



# GROW YOUR BUSINESS USING SOCIAL MEDIA MARKETING

BY THE URBAN CHIEF



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- Marketing
- Type of Content
- Why is Social Media Important?
- About Social Media Strategy
- About Social Media Goals
- About Social Media Metrics
- About Social Media Platforms
- How to Create Social Media Content
- About Social Media Scheduling & Posting
- About Social Media Engagement
- Social Media Ads





# WHAT IS MARKETING?

Your traction channel heavily depends on the resources the company has and the market it wants to capture









# TYPES OF CONTENT

## VISUAL

Video  
Reels  
Social Media  
Creatives  
Infographics  
Slides  
GIFs  
Memes  
Brochure  
Banners  
Visiting Cards  
Email Signature  
Email Banner

## TEXT BASED

Blogs  
Email Marketing  
Stories  
Polls - Interactive  
Ebook  
Whitepaper  
Checklist  
How to Guide  
Case Study

## AUDIO

Podcast  
Blog Audio  
Interviews  
Webinar  
Speaking  
Engagement



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# WHY DO WE USE SOCIAL MEDIA?

Creating a promotional plan that takes advantage of social media platforms, will help to shape the conversation about your business, build loyalty and attract the right audience and partners.

Doesn't mean that it replaces any other marketing activities, instead, it enhances those activities



# BENEFITS

- Helps Expand Marketing Efforts
- Helps Build Brand Awareness
- One of the Most Powerful Ways to Connect
- Helps Attract Buyers



of millennials are more  
likely to buy from a brand  
they follow

Acc. to Hubspot



of consumers are more  
likely to spend more on a  
brand they follow



of consumers say they will  
visit the physical retail store  
of a brand they follow



# QUIZ TIME

inspiration by Hubspot

## WHY IS SOCIAL MEDIA AN IMPORTANT PART OF MARKETING?

- A. Is the only platform that helps you reach millions of people in distant countries
- B. Users have the best customer experience in Social Media
- C. Social Media is a one-to-one medium you can use to market in a direct- human way
- D. All of the above

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# PLANNING

# STEPS TO BUILD SOCIAL MEDIA STRATEGY?

1. Set Social Media Goals
2. Identify the right social media channel and have reasons to use it
3. Identify the Right creative and timing to publish content
4. Build Social Media Calendar
5. Engagement on Social Media for Growth: Social Listening & Other Activities
6. Track your performance

# SOCIAL MEDIA GOALS

IT ALL DEPENDS ON YOUR BUSINESS GOALS

Setup KPI ( Key Performance Indicator)

What is KPI? A quantifiable measure used to evaluate the success of an organization, employee, or project in meeting objectives for performance

- 1.Result Oriented Metrics: No of Purchase, Leads Generated
- 2.Vanity Metrics : Followers, Traffic, Likes





# VANITY METRICS

A Surface-level metric made up of numbers or statistics that seem great when viewed in a presentation but don't correlate to business success.

Works towards  
Brand Awareness

**Metrics :**


**Like**  
**Comment**  
**Followers**  
**Traffic**



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# RESULT ORIENTED METRICS

Also known as Business Metrics. Metrics that align with achieving business goals that contribute to profit and loss of the business.

**Metrics :**

**No. of Sales  
Online  
Lead Generated**

# WHICH METRIC TO CHOOSE?

Depends on your business  
goals



# SOCIAL MEDIA KEY PERFORMANCE INDICATOR

## 4 Category:

- 1.Reach
- 2.Engagement
- 3.Return on Investment (ROI)
- 4.Retention & Loyalty

## KPIS: REACH

- Followers Count
- Impressions
- Mentions
- Share

## KPIS: ENGAGEMENT

- Likes or Favorites
- Comments
- Sharing
- Ratings & Reviews
- Inbound Website Links

## KPIS: ROI RETURN ON INVESTMENT

- Direct Sales Revenue
- Lead Conversions
- Support cost-per-customer
- Lifetime Value

## KPIS: RETENTION & LOYALTY

- Reviews and Ratings
- Issues resolved
- Service-level agreement
- Customer Satisfaction

**IMPORTANT NOTE: REVISIT YOUR KPIS EVERY 6-12 MONTHS**

**Reason: Changing Nature of Social Media and Changing Environment & Business Environment**

# QUIZ TIME

What is a Vanity Metric?

- A. A metric that shows the sentiment of your brand on social
- B. A key performance indicator (KPI) that shows you how popular your company is
- C. A surface-level metrics that don't correlate with your business success
- D. B&C
- E. A&C
- F. All of the Above

# QUIZ TIME

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- E. A&C
- F. All of the Above



# QUIZ TIME

True or Fales? Followers Count is a Vanity Metric

- A. True
- B. False

# QUIZ TIME

True or False? Followers Count is a Vanity Metric

A. True

B. False

# QUIZ TIME

Which KPI will executives/Top Level Management be more Interested in?

- A. ROI
- B. Retention and loyalty
- C. Reach
- D. Engagement

# QUIZ TIME

Which KPI will executives/Top Level Management be more Interested in?

A. ROI

B. Retention and loyalty

C. Reach

D. Engagement



# HOW TO CHOOSE THE RIGHT MARKETING CHANNEL?

# THERE ARE COUNTLESS SOCIAL MEDIA PLATFORM

Many Upcoming. We have one  
Platform atleast for all kind of  
users



# TO NAME A FEW



Quora





# FACEBOOK

Largest Audience

Family & friends

Mememes, Reels, News, Brand Post

Ad Tool is the Best: Organic Traffic on the brand post are not as it used to be on Facebook

Features:

Personal Page

Business Page

Hyper Target - Ads

Instagram, Facebook & Whatsapp

Facebook Pixel

Facebook Live

Facebook Group - Highest Engagement



The Urban Chief

Published by Buffer · 5 d ·

[The Urban Chief](#): Attracting customers is supposed to be one of the hardest parts of running or growing a brand. However, keeping those customers attached to your brand is even more challenging.

That's why if your brand can create loyal customers, you are winning!

It may go without saying that loyal customers are most likely to come back and purchase your brand more often.... [See more](#)

NEW BLOG



**Why brands are losing loyal customers?**

# CREATE OPTIMIZED PROFILE

Step 1: Sign Up with Necessary Details on Facebook - facebook.com

Step 2: Confirm your email id

Step 3: Find Friends: Use email ids

Step 4: Filling Out details: School, Hometown, City ( page personalized)

Step 5: Add Profile Photo

Step 6: Add Cover Image - Dimension 851 x 315 px

After you create your profile, we can create a Facebook business page

Step 1: Open Facebook profile

Step 2: At the top of the home, page select Create page

Step :3 Name your page

Step 4: Add a category to describe your page

Step 5: Enter business information: address & contact info

Step 6: Profile Photo for the page - Logo

Step 7: Add Cover Image - give a gist of what you do

Step 8: Done



# OPTIMIZE YOUR PAGE FOR LEADS

## 1. Work on Page Details

- Profile Picture - 180 x 180 px
- Cover Photos - Clear & Eye Catching: Change it seasonally or news or event - 820 x 312 px - Choose to add video 20 - 90 seconds
- Custom URL or username
- Description - business-relevant words & words that your audience can resonate - 250 characters - Helps to rank
- Add your Website Link
- Business Contact Details
- Other Social Media Account
- A brief list of your products
- any professional awards
- Add a Business Story
- Add additional information - 1000 words - add FAQ, Describe processes and services

## 2. Select the Page CTA

Relevant CTA : Book Service, Get in Touch, Learn More, Make a purchase or donation

