

Social Media Marketing and its effectiveness

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What is Social Media Marketing?

Social media marketing (SMM) (also known as digital marketing and e-marketing) is the use of [social media](#)—the platforms on which users build [social networks](#) and share information—to build a company's brand, increase sales, and drive website traffic. In addition to providing companies with a way to engage with existing customers and reach new ones, social media marketing (SMM) has purpose-built [data analytics](#) that allow marketers to track the success of their efforts and identify even more ways to engage.

Introduction

With over 80% of consumers reporting that social media—especially influencer content—significantly impacts buying decisions, marketers across industries are driving the evolution of social media marketing (SMM) from a stand-alone tool to a multipronged source of marketing intelligence on an increasingly important—and growing—audience.¹

Within 18 years, from 2004 (when MySpace became the first social media site to reach one million users) to 2022, the dramatic growth of interactive digital channels took social media to levels that challenge even the reach of television and radio.² By Q1 of 2022, there were 4.6 billion social media users globally—over 58% of the world's population—an increase of over 10% in one year alone.^{3,4}

As the use of social media trends upward, marketers are perfecting strategies to capture the significant competitive advantage that [engagement with this key audience](#) can deliver even more rapidly and more effectively than traditional marketing.

Social media marketing (SMM) uses social media and social networks—like Facebook, Twitter, and Instagram—to market products and services, engage with existing customers, and reach new ones.

How Social Media Marketing works?

As platforms like Facebook, Twitter, and Instagram took off, social media transformed not only the way we connect with one another but also the way businesses are able to influence consumer behaviour—from promoting content that drives engagement to extracting geographic, demographic, and personal information that makes messaging resonate with users.

SMM Action Plan: The more targeted your social media marketing (SMM) strategy is, the more effective it will be. Hootsuite, a leading software provider in the social media management space, recommends the following action plan to build an SMM campaign that has an execution framework as well as performance metrics:⁵

- Align SMM goals to clear business objectives
- Learn your target customer (age, location, income, job title, industry, interests)
- Conduct a competitive analysis on your competition (successes and failures)

- Audit your current SMM (successes and failures)
- Create a calendar for SMM content delivery
- Create best-in-class content
- Track performance and adjust SMM strategy as needed

Customer Relationship Management (CRM): Compared to traditional marketing, social media marketing has several distinct advantages, including the fact that SMM has two kinds of interaction that enable targeted customer relationship management (CRM) tools: both customer-to-customer and firm-to-customer. In other words, while traditional marketing tracks customer value primarily by capturing purchase activity, SMM can track customer value both directly (through purchases) and indirectly (through product referrals).

Shareable Content: Businesses can also convert the amplified interconnectedness of SMM into the creation of "sticky" content, the marketing term for attractive content that engages customers at first glance, gets them to purchase products, and then makes them want to share the content. This kind of word-of-mouth advertising not only reaches an otherwise inaccessible audience, but also carries the implicit endorsement of someone the recipient knows and trusts—which makes the creation of shareable content one of the most important ways that social media marketing drives growth.

Earned Media: Social media marketing (SMM) is also the most efficient way for a business to reap the benefits of another kind of earned media (a term for brand exposure from any method other than paid advertising): customer-created product reviews and recommendations.

Viral Marketing: Another SMM strategy that relies on the audience to generate the message is viral marketing, a sales technique that attempts to trigger the rapid spread of word-of-mouth product information. Once a marketing message is being shared with the general public far beyond the original target audience, it is considered viral—a very simple and inexpensive way to promote sales.

Customer Segmentation: Because customer segmentation is much more refined on social media marketing (SMM) than on traditional marketing channels, companies can ensure they focus their marketing resources on their exact target audiences.

Examples of Social Media Marketing

1. Airbnb

Campaign: #GoNear

Outline

The future of Airbnb looked bleak at the beginning of the coronavirus pandemic. They lost \$1 billion in cancelled reservations as a result of suspended travel. As a result, they were forced to postpone their IPO preparations and reduce their workforce by over 2,000 workers.

But the brand bounced back from a 90% decline in bookings to a 22% growth in consumer spending in July (compared to the previous year). The #GoNear campaign helped them do this.

Why did it work?

It was a fresh effort to promote regional travel-related economic growth. They discovered a rising desire for excursions that are less than 300 miles, or one day's drive, from people's homes by drawing on the company's own reservation data and customer surveys.

2. **Apple**

Campaign: Shot on iPhone

Probably one of the best UGC campaigns spread across all social media networks.

Outline

Apple's "Shot on iPhone" campaign started out as a straightforward user-generated content (UGC) challenge that featured iPhone users' images on billboards all around the world and shared them on the company's social media channels.

So, when users started creating amazing images and films, the resulting material greatly increased the credibility of the iPhone camera. The campaign is still active and has generated 20 million posts on Instagram alone.

Why did it work?

Apple wanted to draw attention to the iPhone 6's camera, but it also wanted to capture attention to its position as a young, inventive firm. Apple wants new users to experience the thrill of joining the Apple community while simultaneously allowing current users to participate in and feel pleasure in their product launch.

3. **Daniel Wellington**

Campaign: #WheresWellington

Outline

One company that has mastered the art of using user-generated content for social media is definitely Daniel Wellington. They often repost images of their clients sporting Daniel Wellington timepieces and drive them to share more for a chance to be featured.

They added a twist to their social media content strategy by uploading photos shot in stunning locales and asking viewers to guess where they were taken.

Why did it work?

They continue to repost photos taken by their customers in the same manner that they did before. However, they've added a gamification component by turning it into a silly guessing game.

As more individuals commented on these images with their responses, this tactic increased interaction on their postings beyond the typical numbers.

4. **Dove**

Campaign: Reverse Selfie

Outline

Dove, a brand owned by Unilever, has produced a new, compelling film that explores the harmful beauty advice that many kids get on their social media feeds, following up on last year's impactful "Reverse Selfie" campaign.

In "Toxic Influence," diverse mother-daughter teams converse about the common cosmetic advice found on applications like Instagram. In addition, Dove launched the #DetoxYourFeed campaign to spread the word on social media.

Why did it work?

This is a great example of social responsibility. Seven out of ten females reported feeling better after unfollowing idealized beauty material on social media, according to research done by the brand. The #DetoxYourFeed initiative encourages young people to unfollow anything that doesn't make them feel confident in themselves, giving them the ability to set their own standards of beauty and select their own inspirations.

5. **Netflix**

Campaign: Wanna Talk About It?

Outline

It looks like the pandemic motivated creative minds to explode. Here's another 2020 example, this time coming from Netflix. In a trying moment like this, Netflix turned to social media to aid individuals and establish a deeper connection with their viewers.

They started an Instagram Live series where individuals could chat with professionals in the field of mental health, ask them questions, and discuss their issues. Any company that connects with

customers in this way will benefit in the long term because those customers will remain loyal long after the crisis has gone.

Why did it work?

This is an excellent tactic for increasing brand recognition and consumer loyalty that is also beneficial. At a difficult moment for everyone, engage your audience in relevant dialogues and strengthen your consumer connections to encourage long-term commitment.

Ways of Social Media Marketing

With over half the world's population on social media, it is no longer an option for companies to have an online presence – it is a necessity. Businesses both big and small utilize social media to grow their online presence, gain followers and connect with their audiences. However, the sheer number of platforms available and their different uses can make building your online brand feel like a daunting task. But even if you are just getting started or are a pro at this, there is always room for improvement. So here are 5 simple tips to up your social media game and successfully market your brand.

1. Create a Strategy

Each platform needs its strategy. Every platform is different in some way and it is important to understand what works best to create targeted content and generate engagement.

Some questions to consider are:

- Why am I using this platform?
- Who is my target audience?
- What brand message am I trying to push?
- What content works best on this platform?
- How can I make my content unique

2. Be Consistent

While posting consistency depends on the platform, posting content regularly is always a good rule of thumb to follow. Also tying into a social media strategy, creating a content calendar for each platform is another way to keep things on track. This calendar will lay out what kind of content to post over a long period.

Regardless of your business size and what platform you are using, be conscious of keeping these aspects consistent:

- Brand image
- Brand message
- Posting frequency
- Hashtags

And if your business is just getting started on social media, sometimes quality is better than quantity. Don't stretch yourself too thin. Dedicate to posting good content on 1-2 platforms, instead of being inconsistent across 5 platforms.

3. Create Engaging & Interesting Content

With social media feeds and timelines being saturated by millions of people, it is important to stand out from the crowd by creating good content.

So what is good content? While that term is subjective and depends on the platform, here are some general tips for good content creation:

Newsworthiness

- Anything that is considered newsworthy is a good idea to generate content around. The pillars of newsworthiness are timeliness, proximity, conflict and controversy, human interest, and relevance.

Media

- Static images should have a clear visual and not include a lot of words (that is what the caption is for).
- Using gifs or videos is excellent – the movement attracts the audience's attention and is more interesting to look at than just an image.
- Include your staff! It is a great way for your audience to get to know the faces behind the brand.

Storytelling

- Use storytelling as a way to engage the audience and develop a brand voice.
- It is a creative way to convey your message without seeming like you are trying to sell a product.

Trends

- Current digital and societal trends are important to stay relevant, but always make sure that it aligns with your brand.

4. Engagement

Engaging with your followers is important in building a community and feeling more personable. Ways to do this include:

- Liking and responding to comments
- Live streaming
- Creating polls and quizzes
- Post content that starts

5. Track and Analyze Metrics

Diving deep into social media analytics is one of the most important steps to do when building your brand online. Thankfully, most social media apps already track your metrics, as long as it is a business account. With the data and statistics, you can effectively analyze your strategy and continue to drive performance.

