



RISEBA
UNIVERSITY OF APPLIED SCIENCES

Social Media Marketing

(research and strategy)



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Social media platforms

- Facebook
- Instagram
- Youtube
- Basic Vkontakte
- Odnoklaassniki
- LinkedIn
- TikTok
- Clubhouse



What is Social Media Marketing?

Social media marketing (or SMM) is a powerful way for businesses of all sizes to reach prospects and customers.

Why social media marketing is important?

Your existing or potential customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social - you're missing out!

How can social media marketing help you and your business?

Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

Academic definition of SMM

SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

The Five Core Pillars of Social Media Marketing

Strategy

Planning and
Publishing
Buffer Publish

Listening and
Engagement

Analytics and
Reporting
Buffer Analyze

Advertising

It is important to maintain a consistent balance that fits your business purposes. Those actions must be done at operational level daily



It is important to state - what are your and your business goals? How can social media help you achieve these short and long-term goals?

Some businesses use social media for increasing their brand awareness, others use it for driving website traffic and sales.

Social media can also help you generate engagement around your brand, create a community, and serve as a customer support channel for your customers.

There are various social media platforms around – bigger, smaller, specific to some markets and up-and-coming platform. So it makes process of choice harder – because you cannot manage them all.

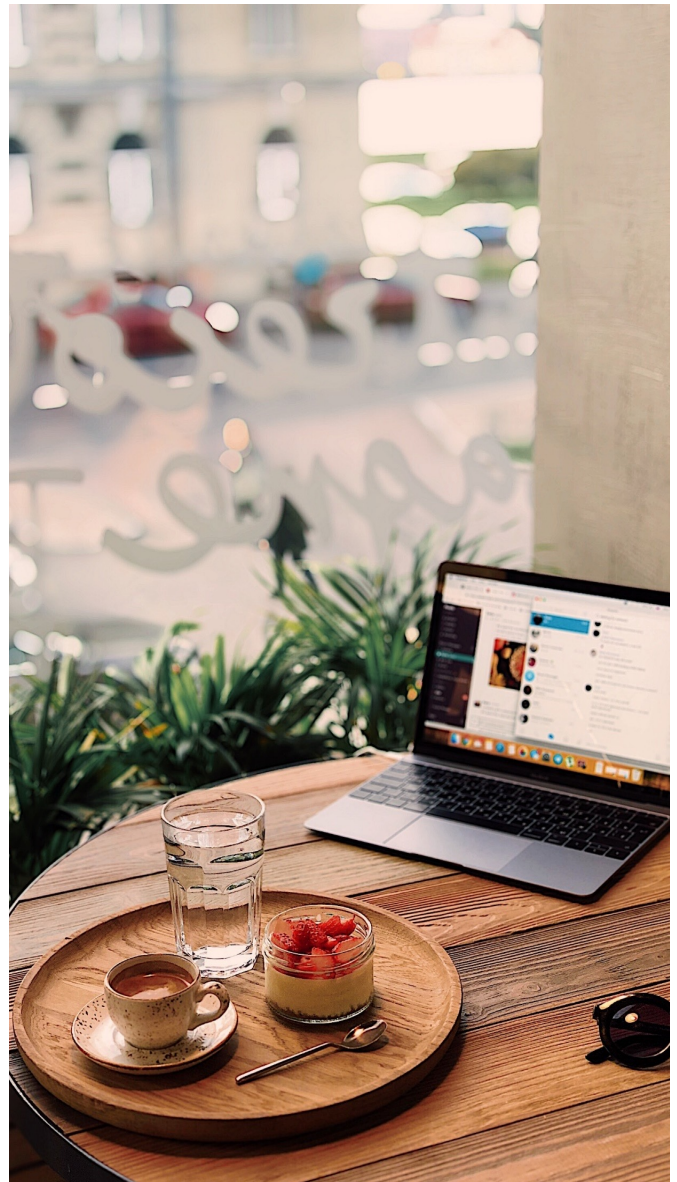
Questions to ask?

