

# Social Media Marketing: The Compendium

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## ABSTRACT:

Social media marketing (SMM) is a form of Internet marketing that uses network websites as a marketing tool. SMM's goal is to produce content that users will share with their social networks to help a company increase brand exposure and expand the reach of customers. One of the key components of SMM is the optimization of social networks (SMO). Like search engine optimization (SEO), SMO is a strategy for attracting new and unique visitors to a website. SMO can be accomplished in two ways: by adding links to social media to content, such as RSS feeds and buttons for sharing, or promoting activities via social media by updating the status or tweets or blog posts. SMM helps a company get direct feedback from customers (and leads), while making it more enjoyable. Interactive parts of social media offer customers the opportunity to ask vocal questions or complaints and feel heard. This features of SMM is termed as social customer relationship management (social CRM). This document aims to discuss the concepts of social media marketing, highlighting the steps to start social media marketing and learn how to create social media marketing from scratch.

## KEYWORDS:

SMM, SMO, SEO, RSS, CRM.

## I. INTRODUCTION:

Social media marketing (SMM) refers to the process of acquiring traffic or attention through social media sites. Social media itself is a generic term for sites that can provide radically different social actions. For an illustration, Twitter is a social site designed to allow people to share short messages or "updates" with others. By contrast, Facebook is a complete social network site that allows you to share updates, photos, participate in events and a variety of other activities.

## II. OBJECTIVE:

- To study and know the concepts of social media marketing.
- To know the steps for starting Social Media Marketing.
- To learn creation of Social Media Marketing Strategy from Scratch.
- To list down the limitation of using social media marketing.

### 2.1. Steps to Getting Started in Social Media Marketing.

- **Determine your goals.**  
What do you want to get from your participation in the social web? Why are you doing it? Are you looking to generate direct sales? Are you looking to offer a form of customer service? Do you want to build customer relationships and increase loyalty? Your answers to these questions greatly affect the type of content you post and the activities you participate in on the social web.
- **Evaluate your resources.**  
Who will create your content? Who will keep their social media accounts? Who will answer the questions and be the face of your online business? Do you have the internal technical ability to participate in the online conversation? If not, are you willing to learn? You need to make sure you have the people you need to run a social media marketing plan before you get started.
- **Know your audience.**  
Where does your target audience go online? What types of content and conversations does the audience talk about most? What do not you like? Remember, you are not just publishing marketing messages on the social web. You need to find out what your audience wants and needs in order to provide the type of content that is useful and interesting to you. However, it must also be fun, so they really want to interact with you.
- **Create amazing content.**  
Once you know where your audience spends their time and what type of content members of the audience want, take the time to offer them more of that type of content. Don't give up, you have to continually offer your audience extraordinary content.
- **Integrate your marketing efforts.**  
All your social media marketing efforts should feed each other. Cross-promote your efforts both online and offline and make sure your social media and traditional marketing efforts work together perfectly.

- **Create a schedule.**

Assign specific times during the day to engage in social media marketing. For example, spend five minutes on Twitter before checking email every day and another five minutes before leaving work every day. When you create a program, it is easier to stick to it and make sure you don't skip your social media marketing activities every day.

- **Adopt an 80-20 rule.**

Always spend at least 80% of your time in non-self-promotion social media activities and no more than 20% of your time in self-promotion activities.

- **Focus on quality, not quantity.**

It is better to have 1,000 faithful and highly engaged followers than 10,000 followers who sign up to follow you but are never recognized again.

- **Waiver of control.**

You need to let your audience take control of the online conversation and make it their own in order to develop an emotional bond with you, your brand and your business.

- **Continue to study.**

You can never stop listening and learning. To be successful in social media marketing, you need to be flexible and accept that the change is positive.

## 2.2. Creating a social media marketing strategy from scratch:

Starting from the ground floor and developing, here is our overview of how to create a social media marketing plan from scratch. I like to think of this plan as a journey. Start by pointing yourself in the right direction, then choose the way you will arrive, check regularly to make sure you are on your way and have fun on the road.

### Step 1: Choose your social networks

You don't have to be in all of them, just the ones who are important to you and your audience.

### Step 2: Completely fill out your profiles

A complete profile shows professionalism, brand consistency and a signal to visitors that you are serious about participation.

### Step 3: Find the voice and tone

The voice is the mission statement; the tone is the implementation of that mission.