Bottom Line

Creating a targeted and effective social media strategy will improve your performance online. Utilizing unique ways to interact with your audience will increase your reach. And most importantly, analyzing your metrics will help you determine whether or not you are on the right track. Social media is constantly evolving and with seemingly new trends every day, these tips will help you to craft your strategy and grow your audience.

7Cs of Social Media Marketing

By understanding the key Cs of a social media strategy, you can better implement, maintain, and manage your social media presence.

1. Community

Like all good communication, it is best to start by determining your target audience.

- Where do they spend time online?
- What social media channels do they use?
- How do they communicate on these social media channels?

Before your social media efforts can take shape, you should listen and learn about your community. For example, a B2C consumer goods brand such as Oreo, one of their top social media communities is Facebook. Their salute to the Mars landing was a huge hit with their Facebook fans. For a job seeker, he or she will most likely find a community on LinkedIn.

Finding out where your community interacts on social media is the first step of a successful social media strategy. It is important to first determine what type of conversations are taking place about your brand and in your industry before engaging in a community or building a community from scratch.

2. Content

After you figure out how your community engages with social media, you should next figure out what content you are going to share with your followers. For example, if you are looking to grow your personal brand, what articles are you going to share to highlight your expertise about your job or personal interests?

If you are a company, how can you show your clients and prospects that you are a thought leader? Are you trying to make their lives easier?

3. Curation

You can't think about content, without mentioning curation. Curation is a way of sharing other people's content and acting as a museum curator. Content curation is the process of sorting through the vast amounts of content on the web and presenting it in a meaningful and organized way. A content curator as someone who continually finds, groups, organizes and shares the best and most relevant content a specific issue.

Content curation is one of the easiest ways to share content because you don't have to create anything. This leads well into the next "C": creation.

4. Creation

Creation is the act of creating content online. This can be in the form of text, images or video. If you have posted a blog post, uploaded a video to YouTube or took a picture and posted it to Instagram, you are in the creation business. One of the ways to help you create content is to create an editorial calendar.

What is the sweet spot between creation and curation? According to research, the sweet spot of curation to creation is a 60-40 (60 curation and 40 percent creation). You can also think about content curation as the 4-1-1 ratio.

5. Connection

After you have either curated and/or created content, the next C is the physical act of sharing content. This C is about connecting with your community. It is important to get a deep understanding of what your target audience likes about your social media activities and strategy.

Based on measurements and data, what content are your communities attracted to and willing to share with their friends and colleagues?

Many brands today have created buyer personas using tools like HubSpot's Make My Persona tool so they can better understand and connect better with their target audience. In other words, personas are fictional representations of your ideal clients. Personas are based on real data about demographics, online behavior, along with educated assumptions about their history, motivations, and concerns.

6. Conversation

This C is all about having a conversation with your community. This C is very similar to the community. However, the important difference is the actual engagement part of communicating with your communities.

7. Conversion

The seventh C is conversion. You can't talk about social media without having a return on investment (ROI) conversation. The important thing to remember here is that your social media strategy should be tied to your business strategy.

When thinking about this from the company perspective, it is important to remember to look at it two ways. An external view of your clients, prospects, and partners, and an internal view of your employees.

To develop a successful social media strategy, it is important to communicate, convince, and most importantly, convert social media into action, both externally and internally.

Whether your social media metrics are at your company, they will boil down to three main categories. Awareness, sales, and loyalty.

On the personal branding side, social media is a way to help you advance your career—whether it be successfully climbing the corporate ladder or launching a successful business. You can judge the success of your personal social media strategy by whether or not you are top of mind with your network and whether it helps you get that interview or land that perfect job.

In conclusion, the 7 Cs of a successful social media strategy should include:

- finding and engaging your communities and/or building a new community
- making sure you have the right mix of content curation and creation
- connecting well with your community
- having relevant and meaningful conversations
- converting on your goals

Social media engagement-one of the five pillars of digital marketing campaign

Businesses that create activity on social platforms can see growth in interaction and conversations about the brand and products. Users will comment on and share posts, tag the company in their own posts, and even begin communicating through the instant messaging functionalities. These types of interactions are ideal because there are notifications in place to alert social media managers. This enables them to practice good customer service, which in turn boosts the customer experience.

People on social media may also discuss a brand, product, or service without tagging or speaking directly to a company. There are several social media listening tools available to stay plugged into the conversation, such as Brandwatch, NetBase Quid, and Sprinklr. Free tools such as Google Alerts can also notify marketers when their company is being mentioned.

The other 4 pillars of Social media marketing are:

1. Social strategy

With any marketing campaign or activity, an appropriate strategy should be laid out in advance. Organizations need to determine the goals of the program, the channels that will be used, and what types of content will be shared. Here are some examples:

- **Determine goals.** Using social media for marketing should align closely with business and other marketing program goals. Some goals that businesses can use to measure

success include increasing brand awareness, driving website traffic and leads, and increasing revenue.

- **Select social media platforms.** There are many social platforms available, but it doesn't make sense for businesses to use them all. Organizations need to know their audience and choose the platform(s) that best fit their demographic.
- **Content mix.** Each social platform has a unique flavor for distributing content -- including video, imagery, links, and direct messaging. So brands need to identify which content their marketing persona is most likely to engage with.

2. Planning and publishing

After establishing a strategy, it is time to begin publishing. This can be as simple as posting a new blog post, sharing information about an upcoming event or posting a new product video. But being consistent is the key to an effective SMM program. To build an audience, organizations should post frequently to their page. Posting relevant content consistently will keep the audience coming back for more.

Content that organizations post on social media should align with other marketing promotions. Tools such as Hootsuite, HubSpot, and Sprout Social enable marketers to schedule their posts at the appropriate time.

As more content is published and the audience expands, it is a good idea to continuously measure performance. Questions to ask include the following:

- Which posts are getting the most engagement?
- Where are a brand's followers from?

The success of any marketing program is dependent on its data and analytics outputs. A marketing team can use this information to make more informed decisions on future campaigns and take advantage of what works.

Each social platform has its own analytics data, but there are other tools that can collect data from many channels into one location. This enables marketers to evaluate the overall success and failures of their marketing campaigns.

5. Advertising

Much of social media marketing is free -- with the exception of resource time and specialized tools. Building an audience and publishing content on free social media sites is a great way to achieve marketing goals, but as the program grows, so does the budget.

Paid marketing features can be very valuable to organizations. They can target their advertisements at audiences based on many factors, including demographic information, retargeting and behaviours.

There are tools to help manage social media marketing at volume, but using the native ads functionality to begin is enough to promote posts, capture leads, and ensure messages get in front of the right audience.

3Cs of Social Media Marketing:

Content

The first C to implement in your social media marketing efforts is content. The currency in social media is value, and that value is created by producing and sharing valuable content. There are lots of ways to create content: You can write blog posts or ebooks, produce audio interviews or podcasts, or offer webinars or short videos, to name a few.

There is no point in using social media to drive traffic to your company's website if you have nothing new to offer when they get there. Producing fresh content on a regular basis will keep people coming back for more.

Blogging can be a great way to maintain a regular flow of fresh content. If you're just starting out, here are some useful tips when it comes to launching a blog.

- Set up an editorial calendar for your blog to help manage your schedule.
- Get into the habit of writing a few posts per week at least three months before your blog goes live. This will result in an archive of blog content you can use to start off with a bang.
- Launch your blog with at least 10 articles already posted rather than one lonely post. This will give your readers a taste of your blog's flavor and what it's all about.

Community

The next C of social media is community. Social media only thrives because of the people involved. One major benefit of participating in social media is the opportunity to position yourself as key influencer, and a great way to do that is by engaging your audience and building a community.

Put aside the marketing mindset, and be real with people. Your followers and fans want to know and engage with who is behind the content you share in social media. You can't afford to be one of those people on Twitter or Facebook who is constantly blasting out links to your blog without offering any human interaction. It's important to instead create a two-way dialogue with your followers and fans and foster social experiences.

For example, I use Twitter to convene small business owners weekly. I host a tweetchat each Wednesday from 8 to 9 PM ET called #Smallbizchat, during which I provide a guest expert and my audience comes to learn and interact with each other. It works because I'm offering valuable content as well as discussion and engagement.

If you want to succeed in social media, you have to get out there and build a network. The more social and interactive you are, the better your chances at building a powerful social media brand will be. Social media is a great way to build relationships on and offline. The biggest form of flattery online is when others share your content. Therefore, I use a 4:1 ratio of sharing others' content over my own.

Some other ideas for building community with others include:

- Posting on forums, commenting on blogs, or connecting with new prospects across your social media footprint.
- Connecting with contacts you have on LinkedIn on other social networks like Facebook and Twitter, too.
- Guest blogging for other blogs or offering opportunities for others to guest blog for you.

The world is yours to interact with and build community.

Commerce

The final C of the puzzle is commerce, which is a bit trickier than you may think. In a nutshell, people do business with people they like, know, and trust. In person, it takes three interactions before you can make a strong enough impact that will allow you to cultivate a sale. On the internet, it takes *seven* interactions to build a relationship that will result in commerce.

Obviously, the ultimate goal of social media marketing is to generate web traffic, qualified leads, and sales. But what makes social media so appealing is the fact that it is laid back and "social."

Be careful about not being too promotional; no one wants to be sold to. In order to succeed as your own boss, first you need to warm up the prospect by attracting them with high quality content. Then you need to engage them through direct interaction.

Ask and answer questions. As soon as you've gained their trust and respect, you can approach them about business, but you should only talk about business in terms of the solutions you provide and the results clients have had from working with your business.

Most effective Social Media Types:

Facebook

As the largest social media platform in the world, it's safe to say that Facebook is a reliable choice when deciding where to advertise. Facebook is popular among a wide variety of demographics, meaning there's a good chance your target audience is engaging with the platform, too.