1. Which social media platforms do you want to focus on? The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.
2. What type of content will attract your target audience best? Is it images, videos, or links?
3. Where is your target audience and how can you reach it?
4. What type of content do you want to share?
5. Is it educational or entertaining content?

When starting out, it's better to pick a few platforms that you think your target audience is on than to be on all platforms. A good place to start is to create a marketing persona, which will help you answer these questions. And this doesn't have to be fixed forever; you can always change your strategy according to how your social media posts perform.

1. #PILLAR - Strategy

Choice of a strategy is about the focus. It would be like – you can have a strawberry pudding, coffee or glass of water. But it can also be a combination with mixed sequences for of all of it together!



2. #PILLAR - Planning and Publishing



Publishing to social media is as simple as sharing a blog post, an image, or a video on a social media platform. It's just like how you would share on your personal Facebook (or similar) profile.

But you will want to plan your content ahead of time instead of creating and publishing content spontaneously. Also, to ensure that you are maximizing your reach on social media, you need to publish great content that your audience likes, at the right timing and frequency.

Social media marketing for small businesses usually starts with having a consistent presence on social media. By being present on social media platforms, you give your brand an opportunity to be discovered by your future customers.



3. #PILLAR - Listening and Engagement

As your business and social media following grow, conversations about your brand will also increase. People will comment on your social media posts, tag you in their social media posts, or message you directly.

People and organisations might even talk about your brand on social media without letting you know. So you will want to monitor social media conversations about your brand. If it's a positive comment, you get a chance to surprise and delight them – by responding.

Otherwise, you can offer support and correct a situation before it gets worse.

You can manually check all your notifications across all the social media platforms but this isn't efficient and you won't see posts that didn't tag your business's social media profile. You can instead use a social media listening and engagement tools that aggregates all your social media mentions and messages, including posts that didn't tag your business's social media profile.



4. #PILLAR – Analytics and Reporting (see chapter 3)



- Social media analytics is the ability to gather and find meaning in data gathered from social channels to support business decisions – and measure the performance of actions based on those decisions through social media.
- Social media analytics is broader than metrics such as likes, follows, retweets, previews, clicks, and impressions gathered from individual channels. It also differs from reporting offered by services that support marketing campaigns such as LinkedIn or Google Analytics.
- Social media analytics uses specifically designed software platforms that work similarly to web search tools. Data about keywords or topics is retrieved through search queries or web ‘crawlers’ that span channels. Fragments of text are returned, loaded into a database, categorized and analyzed to derive meaningful insights.
- Social media analytics includes the concept of social listening. Listening is monitoring social channels for problems and opportunities. Social media analytics tools typically incorporate listening into more comprehensive reporting that involves listening and performance analysis.

5. #PILLAR – Advertising (see chapter 2)



When you have more funds to grow your social media marketing, an area that you can consider is social media advertising. Social media ads allow you to reach a wider audience than those who are following you.

Social media advertising platforms are so powerful nowadays that you can specify exactly who to display your ads to.

You can create target audiences based on their demographics, interests, behaviors, and more.

When you are running many social media advertising campaigns at once, you can consider using a social media advertising tool to make bulk changes, automate processes, and optimize your ads.



Social media marketing is the use of social media platforms to connect with your audience to

- 1. build your brand*
- 2. increase sales*
- 3. drive website or landing page traffic*

This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

1. Social Media Platforms

How To Choose The Best Social Media Platforms For Your Business?



Before we start listing the best social media platforms, it is important that you understand how the criteria for choosing the best platforms for your business:

It's vital for businesses to be strategic about which social media platforms they work to build a presence on.

The key to successful social media marketing will be choosing the best social media platform for your business.

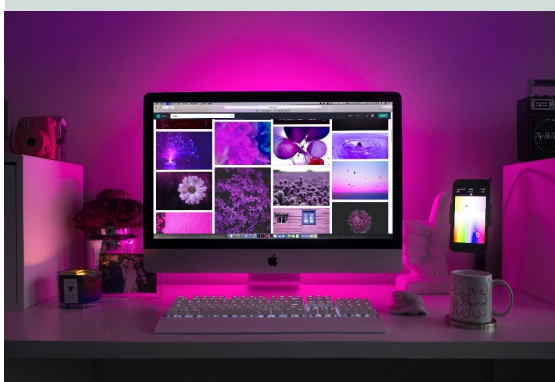
This is based on a number of factors, including the type of business you have, what audience you are trying to reach, your specific goals, and much more.