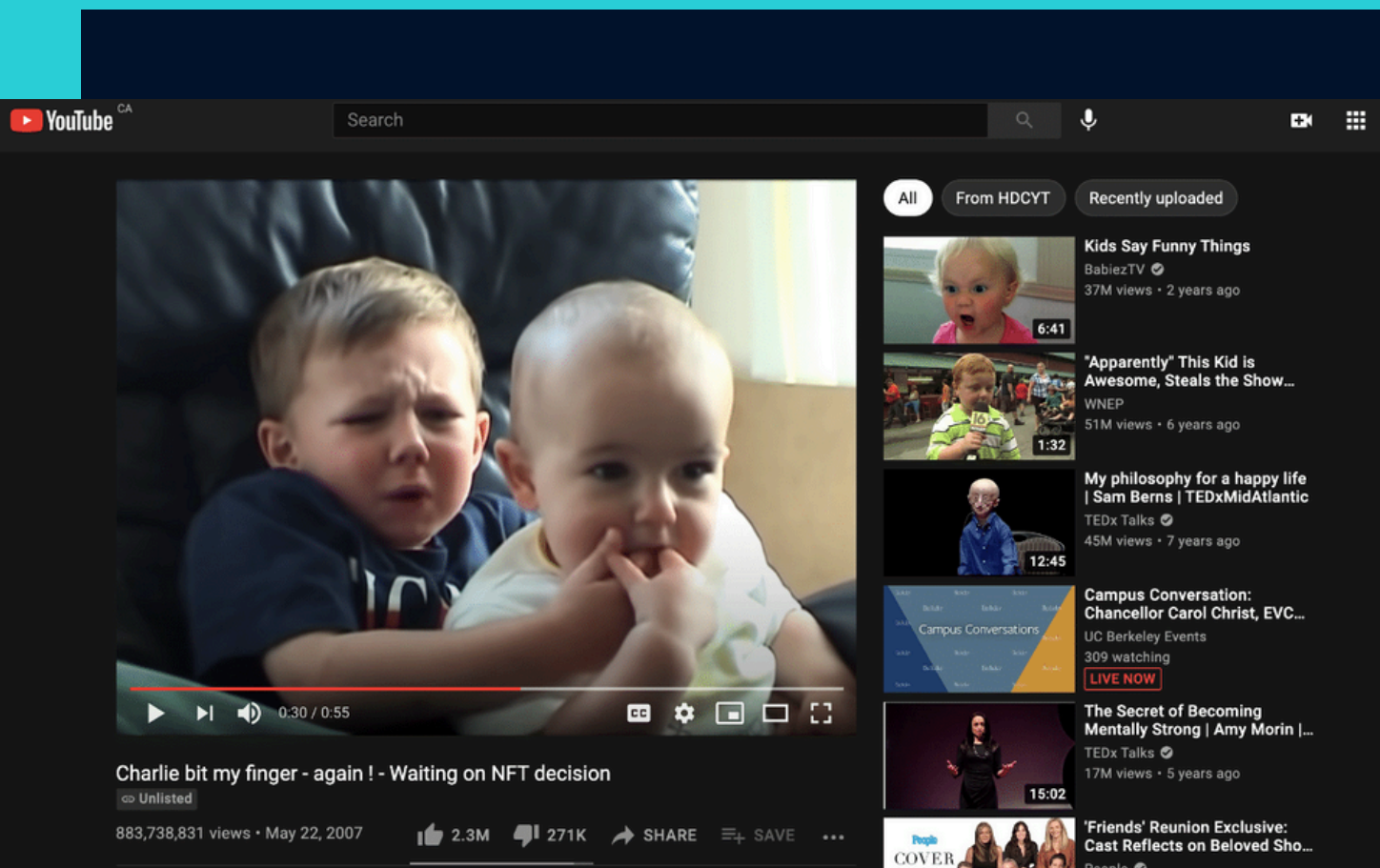
# OPTIMIZE YOUR PAGE FOR LEADS

3. Add Tabs to Promote your product or Service: Offer, Shop, Service etc
4. In there you can also add Reviews
5. Constantly Update your page
6. Dont be lazy about choosing the right category
7. Create a Facebook group
8. Determine the ideal time and frequency for your post
9. Leverage Facebook targeting tools
10. Pin an important post on the top of your page
11. get your messenger up and running
12. Promote your page to generate more followers
13. Constantly track performance
14. Reply to the queries quickly

# FB BUSINESS PAGE BENEFITS

- Personal Page - 5k friend limit while business page - millions of followers
- Access to Analytics
- Ability to categorize company for search; add a mission statement, a product catalog, and awards; give customers a chance to do reviews

# YOUTUBE



Second Largest

Largest Search Engine

500 hours of video are uploaded every minute

5 Billion Videos are watched every single day

Benefits of Youtube:

- SEO
- High Conversion Rate
- High Referral Rate
- New Contact

Its good to explain about complex products and services in the best and fastest way

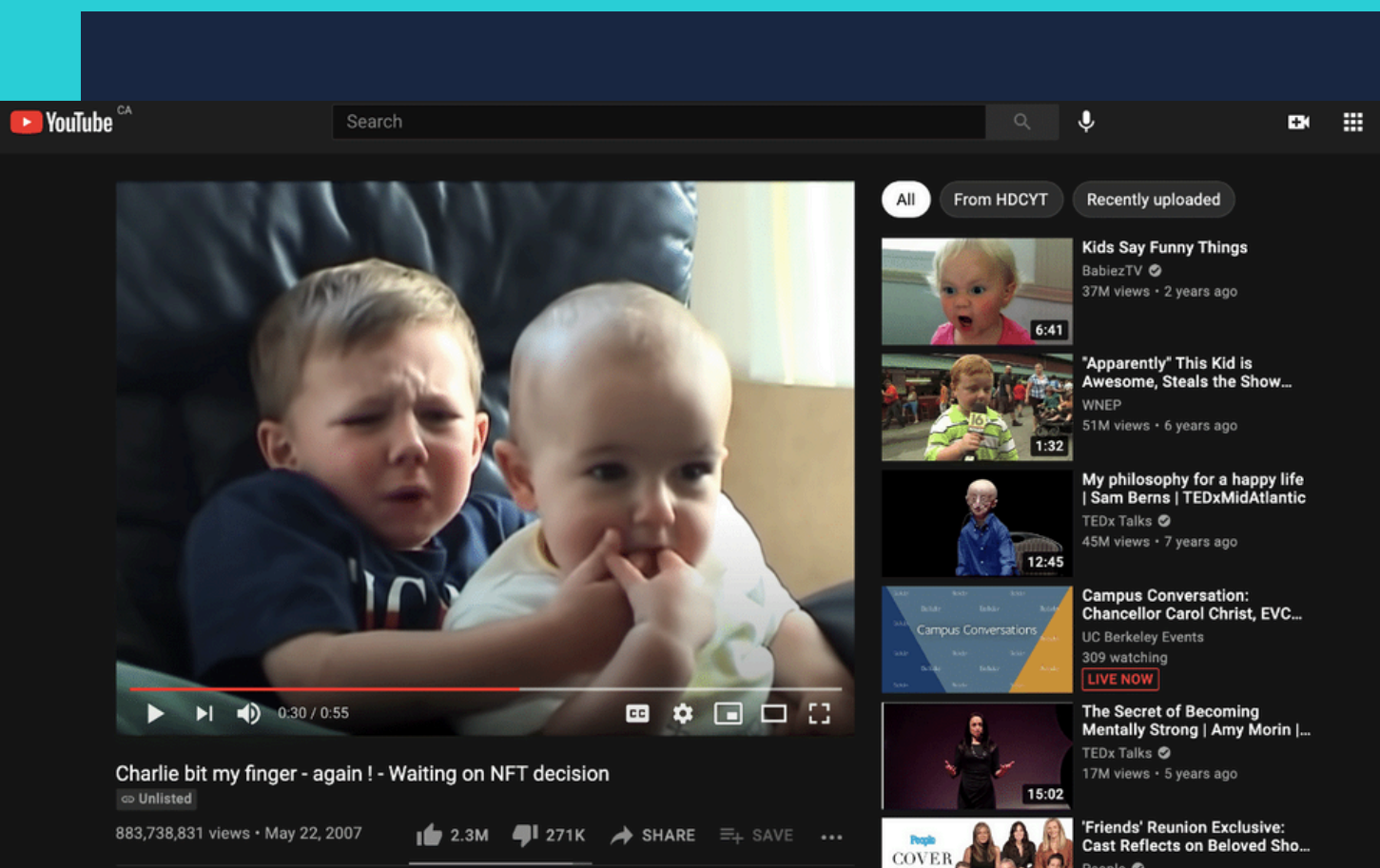
Creating Videos can be a difficult part but the ROI is amazing!!