### Step 4: Choose your publishing / posting strategy

What is the ideal amount to publish per day? How often should you post? What should you publish? It depends

### Step 5: Analyze and test

The more you publish, the more you will find out which content, time and frequency is right for you.

### Step 6: Automate and engage / participate.

## 2.3. Limitations:

- Easy access for hackers to launch spam attacks and fraud, such as identity theft.
- It increases the possibility that people are subject to online scams resulting in theft of data or registrations.
- Leads to negative comments from employees if they are subject to legal action for browsing illegal and unauthorized websites.
- It leads to a decrease in productivity if employees engage in activities such as updating profiles and the like.
- Ability to upload photos to social networks to use or edit them.
- Privacy issues if someone compromises accounts.
- Possibilities of photos being uploaded on social media to be misused or altered.
- Issues related to privacy if someone hacks the accounts.

## III. LITERATURE REVIEW:

- **Simona Vinerean and Iuliana Cetina (2013):**

Social media allows customers and potential customers to communicate directly with their brand representative or brand with their friends. However, the obvious question is who the people who interact online are and how busy are they in online activities. This document aims to answer this question based on a study on the online activities of 236 users of social networks, identifying the different types of users, a segmentation of these users and a linear model to examine how the different predictors related to the sites of social networks have a positive result. Impact on respondents' perception of online ads. The answer can help you find out how to interact with different audiences to maximize the effect of your online marketing strategy. This research is subject to some limitations that may provide fruitful avenues for future research. The limitations arise in the choice of the sample and in the measurement of the variables used.

- **Helena Alves and Cristina Fernandes (2018):**

This study conducts content analysis and systematizes articles on social media marketing in the Web of Science database. Forty-four studies were analysed based on a change in the systematic review approach, which involves evaluation based on synthesis and interpretation. The results demonstrate how most of the studies analysed focus on the consumer perspective in terms of the use,

participation and influence of social networks on consumer decisions and perceptions. The studies focused on the company's perspective focused not only on the use of social networks, but also on their implementation, optimization and measurement of results. Most of the studies are quantitative and published in recent years. This study not only reached some conclusions for theory and practice, but also defined future lines of research based on the gaps found in the study results.

- **Gil Appel and Rhonda Hadi (2019):**

The authors of this article claims that social media allows people to interact freely with others and offers multiple ways for marketers to reach out and interact with consumers. Considering the many ways that social media affects both individuals and businesses, in this article, the authors focus on where they think the future of social media lies when they consider marketing-related issues and issues. The authors describe the digital landscape, present and discuss their predictions and identify future directions of research relevant for academics and professionals.

