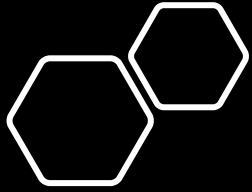


Social Media Marketing



The world is a highly digital place today.

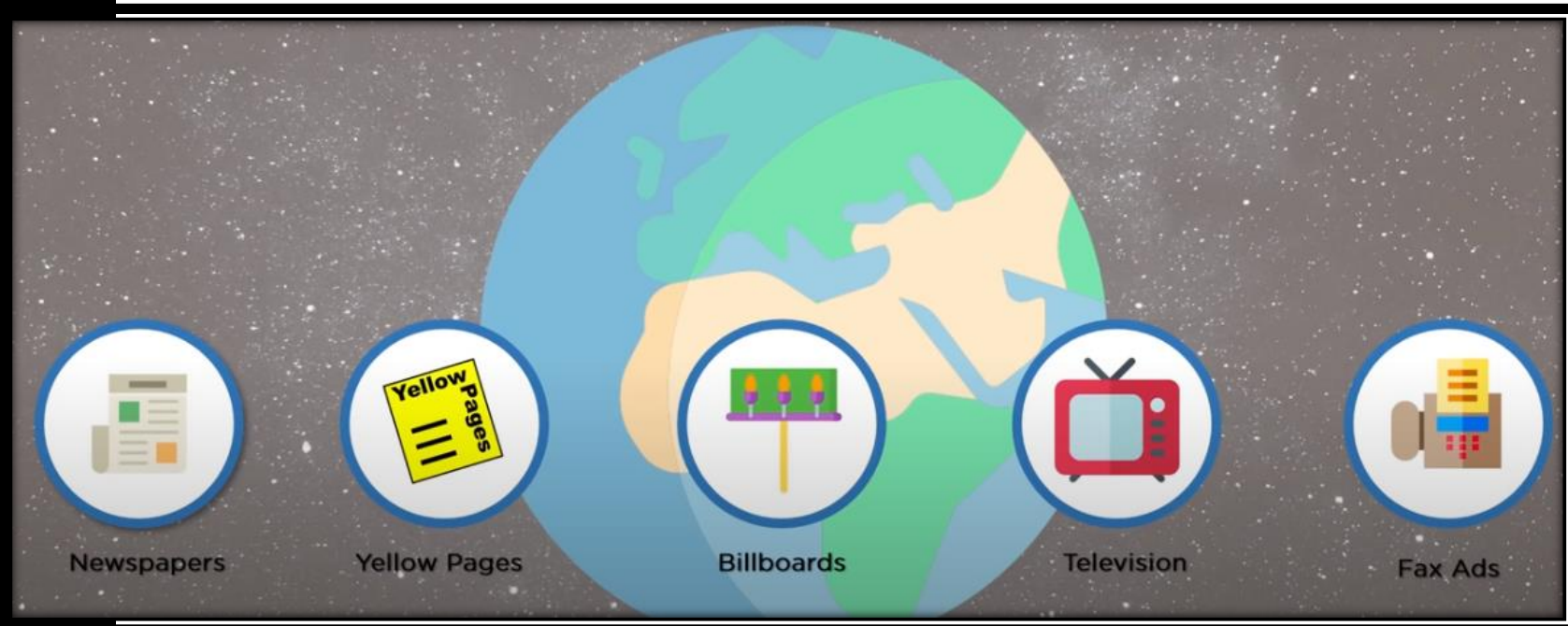




But that was not the case before.

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 ...