Features:

Channel Subscription

Educational Content

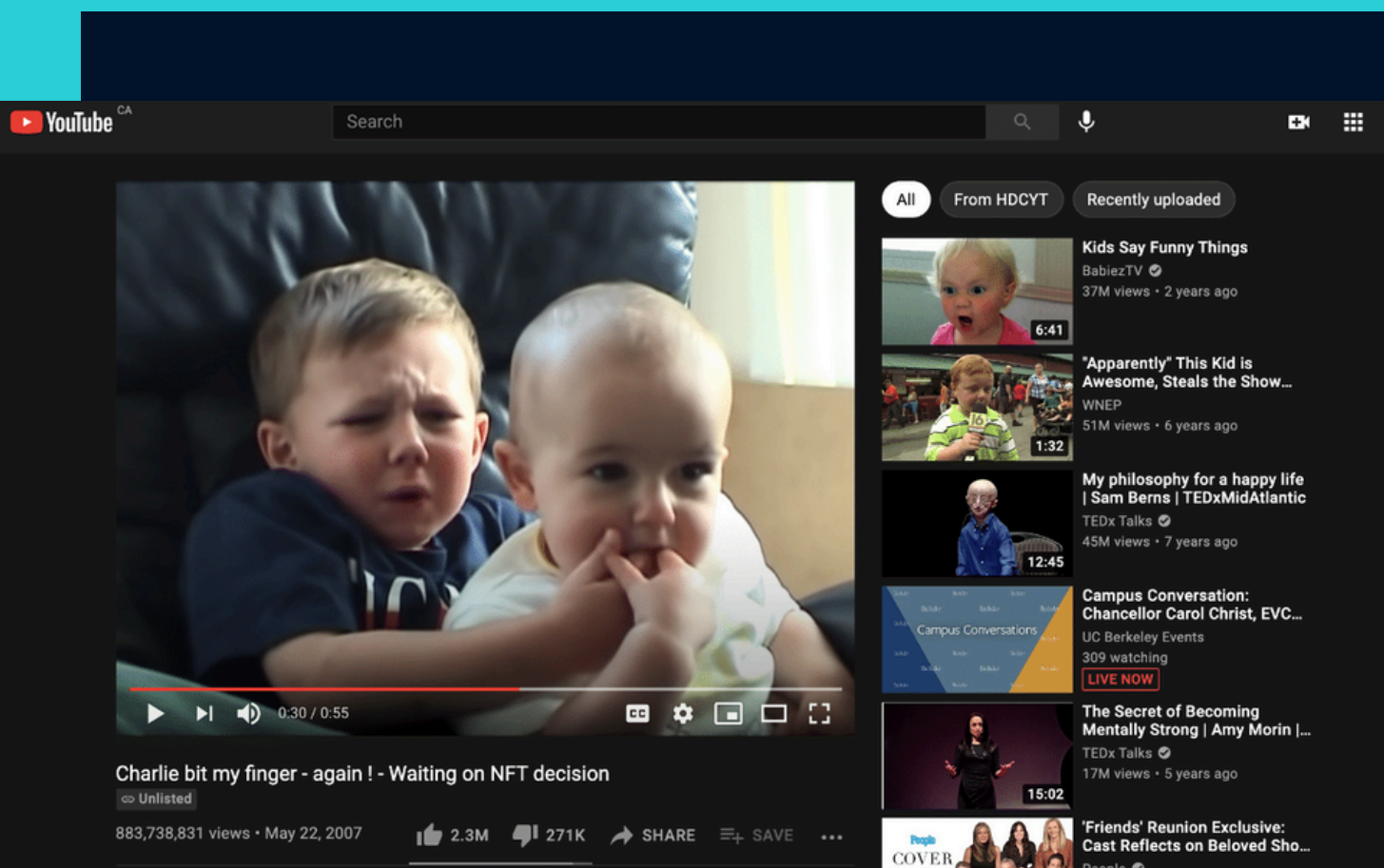
# CREATE A PROFILE YOUTUBE



1. Create a google account if you don't have one
  2. hop on to [www.youtube.com](http://www.youtube.com) and sign up
  3. Go to Profile in the upper right corner - circular form
  4. Hit Settings
  5. Now click on create a new channel
  6. Let's name the channel
  7. Upload a clear image
  8. Lets verify your account
- Done!



# OPTIMIZE YOUR YOUTUBE CHANNEL



1. Use keywords in your titles and descriptions
2. Add Keyword in Youtube Channel Name - if possible
3. Use About Us Page - 48 characters - describe your solution with keywords
4. Always create a trailer video - crisp & attractive ( 30 - 60 seconds)
5. Add transcription in the description field
6. Full focus on the first 15 seconds of the video to maximize watch time
7. Use keywords in the script or video text
8. Use cards to cross-promote at the right time
9. Create super impactful thumbnails
10. Include related tags & hashtags
11. Utilize end screens as calls to actions
12. Create playlists to be organized and increase watch time
13. Try to promote your user interaction signals Ex: Like, Comment, Subscribe
14. Try to have subtitles in your content - always helps
15. Embrace Live Youtube Video

# YouTube Cards Feature

WealthMissionPossible.com

Grab Your Free Ebook ⓘ



1:03 / 2:51



Suggested: My most popular video ⓘ



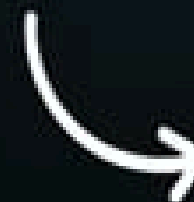
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SUBSCRIBE!

CHECK OUT  
**THESE**  
COOL VIDEOS



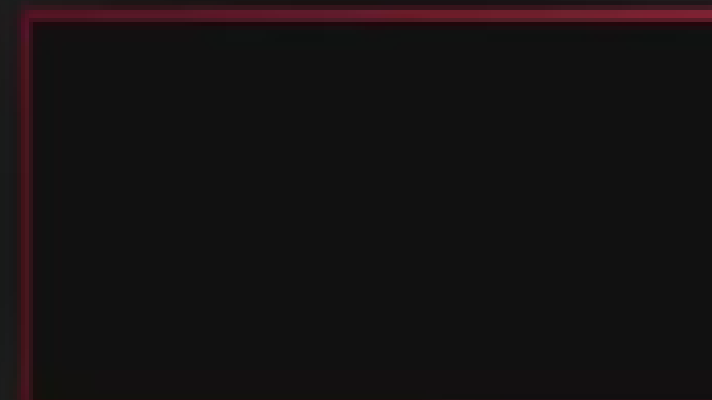
FOLLOW ME  
**@yournamehere**



Thanks for watching!



**CLICK  
HERE TO  
SUBSCRIBE**



**NEXT VIDEO**



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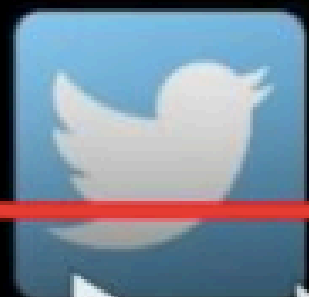
# SUBSCRIBE! (PLEASE)



**@LIZAKOSHY**



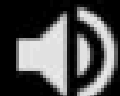
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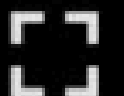
**@LIZAKOSHY**



