitter	330 million	18-49	50% : 50%	3.39 minutes	No	Yes	Text with image, video, GIF



Social Media Marketing

What Businesses can Focus on to Get Results

Facebook Marketing	
Timings of the posts	Facebook prioritizes post that receives engagement. This is why a content calendar is so important
Use longform video content	Facebook itself noted that video content drives higher engagement and interactions from users compared to any other type of content on the platform. Longform is better in Facebook.
Start conversation	Instead of pushing/tricking people to click on links or asking them to like, share, comment, tag, it's better to start conversation with poll, asking opinion, throwing question to start conversation
Encourage Employees / Fans	Encourage your biggest brand advocates to spread the content
Avoid linking off Facebook	Facebook likes you keep your content on its platform and use Facebook's assets like photos, posts, videos, live, events, groups, tags, hashtags etc. rather than offsite links
Keep posts unique	Even if you repeat old posts, change the caption, use tags, questions
Create branded group	Recently through its algorithm Facebook has started scrutinizing branded posts from pages having sales or spamming motive and lowering the reach. It's better to create branded Groups where the members can "opt-in" and a brand can better engage the audience with content
Narrow down audience	Reach out to the right audience than to the masses who might not have the right interest
Using Facebook Stories	Skip the algorithm to make your post visible
Go Live	Facebook likes you to use its features and tools to the fullest
Avoid giving clickbait and misinformation	Don't post clickbait or misinformation or other evil things

What Businesses can Focus on to Get Results

LinkedIn Marketing

Create a strong profile

Ensure that your profile is complete and all fields are filled out accurately. This can also help you find the right audience.

Increase connections

Keep connecting with people from network/recommendation

Increase followers

Increase this by posting something consistently which your connections/ employees will like to share

Text-only or Photos

These work best in LinkedIn

Video posts

This is no longer a happening thing in LinkedIn. You can still use native short videos.

Increase DWEELL time

This is the amount of time that someone spends looking at the content of your post. You'll have to increase this with engaging post. A cursory glance at your post will not help.

Get Comments >
Reactions > Shares

Comments are better than Reactions, Reactions are better than Shares

Use 3-10 Hashtags


Use some specific to the post as well as highly searched hashtags


Tag people


Tag people who will most likely appreciate your post and share


Timings of the posts


This varies from industry to industry. On average Monday to Friday 9 A.M. to 5 P.M. is good but many businesses get great results posting between Tuesday and Thursday from 8:00 A.M. to 2:00 P.M.


**Post**
Share a post on News Feed.


**Story**
Share a photo or write something.


**Room**
Video chat with anyone, on or off Facebook, without time limits.

**Page**
Connect and share with customers or fans.

**Ad**
Advertise your business, brand or organization.

**Group**
Connect with people who share your interests.

**Event**
Bring people together with a public or private event.

**Marketplace Listing**
Sell items to people in your community.

Social Media Marketing through Facebook



Facebook Page Optimization – Top Priorities

Create Facebook Page
using your account
and optimize it



- Give proper page name
- Give appropriate categories
- Write description
- Upload Profile / Cover picture
- Upload business logo / Thumb picture
- Add Call to Action button
- Get an username
- Fill up everything in Page Info
- Get an appropriate page template
- Add / Remove Tabs
- Do message automation
- Add Page Role (if needed)
- Post something (or make a proper content planning of what to post from the page in regular intervals)
- Invite Friends to Like your page
- Create Group
- Create Event
- Create Shop