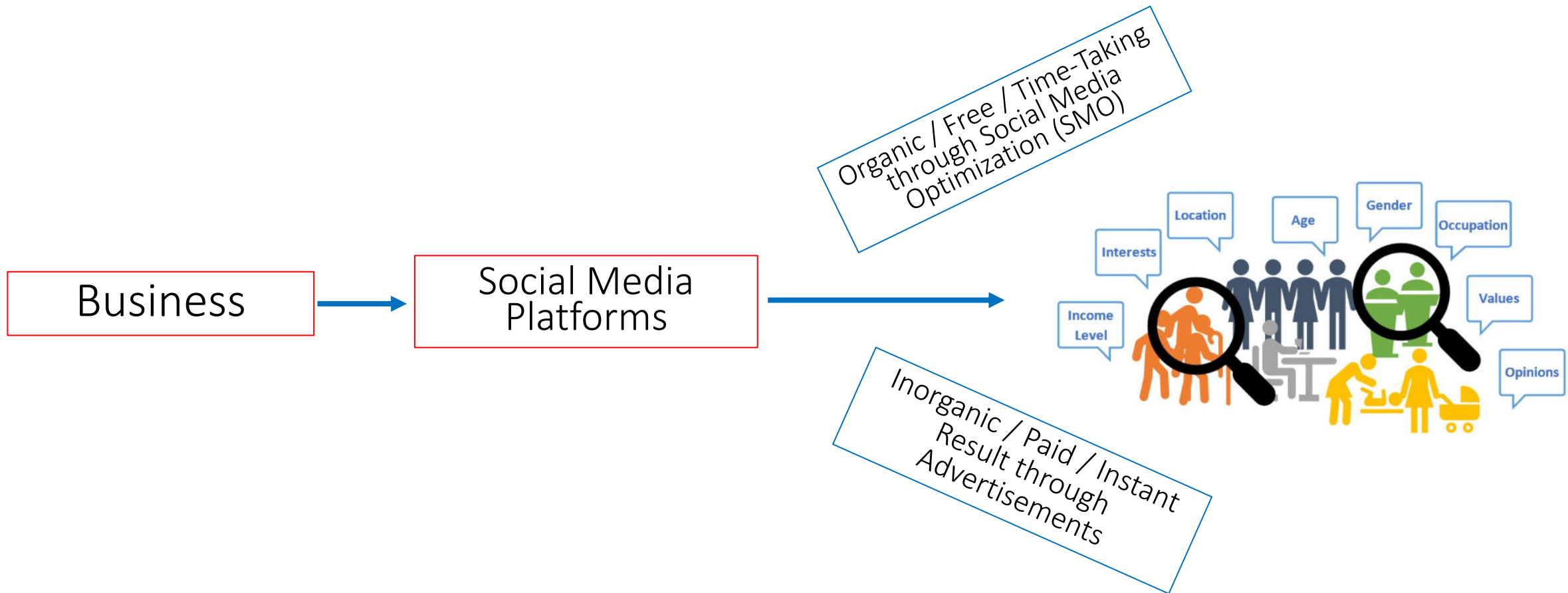
Complex Logic based programs combined with **Artificial Intelligence** and deep-level **Machine Learning**.

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 DWELL 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