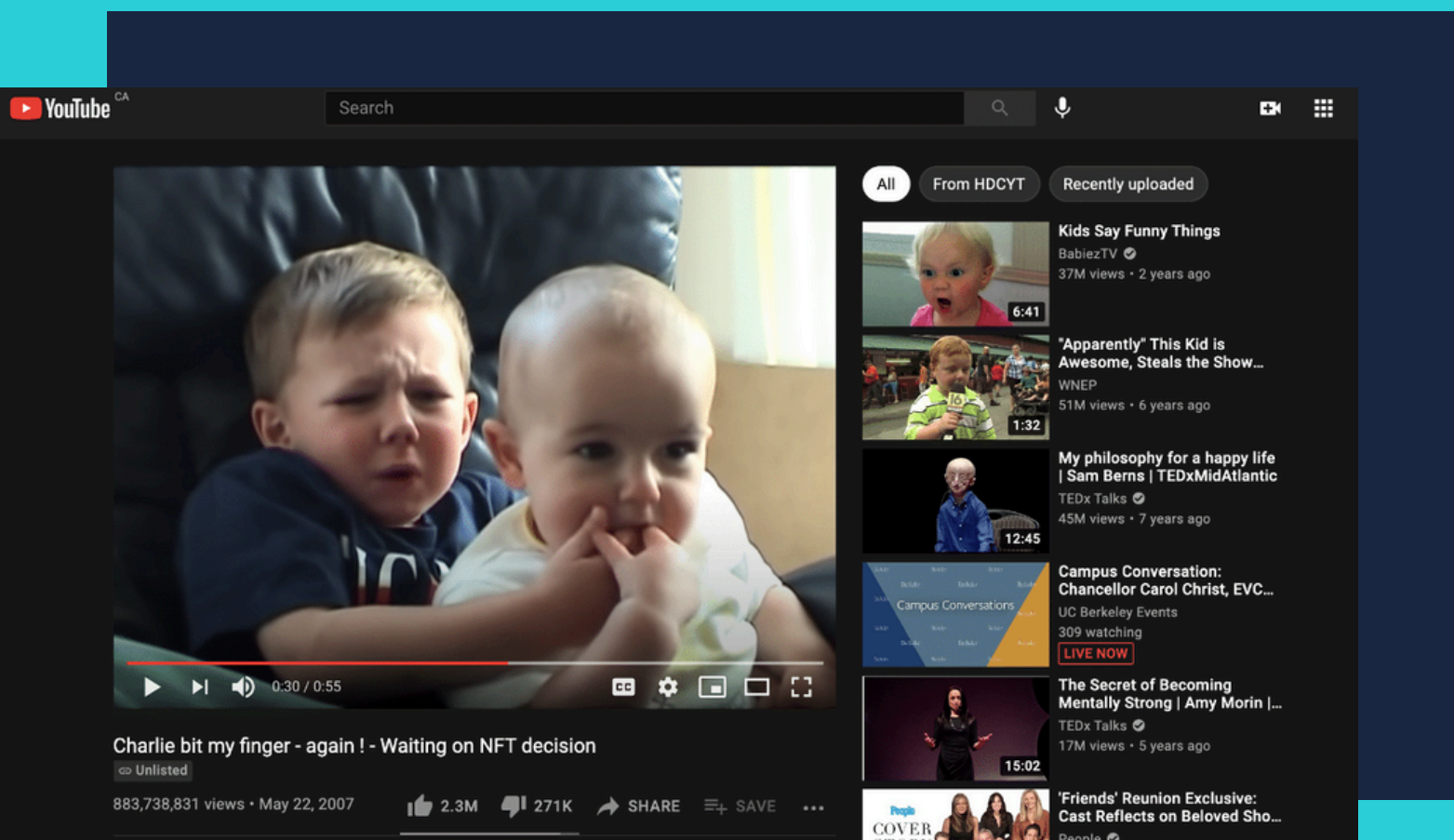
**@LIZAKOSHYSNAPS**



3:43 / 4:00



# METRIC TO FOCUS ON



- 1.No of Subscribers
2. Traffic Source
- 3.Impressions
- 4.Click through Rate
- 5.Watch Time
- 6.Average View Duration
- 7.Likes , Dislikes and Comments



# INSTAGRAM

Owned by Meta but different audience  
3rd Largest & Fastest Growing Platform

Followers - Attractive Visuals  
18 - 24

Features:

Attract using Visuals - Post

Stories: Fun Photos, Videos, New Post, Reels, Polls - 24 Hours

- 500 million stories every day

- 1/3 stories by Business

Personal Profile > Business Profile



The Urban Chief

Published by Buffer · 5 d ·

[The Urban Chief](#): Attracting customers is supposed to be one of the hardest parts of running or growing a brand. However, keeping those customers attached to your brand is even more challenging.

That's why if your brand can create loyal customers, you are winning!

It may go without saying that loyal customers are most likely to come back and purchase your brand more often.... [See more](#)

NEW BLOG



[Link in Bio](#)

## Why brands are losing loyal customers?

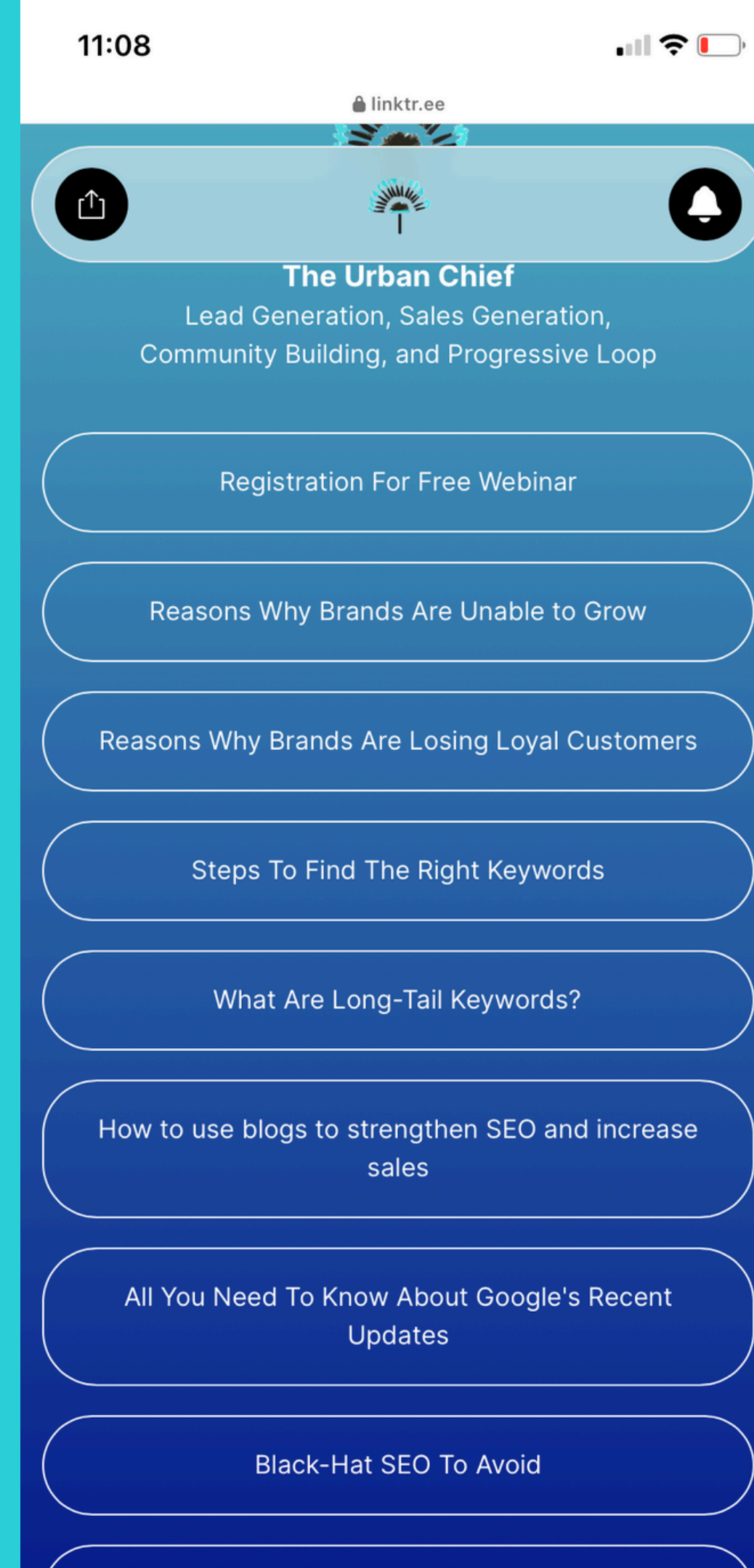
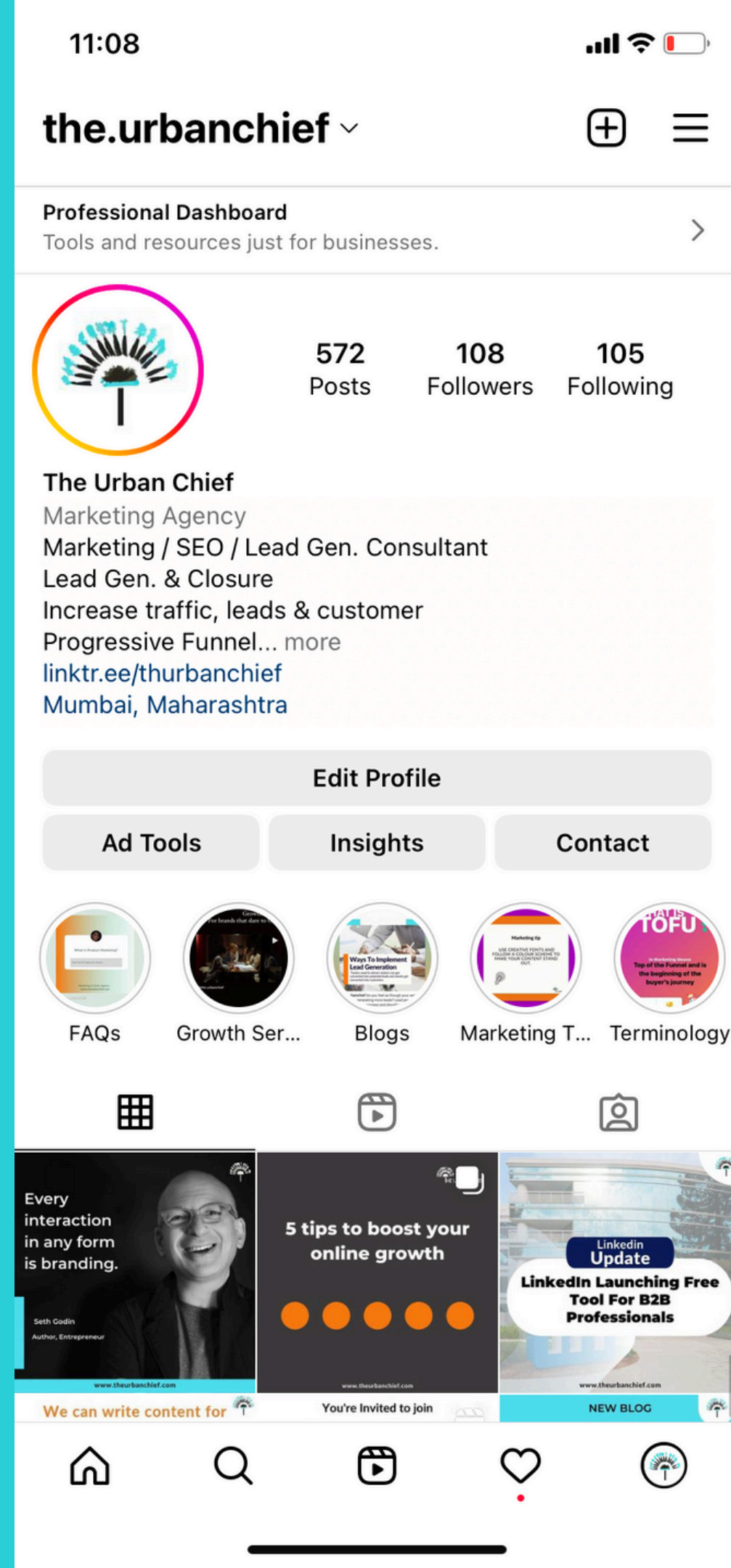
# CREATE BUSINESS A/C ON INSTAGRAM