Aside from allowing Facebook users to connect and share content online, the platform also offers merchants the opportunity to advertise their products and services online. Here are a few Facebook advertising options that can help you meet campaign goals:

Image and Video ads

Image and video ads are the most basic ad formats provided by Facebook and among the simplest to design. Through a single high-quality image or video, advertisers can highlight new products, services and brands, and use them at any point of the sales funnel.

Stories ads

Stories ads are full-screen image, video or carousel ads that are presented through Facebook, Messenger or Instagram. However, unlike typical stories, stories ads do not disappear after 24 hours, giving them greater breadth and freedom of expression.

Carousel ads

Carousel ads allow advertisers to show two or more images or videos within a single ad. Each ad can be presented with its own headline, description, link or call to action (CTA).

Slideshow ads

Slideshow ads are video-like ads that use up to ten images or a single video, displayed within a slideshow. They differ from video ads due to their fast-loading and easy-to-create nature.

Collections ads

Collection ads make it easier for people to discover, browse and purchase products from their phones. Each ad features a primary video or image with several accompanying images in a grid-like layout, pulling together in an immersive experience.

Messenger ads

Messenger ads are presented in the Chats tab of the Messenger app. If a customer taps on the ad, they'll be sent a detailed view of the product or service, complete with a call to action to go to a site or begin a conversation with an agent.

Playable ads

Playable ads are an interactive video ad designed for mobile app advertisers to drive customers to their application with a demo-like process. By allowing users to test-drive your app before downloading or purchasing, you can entice them without being intrusive.

Instagram

Known for its glossy photos and videos, Instagram is an ideal platform for brands with visually appealing products and easily incorporated into visual media. Instagram also holds a massive user base, with the second-highest engagement rate among social media platforms and one of the youngest audiences.

If your business and target market fit both characteristics, Instagram ads could be your best option, offering advertisements such as:

Image and Video ads

Because Instagram advertising relies so heavily on images and videos, photo and video ads are the most common type you will use and come across. Between posts by their friends and followers, users can see advertisements pointing them toward a company's page, website or store.

Instant Experience ads

Instant Experience (IX), formerly known as Canvas, ads are an immersive full-screen format designed primarily for mobile devices. They can be supported in both Instagram stories and feeds.

Collection ads

Like with Facebook, collection ads are designed to help users uncover, browse and purchase products — all from their mobile devices. Each collection ad includes a cover video or image with smaller product images added below.

Explore feed ads

Explore feed ads lie within Instagram's Explore page, where users go to discover new content, watch new videos and find new shopping experiences. With these ads, businesses can find receptive customers where they want to be found.

Polling sticker ads

Polling ads are an interactive format used in Instagram stories to drive engagement and find what customers are looking for. These ads, while simple, can be very effective in giving your audience a way to interact with your business.

Instagram Shopping ads

Instagram Shopping ads enable customers to tap a product tag to learn more information about an item and find out how to purchase it. These ads are used within Instagram Shop to maximize the reach of your products and boost shoppable posts.

Twitter

As the go-to platform for discovering breaking news and engaging with small and big-name influencers, Twitter has been one of the most popular social media channels since its launch in 2006.

Twitter ads offers several different options for brands to create advertising, including:

Image and Video ads

Twitter image and video ads allow businesses to highlight their products and capture the attention of potential customers. Easy to create and use, their ads can point people toward a site or drive campaigns via viral engagement.

Carousel ads

Carousel ads allow you to tell a story and drive users to your website or app. With up to six horizontally swipeable images or videos, you can showcase multiple products or promotions.

Moment ads

Moments ads allow users to craft a collection of Tweets to tell an immersive story beyond the normal character limits. They can provide different perspectives and promote unique stories.

Text ads

Twitter text ads resemble a standard tweet, including likes, replies, favorites and retweets. These native ads are meant to feel like regular Twitter content, allowing users to expand the reach of their business organically.

Follower ads

Follower ads promote an account to a targeted audience, building awareness and attracting new followers. They appear as Promoted Tweets in the target's timeline, appearing natural and allowing for organic discovery.

Twitter Amplify ads

Twitter Amplify Ads are pre-roll advertisements that work to align brands with the premium content your customers are already watching, from highlights to viral clips. By going where the customer is already located, you can build off of a pre-existing audience.

Twitter Takeover ads

Twitter Takeover ads place your brand at the top of the conversation as the first ad of the day. When your target audience refreshes their Twitter Timeline, your ad will be the first one they'll see, leading to greater engagement.

TikTok

A relatively newer player in the social advertising game, TikTok holds enormous potential for reaching potential customers, especially among younger audiences. In just three years, the platform has grown in the US from 35.7 million users in 2019 to more than 94 million in 2022.

TikTok ad options are growing and include:

Image and Video ads

Despite being a video platform, TikTok supports both image and video ad formats. Brands can place both ad types via TikTok's news feed apps or in between videos on a user's feed.

In-Feed ads

In-Feed ads allow brands to achieve their marketing objectives in an easy, flexible way. Appearing in a user's For You Feed, these ads are designed to capture attention and drive engagement.

Hashtag challenges ads

Branded Hashtag Challenge ads transform how brands interact with their audience by sparking trends and cultural movements through viral challenges or hashtags.

Pinterest

Pinterest is another highly visual platform, decorated with whimsical wedding photos, cooking videos and fashion reels. It is an ideal platform for social media advertising considering its users typically use the platform to find and purchase products.

Pinterest ads use a highly targeted search engine, allowing brands to advertise via the following options:

Standard and Video Pin ads

Standard and Video Pin ads are the primary option advertisers, allowing brands to present high-quality content that will stand out in people's feeds. Through these ads, you can capture people's attention and drive them toward engagement.

Carousel Pin ads

Carousel Pin ads is a Standard Pin, but with multiple images. They are a fantastic way to showcase the different features and capabilities of a product or even to advertise multiple products at once.

Idea Pin ads

Idea Pin ads are a multi-page spread to share ideas, show off the personality of the brand and drive people towards your store with unique content.

LinkedIn

As the world's largest professional network, LinkedIn has an extensive professional user base and can target customers based on job qualifications. Unlike most other platforms that focus on B2C advertising, the nature of LinkedIn advertising also makes it better suited to involve B2B advertising campaigns.

There are several types of LinkedIn ads, including:

Single Image and Video ads

Single image and video ads allow brands to captivate a professional audience with native image or video content at every stage of the buyer's journey — all displayed across the normal LinkedIn feed.

Carousel ads

Carousel Ads allow brands to tell an interactive story through a swipeable series of cards, images or videos in the LinkedIn feed. These brands are extensively customizable, from the content to the landing URL.

Event ads

Event Ads allow businesses to amplify LinkedIn events or webinars to drive maximum attendance.

Document ads

Document Ads help brands and businesses collect leads and drive customer engagement by sharing documents within the LinkedIn feed.

Conversation ads

Conversation Ads work by engaging prospects in LinkedIn Messaging to drive professional conversations and promote products or services.

Message ads

Message Ads allow businesses to send direct messages to prospects to spark immediate action and begin conversations.

Lead Gen Form ads

Lead Generation Forms make it easy for brands to collect quality leads from ads on LinkedIn through pre-filled forms or documents.

Text ads

Text Ads can drive new customers to your business through items such as compelling headlines, brief descriptions or optional images.

Spotlight ads

Spotlight Ads showcase a brand's products, services or events to increase traffic to your website, landing page or store.

Follower ads

Follower Ads take advantage of existing connections to promote your LinkedIn page and acquire additional followers.

Snapchat

Snapchat is one of the most casual social media platforms, with an audience primarily among millennials and Gen Zers. However, with \$2.8 billion in revenue in 2021 and an audience size of over 300 million, Snapchat is no laughing matter and is a significant opportunity for advertisers.

There are several different Snapchat ad types, including:

Single Image and Video ads

Single Image and Video Ads are full screen ads that are easy to create and can be used for all business objectives, from awareness to purchase.

Collection ads

Collection Ads showcase a series of products through four tappable tiles, providing a frictionless path for users to browse, select and purchase.

Story ads

Story Ads make it simple to reach users with a series of 3-20 Single Image or Video ads, either through the Content page or a branded tile in the Discover section.

Lenses AR ads

Lenses AR Experience ads allow brands to create interactive moments with augmented reality experiences that users can play with or send to friends.

Commercials ads

Commercials are non-skippable ads that appear for six seconds up to three minutes. They are used within Snapchat's curated content to engage with the audience and drive brand awareness.

Filters ads

Filter ads use Snapchat's various artistic overlays to drive conversations as they visit different areas or participate in viral engagements.

Want to learn more about which social channels might be the best fit for your business? Take our omnichannel personality quiz to find out.

Advantages of Social Media Marketing

1. Increased Brand Awareness

Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase your business' visibility. Implementing a social media strategy will greatly increase your brand recognition since you will be engaging with a broad audience of consumers. To get started, create social media profiles for your business and begin interacting with others. Get employees, business partners, and sponsors to "like" and "share" your page. Simply having people interact with your content will increase brand awareness and begin building your reputation as a business. Each post that is shared will be introduced to a new network of individuals, which can lead them to becoming potential customers, and the more people who know about your business, the better. By investing only a few hours per week, over 91% of marketers claimed that their social marketing efforts greatly increased their exposure. There is no doubt that by simply having a social media page your brand will benefit, and with regular use it can generate a wide audience for your business.

