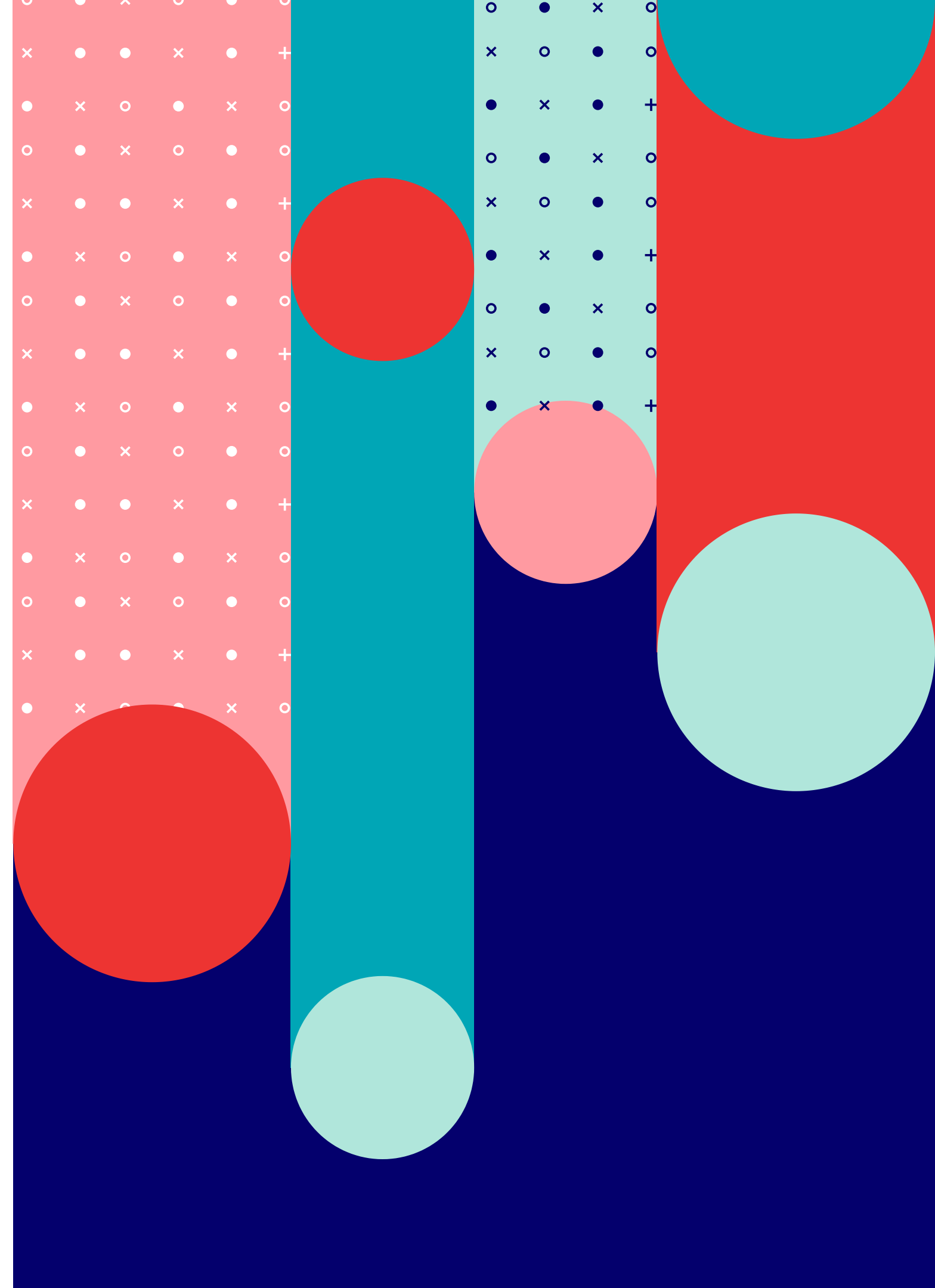


Social Media Marketing

By Mahsheed Askari, Alexandra Godown, & Nicholas Palumbo

Overview of Presentation

- 1 What is social media marketing?
- 2 5 pillars of social media marketing
- 3 How social media marketing is used
- 4 Social media marketing providers
- 5 Popular applications used in S.M.M.
- 6 Instagram, Facebook, and Snapchat case studies
- 7 Relevant software
- 8 Connection to Networking
- 9 Benefits of S.M.M.



