

Hello everyone welcome to business school 101 did you know that over 5 billion people that is around 60% of the global population use social media that's why having a solid strategy is essential for any business aiming to succeed in the digital age but what exactly is a social media marketing strategy and how can you create one that aligns with your business goals are there real world examples in this video i'll discuss these questions with definition

you section one definition a social media marketing strategy is a comprehensive plan that outlines how a company will incorporate social media into its marketing plan and social media marketing plan is a living document that outlines a company's social media goals and guides the actions needed to achieve these goals as social media is evolving constantly and new technologies emerge it is very important for companies to use effective and well-crafted social media marketing strategies to provide better customer

step 1 set clear goals experiences section two a step-by-step guidance let's break down the steps to create a successful social media marketing strategy step one set clear goals setting clear and measurable goals will help to measure success and return on investment each of social media marketing goals should follow the smart framework the smart framework refers following specific refers goals should state exactly what needs to be accomplished measurable refers how the action will be measured attainable refers the goal is challenging yet achievable relevant refers goals are consistent with with other established company and marketing goals time-based refers there should be a time limit to achieve the goals once the goals are established tracking meaningful metrics such as engagement click-through and conversion rates are important a company may want to track different goals for different social media platforms for example when a company use instagram to increase brand awareness it needs to track the number of instagram story views as a common success

step 2 know your audience metric step two know your audience a company's social media target market should be the same as the overall company's target market it is important to conduct research to identify their demographics interests and online behavior this information will help a company tailor the content and choose the right platforms to reach the target audience effectively after collecting data group the target marketing into three to five customer personas a customer persona represents key traits of the target market and helps the company understand customer challenges guiding the social media marketing strategy for example a messenger bag brand targeting college students would create a persona with relevant data to tailor its strategy

step 3 conduct a social media audit effectively step three conduct a social media audit a social media audit includes social media listening a swat analysis and competitive assessment social media listening involves monitoring online channels such as social networks blogs and review sites to track brand mentions industry topics and competitors using relevant keywords this helps gauge customer sentiment and competitor performance the audit gathers data on the company's social media accounts including active networks profile optimization follower count engagement metrics and content performance a similar analysis should also be done for competitors to spot industry trends and areas for improvement a swat analysis identifies strengths weaknesses opportunities and

step 4 choose the right platforms threats step four choose the right platforms and optimize the accounts keep in mind that not all social media platforms are the same a brand must carefully select platforms that align with its target audience and industry existing accounts should be evaluated to ensure they effectively reach the brand's demographic each platform caters to different user groups for example snapchat may not be ideal for older audiences while linkedin may not suit a brand selling teen apparel brands should establish clear criteria for selecting platforms since each platform has its own unique language and user behavior understanding these differences is essential for effective engagement after selecting the appropriate social media platforms marketers need to optimize each network to enhance the brand's presence and effectiveness here are a few tips that marketers should focus on number one complete profiles ensure every section of the social media profile is filled out completely number two visual consistency update cover photos and profile pictures using the correct image sizes and maintain consistency in usernames profile photos and cover photos across all networks number three company information fill in the company bio and about sections and add urls to the company website and other social media networks number four seo and hashtags include relevant industry keywords for search engine optimization and use appropriate hashtags number five location and branding add business locations if relevant and ensure all content adheres to brand guidelines number six content review remove any unprofessional content that could harm the brand's

image step five create engaging content and distribution strategy content is king in social media marketing a company should focus on creating highquality valuable relevant and consistent content to attract and retain a clearly defined audience each social media network requires a specific content strategy such as developing a content plan that includes a mix of promotional educational and entertaining content brands can use visual tos videos and storytelling to capture their audien's attention and encourage engagement social media distribution strategy involves determining the network frequency and type of content to be posted on each social media platform on the other hand social media content strategy focuses on planning developing and managing social media content including written posts and various content types like videos blogs and infographics

step 6 develop a content calendar calendar a social media content calendar is a vital tool for planning organizing and scheduling social media activities typically part of a larger marketing campaign calendar it helps social media managers plan content on a weekly or monthly basis the calendar should outline content types dates times post topics captions and assets like images videos and links for each platform it should also incorporate key business themes and dates such as holidays events product launches and campaigns to ensure strategic content planning regular updates and accessibility for both social media and marketing teams are crucial consistency is key and using a content calendar helps marketers maintain a steady flow of posts while staying organized and on

analyze and adjust track step seven analyze and adjust tracking social media metrics and analyzing results is vital for assessing the effectiveness of a social media marketing strategy detailed reporting helps measure successes and failures shaping future strategies continuous tuning is key it involves regularly adjusting goals strategies and tactics based on ongoing

monitoring and reports using analytics tools to track social media performance is essential marketers should focus on key metrics like engagement reach and conversions using these insights to refine their approach and improve outcomes since social media marketing is constantly evolving marketers must stay adaptable to new platforms and unforeseen challenges a flexible strategy is crucial for success success in the fast-paced digital

summary landscape section three summary in summary a social media marketing strategy is essential for businesses to align their online presence with their goals it involves setting clear objectives understanding target audiences and choosing the right platforms by creating engaging content maintaining consistency with a content calendar and regularly analyzing performance to refine tactics businesses can ensure stronger engagement brand growth and measurable success in today's digital landscape all right that's all for today's topic if you find this video helpful don't forget to like subscribe to our channel thanks for watching and i'll see you next time