- Think of doing Advertisement for meeting your marketing objectives faster

LinkedIn Profile Optimization – Top Priorities

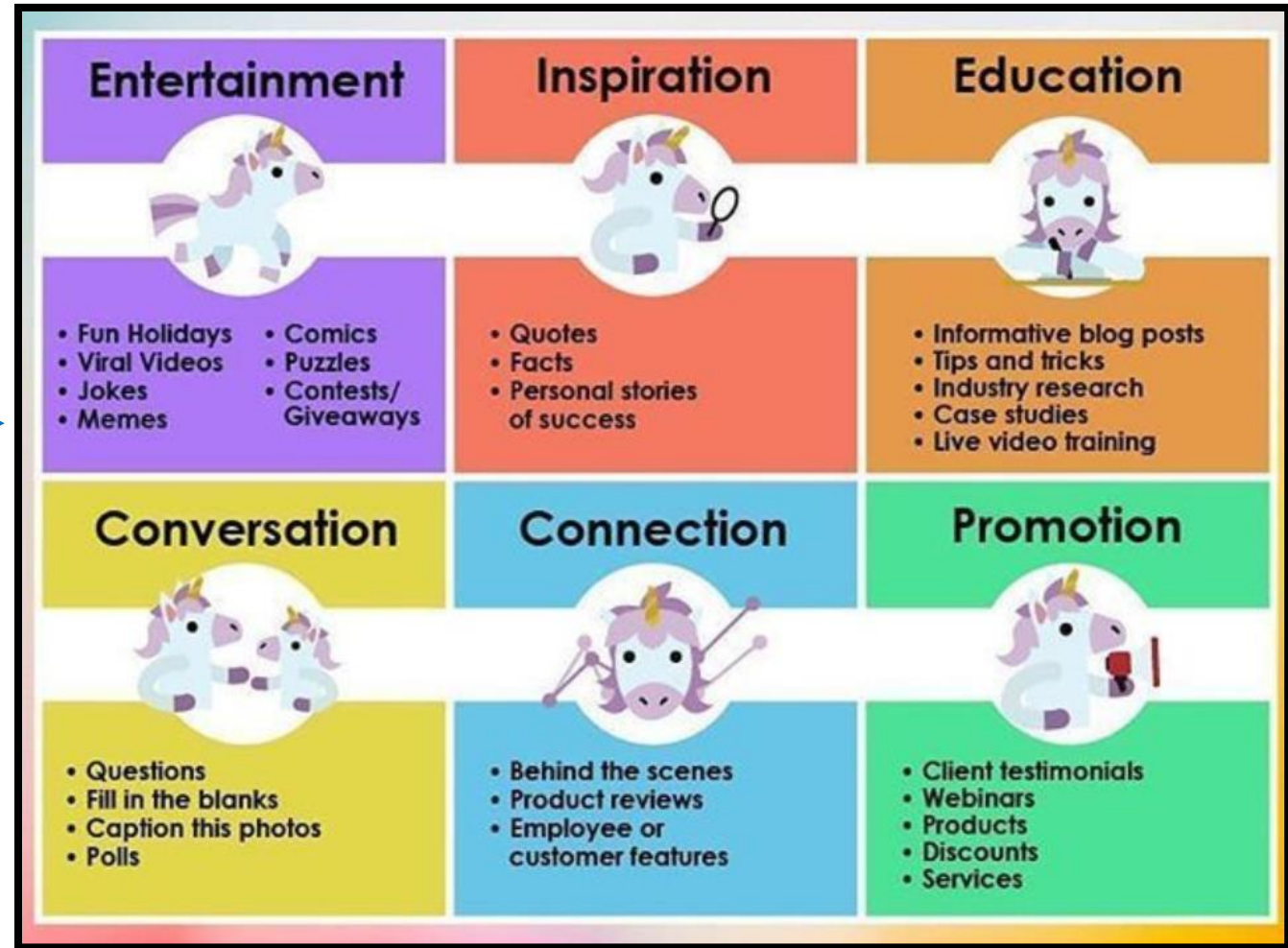
Create LinkedIn
Profile and work on
these