The most important feature of Instagram is Instagram Shop - Please do attend the workshop

Create a Profile on Instagram:

Download the App and Sign Up

1. Sign Up using your Email id or Facebook
2. Select a username
3. Choose a beautiful profile photo
4. Find friends: Facebook or contacts
5. Go to the top right-hand corner
6. Add Name, Username, Website, Bio Email id, Phone
7. In the profile: Try Instagram Business Tool
8. Link your business Facebook page
9. Start Posting



# HOW TO OPTIMIZE YOUR INSTAGRAM PAGE

1. Use Linktree in your profile
2. Create Highlights - as per category
3. Post at the right time
4. Utilize Stories
5. Run Polls on Stories
6. Use different types of content
7. Tag people & Location
8. Alt Tag - Add very necessary
9. Understand Hashtags
10. Utilize CTA
11. Make use of filters and other features to make your creative look attractive

# REASON: INSTAGRAM OVER FACEBOOK

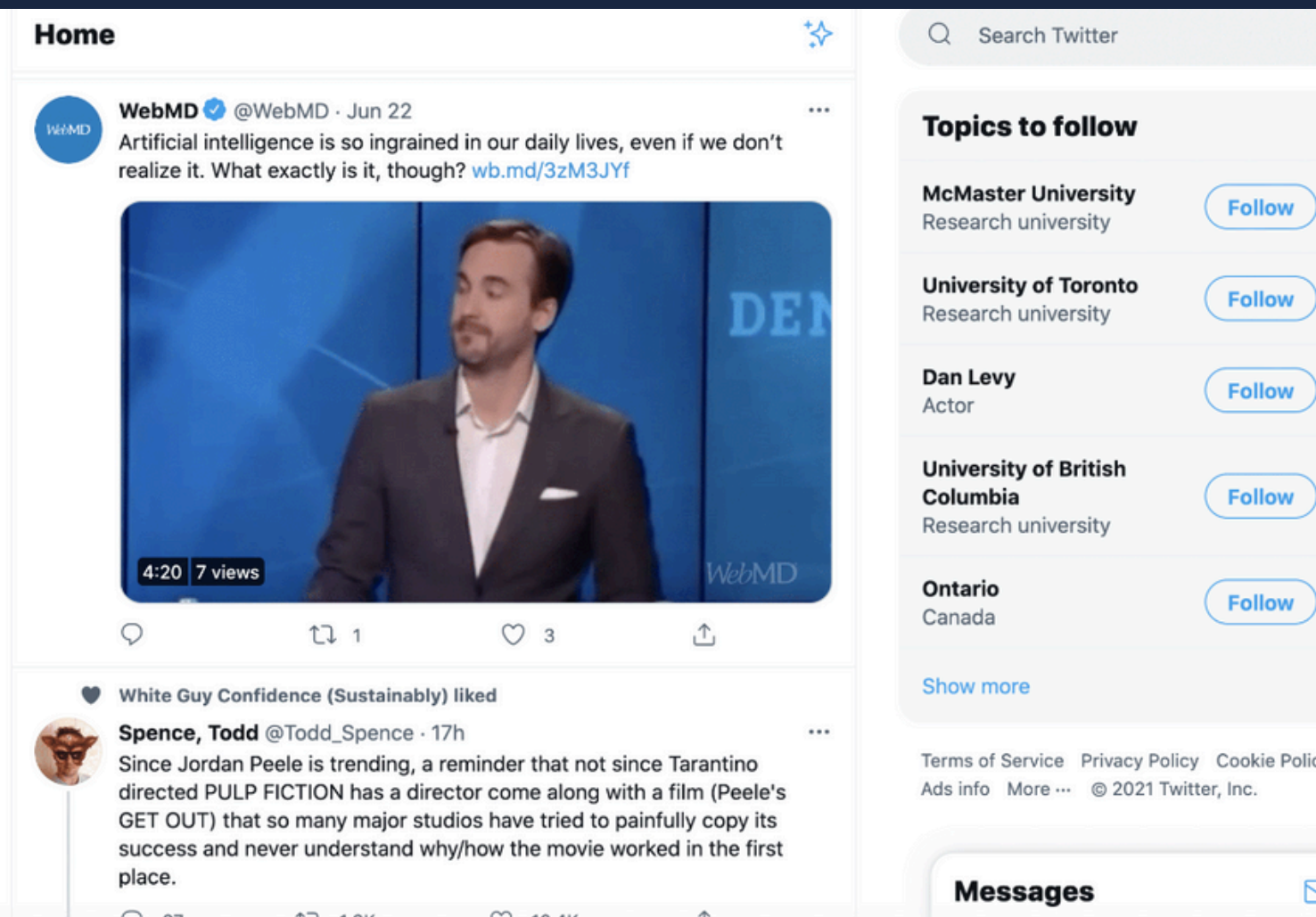
Visual Content - That drives engagement, then Instagram is your platform.