A decorative graphic on the left side of the slide. It features a dark blue background. On the far left, there is a vertical bar with a light pink background and a pattern of small black symbols (x, o, +, •). To its right is a vertical teal bar. Further right is a vertical red bar. Large, semi-transparent circles in red, teal, and light pink are overlaid on these bars. The teal bar has a red circle near the top and a light pink circle near the bottom. The red bar has a light pink circle near the top and a teal circle near the bottom. The light pink circle on the red bar overlaps the teal circle on the teal bar.

What is Social Media Marketing?

1

The use of social media platforms in order to connect an audience to a brand. It is used for things such as increasing sales and driving website traffic.

2

Nowadays, there are many different ways to access social media marketing, from your phone to your computer.

5 Pillars of Social Media Marketing

1.

Strategy - Think about the big picture, what is the goal? What will be the first step?

2.

Planning & Publishing - Think about content, what will be posted and when?

3.

Listening & Engagement - Now that you have put your content out there, what is your audience saying and how will you respond?

4.

Analytics - Think about how you've done so far, how is your marketing performing? What is the viewership like and what can you do about it?

5.

Advertising - Now that you've marketed, how can you advertise?

How is Social Media Marketing Used?

Establish a goal for your company
that makes sense

Steps:

1. Research your target audience
2. Gather Data and Analytics
3. Creat Social Media Content



Social Media Marketing Providers

Josh Meah & Company



JoshMeah
& Company

Lounge Lizard



Mainstreet Host



Popular Applications Used in Social Media Marketing

Instagram-76%



YouTube-53%



Facebook-94%



Twitter-53%



TikTok-5%



Snapchat-5%



Instagram Case Study: Mercedes Benz

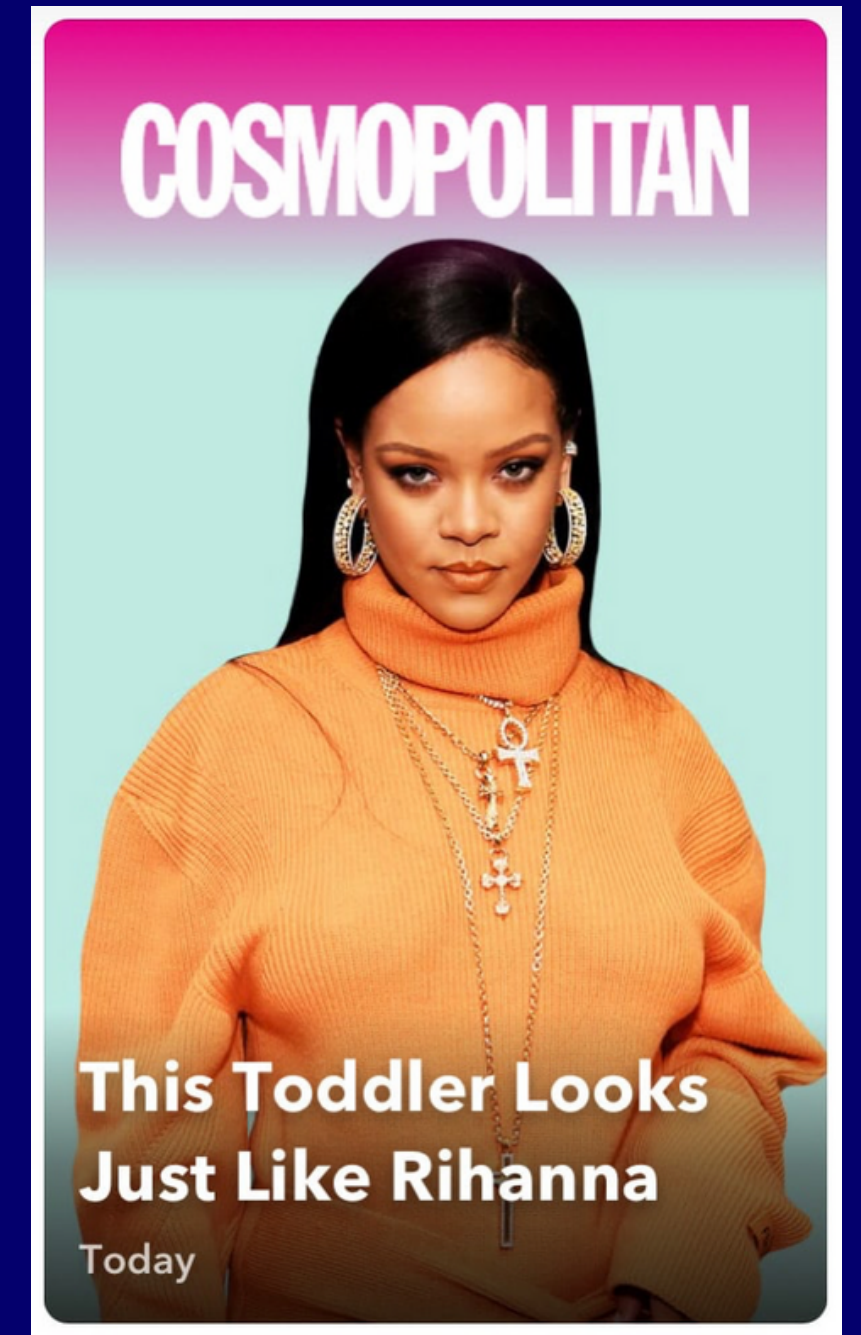
- 1 Mercedes Benz wanted to reach a younger audience for their marketing campaign so they turned to Instagram.
- 2 They were able to reach 87,000,000 organic impressions and 2,000,000 Instagram likes and 150 new marketing assets.