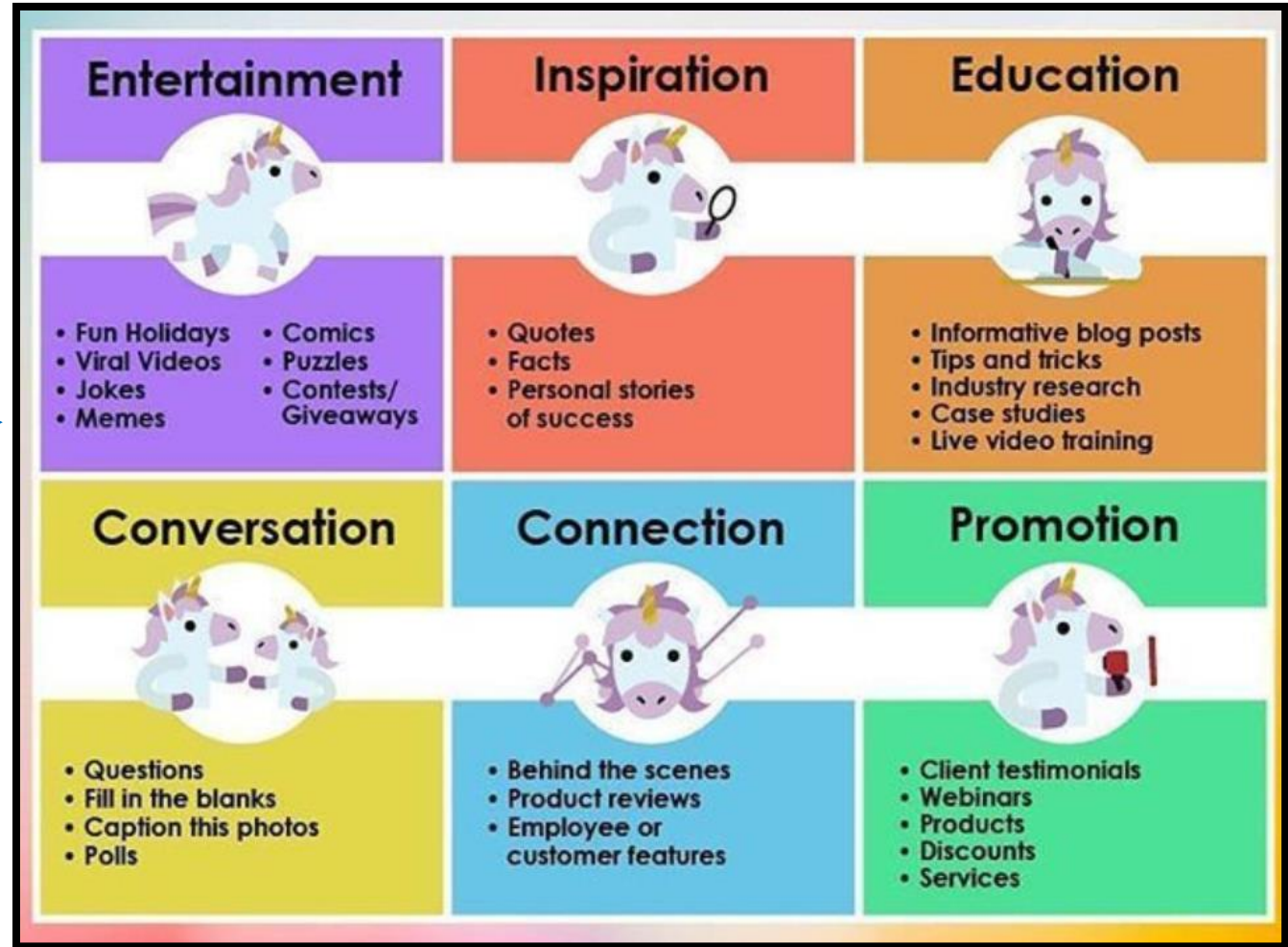
Create LinkedIn Profile and work on these