23 times higher Instagram engagement than on Facebook

Ads on Instagram is more successful



# TWITTER



Popular for News Updates and Microblogging  
Word Limit: 280 words - enough for information update

Content: Photos, Videos, Links, and Animation

500 million tweets every day

Best Platform to share, what is trending in Work, Client, Office, Colleagues, Industry

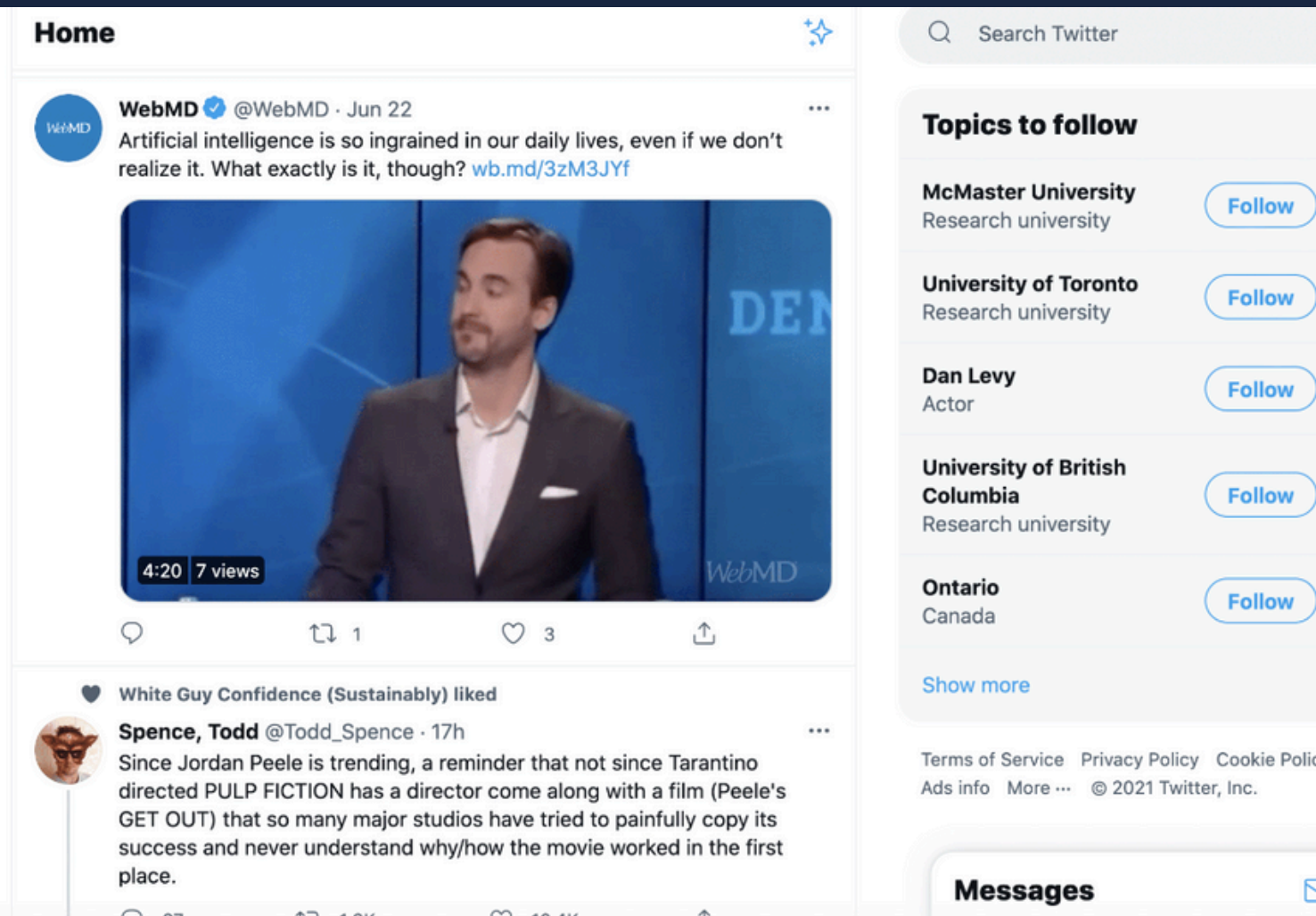
People are sharing more content on this platform - Quick Update

Frequently share: Feedback, Satisfaction & Dissatisfaction with Product & Services

Good Place to keep an eye on what is working and challenges

Companies: Samsung, Starbuck, Chanel, H&M, Calvin Klein, Etsy, Sony etc

# TWITTER



1. Go to twitter.com and sign up
2. Confirm your account
3. Add profile photos 700 MB
4. Upload Header - 1252 x 626 5 MB
5. Add a website
6. Add Description
7. Tweet - 280 character

Tips: Spend more time engaging than tweeting, join industry-based topics, retweet with comment

# LINKEDIN

A platform for Business - B2B.

The best search tool

Recruit & News Information

Post, Content, Photos, Videos, Links

Engagement: Ads, Group Posting, Company Page

Utilize LinkedIn Products

>Product Page

>Showcase Page



1,142 followers  
3d •

**The Urban Chief:** Are you aware of how much value a blog adds to your website in terms of SEO ranking?

Websites that also have a blog are shown to have 434% more inde: ...see more



**DID YOU  
KNOW?**

**Websites that also have a  
blog are shown to have  
434% more indexed pages**

[www.theurbanchief.com](http://www.theurbanchief.com)

# BENEFITS

- Study the person you have a meeting with
- Easy to find out about your prospect
- Build thought leadership
- LinkedIn Ads can offer value
- To network in LinkedIn Groups
- Opportunity to create backlinks to your website by sharing content



1,142 followers  
3d • 🌐

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# PINTEREST

## Structube

✓ Verified merchant

structube.com · @structube · Stylish furniture and accessories at unbeatable prices. | Meubles et accessoires tendance à des prix imbattables.

44k followers · 157 following

10m+ monthly views



Follow



Created

Saved



B2B & B2C

Women predominantly - 79.5%

Images, Video, Infographic

Ideal Place for Product Companies

Feature - Boards & Pins - Bulletin Board

The Average Life of a Pin is 3 Months

Boards: Blogs, Product or Service, Case Study, Whitepaper, Video, Employee



# SNAPCHAT

Teens - 15-25

210 Million Strong User  
Augmented Reality - 24 Hours  
Stories

Amazing Filters

Consumer Product or Events is a  
must to be here





All kinds of creatives  
Dimension:  
Photos: 1200 x 630 px  
Videos: 1280 x 720 px



Long Videos & Short Videos  
Dimensions: 3840x2160.  
2560x1440. 1920x1080.

