

- **What is social media**
- **What is social media marketing**
- **Types of social media**
- **Social media marketing plan?**
- **Digital Marketing Objectives**

## **Social Media:**

- Social media is an umbrella term  
That defines various activities that integrate technology, social interactions and the construction of words, pictures, video, audio.
- Social media refers to online tools and services which allow an exchange of ideas, information, videos, pictures, and graphics — just about anything you can name.
- Social media also allows easy sharing and distribution of existing content to others so that professional work can be shared through networks.

## **Social Media Marketing:**

- **Social media marketing (SMM)** is a form of Internet **marketing** that utilizes **social networking** websites as a **marketing** tool. The goal of SMM is to produce content that users will share with their **social network** to help a company increase brand exposure and broaden customer reach.

## **Types of Social Media:**

- Social Networks
- Bookmarking sites & Social News
- Multimedia Sharing
- Blog
- Micro blogging
- Ecommerce site
- Discussion forums
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## **Social networks:**

A social network site is a social media site that allows users to connect and share with people who have similar interests and backgrounds. Facebook is the most popular example of a social network website.

## **Bookmarking sites & Social News:**

- **Bookmarking sites** allow users to save and organize links to any number of online resources and websites. A great feature of these services is the ability for the user to “tag” links, which makes them easier to search, and invariably, share with their followers.
- **Social News site** allows its users to post news links and other items to outside articles. Users then vote on said items, and the items with the highest number of votes are most prominently displayed

- <http://digg.com/>
- <http://www.pinterest.com/>
- <http://www.reddit.com/>
- <https://delicious.com/>

## Blog:

- A BLOG refers to a public webpage which is published by either an individual or a group of individuals. BLOGS are used to comment on all sorts of topics, depending on the interests of the blogger (author). Originally, blogs were the work of a single author, or in some cases several authors.
- Most popular are blogger and wordpress

## Microblogging:

- These are just what they sound like, sites that allow the users to submit short written entries, which can include links to product and service sites, as well as links to other social media sites. These are then posted on the 'walls' of everyone who has subscribed to that user's account. The most commonly used microblogging website is Twitter and Tumblr.

## Ecommerce site :

- **A big trend emerging across all types of social media is the ability to view and purchase desired goods with a click of a button. e-commerce elements have been adopted by many networks whose primary functionalities place them in different categories, such as Pinterest, Twitter, and Facebook.**
- **Amazon and flipkart**

## Discussion forums:

A meeting or medium where ideas and views on a particular issue can be exchanged.

<http://www.flickr.com/help/forum>

<http://www.sba.gov/community>

<http://www.forums.mysql.com>

<http://www.bbpress.org/forums>

<http://www.addthis.com/forum>

# Digital Marketing Objectives :-

## 1. Develop Brand Awareness

Here are some KPIs to help track and report on the success of this objective:

- **Mentions:** the number of times the brand comes up in social media conversation and the number of times these conversations are shared.
- **Impressions:** the number of potential views that a message has.
- **Reach:** the number of people who have received viewed a publication.
- **Social Sessions:** the number of site visits, blog post views, etc.
- **Share of Voice:** volume of mentions received by a brand versus volume of mentions received by all relevant competing brands.

## 2. Increase Size of Social Communities and Accurately Target Audiences:

The relevant KPIs here are:

- **Community Performance:** the number of fans, followers, or subscribers broken down by social media channel.
- **Community Progression:** the follower growth rate by social media channel.
- **Share of Community Voices:** number of followers compared to those of competitors.
- **Share of Voice by Channel:** the community size of each social media platform as a percentage of the total number of social followers across all platforms.
- **Social Visits:** visitors coming to social media accounts coming from the brand's website or blog.

### 3. Strengthen Engagement Strategies to Increase Customer Loyalty

The KPIs for this objective are:

- **Interaction Performance:** the number of interactions (likes, retweets, shares, etc.) and number of comments.
- **Evolution of the Interactions:** the growth rate of interactions.
- **Publication Performance:** the number of messages generating an amount of interaction greater than a predefined threshold.
- **Influencer Population:** the number of influencers and brand ambassadors as a percentage of the community size.

### 4. Monitor Customer Feedback

The following KPIs should be measured for this objective:

- **Brand Perception:** the sentiment associated with the brand and its products, especially in comparison to competitors.
- **Evolution of Perception:** the percentage of positive versus negative sentiment over time.
- **Reputation Score:** the sentiments associated with the brand weighted against the community size of each review.
- **Response Performance:** the response rate to social media interactions.
- **Resolution Performance:** the number of customer tickets resolved over a given time period.

