



Resource 1
Introduction to Social
Media Marketing
Student Handout

CHAMELEON

Unlocking the Potential of Female Migrants as Entrepreneurs in the Digital Age

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Resource title: **Resource 1 Introduction to Social Media Marketing**

Introduction to the Activity: Social media marketing is an important way for companies of all sizes to reach customers and potential customers. Customers interact with brands through social media and great social media marketing can bring success to your business by creating dedicated brand advocates and even boosting the visibility of the product or service marketed.

Social media marketing is a process that empowers individuals to promote their websites, products or services through online social channels and to communicate and tap into a much larger community than would be available through traditional advertising channels. More importantly, social media highlights the collective rather than the individual. It is the task of marketers to properly leverage these communities in order to effectively communicate with community participants about relevant product and service offerings. Social media marketing also involves listening to communities and building relationships with them as a representative of your company.

Social media marketing connects service providers, businesses, and corporations with a wide audience of influencers and consumers. Using social media marketing, companies can gain traffic, followers, and brand awareness.

What will you achieve through this self-reflection?

- Develop social media marketing strategy for achieving organisation goals.
- Set up, design and monitor Facebook pages and Facebook advertising campaigns.
- Create, manage and monitor Twitter marketing campaigns.
- Design, monitor and analyse LinkedIn advertising campaigns.
- Design and manage YouTube video advertisements campaigns and YouTube channel.

Questions to ask Myself:

- Question 1:* What I'm you hoping to achieve through social media marketing?
- Question 2:* Who is my target audience?
- Question 3:* Where would my target audience hang out and how would they use social media?
- Question 4:* What message do I want to send to my audience with social media marketing? Have I planned the content for my social media taking into account my target audience?
- Question 5:* What are other businesses in my industry doing to drive engagement on social media?

Checklist

1. Define my target audience
2. Planning the social media content
3. Choose the best social media platforms for achieve my target audience
4. Create a brand identity
5. Define keywords to improve your brand's search in search engines

Follow-up Activities

- Share Selected Links - If other sources provide valuable, quality information that your target audience might appreciate, don't be afraid to share them. Selecting and linking to external sources improves trust and reliability, and you may even get some links in return.
- Follow competitors - It is important to keep an eye on competitors as they can provide valuable data for keyword research and other marketing insights.
- Tracking Competitors — It's always important to keep an eye on competitors—they can provide valuable data for keyword research and other social media marketing insight. If your competitors are using a certain social media marketing channel or technique that seems to be working for them, considering doing the same thing, but do it better!

Take-away Notes - Next Steps:

- Listen to the messages left on social media, as they can provide some in-depth insights into product presentation and the actual marketing message, and companies can find suggestions on how to improve.
- Why not create a blog to hear your customers talk about their preferences.
- How to manage Social Media Crises - there will be times when you won't like what you hear. Join the conversation. You should engage in a fully transparent dialogue with openness and honesty. The marketer who actually engages in two-way dialogue on a consistent basis - on issues good and bad - is the marketer who will be able to build trust.



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