#### IV. METHODOLOGY:

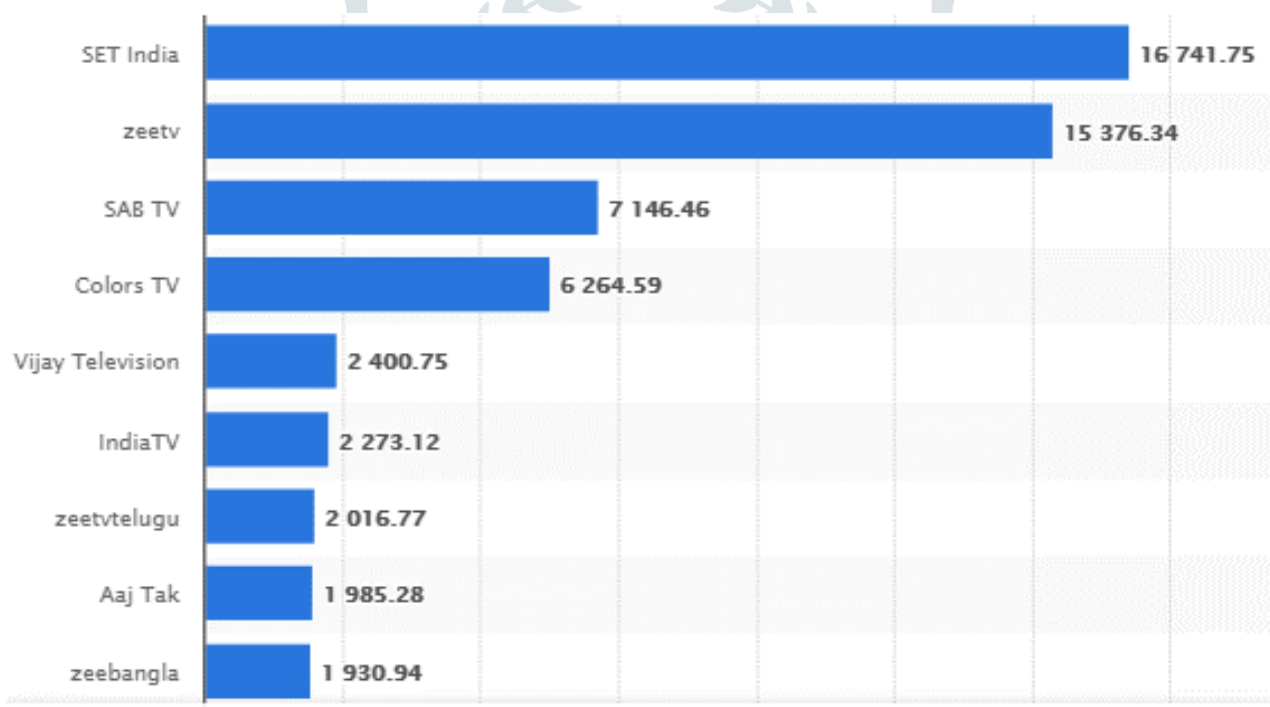
- **Primary Data**

No primary data were collected for the research document.

- **Secondary Data**

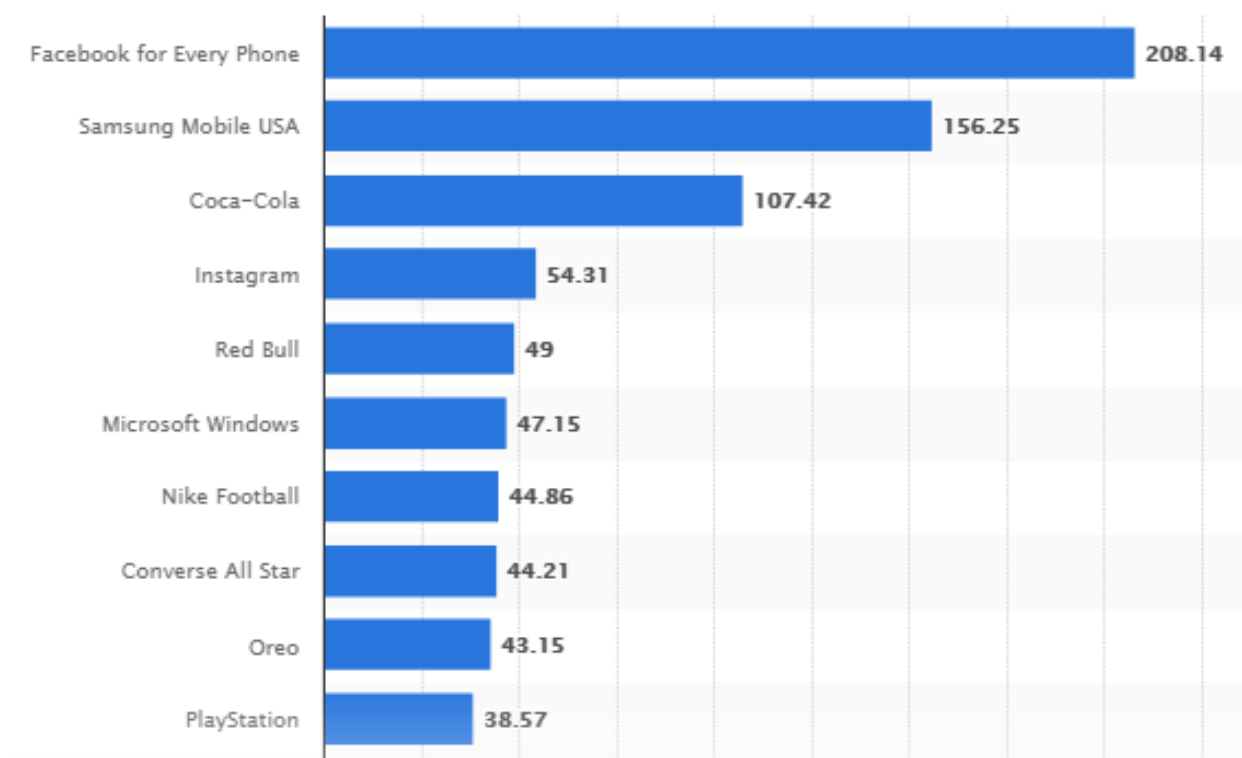
Secondary data was collected. Various magazines and newspapers have been used for this, as it is a conceptual document. Therefore, the goal is to better understand the concept, its application and the impact on the economy through other parameters. Therefore, qualitative and quantitative data were used.