- 1. Choose Social Media Platforms Where Your Audience is Located***
- 2. Choose Social Media Platforms That are Specific to Your Content Type***
- 3. Limit the Number of Social Media Platforms You Choose to be On***

You should master the art of 1-2 social media platforms before you consider adding more to your strategy.

It's not necessary to be on every platform in the world.



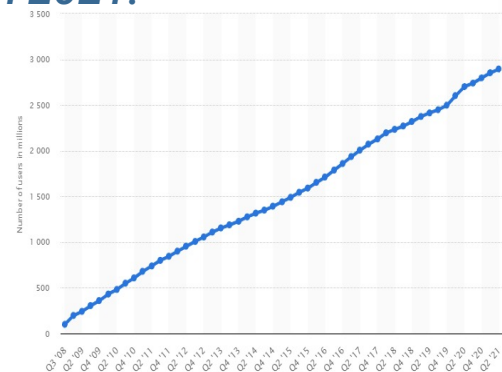
#Facebook



Why Facebook?

Facebook is not the newest and coolest social media platform.

Fact is that it is still the largest social media platform by far in terms of users - it has over 2.89 billion monthly active users in 2021!



Best Features for Your Business

In addition to providing, you the ability to connect with a great number of people from diverse backgrounds.

What makes Facebook one of the best social media platforms for business is its targeted digital advertising platform.

With Facebook ads, you are able to target those who are most likely willing and ready to purchase your products or services.

This ensures that your business gets your ad content in front of the right users at the right time.

Another reason why Facebook is one of the best social media platforms for business is their social media e-commerce integrations.

Facebook makes it easy for users to purchase from your company through the social media platform.

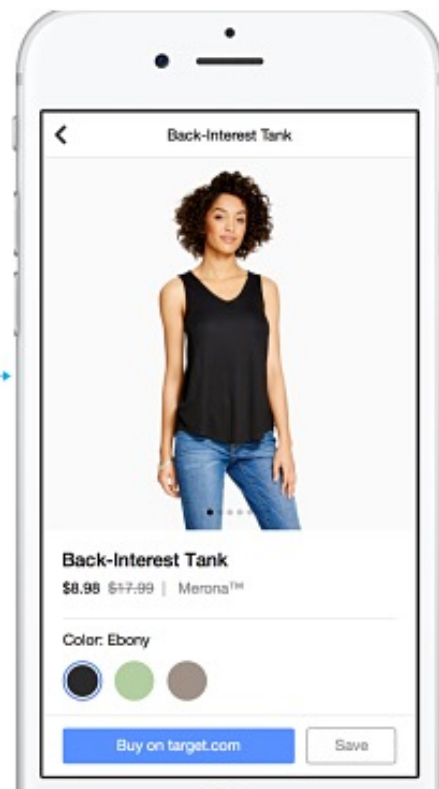
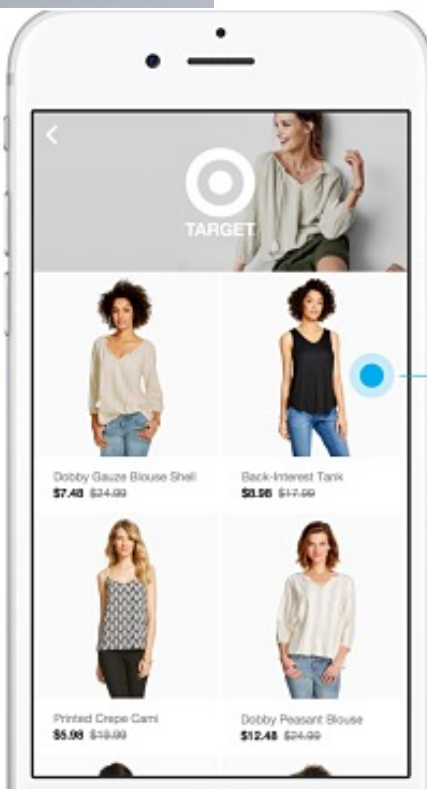
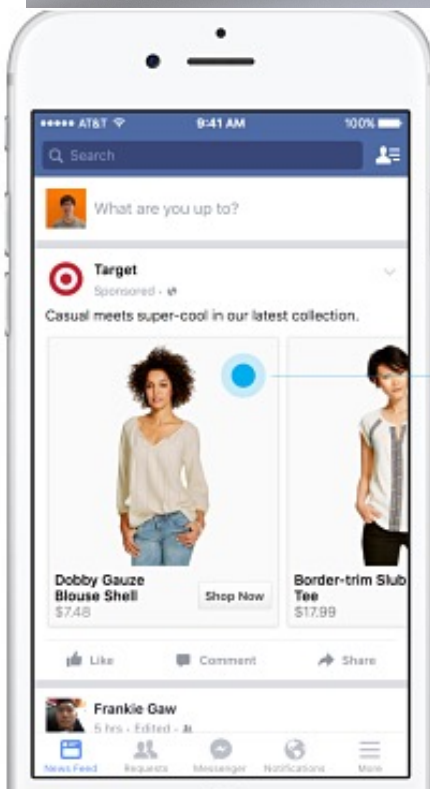
Making a purchase is as easy as clicking one button.