**Quora**

Blogging &  
Microblogging



Stand Alone Posters,  
Videos, Reels, Memes,  
Polls , stories  
Dimension: 1080 x 1080  
pixels



Crisp News Update with  
gifs,photos, videos  
Dimensions: 1600 x 900  
pixels



Slides, Brochure &  
Infographic










Long-form Content,  
Video, Images, Gifs, Polls  
Dimension: 520 x 320  
pixel

# END OF PART I

## TOPICS TO COVER IN PART II

1. How to Shortlist Hashtags
2. How to Develop Social Media Content
3. Use Social Media Calendar
4. Posting & Scheduling of Content
5. Social Media Engagement : Social Listening & Monitoring
6. Why Social Media Strategy is Important?
7. Social Media Ads

						
25-34 Boomers	35-55 Professionals	34 - 60 Women	18 - 34 Millenials	25 - 55 Educated/ Wealthy	18 - 55 Everyone	13- 34 Teens
+2.93 Billion	+740 Million	+175 Million	+700 Million	+328 Million	+2.6 Billion	+166 Million
Desktop 32% Mobile 68%	Desktop 26% Mobile 74%	Desktop 8% Mobile 92%	Desktop 2% Mobile 98%	Desktop 14% Mobile 86%	Desktop 78% Mobile 22%	Desktop 0% Mobile 100%
B2C & B2B	B2B	B2C	B2C	B2B & B2C	B2B & B2C	B2C
Photos & Link, Information, Live Video	Long Form Content	Infographic & Content in Visual form	Inspiration, Visual Based, Polls	News, Discussion	Video Based	Image Based
1,200 x 630 pixel	520 x 320 pixel	735 x 1102 pixel	1080 x 1080 pixel	800 x 418 pixel	3840 x 2160 pixel	1080 x1920 pixel

# HOW TO SELECT THE RIGHT PLATFORM?

1. Identify the type of Business: B2B or B2C
2. Understand the demographic of your target audience
3. Does it have your target audience
4. Does it provide a feature that can help you achieve business goals?
5. Check out your competitors: where are they present
6. Check out your competitors which type of content gets major engagement





## FACEBOOK

Best time to Post: Monday to Saturday 1pm - 3pm  
18% higher engagement on Thursdays & Fridays

## LINKEDIN

Best time to Post: Tuesday, Wednesday & Thursday - 8 am - 10am  
Higher engagement on Wednesday 12pm

## TWITTER

Best time to Post: Monday Tuesday, Wednesday, Friday & Saturday - 9 am  
Worse Day Sunday

## INSTAGRAM

Best time to Post: Monday: 6 AM, 10 AM, 10 PM  
Tuesday: 2 AM, 4 AM, 9 AM  
Wednesday: 7 AM, 8 AM, 9 AM  
Thursday: 7 AM, 8 AM, 11 PM  
Friday: 5 AM, 1 PM, 3 PM  
Saturday: 11 AM, 7 PM, 8 PM  
Sunday: 7 AM, 8 AM, 4 PM



# SOCIAL CONTENT

One of the most important element.

Marketers get only 3 seconds to convince the viewers to watch the entire content

- extend your reach
- deepen engagement for your brand
- build more loyalty
- drive more sales





# HOW TO DEVELOP?

## REASON WHY PEOPLE USE SOCIAL MEDIA

1. Entertained - visual
2. Informed - content
3. Connected - breaks all barrier

## LETS DIVIDE DEEP INTO TYPES OF CONTENT

Shortlist the Type of content needed to share on Social Media  
Photos, Video, Audio, Infographic, Gifs, illustration

## TYPE OF CREATIVES:

Images, Video, Audio, Live, Stories,  
Newsjacking, Influencer Content,  
UGC ( User Generated Content )





# IMAGES

Real-time Photos  
Standalone Posters  
Infographics  
GIFs  
Illustration





# VIDEOS

Most Trending  
Easier to explain, Educate, Tell Story  
Effective way to connect

# LIVE VIDEOS





# STORIES

Amazing for Brand Awareness

Interact with the Stories

Quiz & Polls

Direct Conversion



THE URBAN CHIEF



**500**  
MILLION

PEOPLE VIEW STORIES ON FACEBOOK &  
MESSENGER  
& 500 MILLION ON INSTAGRAM



# NEWSJACKING

Real-time Marketing using content on Local, National or Global Event happening online or offline.

## Low Hanging Fruit

Here you write or create content on something that your audience is already talking about. Any news that you know won't be skipped by your audience.

## Steps:

1. Be updated with Industry News
2. Find a way to expand into that story with your brand
3. Build the perfect form of content that can depict the news and your brand
4. Distribute it Everywhere possible,



# EXAMPLES

1. BURGER KINGS "BIG MAC-ISH" MENU
2. GILLETTE'S "THE BEST MEN CAN BE"



Image Source: Marketing Interactive



# INFLUENCER MARKETING

Influencers are individuals that have a huge audience being influenced by the actions of the influencer.

Blogger, Youtubers, Reel Makers etc

Benefits: Cost Effective & Reach Perception

These influencers join hands with brands to help share brand materials to their audience.

Brands that can help you find the right influencers:

Tapinfluence

Fluenz

NeoReach

Unfluence

Famebit



# INFLUENCER MARKETING

Different ways influencers are paid?

Commission

Upfront Fee

Gift Card

Per Click

Cost per Engagement

Invitations

How to choose the right influencer?

1. Reach: Ability to deliver content to our target audience
2. Relevance: Connection towards the industry or product
3. Resonance: the ability to drive desired to behavior from an audience



Any fan who put a video of Unboxing the product on Youtube showing their admiration towards the product and the brand.



# INFLUENCER MARKETING

## How to work with Influencers?

- Influencers sharing brand content that we have created
- Influencers can share content that they have created
- Sponsored posts that feature the influencer
- Contests or competitions
- Events with face-to-face contact with the influencer
- Guest Posts
- Live Streaming events
- Channel Takeover ( let them run your social media for a day)



# INFLUENCER MARKETING

## Types of Influencers

- Celebrity Influencer
- Industry Influencer
- Journalist & Media Influencer
- Micro-influencers
- Local Influencers





# USER GENERATED CONTENT

UGC is a piece of content that users, fans or followers of your company's product or service put out on a platform such as reels, blogs, tweets, comments, images, videos or online review

Ex: Shopping Sites





# USER GENERATED CONTENT

One of the ways to do this: You have a product, give it to a couple of people with an amazing reach of your audience and ask them to show the usage of the product in their video or blog.