**Most popular YouTube media channels in India since April 2018, by number of video views uploaded (in millions)**



This statistic shows the most popular multimedia YouTube channels in India as of April 2018, based on the number of video views uploaded. As of this date, the most popular YouTube media channel in India was SET India, with approximately 16.74 billion video views uploaded.

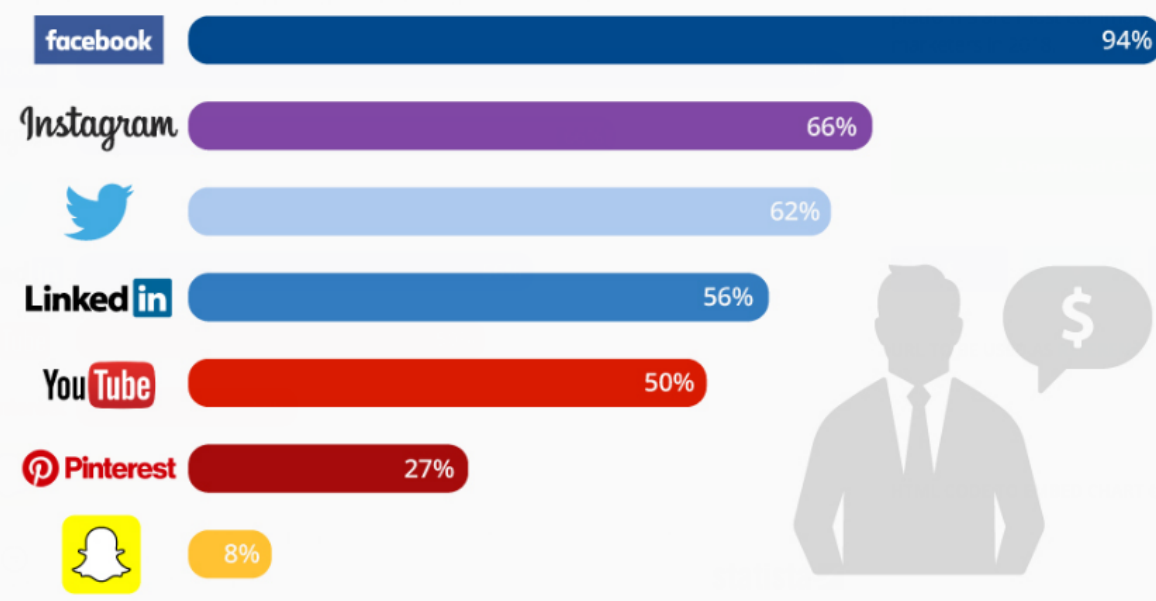
### Product brands with the most followers on Facebook in April 2018 (in millions)



This statistic provides information on the most popular product brands on Facebook, ranked by number of fans on the social network. In April 2018, the Instagram photo sharing app was in fourth place with 54.3 million Facebook fans. Probably, Facebook is the most popular social network in the world. Thanks to its global reach, advertisers and marketing experts have recognized Facebook's potential as a marketing tool to reach new and existing customers and, consequently, have found new and innovative ways to reach their target audience. As of September 2016, the most popular type of content used by brands on social media turned out to be photos with a 65 percent share of all brand posts. Links, videos and status posts were also brand-favorite content, but none were used as much as photos.

### Marketers Have Yet to Embrace Snapchat

% of social media marketers working with the following platforms



According to a recent Social Media Examiner report, only 8 percent of marketers used Snapchat in the first quarter of 2018, which is very different from Facebook's adoption rate of 94 percent and well behind 66 percent of marketers who are active on Instagram. To make matters worse, 72% of respondents have no plans to use Snapchat in the next 12 months, indicating that marketing experts don't consider it relevant enough to try.

**V. CONCLUSION:**

When social media emerged, nobody knew what impact it would have on society. It was originally developed as a tool for interaction between people, but as it grew, companies began to take an interest in using them to advertise their products and services. Given the way these public networks have taken the world by storm, no company, small or large, local or international, can afford to turn a blind eye. The fact that it is a platform for the exchange of conversations and information, can be used to market brands through the services offered by Facebook, Google+, Twitter and LinkedIn, among other services provided. However, given its positive impact on businesses, it still has some negative aspects that need to be explored before venturing into social media marketing.

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