### 5. Enhance Public Relations:-

By following your company's mentions, you can find out what customers are saying about your brand, and respond to complaints in a timely manner. In fact, according to Social Media Today, when companies engage and respond to customer service requests over social media, those customers end up spending 20% – 40% more with the company. Responding quickly and solving problems allows you to stay ahead of large-scale complaints and create brand loyalty. This type of engagement is easier by using tools such as a Unified Social Inbox.

#### **Analytics to Track:**

- Improve Relationships
- Mentions
- Ratings

## **6. Convert Social Followers into Qualified Leads and New Business**

Towards the end of marketing campaigns, brand content should have generated social media followers and interactions with prospective customers. The associated KPIs here are:

- **Number of Leads from Social Media:** the share of marketing leads originating from social media which are turned into qualified commercial leads and integrated into the CRM platform.
- **Lead Growth from Social Media:** the growth rate of conversions from social leads to sales leads.

All of these objectives must be regularly reported for initial analyses, which will then be complemented with predictive and corrective analysis.

## 7. Research and Development:-

By constantly engaging with customers, your company can stay up to date on the problems they're facing and develop solutions. Just as importantly, follow your competitors on social media to see how they engage their customers, if they're facing any complaints, and if they're rolling out any promotions or new products. A great way to track competitors is using eClincher's Custom Search Feeds, where you can create and save feeds based on specific keywords.

### **Analytics to Track:-**

- Keep Track of Competition
- Increase Engagement
- Insights into Customer Problems

## How to create Social Media Marketing Plan ?

### Step 1: Audit Your Current Social Presence

Before you strategize about where you are headed, take a quick look at where you are. A few areas to consider when auditing your business's social media presence are:

- Which networks are you currently active on
- Are your networks optimized (photo and cover images, bio, URL, etc.)
- Which networks are currently bringing you the most value
- How do your profiles compare to your competitors' profiles.

### Step 2: Document Who Your Ideal Customer Is

*The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."*

Even the best marketers will fail if they are marketing to the wrong audience. Answer the following questions to help you come up with a highly focused buyer persona:

- Age
- Location
- Job Title
- Income
- Pain Points (that your business can solve)
- Most Used Social Network

### Step 3: Create A Social Media Mission Statement

*makes you unique and therefore makes you stand out.*

Your social media mission statement will drive your future actions, so make sure you put some thought into it. This statement will make it clear exactly what you plan to use your social media presence for and should reflect your brand identity. Keep in mind your ideal customer when trying to create this statement.

An example mission statement might be “to use social media to educate current and potential customers about digital marketing, with a focus on social media marketing.” Once you have this statement documented, it will make it simple for you to decide what to share and create.

If it doesn't align with your mission statement, forget about it. Businesses that post randomly without a guiding mission will fail. People follow experts, not generalists.

### Step 4: Identify Key Success Metrics

*“If you cannot measure it you cannot improve it.”*

How will you determine if your social media marketing efforts are successful? I am not just talking about gaining more followers, I am talking about making money. After all, it is hard to rationalize spending time and money on something that isn't improving the bottom line.

A few metrics to consider measuring are:

- Conversion Rate
- Time Spent on Website
- Reach
- Brand Mentions
- Sentiment
- Total Shares

## Step 5: Create and Curate Engaging Content

*Content is where I expect much of the real money will be made on the Internet.”*

Sadly, many businesses jump straight to this step. Hopefully, this post has made it clear that there are several vital steps that you must take before you start creating and curating engaging content to share on your social media channels. Let's now discuss the fun part, posting to social media. You know who your ideal customer is and you used that information to create your social media mission statement. Armed with this information it should be easy for you to begin creating and curating content. So, what exactly is considered content? Here are a few examples of content you could create:

- Images
- Videos
- Blog Posts
- Company News
- Infographics
- eBooks
- Interviews

The list of content ideas goes on and on, but make sure you focus only on forms of content that align with your mission statement, as well as your skill set.

Content is what fuels social media, so it is crucial that you consider creating high quality, engaging content as a top priority.

I strongly recommend that you create a content calendar that outlines how often you will post to each network, which topics you will share and when you will share them.

## Step 6: Invest In a Social Media Management Tool

*We live in times in which ordinary people can do amazing things using the right tools”*

*Use [buffer.com](http://buffer.com) and [hootsuite.com](http://hootsuite.com) kind of social media management tool.*

One of the main benefits of a social media management tool is the ability to schedule posts ahead of time. Remember that content calendar you created? Make sure your scheduled posts in your social media management tool align with your content calendar.

## Step 7: Track, Analyze, Optimize

It is a constant work in progress that changes when necessary. So get out there, create a strategy and start optimizing it as you continue to grow and learn more about your business and your audience.

To Track analysis use Google analytics ,[buffer.com](http://buffer.com) ,[hootsuite.com](http://hootsuite.com) tools. & use features of social media platforms for example facebook provides Facebook page insights and twitter provide twitter analytics