Facebook unique integrations for e-commerce

Facebook has now allowed brands to interact with customers through Facebook Messenger.

Through this, you can also provide shipping updates and other order notifications through the Facebook platform as well.



#INSTAGRAM

If you're targeting a younger demographic (teenagers and young adults under 30), Instagram will be great for you.

You will also find about half of the people under the age of 50 years old on Instagram.

Because of the younger demographic of Instagram users, there are fewer users with a college education and high income compared to Facebook.



Instagram is another platform that feels like it's non-negotiable.

It's owned by Facebook, and has more than 1.38 billion active users in 2021

Because of this, some professionals believe that while Instagram is an exciting platform, you will often find yourself competing for "cheap attention".



Best Features for Your Business

One of the best benefits of Instagram is that

it allows you to tell your brand's story with unique and engaging visual content.

Unlike other social media platforms, Instagram is heavily focused on visuals, both images, and video.

No matter what industry your company is in, you can use Instagram to showcase your products and tell your brand story in a way that's visually appealing.

Interesting feature that can be useful is Instagram stories.

With Instagram stories, you can take live videos and share them with all of your followers.

With this feature, you can easily provide behind-the-scenes footage of your business and share important news and updates with your followers.



INSTAGRAM is about the visuals and inspiration

Like Facebook, Instagram also allows you to message users directly. This can be a great tool for customer service.

For instance, if a consumer finds you on Instagram and has a question about your products or services.

They no longer have to navigate to your website or pick up the phone to ask.

Instead, they can direct message you through Instagram, which allows you to answer questions and address concerns instantly.

#Youtube



YouTube is home to more than 2 billion users worldwide and drives more than 30 million daily visits, making it a great platform for small businesses looking to market with video content.

YouTube is the second most popular website and also second largest search engine in the world

YouTube is available in over 100 countries and 80 languages

More than 70% of YouTube content is watched on mobile devices

YouTube reaches more 18-34 year olds than any other TV network

Plan a focus keyword, strategically craft your video title and description, and don't forget about YouTube search optimization so your videos will rank higher in search..

You can create a YouTube channel for your business to begin uploading video content that your audience can view, like, comment on and subscribe to.

Before anyone actually views your video content, make sure that you've crafted imagery for your channel that clicks with your brand.

Video is extremely engaging and useful for many types of businesses.

Creating a YouTube channel for your business offers a centralized platform for your audience to view and engage with your videos.

Most social media networks require you to set up an account before you can view content – but here you can view content without a YouTube account.