- Profile
 - Head shot - professional, smiling, appropriate for industry
 - Headline - industry specific, keywords
 - Summary - short, crisp, pointers,
 - Add email id & contacts
 - Experience
 - Education & Training
 - Skills & Endorsements
 - Recommendations
- Create a business page (Recommended)
- Create your business pitch (Keep a presentation ready for quickly sharing with connections)
- Find your target audience – Search, Connect, Add note, Write short & crisp to the point message / note
- Target to appear in News feed - Produce content (video, short form content), engage with others (like, share, comment)
- Publish content (LinkedIn Article) - Repurpose content
- LinkedIn Ads – Create Ad account, manage access, billing center, campaign manager, campaign performance, website demographics, insight tag

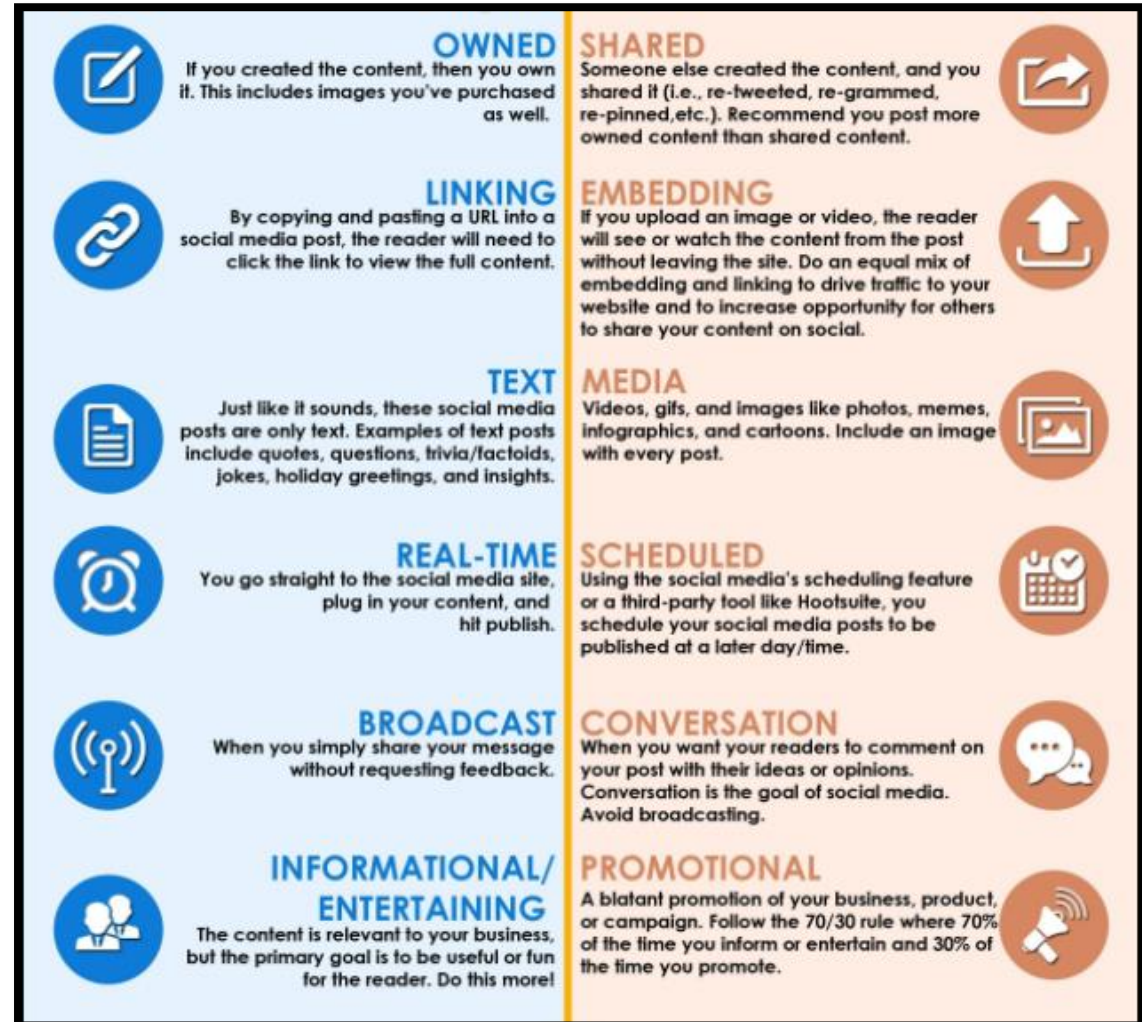
Social Media Content Strategy / Content Planning / Content Calendar