2. More Inbound Traffic

Without marketing your business on social media, your inbound traffic is limited to your usual customers. The people familiar with your brand are likely searching for the same keywords you already rank for. Without utilizing social media as part of your marketing strategy, you'll have much more difficulty reaching anyone outside of your loyal customer circle. Every social media profile you add to your marketing mix is a gateway to your website, and every piece of content you post is another opportunity to acquire a new customer. Social media is a melting pot of different types of people with varying backgrounds and behaviors. With different people come different needs and different ways of thinking. Syndicating your content on as many platforms as possible allows these individuals to organically reach your business. For instance, perhaps someone in an older demographic of consumers will search for your website using a particular keyword on Facebook, but a millennial could begin their search by using a different social media platform entirely, because they search for products totally differently. By marketing on social media, you can effectively open your business to a wider variety of versatile consumers all over the world.

3. Improved Search Engine Rankings

Although posting on social media might get your business some site traffic, more effort than that is required to see significant success. Search engine optimization is very important for achieving higher page rankings and obtaining traffic to your business website. While social media doesn't directly increase search engine rankings, Social Media Examiner states that more than 58% of marketers who have been using social media for one year or longer still see improved search engine rankings. Being able to rank in the top positions for your keywords will revolutionize your traffic and continue to generate positive results for your business. Let's face it, everyone uses Google to find information, and they likely won't navigate past page 1 because their answer normally is on the first page of results. If your business website isn't ranked towards the top of search engine results, you should probably adjust your search engine optimization strategy. To give yourself the best chance of ranking better through social media, create high quality content that integrates your targeted keywords. Content such as blogs, infographics, case studies, business information, and employee photos will make your business's social media profile intriguing and credible. Once you begin posting quality content, you'll begin to build a social media community where followers will "like" and "share" your content. Most importantly, it gives you more opportunities to get in front of industry influencers who will write about your business and provide links back - which will help to directly increase search engine rankings.

4. Higher Conversion Rates

With increased visibility, your business gains more opportunities for conversion. Every blog post, image, video, or comment may lead viewers to your company's website and increase traffic. Social media marketing allows your business to give a positive impression through a humanization factor. When brands are interactive by sharing content, commenting, and posting statuses on social media, it personifies a brand. People prefer to do business with other people, rather than companies. Over 51% of marketers claimed that taking the time to develop relationships with consumers showed positive results in sales. The better impression you make on a visitor, the more likely they are to think of your business when the need for your product or services arises. Studies have also shown that social media has a 100% higher lead-to-close rate than outbound marketing. When a brand is interactive online, consumers who follow your brand's accounts often begin to more completely trust the

credibility of your business. People use social media platforms to stay connected to their friends, family, and communities. Since people are already talking, why not throw your brand into the mix? More likely than not, they'll mention your brand to a friend when your products or services are needed, overall providing your business with social proof of its quality. As reported by Social Media Examiner, about 66% of marketers saw lead generation benefits by using social media platforms at least 6 hours per week. Putting your brand in an atmosphere where people are sharing, liking, and talking, can only improve the conversion rates on your existing traffic.

5. Better Customer Satisfaction

Social media is a networking and communication platform. Creating a voice for your company through these platforms is important in humanizing your company. Customers appreciate knowing that when they post comments on your pages, they will receive a personalized response rather than an automated message. Being able to acknowledge each comment shows that you are attentive of your visitors' needs and aim to provide the best experience.

Every customer interaction on your business's social media accounts is an opportunity to publicly demonstrate your compassion for your customers. Whether an individual has a question or a complaint, social media allows you to address the matter using interpersonal dialogue. A brand devoted to customer satisfaction that takes the time to compose personal messages will inherently be viewed in a positive light, even if responding to a customer complaint.

6. Improved Brand Loyalty

One of the main goals of almost all businesses is developing a loyal customer base. Considering that customer satisfaction and brand loyalty typically go hand in hand, it is important to regularly engage with consumers and begin developing a bond with them. Social media is not just limited to introducing your brand's products and promotional campaigns. Customers see these platforms as a service channel where they can communicate directly with the business. The millennial generation is known for being the most brand loyal customers of all. Born between the early 1980's and the early 2000's, millennials are the largest generation in US history -- and will soon completely consume the market. Studies show that this **segment** of customers is 62% more loyal to brands that directly engage with them on social media. Since these technology natives require communication with their brands, businesses must implement social media marketing to get the attention of their most influential consumers.

7. More Brand Authority

Customer satisfaction and brand loyalty both play a part in making your business more authoritative, but it all comes down to communication. When consumers see your company posting on social media, especially replying to customers and posting original content, it makes you appear more credible. Regularly interacting with customers demonstrates that your business cares about customer satisfaction, and is available to answer any questions that they might have. Satisfied customers are eager to spread the word about a great product or service and they usually turn to social media to express their opinion. Having customers mention your business on social media will advertise your business, and show new visitors your value and brand authority. Once you obtain a few satisfied

customers who are vocal about their positive purchase experience, you can let the advertising be done for you by actual customers who enjoyed your product or service.

8. Cost-Effective

Social media marketing is possibly the most cost-efficient part of an advertising strategy. Signing up and creating a profile is free for almost all social networking platforms, and any paid promotions you decide to invest in are a relatively low cost compared to other marketing tactics. Being cost-effective is such an advantage because you can see a greater return on investment and retain a bigger budget for other marketing and business expenses. If you decide to use paid advertising on social media, always start small to see what you should expect. As you become more comfortable, fine tune your strategy and try increasing your budget. Just by spending a small amount of time and money you can significantly increase your conversion rates and eventually get return on investment on the money you initially invested.

9. Gain Marketplace Insights

One of the most valuable advantages of social media is marketplace insight. What better way to know the thoughts and needs of your consumers than by directly talking to them? By monitoring the activity on your profiles, you can see customer' interests and opinions that you might not otherwise be aware of if your business didn't have a social media presence. Using social media as a complementary research tool can help gain information that will aid you in understanding your industry. Once you gain a large following, you can use additional tools to analyze the demographics of your consumers. Another insightful aspect of social media marketing is the ability to segment your content syndication lists based on topic, and identify which types of content generate the most impressions. These tools give you the ability to measure conversions based on posts on various social media platforms to find the perfect combination for generating revenue.

10. Thought Leadership

Posting insightful and well-written content on your social media is a great way to become an expert and leader in your field. There is no one way to become a thought leader - it requires work that can be supported by online networking tools. To establish yourself as an expert, be sure to utilize social media platforms and build your presence. Be communicative, connect with your audience, share content, and promote your authority. When your social media campaign is aligned with other marketing efforts, your skills will be highlighted and followers will look up to you. Being able to directly connect with your customers creates a relationship that they will value, allowing you to become a notable influencer in your field.

Disadvantages of Social Media Marketing

Like any social media content, SMM campaigns can leave a company open to attack. For example, a viral video claiming that a product causes illness or injury must be addressed immediately whether the claim is true or false. Even if a company can set the record straight, false viral content can make consumers less likely to purchase in the future.

Social Media Advertising Tactics

Audience targeting.

Targeting an audience means zoning in on a select demographic, whether age, gender, occupation or interest.

By using keyword search, surveying and interviewing customers and creating clear customer personas, you can get a better picture of your customers and target them more accurately.

Not only should you target new and potential customers, but you should also make sure to retarget existing customers. This will help remind customers of your brand even if they've already made a purchase and is more cost-effective than advertising to potential customers.

Promote on social media platforms.

A critical aspect of social media advertising is upping your social media strategy.

Promoting and repurposing your organic content across social media channels as support for advertising campaigns can help you to tell your brand story and make it stand out from competitors.

Paid search and social ads.

Using remarketing lists for search ads (RLSA), you can tailor your PPC search ads based on whether a customer has visited your online store and which pages they viewed. This way, you can target users who are already familiar with your business.

You can take this up a notch by combining paid search with social ads to target both those who know and don't know your brand. By first targeting social ads, you can build brand awareness and help customers become more familiar with your products. Then, when they see your PPC ads, they'll feel more comfortable and inclined to click on your website.

Improve quality score.

Quality score is a ranking metric that search engines use to indicate the quality of your keywords and PPC ads and an essential aspect of social media advertising. The higher your quality score, the higher your ad will rank and the more impressions it will get at a lower cost per engagement.

By posting organically to social advertising platforms and tracking engagement with each ad, you can pinpoint which paid ads are top-performing.

Optimize user engagement.

One of the key ways to bring traffic to your website and consequently drive sales is by optimizing your ad content.

Among other ranking factors like keywords, page speed and mobile friendliness, one crucial SEO factor is user engagement. These metrics include click-through rate (CTR), bounce rate and conversion rate.

Even if user engagement isn't a core ranking factor for search engines, high CTRs and conversion rates will still achieve better organic search rankings and more conversions.

Mobile-friendly ads are a must.

With over 98% of Facebook users accessing the app via a mobile device, your ads must be available for mobile use.

Not only should your ads physically fit on a mobile screen, but they also need to be designed with the mobile user in mind. This means legible branding, large and clear text, eye-catching graphics and interactivity whenever possible.

6 most effective Social Media Types.

1. Social Networks

A type of social media platform is a social networking site. Facebook, Twitter, and Instagram are three of the most well-known social networking platforms. We can use these platforms to connect with our friends, family, and even brands.

Moreover, users can share ideas, curate information, share photographs, and videos, form interest-based groups, and participate in lively conversations. Social media platforms are user-friendly and relevant to them and their social circles.

They also assist us in measuring the social media ROI, which aids us in developing an efficient marketing approach.

Examples: Facebook, LinkedIn, Instagram

2. Social News

With more access to social media and individuals increasing the number of social profiles, news spreads at an increasing rate. Millions of users can become aware of an incident within seconds of it occurring, and there is no stopping it.

Furthermore, A social news website displays user-submitted stories. Such stories are ranked depending on their popularity as determined by other site users or website administrators. Users typically leave comments on news stories online and sort by popularity.