However, an account is required for your company to upload videos and engage with other users. Membership is also required to view videos flagged as adult content.

#Vkontakte

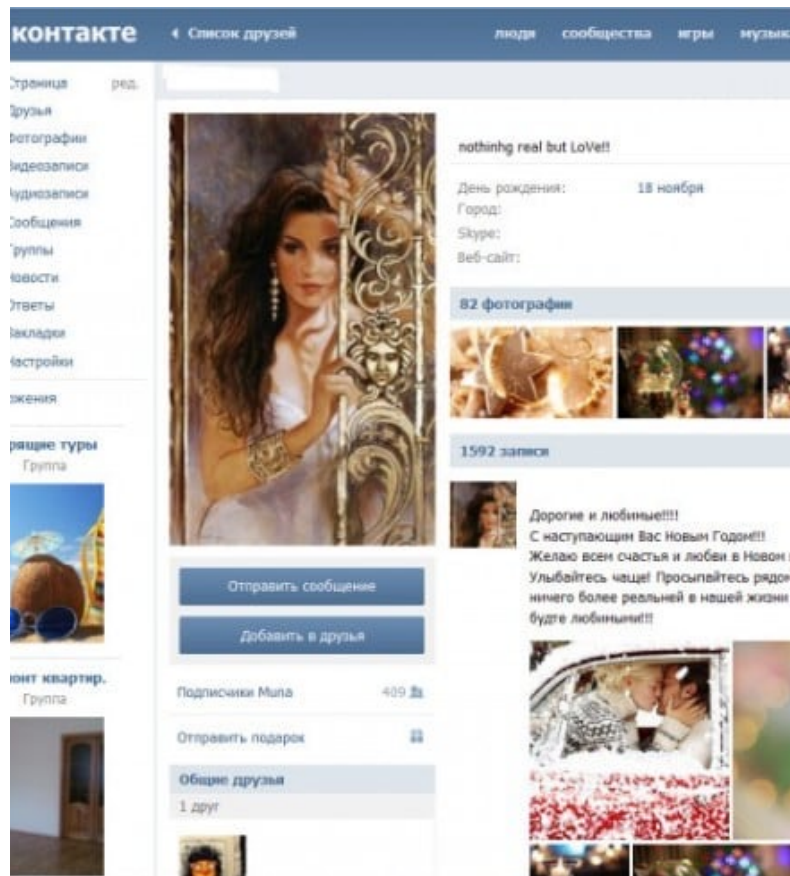
VK was created to be a social networking site for, and of interest to, Russian and Eastern European speakers.

Visually, VK took on a similar format and appearance to Facebook, but there are numerous differences in the specifications and features on offer.

In terms of basic profile information, it's actually not so basic:

The platform uses a comprehensive range of filters to help users find exactly who and what they're searching for.

Users are encouraged to fill fields including religion, political views and military service, right down to their views on smoking and alcohol. Users can also choose to display their priorities such as: beauty & art, science & research, and improving the world.