- 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

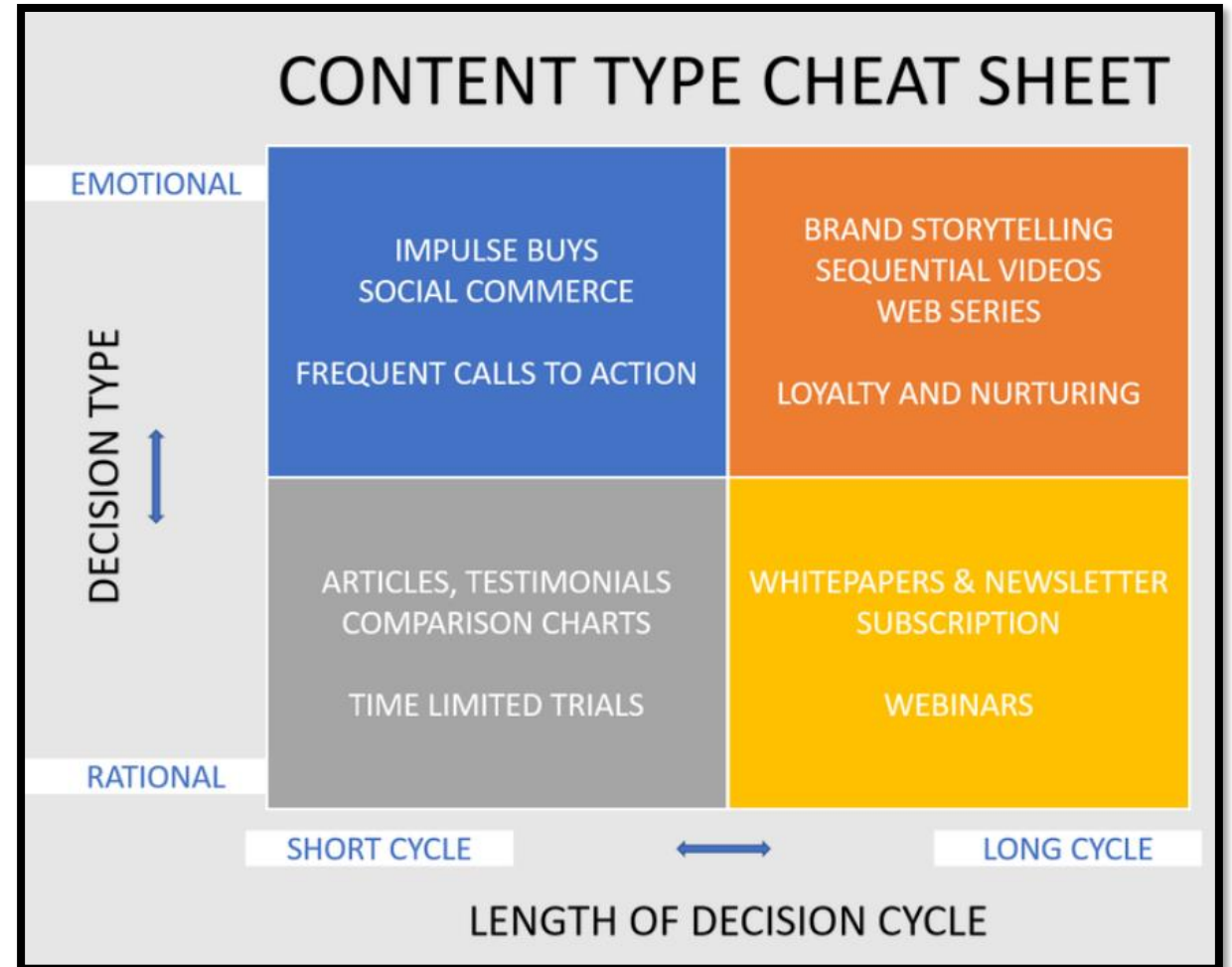
Social Calendar
(Some Tips)



 <p>OWNED If you created the content, then you own it. This includes images you've purchased as well.</p>	 <p>SHARED Someone else created the content, and you shared it (i.e., re-tweeted, re-grammed, re-pinned, etc.). Recommend you post more owned content than shared content.</p>
 <p>LINKING By copying and pasting a URL into a social media post, the reader will need to click the link to view the full content.</p>	 <p>EMBEDDING If you upload an image or video, the reader will see or watch the content from the post without leaving the site. Do an equal mix of embedding and linking to drive traffic to your website and to increase opportunity for others to share your content on social.</p>
 <p>TEXT Just like it sounds, these social media posts are only text. Examples of text posts include quotes, questions, trivia/factoids, jokes, holiday greetings, and insights.</p>	 <p>MEDIA Videos, gifs, and images like photos, memes, infographics, and cartoons. Include an image with every post.</p>
 <p>REAL-TIME You go straight to the social media site, plug in your content, and hit publish.</p>	 <p>SCHEDULED Using the social media's scheduling feature or a third-party tool like Hootsuite, you schedule your social media posts to be published at a later day/time.</p>
 <p>BROADCAST When you simply share your message without requesting feedback.</p>	 <p>CONVERSATION When you want your readers to comment on your post with their ideas or opinions. Conversation is the goal of social media. Avoid broadcasting.</p>
 <p>INFORMATIONAL/ ENTERTAINING The content is relevant to your business, but the primary goal is to be useful or fun for the reader. Do this more!</p>	 <p>PROMOTIONAL A blatant promotion of your business, product, or campaign. Follow the 70/30 rule where 70% of the time you inform or entertain and 30% of the time you promote.</p>