Social Calendar
(Your Content Planning)



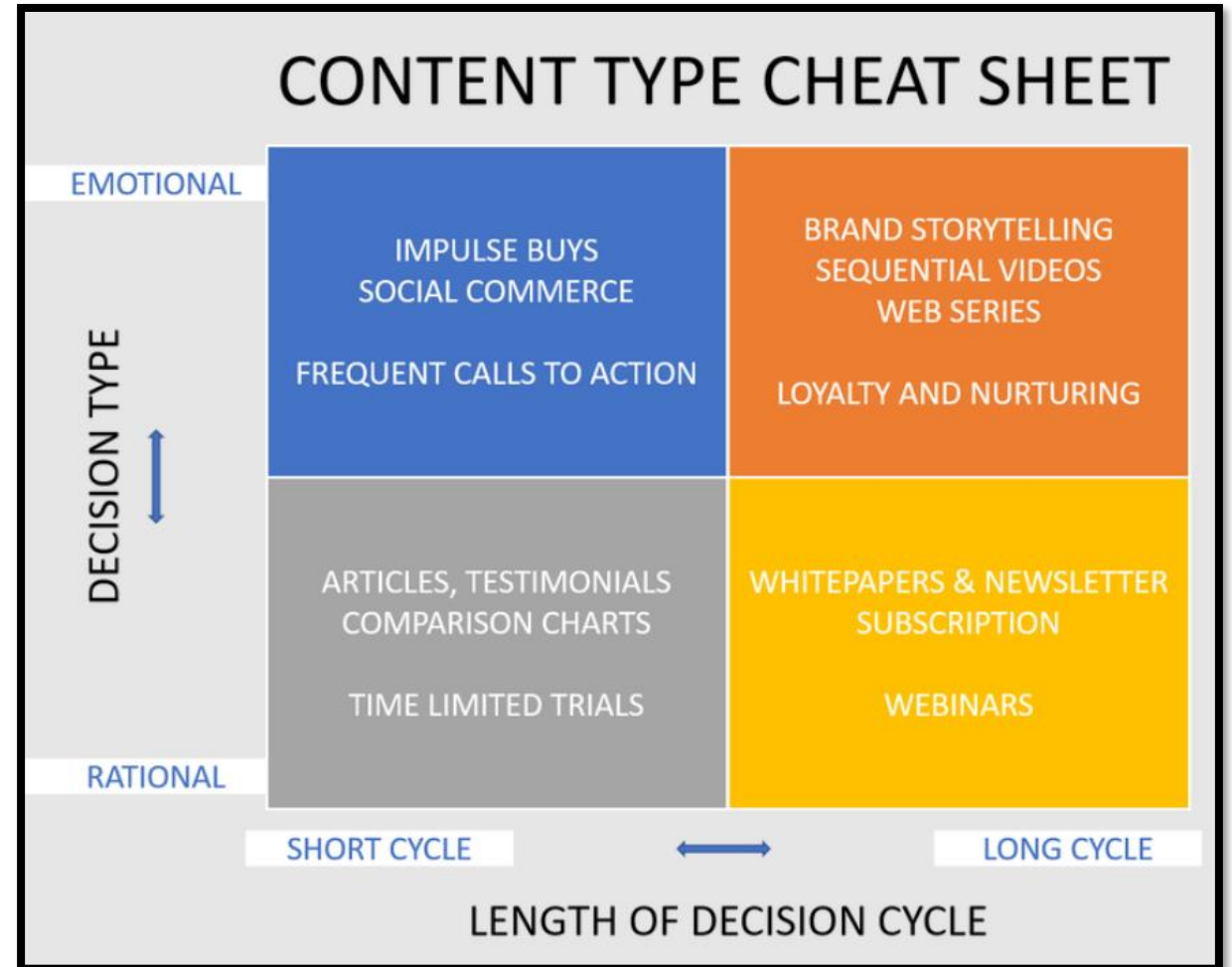
Social Media Content Strategy / Content Planning / Content Calendar