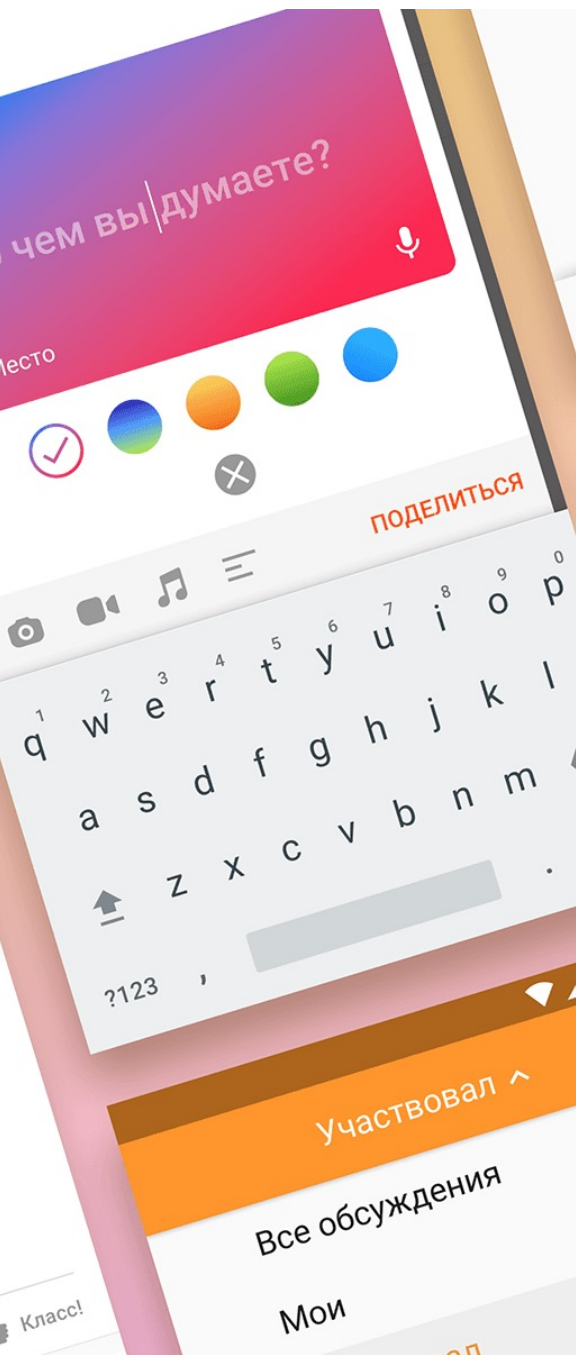


Vkontakte or Вконтакте literally translates to, 'to be in touch' and is used by 83 percent of the country's 70 million active social media users.

It ranks in second place after YouTube as Russia's most used social platform and is the largest social network in Europe with over 100 million active users.

Visually, VK took on a similar format and appearance to Facebook, but there are numerous differences in the specifications and features on offer.

Vkontakte is Russia's number one choice of social platform.



#ODNOKLASSNIKI

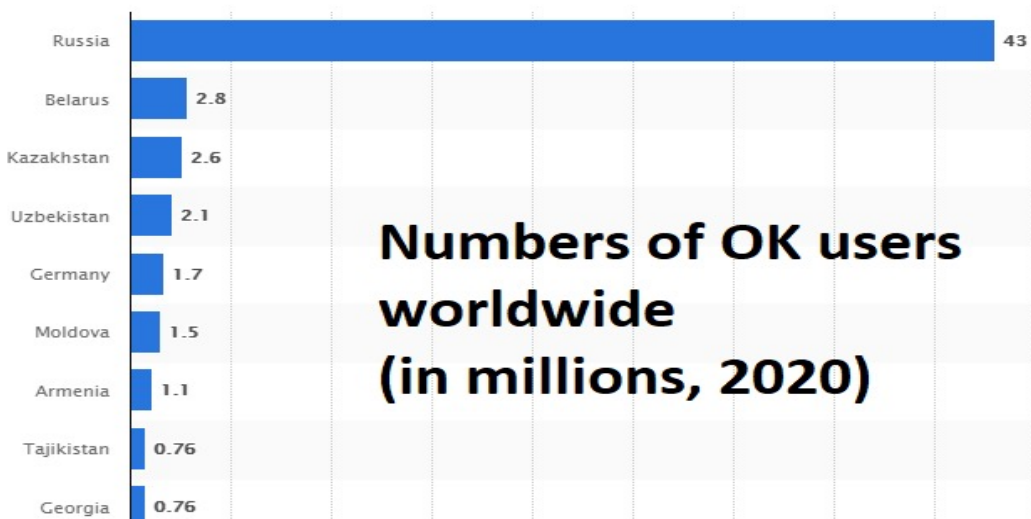


ODNOKLASSNIKI, THE MOST POPULAR SOCIAL NETWORK AMONG RUSSIANS OVER THE AGE OF 25

ODNOKLASSNIKI

Much like VK, OK allows users to create a profile, search for friends, and share status updates and images.

The focus of OK is reconnecting with classmates and friends that users may have lost touch with over the years, so the search parameters are quite detailed.



