

The Trainer : Hadeel Abu Rabea

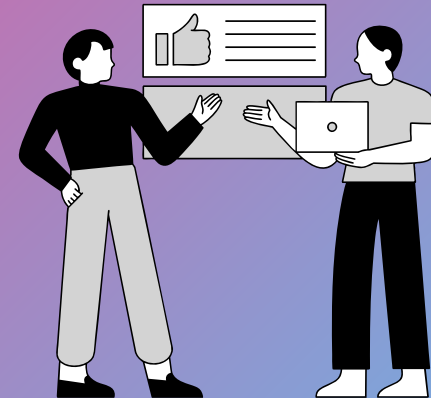


Social Media Marketing

# SOCIAL MEDIA MARKETING

## Let's Increase Your Brand Awareness

Social Media Marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

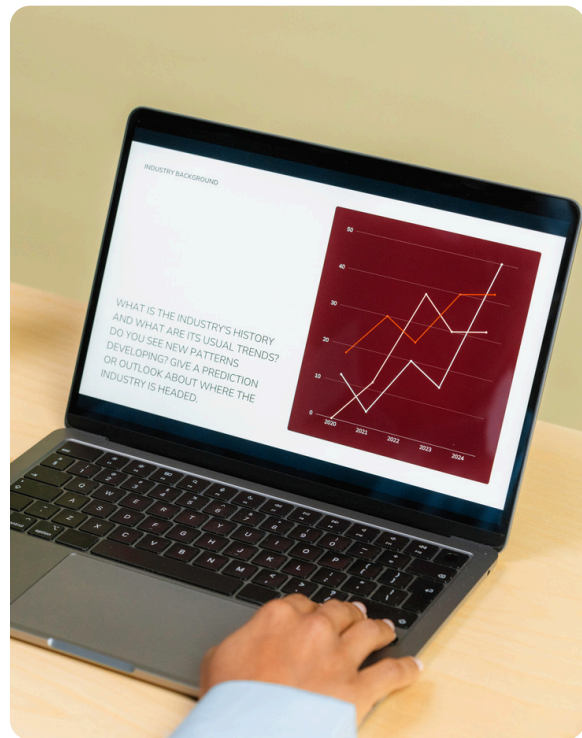


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# Introduction to Social Media Marketing



## What is Social Media Marketing

Social Media Marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.



## Why Social Media Marketing Matters

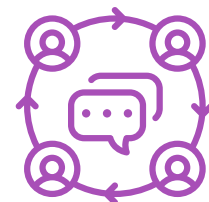
Social Media Marketing is crucial because it allows businesses to directly interact with a vast global audience, build brand loyalty.



# Understanding Your Audience

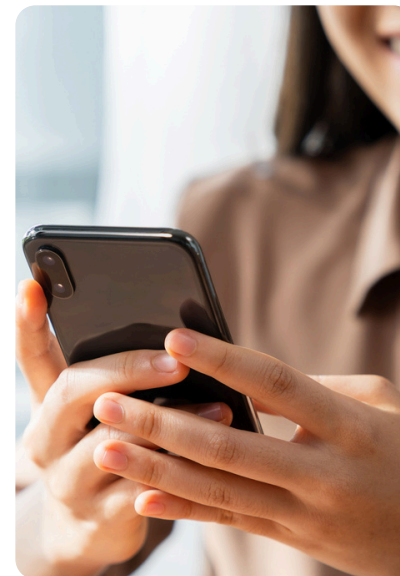
## Defining Target Demographics

Demographics involve identifying the statistical characteristics of your audience, such as age, gender, or location.



## Creating Buyer Personas

Buyer personas are semi-fictional representations of your ideal customers based on market research and real data about your existing customers.



## Psychographics & Behavior

Psychographics delve into the psychological attributes of your audience, including their interests, values, attitudes, lifestyles, and personality traits.



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## Platform Overview

This involves understanding the primary function, user base, and content formats best suited for major platforms .



# Choosing the Right Platforms

## Niche Platforms

Beyond the major players, niche platforms cater to specific interests or demographics.