Social Calendar
(Some Tips)



Social Media Content Strategy / Content Planning / Content Calendar

Social Calendar
(Cheat Sheet)



Example of a Social Content Planning / Calendar

1	SOCIAL POSTS WEEK OF:											
2	DAY OF THE WEEK	SOCIAL NETWORK	CONTENT TYPE	LINK TO POST	DATE	TIME	LINK	COPY	ASSETS (Link to photo/video)	NOTES		
3	MONDAY	INSTAGRAM	PHOTO/VIDEO					Add copy 3-5 days before posting.				
4			STORY									
5			TAKEOVER									
6		TWITTER										
7			TEXT TWEET									
8			BLOG POST/ARTICLE									
9			POLL									
10			QUESTION									
11		VIDEO										
12		PHOTO										
13		FACEBOOK										
14			PHOTO									
15			VIDEO									
16			BLOG POST/ARTICLE									
17			FACEBOOK LIVE									
18	PROMO POST											
19	TEXT POST											
20	LINKEDIN											
21		BLOG POST/ARTICLE										
22		PHOTO										
23		VIDEO										
24		PROMO POST										
25	EVENT ANNOUNCEMENT											
26												
27	TUESDAY	INSTAGRAM	PHOTO/VIDEO									
28			STORY									
29			TAKEOVER									
30		TWITTER										
31			TEXT TWEET									
32			BLOG POST/ARTICLE									
33			POLL									
34			QUESTION									
35		VIDEO										
36		PHOTO										
37		FACEBOOK										
38			PHOTO									
39			VIDEO									
40			BLOG POST/ARTICLE									
41			FACEBOOK LIVE									
42	PROMO POST											
43	TEXT POST											
44	LINKEDIN											
45		BLOG POST/ARTICLE										
46		PHOTO										
47		VIDEO										
48		PROMO POST										
49	EVENT ANNOUNCEMENT											