Also, some of these articles will be prioritized on the website based on various characteristics, including the number of user votes for each news.

Examples: Digg, Reddit, Mixx

3. Microblogging

Microblogging is a cross between instant messaging and content creation. A microblog allows you to communicate short messages with an online audience to increase interaction.

Furthermore, Microblogging is what it sounds like, websites that allow users to contribute brief written content that may include connections to products and services, websites, and links to other social media sites. Then these show on all users' 'walls' who have subscribed to that user's account.

Moreover, The marketing community has become more interested in microblogging. The return is too good to pass up—create and distribute simple posts and get fast results.

The most common categories of content shared on microblogs include news updates, memes, quotes, event highlights, user-generated content, and infographics.

Examples: Twitter, Facebook, Plurk, Twister

4. Bookmarking Sites

Bookmarking websites enable users to collect and organize connections to a wide range of online resources and websites.

Moreover, The capacity for users to "tag" links, which makes them simpler to find and, invariably, share with their followers, is a great feature of these services.

Additionally, Social bookmarking sites started as simple tools for social media and content marketers. They've evolved into diverse and active online communities where users discuss links and form groups based on mutual relevance.

Examples: Medium, Tumblr, Scoop

5. Media Sharing

Users can share several forms of media on media-sharing websites, the most common of which are image sharing and video hosting services.

Furthermore, most of these sites also have social aspects such as the ability to establish profiles and the ability to comment on shared photographs or videos.

Also, these platforms primarily promote user-generated content, in which anybody may create, curate, and share original work that speaks to them or sparks conversations.

YouTube surely transforms the way we watch, make, and think about video.

Examples: YouTube, Pinterest, Vimeo

6. Community Blogs

Sometimes all you want to do is post a single message, and not everyone on the internet is interested in investing in running and maintaining a blog from a self-hosted website.

Moreover, it is where shared blogging services come in. Community blogs provide users with a place to express their thoughts and voices.

Additionally, a lot of individuals post to a single blog to attract more viewers, increasing readership for all bloggers. The Community Blog allows bloggers to establish a reputation and brand for themselves in business analysis.

Furthermore, these community blog platforms provide an audience while also allowing users to customize and express themselves freely.

Examples: Pinterest, Flipboard, Diggs

Tracking Metrics

According to Sprout Social, the most important social media marketing (SMM) metrics to track are focused on the customer: engagement (likes, comments, shares, clicks); impressions (how many times a post shows up); reach/virality (how many unique views an SMM post has); share of voice (how far a brand reaches in the online sphere); referrals (how a user lands on a site); and conversions (when a user makes a purchase on a site). However, another very important metric is focused on the business: response rate/time (how often and how fast the business responds to customer messages).

When a business is trying to determine which metrics to track in the sea of data that social media generates, the rule is always to align each business goal to a relevant metric. If your business

goal is to grow conversions from an SMM campaign by 15% within three months, then use a social media analytics tool that measures the effectiveness of your campaign against that specific target.

What Is Sticky Content in Social Media Marketing?

Sticky content is the marketing term for attractive content that engages customers at first glance and then influences them not only to purchase products but also to share the content.

What Is Viral Marketing in Social Media Marketing?

Viral marketing is an SMM strategy that attempts to trigger the rapid spread of word-of-mouth product information—a very simple and inexpensive way to promote sales.

What Is Earned Media in Social Media Marketing?

Earned media is a marketing term for brand exposure from any method other than paid advertising, e.g., customer-created content ranging from product reviews and recommendations to shares, reposts, and mentions.

Social Media Marketing Strategies

Social media is crucial to the success of any company's digital marketing strategy. Despite this, brands of all kinds and sizes are not using this tool to its full potential. Although the number of "follows", "likes" and "shares" is still important, the credibility of a brand is distinguished by far more than just this. Today, social media requires a unique set of skills whereby brands need to fully understand the needs of their audience.

1. Start using chatbots.

You may have already heard, but chatbots are in. This comes as no surprise as they are the one digital tool that can communicate and resolve problems for your customers without the potential need for any human interruption. In addition to the above, chatbots integrate with the platforms that consumers now feel most comfortable interacting through: social media. Platforms such as Chatterpeople make integrating an AI-powered chatbot into your social media strategy easy. These tools allow you to create a chatbot that:

- Doesn't require any coding knowledge.
- Can answer customer questions.
- Is able to take orders directly from Facebook Messenger and comments.

- Integrates with all the major payment systems.

2. Create a personalized experience for your customers.

Chatbots are not only a great way to automate certain everyday tasks, and if implemented properly, your chatbot will allow you to create more personalized experiences for your customers. To do this, stop linking your advertisements solely to your landing pages, and create ads that redirect your audience to a Messenger window with your chatbot. Linking ads to your chatbot will:

- Break the traditional views customers have of you only trying to sell to them.
- Make your customer's experience more personal.
- Boost your sales.
- Create a loyal fan base.

3. Create an efficient content marketing strategy.

Quality is key and content is no exception. Content marketing has been a prominent form of marketing for a long time and this is not set to change anytime soon. Many brands are not linking quality content with the right posting schedule and the correct frequency of posts. High-quality SEO content coupled with all the above will help you bring in the right customers at the right time. Aside from its ability to attract an organic audience, a good content marketing strategy can be implemented for free. Be sure to create a relevant hashtag strategy along with your optimized and thorough content.

4. Create a community for your audience.

Although "followers" and the many other metrics are important, they are not the "be all and end all" to social media success. You need to show your audience that you are not just a robot. Integrate personality through humor and emotions into your posts so that your audience can relate to your brand. Social media is all about being social, and if your customers see the same types of posts time and time again, they will lose interest. Make your communications interactive by:

- Asking your audience questions.
- Gathering their opinions on certain matters.
- Sharing newsworthy information rather than just information about your products or services.
- Liking and sharing some of their posts rather than just the other way around.
- Asking them to interact directly with your posts through "likes" and "shares".

5. Jazz up your profiles with a diverse content strategy.

People respond to good imagery, fun videos, and some interesting podcasts once and awhile. Jazz up your content by using this type of media regularly. Your social media pages will look bland if all you post and share is text, so be sure to use other types of media to catch your audience's eye. This is also a great way to add a level of personality to your brand.

6. Use brand advocates.

Your best promotional tool is the people who love your brand. Instead of focusing all your efforts on finding new customers, why not leverage your current ones? In addition to your current customers, you could use your own employees. To use your employees as brand advocates, you should:

- Create social media guidelines specific to your brand.
- Tell your advocates about social media best practices.
- Add a leader to each section of your social media advocacy plan.
- Track the correct data to pinpoint areas for improvement and those that are doing well.

7. Create profiles on the relevant channels.

Today, people create profiles on every social media channel available with the aim of reaching as many people as possible. Unfortunately, with that mindset, you will not reach your chosen target audience. As a result, it is key you look at your buyer personas when choosing your social media channels. For example, you won't necessarily need a LinkedIn profile if you are launching a gothic clothing brand; the same as you won't need to be on Pinterest to promote your surveillance services.

8. Establish a social media budget.

Social media platforms are one of, if not the most important, forms of marketing. Allocating the right budget to your social media endeavors is crucial to your success. Not only this, leveraging that budget with the right strategy will be the most cost-effective way for you to reach your chosen target audience. Because social media is used on a much more personal level, you will also find that it is a place where you can make a much deeper connection with your customers.

9. Run cross-channel campaigns.

To further engage your customers, run cross-channel campaigns across all your social media channels. Keep in mind that these campaigns are run by virtually every company today, so you will need to give yourself an edge to help you stand out from the crowd. Add an emotional component to your social media campaigns so that your audience can relate to your cause. An efficient cross-channel social media campaign will:

- Tell an engaging story.
- Link back to a specific landing page that will give your audience more information about your campaign.
- Have a unique and memorable name coupled with relevant hashtags.

10. Tell a story by going live.

Yes, your content will tell the story of your brand as a whole, but why not share with your audience what's happening with your company in real time? Facebook and Instagram, among other platforms, have created their own live streaming features, something that is not yet being used to its full potential by big brands. To compete with them, start using these live features before they really catch on. Live stories are a great way to:

- Show your audience you are more than just a money-making machine.
- Engage and inspire your customers.
- Create shareable and memorable content.

Businesses worldwide are slowly becoming more preoccupied with gathering customers on their social media platforms rather than their websites. By following the 10 strategies outlined above, you'll not only set yourself up to compete with well-established brands but also create a social media plan that will withstand the test of time.

Bottom Line

The bottom line is a company's net income, or the "bottom" figure on a company's income statement. More specifically, the bottom line is a company's income after all expenses have been deducted from revenues.

Social media marketing (SMM) is the use of social media platforms to interact with customers to build brands, increase sales, and drive website traffic. As social media usage grows around the world, both via computer and mobile devices, the ability to drive sales from certain user populations is a growing business, rife with competition for views and clicks.

How Can One Get Started in Social Media Marketing?

To start working in social media marketing, it is good to have at least a bachelors degree in marketing or a related field. Then, it's critical to gain a good understanding of how marketing

campaigns work on platforms like Facebook, Twitter, and Instagram. After that, showcase your talents by creating compelling and effective content. Follow influencers and other social media marketers to learn what they are doing well and where they fall flat. Together, use these steps to create a personal brand that you can use to sell yourself and your work.

Five Types of Social Media Posts

1. Competitions

People are competitive by nature, which makes competitions and sweepstakes great for engagement. Like & Share competitions are an effective way to encourage your followers to share your content. You can even encourage followers to create their own content and add a pre-defined hashtag related to your business or brand. User-generated content contests will increase your online presence through the social network.