## Audience-Platform Alignment

Audience-platform alignment is the strategic process of matching your target audience's demographics and psychographics.



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# Engagement & Community Building



## Responding to Comments & Messages

Responding to comments, direct messages, and mentions is vital for showing appreciation, addressing concerns, and fostering a sense of connection with your audience.

Hosting live video sessions and Q&A sessions allows for real time interaction, builds transparency, and enables direct communication with your audience.





# Social Media Advertising



## Basics of Paid Social

Paid social refers to advertisements on social media platforms designed to reach a broader or more specific audience than organic posts.



## Targeting Options

Advanced targeting options allow advertisers to reach highly specific audiences based on demographics,



## Ad Formats & Objectives

Social media platforms offer various ad formats and objectives, allowing for tailored campaign goals.



## Budgeting & Bidding

Budgeting involves allocating funds for your ad campaigns.



### Types of Influencers

Influencers are typically categorized by their follower count. Each type offers different benefits in terms of reach, engagement, and cost.

# Influencer Marketing

Types of Influencers

**NANO**

**MICRO**

**MACRO**

**MEGA**

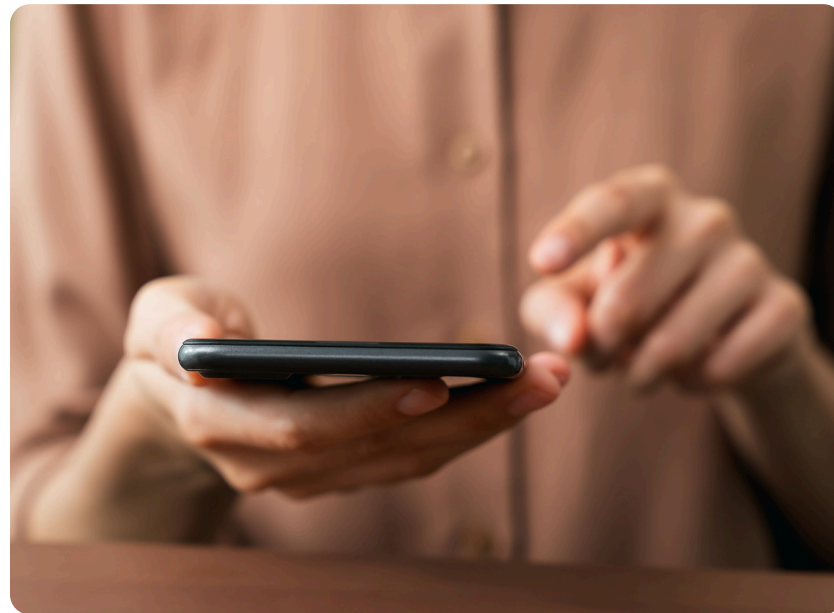
Followers Count

1K-10K

10K-100K

100K-1M

1M+



# Analytics & Measurement

## ● Analytics Tools

Most social media platforms provide built-in analytics dashboards that offer insights into post performance, audience demographics, and engagement trends.



## Key Performance Indicators

KPIs are measurable values that demonstrate how effectively a company is achieving key business objectives.



# Crisis Management & Reputation



## Identifying Potential Crises

Identifying potential crises involves continuous monitoring of social media for negative sentiment, emerging complaints, or controversial topics.

## Developing a Response Plan

A crisis response plan outlines predefined steps, roles, and communication strategies for effectively addressing negative situations on social media.



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# THANK YOU

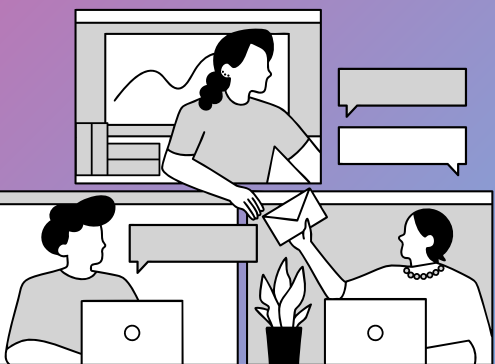
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