Snapchat Case Study: Cosmopolitan

Statistics say that Snapchat users are 60% more likely to purchase something from the Snapchat app.

With the Discover page, Cosmo is able to market their product.

Through this app they get around 3 million viewers a day.



Facebook Case Study: *Muscle Milk*

Results:

16.9 million people reached

4.8% increase in market penetration

7.5 point increase in unaided ad recall



Software used in Social Media Marketing



Later- Social media post scheduling service



Google Analytics- Enables users to see their ROI in social media marketing and track SM metrics



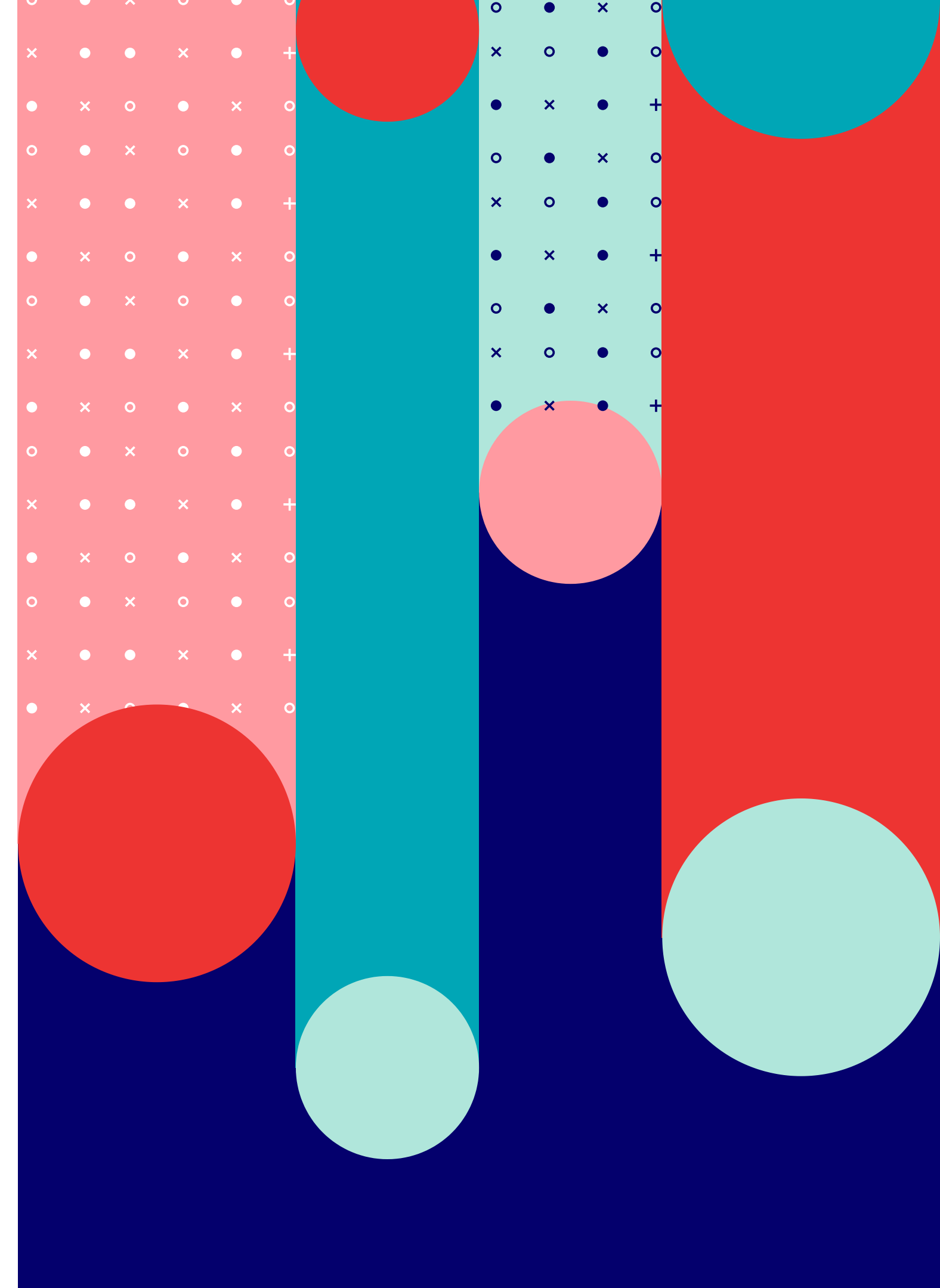