Here are some great social competition ideas:

- Tag-a-friend that
- Comment/Like to win
- Post your photo while
- Trivia questionnaire
- Instagram stories / Facebook post / YouTube video contest

How can you get the most out of a contest on social media?

- Pair it with a gorgeous photo! Great photography is the key to a social post that stands out.
- Make participation low-commitment. The easier it is to participate, the more engagement you'll get.
- Be sure your prize makes sense with your brand. Sure, a lot of people are going to want a new PS5, but if you're not selling or connected with a console, your contest is just a vanity metric.

2. Polls and Surveys

Polls are another great type of social media post and probably the easy way to make your followers take action and interact. Polls have an added benefit of being great data collection tools. Getting feedback from your followers and customers can help with improving the process of your marketing activity, improve your product, and better prepare your next feature before the go-to-market stage. Polls and surveys are a fast way to drive your audience to engage,

understand the pain-points, and what they'd like to have in such a platform or product like yours. If that's not enough to convince you—voting can drive excitement! Instagram, for example, added the polling option to its Stories feature and made it visual and interactive. There are many platforms like EX.CO (14 days free trial), Apester, Poll-Maker and other free tools you can find online to create in-post polls and surveys.

3. Infographics

Infographics are usually a sensational success as they are a great tool for visual teaching and learning and talk directly with our brain. Infographics are a data visualization technique and the processing of visual information is much faster than reading text. Obviously, Infographics are the best way to convey information that includes insights, facts, and numbers.

Here are some tips to make awesome infographics:

- Make it simple: Define the colors scheme and plan the visual data. Make sure the image is not overcrowded and all details are noticeable.
- Not too much data: You want your followers to get your point without being confused.
- Match the infographic to the social network: Format design is important. Long scrolling, for example, might not work well on some channels.

4. Videos

Video social networks like YouTube exist to upload and share your video-posts. Enable to share on other social networks and embed your video on your site. Videos usually get more exposure on social media and generate more engagements compared to other types of social media posts.

Why Video is one of the most impactful digital marketing tool for your social media strategy:

- Videos get high attention.
- Videos increase trust and credibility.
- Videos encourage a high response rate.
- Videos lead to high engagement rates.
- Videos help position you as an expert in your field.

5. Livestreams

Another popular type of social media post is Livestream. Livestreaming on LinkedIn, Instagram, Facebook, YouTube and other social networks, positions you in the social scene. Showing a human face alongside your business increases interest in your company and product, increases customer loyalty and creates trust. Livestreams can be recorded, so you can share it with those who missed the live event.

Benefits of Livestreams:

- Reach a wider audience.
- Run a commentary about your topic.
- Get immediate feedback.
- Drive action to gain prospects' contact details.

Contents which work best for social media

Educational content

A study by BuzzSumo and OkDork discovered that long-form content gets more social shares than short-form. They found that educational content, especially infographics, receive a lot of shares, along with how-to and list-type posts. The New York Times also found that readers were more likely to email longer articles than shorter ones.

Types of social media content you can use include free resources, video training, infographics, FAQs, industry research, case studies, tips and tricks, and how-to posts.

So how can you create educational content?

- Use humour in your content.
- Incorporate interactivity into your content, for example, write something that calls for interaction and follow up with the feedback you collect.
- Inject something different into your routine, for example, use video if you tend to write a lot and present webinars.
- Tell remarkable stories that connect relatable people, places, or things in a way that personalizes it and engages your audience.
- Present enthralling biographies. Conduct an online event. Highlight a book or documentary. Create content to retain customers, not just acquire them.

2. Inspirational content

Researcher Earnest Dichter discovered that in a majority of cases the causes of sharing are about the sharer. The causes are usually oriented around four motivations for a person to communicate about a brand:

- The first (about 33% of the time) is because the experience was so good, unique, or new that it had to be shared.
- The second (about 24%) is to gain attention by showing others your superiority. For example – you were part of an exclusive club of buyers or have inside information.
- The third (around 20%) is from a desire to help and express caring or friendship.
- The fourth (also around 20%) is because the content is so wonderful, funny, or brilliant that it just has to be shared.

Types of social media content that you could use include quotes, amazing facts/trivia, personal stories of triumph, and images.

So how can you leverage inspirational content for your social media channels?

- Find inspiration from sites like Quora, which have numerous questions and ideas around topics your audience may also be interested in.
- Use a tool like Post Planner or Buzzsumo to locate motivational posts.
- Share quotes using tools like Canva, or QuotesCover.
- Share other people's inspirational content.
- Include references to pop culture.
- Browse Reddit for content.
- Leverage a site like Upworthy, which has an assortment of inspirational content.

3. Interactive content

In a paper published by psychologists Hazel Markus and Paula Nurius they note that, in their minds, people picture possible ideas about themselves as they are or may someday be. Therefore, people share information that fits in with these notions of who they are. It's why some people share political commentary, show outrage over certain issues, or share the success stories of people they hope to be like someday.

Types of social media content that you can use include quizzes, polls, games, virtual reality, graders, videos, infographics, calculators, contests, product finders, questions, ask me anything, and caption this photo.

How can you entertain your audience and liven up old content? You can do better than create something along the lines of an infamous BuzzFeed quiz. Here are a few ideas:

- Use infographics to educate and inform potential buyers.
- Drive awareness with a quiz, like the Ultimate History Quiz.
- Use animated GIFs, which have the same benefits as video without turning the content into a passive experience.
- Create lead-generating opportunities with assessments and calculators like this one from HubSpot.
- Deepen connections with your audience. Create social media contests that encourage your audience to participate with user-generated content.
- Use polls to find out more about your audience and their interests.

4. **Connecting content**

British anthropologist Robin Dunbar discovered the size of a primate's brain and the average size of its social group are related. Extending this to humans, Dunbar proposed that people can only maintain 150 stable social relationships comfortably. This figure is known as the Dunbar Number and is referenced in many publications. It also explains the popularity of sports events like basketball.

Mark Cuban, the owner of the Dallas Mavericks, is quoted as saying,

"We are not in the business of selling basketball. We are in the business of giving you a chance to create shared experiences."

A study shows that the sports industry generates up to \$700 billion annually. However, it's not hard to understand that figure because sports provides a conduit for human relationships. After all, when people get together, having conversations about sports teams helps connect and reinforce what you have in common.

Types of social media content you could use to connect with your audience include:

- Behind-the-scenes images or videos
- Product previews for followers

- Stories
- Personal images/videos of your life (including hobbies, vacations, family)
- Nostalgia-related posts
- Shout-outs to complementary businesses or groups
- Employee features
- Photos from events you're attending
- Thanking fans
- Sharing your favorite cause
- Asking for opinions or feedback

How can you use these types of social media content?

1. Show a sense of humour, like Zomato does on Facebook.
2. Talk like you would to a friend like Southwest does on Twitter.
3. Blend online and in-store experiences, like Nordstrom or Target.
4. Engage your audience in conversation, like Zappos does on Twitter.
5. Acknowledge mistakes, like Delta did on Twitter.
6. Surprise customers, like one customer did with Wendy's.
7. Develop a unique voice, like Adidas does on Facebook.

5. Promotional content

In 1887 Coca-Cola first introduced coupons that customers could redeem for a free glass of Coke at any dispensary. Since then, this has grown in popularity and given birth to other forms of promotional content, from discounts to free offers.

Dr. Paul J. Zak, professor of neuroeconomics at Claremont Graduate University, examined the impact of coupons on people's health, stress, and happiness. He discovered that those who received a \$10 voucher:

- Experienced a 38% rise in oxytocin levels.

- Were 11% happier than those who did not receive a coupon.
- Had a 32% drop in respiration rate and a 5% decrease in heart rate.
- Had sweat levels 20 times less than their peers.

In other words, those who received vouchers were happier, less stressed, and more relaxed. This supports the finding that 57% of shoppers are motivated to complete a first-time purchase when they can redeem a coupon.

So why is promotional content that offers free trials or discounts so popular?

Joe Pinsker, the associate editor for the *Atlantic*, provides this insight:

People love free, people love food, and thus, people love free food. Retailers, too, have their own reasons to love sampling, from the financial (samples have boosted sales in some cases by as much as 2,000 percent) to the behavioral (they can sway people to habitually buy things that they never used to purchase).

Types of social media content that you can use for promotion include: promotions, coupons, discounts, freebies for sign-ups, client testimonials, and webinars.

How could you create and use promotional content to add value and wow your fans?

- Define your target audience.
- Make the promotional content stand out with visual media and color to get your audience's attention.
- Choose the right channels for dissemination of the content.
- Keep your message clear and simple to avoid confusing your audience, like Kohl's did.
- Set a specific time frame.
- Set measurable goals or KPIs for your campaign.
- Prepare to handle an influx of orders.

6. Newsworthy content

Fractl analysed 220,000 pieces of content during a six-month period in 2014 to reveal that news items had the highest average number of social shares per month.

Having said that, this type of content may not work well for all industries. For most organizations, sharing newsworthy content can be a challenge. There is a lot of competition. More importantly, producing this type of content generally requires a lot of resources. Organizations that are in the news business tend to be:

- Companies like CNN and the BBC, with the resources to have journalists and reporters stationed around the world.
- Sites with a narrow news focus, like MacRumors or The Verge.

Assuming you aren't in the news business what can you do? Curation could be the solution.

How do you do this in your industry?

- Curate other people’s research, like Rand Fishkin.
- Curate visual media from your niche.
- Look at your comments for insights to curate.
- Get influencer input to curate on a topic.
- Get your audience to participate or share.
- Make something boring and mundane fun with interactive content or by sharing it in a way that’s different, like the New Zealand air flight safety video.