Example of a Social Content Planning / Calendar

SOCIAL MEDIA CALENDAR FOR AUMORTO							
Sr	Day	Relevance	Publishing Schedule	Post Type	Caption	Creative	Hashtags
1	Monday	Inspirational Quote	13:00 p.m	Photo	Age is just a number	Poster with the QUOTE: "There is a fountain of youth: It is your mind; your talents, the creativity you bring to your life and the lives of people you love. When you learn to tap this source, you will truly have defied age." - Sophia Loren	#Mondaymotivation , #aumortofamily
2	Tuesday	Facilities of Aumorto	17:00 p.m	Photo/Video	For those who are curious and fueled by the will to learn, we have a well-equipped library with more than 4000 books on religion, philosophy, literature etc.		#Tuesday , #aumortofamily
3	Wednesday	Promotion	11:00 a.m	Photo	"Having somewhere to go is home. Having someone to love is family. And having both is a blessing!" If you are looking for a family to spend the rest of your retired life with, Aumorto is the right place for you. We at Aumorto will provide you all the love you get from your family and more. Come be a part of our Family today! For more information, contact us at +91 9891102617 / +91 9891132140 or visit http://www.aumorto.in		#Wednesday , #aumortofamily #aumortofamily
4	Thursday	Group Activity	12:00 p.m	Photo/Video	Middle "Insert Name" performing in today's musical night organised by the Aumorto Family		#musicalnight #yonga #aumortofamily
5	Friday	Campus Photos	11:00 a.m	Photo	Beautiful photographs of our garden clicked by "Insert name" Ma'am/Sir		#photography #garden #aumortofamily
6	Saturday	Promotion	12:00 p.m	Photo	There are no guests in our Home. Everyone is a part of one single united family who take part in various religious, social and cultural activities. To know more visit www.aumorto.in or contact us at +91 9891102617 / +91 9891132140		#Saturday , #aumortofamily #aumortofamily
7	Sunday	Group Activity	18:00 p.m	Photo/Video	Sunday Abba session where everyone shares stories about his/her childhood and past.		#abba #sundayabba #aumortofamily
8	Monday	Inspirational Quote	11:00 a.m	Photo	Old Age is Old Age	Poster with the Quote: "For the unlearned, old age is winter; for the learned, it is the season of the harvest." - The Talmud	#Mondaymotivation , #aumortofamily
9	Tuesday	Facilities of Aumorto	11:00 a.m	Photo/Video	We have a special meditation hall for the residents in Aumorto where Collective Meditation are held regularly. Cushions and chairs are also provided for the residents so they can meditate comfortably.		#meditation #meditate #aumortofamily
10	Wednesday	Promotion	12:00 p.m	Photo	"Being a family means you are a part of something very wonderful. It means you will love and be loved for the rest of your life." We at Aumorto are always here to help you. Come be a part of Aumorto Family. For more info, contact +91 9891102617 / +91 9891132140 or visit www.aumorto.in		#Wednesday , #aumortofamily #aumortofamily
11	Thursday	Group Activity	17:00 p.m	Photo/Video	Knowledge is power: Our Family Members spent their free time today in the library		#reading #knowledgeispower #aumortofamily
12	Friday	Campus Tour	11:00 a.m	Photo	Beautiful Photograph taken by "Insert name" On/Madam during school in our campus		#school #photography #aumortofamily
13	Saturday	Promotion	12:00 p.m	Photo	The Aumorto Family believes that you are never too old to make a change. We at Aumorto, besides catering to their individual needs, organise socio-cultural and educational activities so that they keep learning. To know more visit http://www.aumorto.in or contact us at +91 9891102617 / +91 9891132140		#Saturday , #aumortofamily #aumortofamily
14	Sunday	Group Activity	11:00 a.m	Photo/Video	Sunday Meditation Session where our family members recited poems and songs from works of Tagore, Nazim and other renowned poets and writers		#meditation #abhinavasinger #aumortofamily
15	Monday	Inspirational Quote	11:00 a.m	Photo	Don't let your age stop you from enjoying your life	Poster with Quote "Age is an issue of mind over matter: If you don't mind, it doesn't matter!" - Mark Twain	#Mondaymotivation #aumortofamily
Extra Content Ideas:							
Sr	Relevance		Post Type	Caption	Hashtags		
1	Birthday Posts (ack and celebration)		Photo/Video	Here's how Mr./Mrs. "Insert name" celebrated his/her unorthodox birthday with the Aumorto Family. May God give him/her all the happiness he/she wants.	#happybirthday #aumortofamily		
2	Posts on Important Events (Republic Day, Independence Day, etc.)		Photo	Wishing you a very happy "Insert name day".	#happyindependenceday or #happyrepublicday or #happynewyear etc. #aumortofamily		