Social Media Content Strategy / Content Planning / Content Calendar

Social Calendar
(Cheat Sheet)



Example of a Social Content Planning / Calendar

SOCIAL POSTS WEEK OF:										
DAY OF THE WEEK	SOCIAL NETWORK	CONTENT TYPE	LINK TO POST	DATE	TIME	LINK	COPY	ASSETS (Link to photo/video)	NOTES	
MONDAY	INSTAGRAM	PHOTO/VIDEO					Add copy 3-5 days before posting.			
		STORY								
		TAKEOVER								
	TWITTER	TEXT TWEET								
		BLOG POST/ARTICLE								
		POLL								
		QUESTION								
		VIDEO								
	FACEBOOK	PHOTO								
		VIDEO								
		BLOG POST/ARTICLE								
		FACEBOOK LIVE								
		PROMO POST								
LINKEDIN	TEXT POST									
	BLOG POST/ARTICLE									
	PHOTO									
	VIDEO									
	PROMO POST									
TUESDAY	INSTAGRAM	EVENT ANNOUNCEMENT								
		PHOTO/VIDEO								
		STORY								
	TWITTER	TAKEOVER								
		TEXT TWEET								
		BLOG POST/ARTICLE								
		POLL								
		QUESTION								
	FACEBOOK	VIDEO								
		PHOTO								
		BLOG POST/ARTICLE								
		FACEBOOK LIVE								
		PROMO POST								
LINKEDIN	TEXT POST									
	BLOG POST/ARTICLE									
	PHOTO									
	VIDEO									
	PROMO POST									
		EVENT ANNOUNCEMENT								

Example of a Social Content Planning / Calendar

SOCIAL MEDIA CALENDAR FOR AUMORTO							
Sr	Day	Nature	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 defeated age." - Sophia Loren	#mondaymotivation ; #aumortofamily
2	Tuesday	Facilities of Aumorto	17:00 p.m	Photo/Video	For those who are curious and fuelled by the will to learn, we have a well-equipped library with more than 4000 books on religion, philosophy, literature etc.		#friendship , #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 9831182817 / +91 8697132140 or visit http://www.aumorto.in		#retirementhome #extendedfamily #aumortofamily
4	Thursday	Group Activity	13:00 p.m	Photo/Video	Mr/Mrs "insert name" performing in today's musical night organised by the Aumorto Family		#musicalnight #songs #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	13:00 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 http://www.aumorto.in or contact us at +91 9831182817 / +91 8697132140		#retirementhome #extendedfamily #aumortofamily
7	Sunday	Group Activity	18:00p.m	Photo/Video	Sunday Adda session where everyone shared stories about his/her childhood and past.		#adda #sundayadda #aumortofamily
8	Monday	Inspirational Quote	11:00 a.m	Photo	Old Age is Gold 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	13:00 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 9831182817 / +91 8697132140 or visit http://www.aumorto.in		#retirementhome #extendedfamily #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" Sir/Madam during sunset in our campus		#sunset #photography #aumortofamily
13	Saturday	Promotion	13:00 p.m	Photo	The Aumorto Family believes that you are never to 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 9831182817 / +91 8697132140		#retirementhome #extendedfamily #aumortofamily
14	Sunday	Group Activity	11:00 a.m	Photo/Video	Sunday Recitation Session where our family members recited poems and songs from works of Tagore, Nazrul and other renowned poets and writers		#recitation #rabindrasangeet #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	Nature		Post Type	Caption	Hashtags		
1	Birthday Posts (wish and celebration)		Photo/Video	Here's how Mr./Mrs. "insert name" celebrated his/her umpteenth 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 #happypublicday or #happynewyear etc. #aumortofamily		