7. Entertaining content

UCLA researchers have found that there is a neurological component to the types of social media content and ideas we like to share. This sharing tends to occur in three content types, one of which is the kind that entertains. People like to laugh or be amused, so it makes us feel good when we share that positive experience with others.

From a business point of view, entertaining content can help humanize a company into a group of people just like their audience.

The types of social media content to consider as entertaining include puzzles, fun holiday-related content, memes, viral videos, jokes, comics, contests or giveaways, and nostalgia-related content.

So how do you create entertaining content?

- Use information that people simply have too share like juicy gossip like this video
- Share in real time, like Oreo did during a Super Bowl blackout.
- Be part of something bigger, like the ALS challenge that went viral.
- Make your audience look smart, like Poopouri does by handling a rather delicate subject

What makes a good social media post?

1. Entertaining

First things first, content needs to catch a user’s attention. It needs to stand out on busy and competitive online content platforms. Whether they leverage beautiful content, humor, vulnerability, beauty, great design, important information or something else, the brands that earn user attention online are, at minimum, entertaining their audiences.

2. Aspirational

It’s important to differentiate between Inspirational and Aspirational. Providing inspiration,

creating the urge within your consumer to do something, is nice. But it's also fleeting. Providing your audience with that initial inspiration as well as the long-term aspirations to back it up is how to grow an engaged community. Your brand's content should inspire your consumers to aspire to a goal.

That goal will be different for different brands. Some brands should motivate their customers to have all the gear they need to be prepared for their next great adventure. Others should inspire their customers to become better stewards of the environment. Still others should push their customers to get outside to reconnect with themselves or loved ones away from the day's distractions. Whatever aspiration your brand provides should align with your brand's organizing principle.

3. Actionable

When a consumer decides to follow along with a brand, via social media, newsletters, or catalogues, they are committing their time and attention. For that commitment to have real staying power, the brand needs to go beyond entertainment and aspirations. Providing actionable content is key. For most brands, this can simply be updates on new products, sales, maintenance recommendations, or curated accessory suggestions. But there are tactics beyond the basics, whether that means highlighting worthy causes they can support, producing educational content so they can get the most out of your products, or sharing curated information the brand has gleaned from being an authority in the space. A brand should provide consumers with everything they need to take action, to ensure they'll keep coming back for more.

4. Joinable

Brand loyalty in today's world is based on people feeling like they are participating in a community rather than yelling into the void. Whether it's through events and causes, or a shared mission, or simply a hashtag that consumers can identify with, creating a feeling of belonging and community is key.

5. Pay Off

Whether it's promotions, giveaways, or freebies, consumers want an incentive above and beyond the prior points to let a brand occupy the real estate on their social feeds and in their inbox. It takes time and attention to follow a brand, even passively, and brands need to offer something in exchange for that.

Study of effectiveness of social media marketing in Digifinite Solutions Pvt Ltd

From concept and strategy through design, execution, and support, Digifinite Solutions Pvt Ltd. provides end-to-end solutions. We are ready to assist and advise as needed, based on our experience with websites and software applications, to ensure your comfort. We collaborate with clients to develop and support creative solutions that help businesses achieve long-term market success. We are dedicated to giving you, our valued customer, with the highest level of attention

and service, as well as outstanding customer service. Digifinite solutions Pvt Ltd, a reputable software development organisation, uses its extensive industry knowledge and domain skills to create mobile applications for leading firms in the financial services, healthcare, travel & hospitality, and other areas. Our branch of a bigger technology providing related services such as Web Designing, Web Development, Software Development, Desktop Application Development, Mobile App Development, and Corporate Training sets us apart from other IT companies.

Website

<http://www.digifinitesolutions.com>

Industries

IT Services and IT Consulting

Company size

51-200 employees

Headquarters

Banashankari, Karnataka

Type

Privately Held

Founded

2015

Locations

1st phase Girinagar, Banashankari Stage I, Banashankari, Bengaluru

Banashankari, Karnataka 560085, IN

According to the answers provided by Dr Kizar Ahmed, The Director of Digifinite Solutions Pvt Ltd for the questions asked to him:

1. Is a career as a social marketer successful? If so, how successful do you feel it is?

Ans: A career as a social media marketer can be highly successful for people who are skilled in creating and executing social media campaigns, have a strong understanding of their target audience, and are able to effectively measure and analyze the results of their efforts.

I believe, defining success in the field of digital marketing is highly complex, as the trends and SEO algorithms keep evolving from time to time. The success of anyone who is active in this field depends on how well they can make this changing set of terms work for them. Of course, a strong communication, collaboration, and time management skills go a long way.

2. Is Social Media Marketing as effective as it has to be in India?

Ans: Yeah sure, Social media marketing has proven to be highly effective in India, as it is a powerful tool for reaching and engaging with a large and diverse audience. In fact, I think according to the latest data, India has the second-highest number of social media users in the world, with over 400 million active users on platforms such as Facebook, Instagram, and Twitter. What social media basically does it allow business to connect with their set of target audience in a authentic, personalised way. This is a great way to build brand awareness, drive traffic to their website and generate potential leads.

3. Do all brands, in India use social media marketing? If so, are all of them successful?

Ans: That's a great question! Social media platforms like Instagram, twitter and Facebook mainly have a humungous amount of audience. They cater to the business by helping them interact in a personal and interactive way. But it is important to also understand that not every business may think social media will be useful for them, based on their revenue model. They might choose other marketing channels. So the success of social media marketing for any brand in India, depends on numerous factors like quality and relevance of the content, the strength of the brand's social media presence, and the effectiveness of the overall strategy.

4. How successful has your career and company been? I request you disclose your net worth if you wish to.

Ans: Well, I'm really not the one to talk about how successful we have been so far. We have quite a large client base we provide our services to and it keeps growing as we speak. Over the years, we have also been featured in variety of online and offline reputed news publishers like the outlook magazine, Deccan herald, India times etc.

I mean, our actions should speak for itself. There are numerous factors, to be honest, that influences the term called success or failure. We learn from everything thing that comes in our a way, be it a good times, adversity or anything. I think that's what we believe in. And as far as our being successful is concerned, being honest about what you do and proficient in your of working really takes you far.

5. Out of all your clients for what percentage has social media marketing been highly useful to their business?

Ans: Out of all our clients, I can say each and every one of them scored an advantageous edge to their brand by effectively implementing our social media strategies. As per my knowledge, If we

are talking numbers about 98% our clients have had a value inducing elements to their business from us.

Study of some companies which use social media marketing for business and how effective and successful it has been

1. Mama Earth:

Varun and Ghazal Alagh battled as new parents to find healthy and non-toxic items for their son. With most young parents, it can be a time-consuming and overwhelming experience, and the Alagh's were no exception.

After their son was born in 2016, they discovered that almost all baby care items in India featured dangerous chemicals like parabens, sulfates, phthalates, and bleach, that can cause side effects in the skin of a baby. When exposed to delicate parts of the face, these chemicals can cause rashes, inflammation, and skin allergies. The Alagh's started ordering goods from the United States in search of better options, but this proved to be more costly and uncomfortable.

This is not just it, soon they came to know many young parents struggle with this which is exactly how [the idea to start Mamaearth](#) occurs.

Varun Alagh and Ghazal Alagh created Honasa Consumer, which runs Mama Earth company, in an effort to provide goods that are clean, non-toxic, and organic by global standards.

Marketing Strategy of Mama Earth

Marketing strategy is something that plays an important role in conveying the message. Below we are going to talk about the marketing strategy of Mamaearth.

Enhancing Customer Base - It is critical to learn that by the time you have to enhance your customer base. You can't be limited, the world is your oyster. If we follow the pattern [Apple](#) started from the CPU then personal computer then iPhones, iPods, and much more. All this time they tried to grow. The same goes with Mamaearth, initially, they started out to be the company of mothers and babies, however, it gradually began to grow its client base. The company has now branched out into skincare. It offers bathing ingredients, skincare serums and ointments, face wash, moisturizers, hair oils, and a variety of other items. The greatest thing is that none of these items contain any chemicals.

Concentrate on Digital Platforms - All the brands and companies know the value of digital platforms. We are in the [digitalization](#) era so we can't overlook this factor, Mamaearth knows it very well. Digital tools are used in Mamaearth's ad campaigns. The use of the internet is growing, and most people rely on these digital channels for all of their knowledge base. As a result, the brand management approach utilizes these new outlets to raise brand awareness and attract a broader audience. Mamaearth's official website, Amazon, Flipkart, and other digital outlets sell

the product. As a result, the company is establishing a robust digital footprint. Most of its sales come from online channels.

Brand Message - The brand message is a very important thing, it presents your brand in a nutshell. So it should be precise, clear, and engaging. It should commence with the customers and proffers the feeling of home. The brand's mission and slogan are "Goodness Inside." It ensures that the [brand](#) should not jeopardize the consumers' wellbeing. It offers goods that are free from contaminants and dangerous chemicals. The brand's goods are somewhat more expensive, but they are of the highest quality available.

Social Media Marketing - Do you know how many people spend their time on social media? The answer is every second individual. We are actually living in the social media era where things can become memes and people can become stars overnight. It can make and break people. But more than this, people believe what they see on [social media](#). It is the platform for ordinary people to voice out their opinion and Mamaearth knows that. The crowd they are looking for is available on social media that's why they approach various influencers to spread the word about Mamaearth. The company is engaged on several social media sites, including [Twitter](#), [Facebook](#), and Instagram. Mamaearth's most influential approach is Influencer Marketing, which includes hashtags on platforms.