Numbers of OK users worldwide (in millions, 2020)

#LINKEDIN

LinkedIn is the world's largest professional network with 774+ million members in more than 200 countries and territories worldwide.

On LinkedIn, you can build your brand. It's a great place for networking

- It helps you keep track of competitors as well
- LinkedIn Marketing Solutions provide access and advertising for you to reach the specific market

You can build your brand

Just like companies build their brands, it's important for you to build your professional brand online.

It can help rank your name on Google

Chances are, if you apply to a job, one of the first things an employer or human resources manager will do is Google your name. Even emailing a new client could result in a Google sweep of your name.

You can research companies and its employees

These days, many companies maintain their own LinkedIn pages where they'll update company information, share company news and insight, and showcase current employees.

**LinkedIn is about
networking!**



#TikTok



The Fastest Growing Social Media App

Teens also enjoy competing in the different challenges which can be entered via the trending hashtags on the app. The app has a very dedicated, young community of users. **For many of these users, gaining likes, followers and getting their videos featured on the app are important priorities.**

Creating and sharing their own content is now a big part of how teens spend their time online. Teens are moving away from being spectators online to becoming content creators. This app can be a really creative way, fun way for teens to express themselves and create their own social content.

HOW DOES IT WORK?

Like most other apps and social networks, users can follow other users, like and comment on other user's videos.

Users can select the song they wish to use in their video first, then record themselves miming along to the music. Alternatively, users can record their video first and then select a song, and/or add a voiceover.

Monthly Active Users – TikTok officially has over 1 billion monthly active users.

What Are the Potential Risks?

Users may be exposed to bad language and content of a sexual nature. Users can comment on other videos, this leaves the potential for online bullying or negative comments.

With anything shared online, it is recommended to know - how the app works and to check privacy settings.



#CLUBHOUSE

– the social audio app

The social media platform built its reputation, in part, on exclusivity (now it is open to everyone)

It is the audio-only app where people spend countless hours mostly networking and plugging their own projects. It has also been copied (or working on being copied) by other social media companies after its hyped success.



clubhouse



The company describes itself as "a new type of social product based on voice [that] allows people everywhere to talk, tell stories, develop ideas, deepen friendships, and meet interesting new people around the world"

Basically, you can jump in and out of different chats, on different subjects, in something akin to a live, free-flowing podcast. You can simply listen or choose to throw in your thoughts.

In July of 2021, Clubhouse ended its once hyped invite system and opened the app up to everyone. As of August 14, Clubhouse was the 35th most popular social networking app in the App Store.

2. Targeted advertising in social media platforms



If you can do just one of the platforms mentioned before or any other very well, then you can have astronomical business results.

- It takes a lot of work and money to develop a successful presence on these social media platforms.
- It's not as simple as setting up a profile and pressing "publish" on a post - in most cases, you will need to set aside some money to promote your content.
- In addition, you'll need to review the analytics to determine if your content is effective or not.



Steps for efficiency

1. Create a Calendar

Schedule your ads and activities

2. Encourage Engagement

3. Don't Over-Promote

- One trap that businesses often fall into is treating social media too much like regular advertising.
- You don't want to blatantly promote yourself in every post.
- You need to create content that people will actually enjoy and want to see.

4. Build a Community

5. Provide Value:

Point of social media is to provide value to your followers. Create something that your audience will find useful. It could be something that tells them something they didn't know before, makes them laugh, entertains them or anything else that's beneficial in some way.

*Crucial:
Choose the right platforms*



3. Analytics and reporting

How and why to track and understand social media analytics?

Social media analytics is data offered by most social media sites that gives insight into what people are responding to and engaging with on your social channels.

