



Resource 2  
Expert tips for Social  
Media Marketing  
Student Handout

**CHAMELEON**

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

## Resource 2 Expert tips for Social Media Marketing

### Student Handout

**Resource title:** Resource 2 Expert tips for Social Media Marketing

**Introduction to the Activity:** Social media is a way to reach thousands of customers around the world without spending a penny on advertising. If your potential customers use the internet, then your business needs social media marketing.

In this way, social media has become an indispensable tool for business communication. However, managing social media has also become a challenging task, which can become laborious and time-consuming. Thus, saving time in social media management is a matter of urgency to achieve your goals successfully and efficiently.

Focusing on a social media strategy and following a publication plan will help you plan ahead and stay organised. Setting a social media calendar helps you prepare and organise your content in your social media accounts. And finally, social media automation will save you time from your daily work.

**What will you achieve through this self-reflection?** Social media can help you engage with your customers and find out what people are saying about your business. You can also use social media to promote your business, through advertising, promotional giveaways and mobile apps.

Social media can help your business:

- attract customers, get customer feedback and build customer loyalty
- increase your market reach, including international markets
- conduct market research and reduce marketing costs
- increase revenue by building customer networks and advertising
- develop your brand
- exchange ideas to improve the way you do business
- recruit qualified staff, for example through networking sites such as LinkedIn
- increase traffic to your website and improve your search engine ranking
- keep an eye on your competitors.

**Questions to ask Myself:**

*Question 1:* Does my business need social media marketing?

*Question 2:* Which sites are the best for social media marketing?

*Question 3:* And what is the best social network for my business?

*Question 4:* How do I get started with social media marketing?

*Question 5:* How can I manage social media marketing in a short time?

**Checklist** 1. Define a media strategy

2. Plan your content well in advance
3. Update, recompose and reuse your best content
4. Use content curation
5. Use a social media calendar
6. Schedule your tasks on social media
7. Use automation tools to share your content

#### **Follow-up Activities**

- Focus your attention on the best social media platform for your business. It's a common mistake to think you need to be on every social platform when in reality it's more important to know where your audience is and create engaging content.
- Ask your customers, through a survey or email which social network they use most or where they do research.
- Research where your competitors are sharing social media content and follow suit.
- Optimise your social media platforms by giving them greater visibility. Include as much information as possible, with your logo, add brand images, personalise your username so it's easily recognisable and include a link back to your website.
- Engage with your followers to help increase your social media reach. By responding to comments and engaging with your followers, you build a reputation and attract people who are genuinely interested in what you are doing.

#### **Take-away Notes - Next Steps:**

- Evaluate my social media presence.
- How often should I post on social media to be successful?
- How do I get more followers on social media?



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