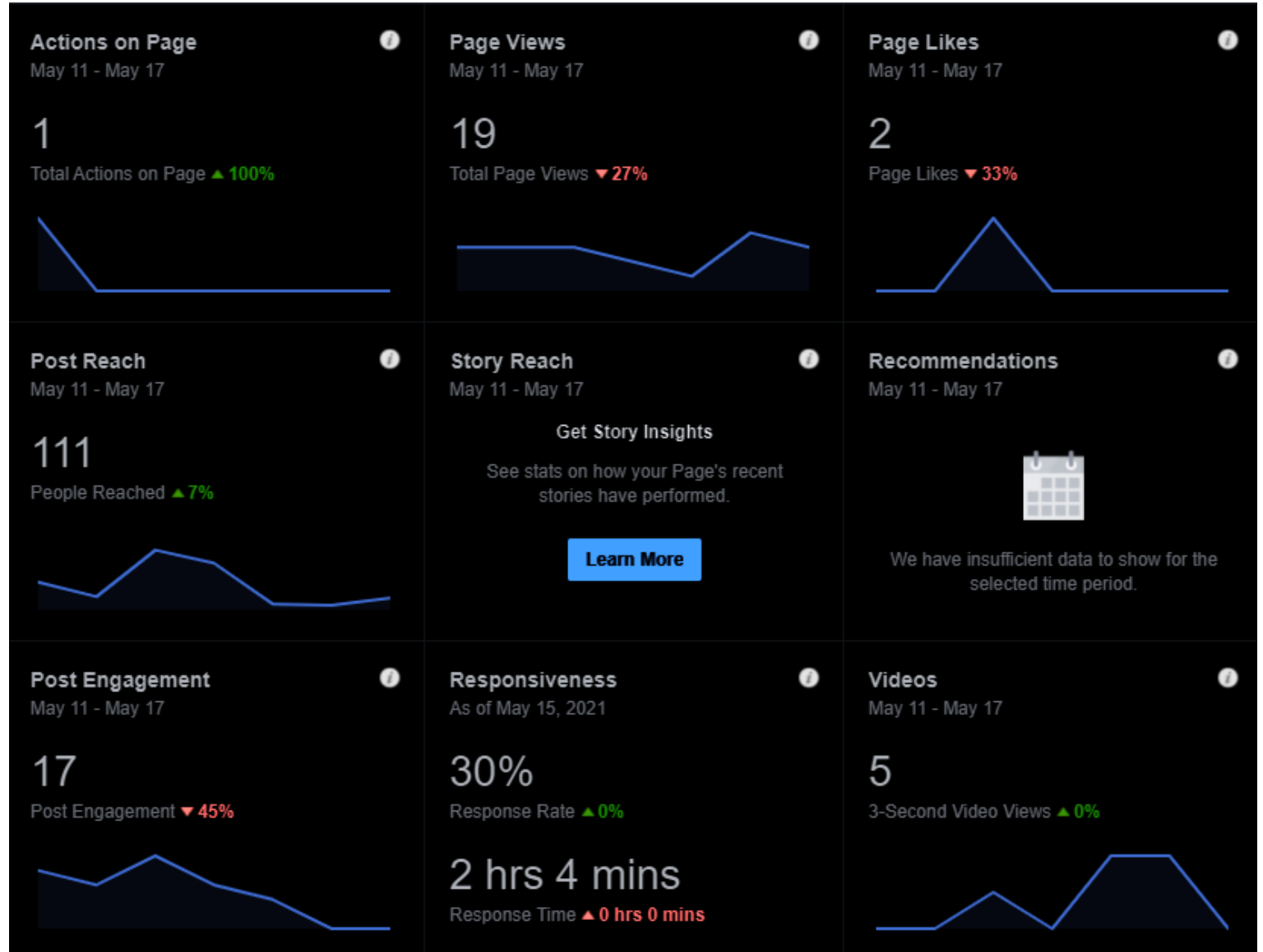
[Click to see](#)

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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