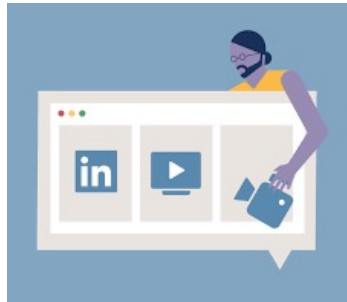
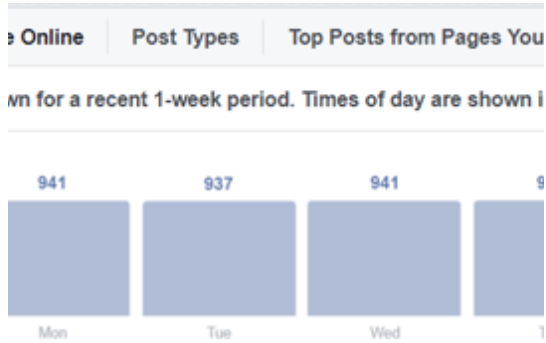
You can use this data to measure the growth and effectiveness of your social channels, usually to improve brand awareness, profits, and return on investment (ROI).

Analytics also can help you understand what works for your competitors and their audiences.

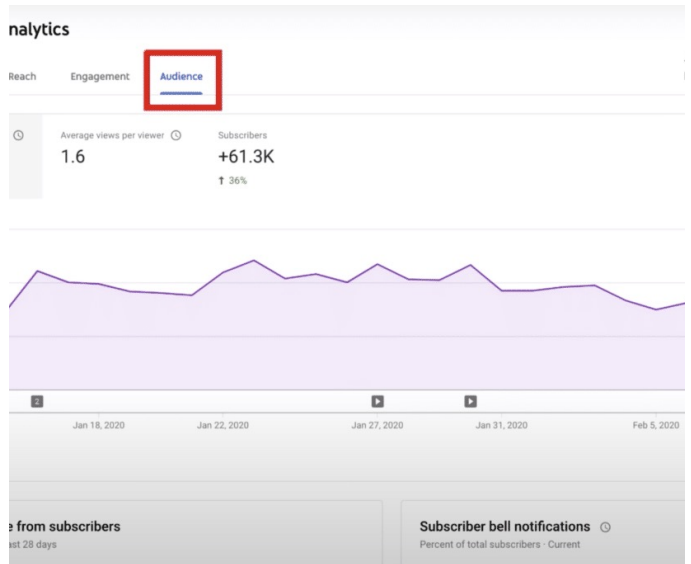
- Facebook offers in-depth analytics on the Insights tab of Facebook pages
- Instagram uses the Facebook Insights platform
- LinkedIn offers basic, free data on your company page and full analytics software with a premium account
- YouTube uses the YouTube analytics dashboard

And similar

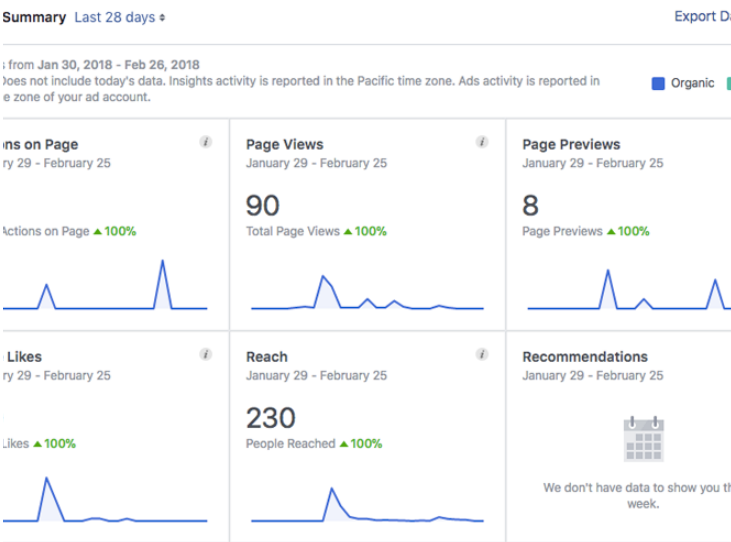




Access Social Media Analytics



Discover Information About Your Followers



Use Tools to Help Analyze and Measure Your Social Data

Set Goals to Know What Social Media Metrics to Measure

Insights is a detailed program that helps you learn about your audience's behavior. It's simple to understand and includes interactive visual graphics. In order to learn reading information – there is experience and practice needed.