Brand Endorsement - It is one of the strongest pillars of marketing strategy. It gradually increases the overall value of the brand. The thing is when a celebrity talks about the product, people will fall for it no matter what. The same goes for if the brand is endorsing our favorite show we will definitely pay attention to it. Mamaearth's growth accelerated after [Shilpa Shetty](#), a well-known star, became a shareholder and product ambassador. She is involved in the creation of new technologies and marketing strategies. The actress used social media to promote the business. Not just this, [Big Boss, a popular reality television program](#), is also sponsored by the company.

Word of Mouth - Now this technique might seem vague, odd, and sham to some of you but it literally has benefits. You might have heard that the word spread faster than air and it is actually true. When you hear something from someone you know, you believe what they say with zero doubts and this is exactly what Mamaearth planned. They start approaching the Mom bloggers and the customers who have a huge fan base and ask them to write their experience about the product. Since the company trusts in the influence of mothers, it opted for a word-of-mouth approach in which mothers can inform people about the company and how it provides the best product for their children.

TV Commercials - TV commercials method is considered as the traditional method and somewhat old schooled. So initially the company didn't believe in the idea of advertising the brand through TV commercials. They want to do something out of the box, but the thing is TV has an influence on people and this is exactly why they decided to dip their toes in the TV commercials too. They did launch their first [advertisement](#) on the big screen about the onion hair oil. The good part was they focused on the benefits of using onion hair oil and how the person came to know about this brand through one of its colleagues. We hope that we will see a lot more of Mamaearth on commercials in upcoming times.

YouTube Marketing - There is no doubt that [YouTube](#) has become one of the strongest channels for spreading brand awareness. Almost half of the population prefers to watch review videos on YouTube rather than reading about it. This is exactly why brands want to take full advantage of the platform. There are many influencers on YouTube with a high number of subscribers that can spread awareness about the product. Mama earth has improvised its marketing strategy by reaching out to influencers on YouTube. Not just this, in comparison to traditional advertising, the marketing cost is modest.

2. Zomato

Launched in 2008 as a food discovery app, **Zomato** went on to revolutionize the way Indians eat. From helping foodies find new food joints to enabling online ordering (since 2015), the brand has some guts to defy all odds and rise up.

Right market analysis by Zomato helps them to form a business presentation that continues to attract more and more people. Maybe it's the brand's quirky sense of humor or plain luck. Let's find out.

Targets 'Hot' News

When it comes to social media engagement, very few brands have been able to nail it the way Zomato has with their creative social media marketing strategy. It seems like the company just knows what clicks with the audience.

The brand engages with the audience, especially on Facebook by posting on topics that are trending, along with very simple-looking images (quite similar to what Amul does). So, invariably, the audience not only likes and comments but also shares the content again and again.

For instance, Zomato capitalized on the release of *Avengers: Infinity War*. Zomato creates successful marketing campaign by posting on topics that are currently trending to built connectivity with the audience. To be honest, social media users do not always thoroughly read every post, but when they find something attractive, cute or funny and relating to something that is currently happening, they post such content for sure!

Giving Popular Primetime a Foodie Twist

Zomato knows how to keep the audience hooked with its powerful branding strategies. The brand made use of the popularity of TV shows, such as *Game of Thrones*, *How I Met Your Mother*, *House of Cards* and so on, to be the talk-of-the-town. Their posts looked something like this:

This Zomato social media strategy is absolutely brilliant because every time consumers watch the TV shows, they are reminded of Zomato. Talk about constantly being on consumers' mind!

Comparison Posts

No matter how much everybody hates being compared, it is a natural instinct to compare people. Zomato tapped into this psyche and created engaging posts citing various comparisons as its business plan, such as:

1. Those who eat and maintain their weight while those who are overweight
2. Girls and boys (a hot topic, which was instantly viral)
3. How people eat
4. 2 ways of eating pizza

The images that the brand used was simple and relatable, which compelled social media users to share, like and comment.

Naughty Sarcasms

There is a fine line between vulgarity and sensuality. Zomato seems to have successfully maintained that and not gone overboard. Secretly, everyone enjoys touches of sarcasm, especially those peppered with a sense of eroticism. Zomato tactfully uses this in their digital marketing strategy to grow. However, on-the-face might offend a lot of people who you wouldn't want to offend.

Instigating Posts

A little spice is needed every now and then to keep holding the attention of the audience. After a series of mellowed down posts regarding trending topics, current affairs and debatable topics, Zomato came up with the master stroke of social media marketing in the form of this hoarding:

The hoarding was strategically placed for all to see and even though Zomato pulled down the advertisement and retracted the words said, the hoarding created the buzz that the brand needed. The hoarding became the topic of discussion for days on both Facebook and Twitter. It helps the brand garner a lot of attention from the audience, especially in India and even those who never heard of the brand instantly came to know about Zomato.

Once the brand had all the attention it needed, it openly apologized for the hoarding being in bad taste.

An experienced marketer from a reputed Digital Marketing Company in Kolkata commented on this social media strategy of Zomato as a masterstroke to grow its recognition without losing its brand reputation.

Active Interaction

Where Zomato wins and other brands fail is the constant interaction with the audience. The brand makes it a point to reply to every criticism and praise, making the audience feel special which is a very unique App Marketing Strategy to follow. As the brand gives love to its consumers, it receives double back!

Lessons to take away from Zomato:

-
- 1. Create attention-grabbing, creative images
- 2. Be aware of what's happening around you and how you can use it to your advantage – it may be current news, a controversy, a crisis situation and so on
- 3. Engage consumers and provide them with personalized customer service
- 4. Make use of a debatable topic to draw attention to your brand
- 5. Make social media posts crisp
- 6. The number of active users on Zomato's social media accounts is constantly on the rise. What only remains to be seen is how the company translates its social success into business leads.

3. Zivame

In 2011, Richa Kar gathered her life savings and started selling lingerie online in India. A country where buying lingerie is still taboo. She initially faced a lot of difficulties but was determined to launch the idea of an online Lingerie portal called Zivame.

The Zivame idea was revolutionary and far ahead of its times, as women consumers in India were not really habituated with shopping for lingerie in the open — even on the internet. Over the past nine years, Zivame has become a byword for lingerie shopping in India.

But this story is not about life story of Richa. Though I would have loved to write on it as its truly inspirational but this story is on business strategies Zivame used to achieve a massive success and create a niche for itself.

In the first few years, the company underwent management reshuffles and since 2017, it has focused on growing sustainably mixing online and offline strategies. Zivame has set up many brick-and-mortar stores 'Fit Studios' across the country, which is part of its omnichannel marketing strategy. But let's first understand what an omnichannel marketing strategy is!

An omnichannel marketing strategy means providing your customers with a fully integrated shopping experience from the physical store to the virtual store, including mobile applications and the full range of possibilities offered by the offline and online world. The idea is to provide them a seamless shopping experience.

The consumer industry can no longer ignore some of the new trends that are shaking the entire industry: the digital revolution, millennial buying habits, the emergence of e-commerce giants, etc.

A study by Harvard Business Review (2017) of more than 46,000 shoppers has shown that:

- 20% were store-only shoppers.
- 7% were online-only shoppers.
- 73% used multiple channels.

Similarly, Forbes carried out two revealing studies. One has shown that 81% of shoppers check the internet before going to the store to buy and another concludes that 82% check their phones on purchases they are about to make in-store.

Advantages of an Omnichannel Marketing Strategy

- **Better Customer retention**: Customers want to buy in a way that is most convenient for them, hence, an omnichannel experience is the best way to deal with the variety of means available to them.
Turnover Increase
- **Increase in customer satisfaction**: The omnichannel strategy does not only go in one direction. In other words, customers check and buy but also expect you to offer them a good service through any of the channels they decide to choose.
- **Increase in customer recommendations & references**: Regardless of all the money a company can invest in marketing and advertising, there is nothing like word of mouth.
- **Better Customer data & use**: Offering customers a comprehensive and centralized database, accessible through any channel, means increasing the visibility of products and promotions and making all the information available. This allows greater customization of communications and promotions made with each customer and that will make them feel special.
- Providing an integrated, seamless online & offline experience: today, it is not enough to have an online and offline presence, everything must be interconnected. The ultimate goal should not be to generate sales in a specific channel but to allow purchases to occur naturally and fluently in the channel customer chooses.

An interaction is a sign that the customer will go through your sales pipeline as follows: from potential customer to customer, from one-off customer to repeat customer, from repeat customer to customer that actively recommends the brand to their acquaintances.

How has the Omnichannel Marketing strategy worked for Zivame?

- As a result in FY19, Zivame's losses have reduced nearly 39% reaching INR 19.56 Cr from INR 32.11 Cr in FY18.
- According to the company's filings for 2018-19, the company reported total revenue of INR 141.89 Cr in the fiscal year with total expenses of INR 160.01 Cr for the same period.

Zivame Standalone Revenue, Expenses, Loss Trend FY18-FY19.

Data shows that Zivame spends 45%-60% of its total expenses on marketing and advertising as well as on its staff expenses in 2018. However, when we look at 2019, it has shifted towards inventory as marketing and employee expenses made up nearly 30% of the company's total expenses.

Conclusion

- Digital marketing is the fastest growing industry. It is growing at a rate of **25% to 30% rate per year**.
- Social Media Marketing yet an upcoming marketing strategy is turning out to be one of the most sought-after methods of marketing in the coming days.
- People using social media are of all levels of the society. So, social media marketing has a larger reach in the society.
- Social Media is viewed more than Television these days and TV Commercials are not much observed.
- Social Media Marketing is now a vital area of study and requires expertise, So, many digital marketing firms are being founded to provide social media marketing services.
- Purchases made via Social Media platforms are increasing drastically.
- Even all established companies are following social media marketing strategies to achieve a global reach.
- Omnichannel Marketing is the new age marketing where online stores come first following walk in stores.

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