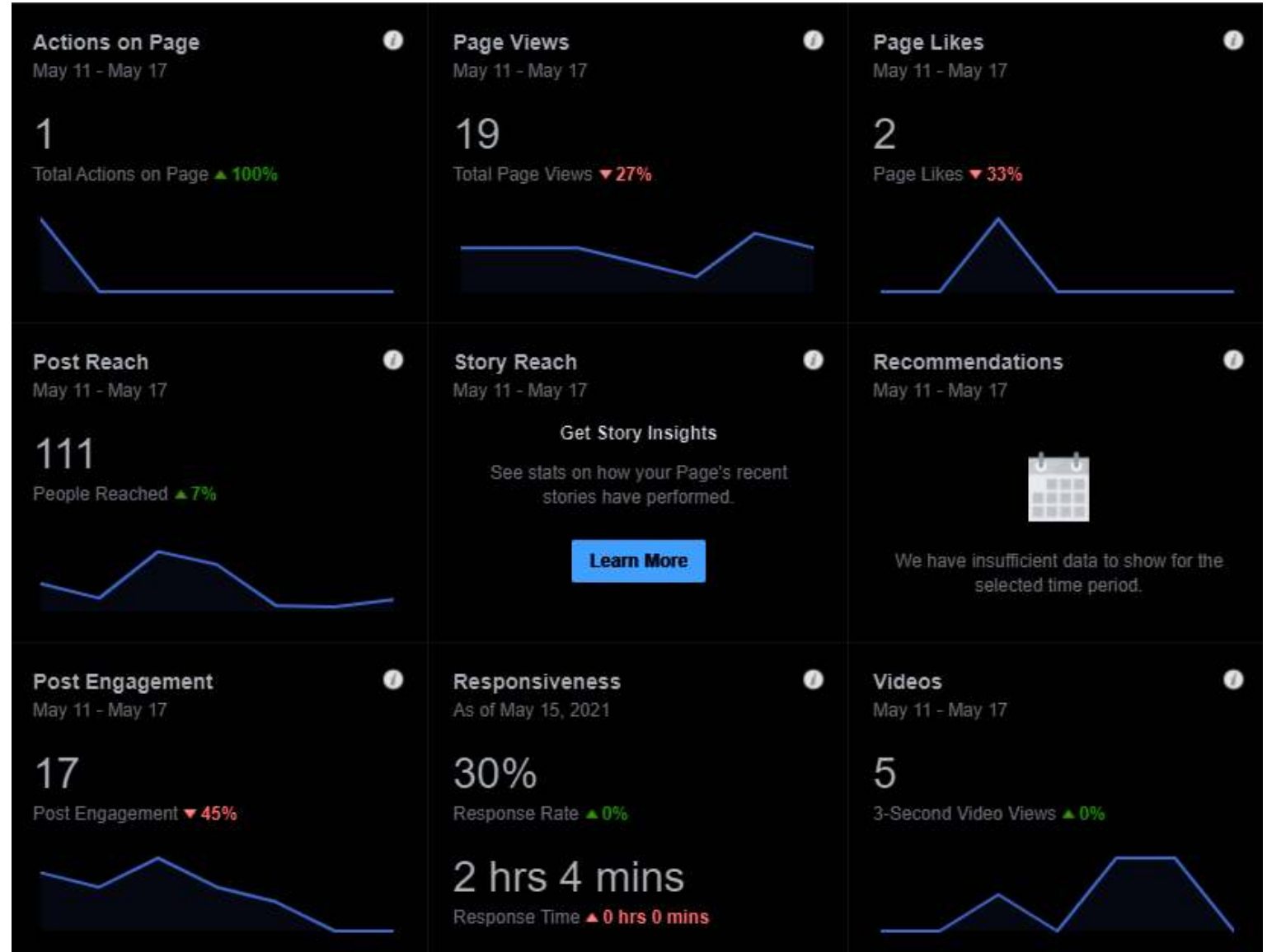
[Click to see](#)

Amplifying the Reach Organically

- ✓ Use Hashtag
 - ✓ Share what's posted on the page from your personal / admin profile tagging relevant friends who might have interest in the content
-
- ✓ Use Keywords in the caption of posts
 - ✓ Share the post in other Social Platforms like LinkedIn, Twitter, Pinterest etc.



Check the insights for deriving strategy (Facebook Example)



Thank you.



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