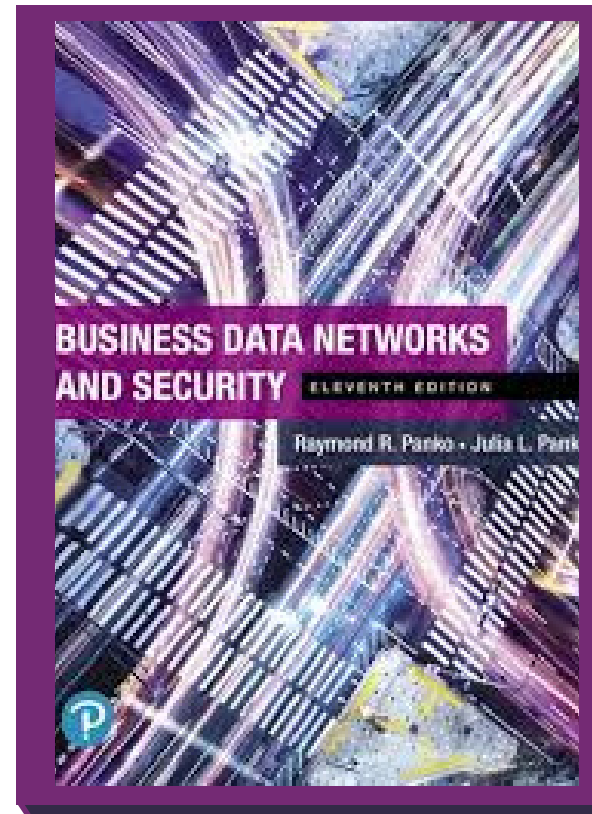
Canva- Social media post design platform

Connections to Networking

1 Internet

2 E-Commerce

3 Network Security-
Passwords



Benefits of Social Media Marketing



- Tracking returns on spending
- Increasing your website traffic
- Promoting your products and services
- Creating brand recognition
- Connecting with your audience

Ultimately, social media marketing will lead to an audience getting to know more about a brand and that brand being able to understand and provide what the marketplace wants.

Sources

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Thank you! Any questions?