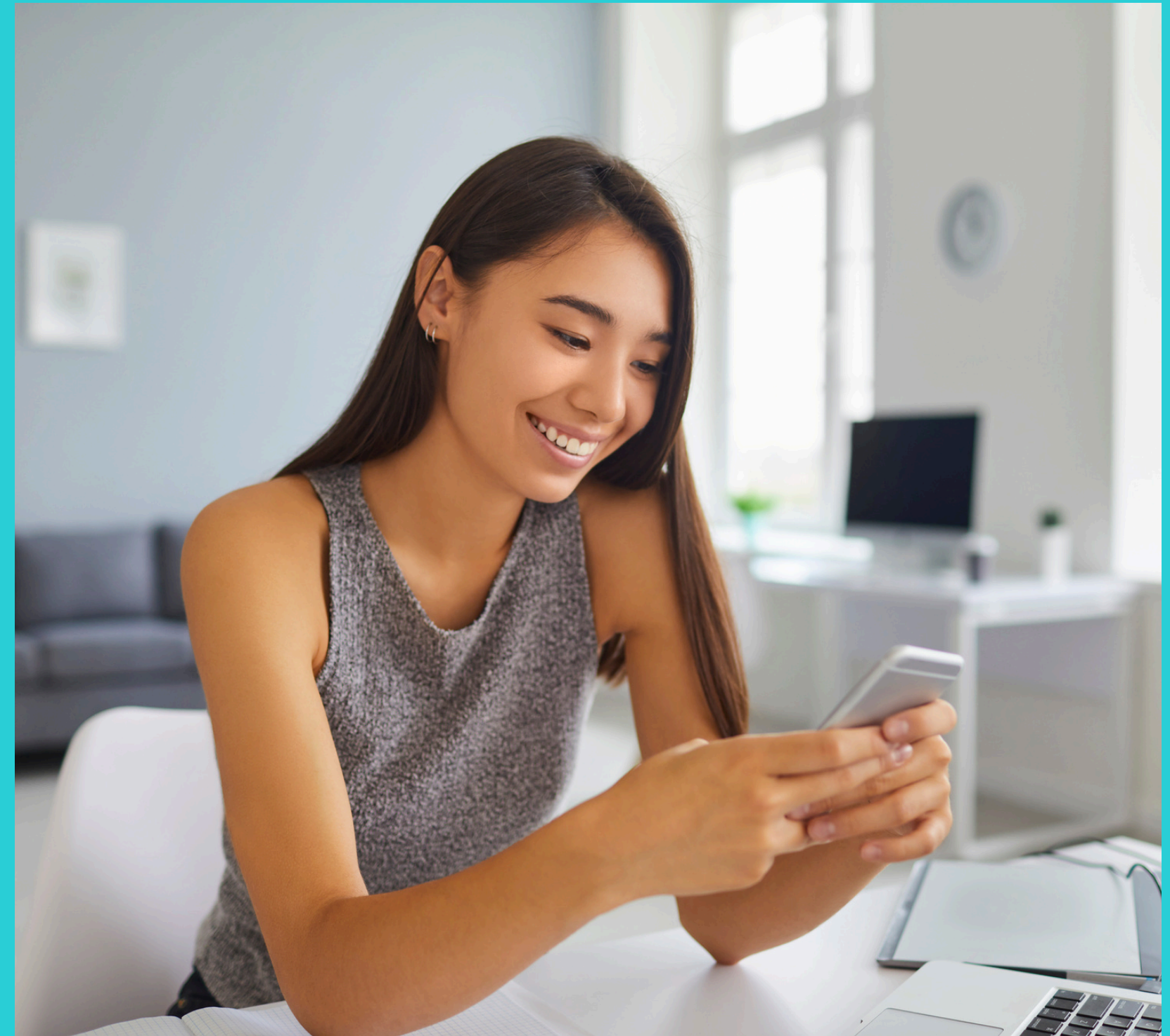
Difference

Ex: Nutrilife, Gaming Products etc

Don't forget to ask your influencer to tag you and add your brand hashtags to the post

Other ways: run a contest, give offers

Ex: Starbuck Design your glass



# BENEFITS OF UGC & INFLUENCER MARKETING

- Boost SEO
- Provide Social Proof
- Build consumer trust & loyalty
- Put your brand directly in touch with the audience
- Extend your brand reach

# TOOLS

## IMAGE & VIDEOS

Free Images:  
[freepik.com](https://www.freepik.com)  
[unsplash.com](https://unsplash.com)



## GIFS

[giphy.com](https://giphy.com)  
[GIFS.com](https://GIFS.com)

Make a gif  
Gifs brewery



people say UGC highly  
impacts purchasing  
decision



UGC  
( User Generated  
Content )



TIMES MORE IMPACTFUL  
when MAKING A PURCHASE  
DECISION

# QUIZ TIME

WHY IS UCG AND INFLUENCER MARKETING CONTENT IMPORTANT?

- A. To beat the changing Algorithms on the social media platform
- B. Audience trust recommendations from individuals over brands
- C. To beat GDPR on privacy
- D. All of the above

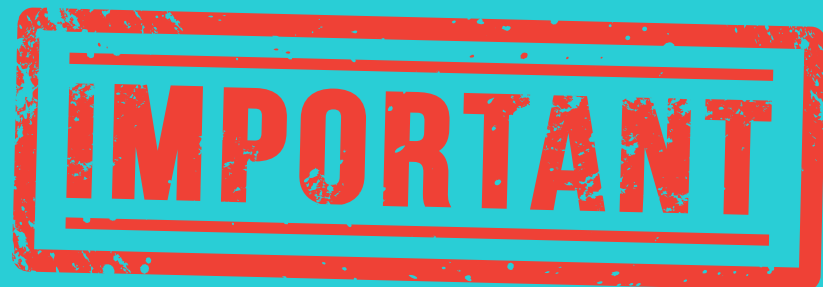


# QUIZ TIME

WHY IS UCG AND INFLUENCER MARKETING CONTENT IMPORTANT?

- A. To beat the changing Algorithms on the social media platform
- B. Audience trust recommendations from individuals over brands
- C. To beat GDPR on privacy
- D. All of the above

# SHORTLIST HASHTAGS



**USE PREDIS.AI - ONE OF THE GOOD  
SOCIAL MEDIA POST, CREATIVE,  
HASHTAG CREATION AND  
PUBLISHING TOOL. IT ALSO GIVE  
GOOD REPORT.**

1. Create two categories:

Generic Hashtags - Brand Related

Specific Hashtags - Post Specific

2. Hop on to Platforms

Challenge: Algorithm keeps changing

3. Keywords Mixture -

Hashtag with most post + Hashtag  
lesser post

\*\*but good engagement

# HOW HASHTAGS TO USE?

Different platform have different bandwidth for hashtags. Ex: Linkedin you can add as many as you want, but Instagram not more than 30.

But the ideal number of hashtag that runs in all the platform is 4-8 hashtags



One of the most important component of social media content.

Make sure to always add a CTA

Instagram will not allow us to add links unlike other platforms but that way you can utilize stories

CTA should be in an active tone:

Download

Buy

Try

Register

Like

Share

Subscribe

Donate

Comment

Watch

Along with active words, try to use time-sensitive words like:

Today Only

Ends at Midnight

For the next 24 hours

# NOW LETS DRAFT CONTENT

Content should be value-based, that audience can relate to and in the language your audience speak



Build a Buyer Persona  
Learn how to build build  
persona on our Youtube  
Channel



## BUYER PERSONA DEFINITION

A buyer persona is a semi-fictional representation of your ideal client or target audience. With a clear picture of whom you're marketing to, it's much easier to develop effective, targeted content that speaks to your ideal buyer's goals and challenges.

We make slots for a bunch of people with similar traits. After which we pick a representative who can that group. We study the person in and out on the basis of industry questions.

### BENEFITS OF BUYER PERSONA:

1. Mimick your audience language in your content making it resonate with their mind
2. Understand the challenges and problems of your audience.  
Accordingly, you can create a copy.
3. Be Prepared: Keep your answers ready with the objections they might have
4. Increase Efficiency of Marketing, Sales & Customer Service Team



## QUESTIONS

- Background (Job, Career, Path)
- Demographic
- Business Goals
- Top 3 Problems
- What Can We do to overcome the problems and achieve Goals
- Real Quote about Challenges & goals
- COMMON OBJECTIONS
- Describe your Marketing Message ( Solution )
- What are their challenges?
- PROBLEMS THEY FACE, WE CANNOT SOLVE
- Motivation to buy the product/service
- Topics that will get them to talk
- Common Alternatives
- Most Common question while deciding

**You will find free templates all over the internet**

# QUIZ TIME

WHAT TYPE OF INFORMATION DOES BUYER PERSONA HELP WITH?

- A. Psychographics
- B. Word of Mouth
- C. Advertising Result
- D. Traffic Analysis

# QUIZ TIME

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- D. Traffic Analysis



# SOCIAL MEDIA CALENDAR

Once we know where to add content, what content to add, and what graphics to use. Now lets organize ourselves



DATE	DAY	TIME	CONTENT TYPE	TITLE	LINK TO BE PROMOTED (CTA)	CAPTION	HASHTAGS	CREATIVE	COUNT
1/8/22	Monday	Facebook: 1:00 PM Instagram: 12:00 PM LinkedIn: 14:00 PM	Q&A	Link Building	<a href="https://bluewatermarketing.com/11">https://bluewatermarketing.com/11</a>	<p>Link building is one of the major strategic components of SEO. When you are looking for organic traffic, then apart from implementing On-Page SEO, it is necessary to follow proper off-page techniques to boost your business. When you approach other websites to gain a backlink, then you receive a hyperlink from that website. This is the basic process of link building. It offers link juice to your website which enhances organic traffic to your website. When you are strategizing for link building, it is necessary to follow google's guidelines. Guest posting is one of the significant parts of link building. It is also important to chalk out the concept of do-follow &amp; no-follow links. If you are getting a do-follow link, the google crawler will count that link. Whereas, google won't count a no-follow link.</p> <p>It helps to boost your business in the following manner:</p> <p>Brand Building: With the help of beautifully crafted content, you can reach millions of users by using off-page SEO. All you need to do is to figure out the quality guest posting sites. After selecting the guest posting sites of your choice, you can email your blogs to them directly.</p> <p>Generate Traffic: If you can earn quality backlinks for your website, then you don't have to worry about organic traffic. Viewers will read those blogs and land on your website in no time. If you're looking for a rapid boost in organic traffic, then you have to prioritize the practice of quality link building.</p> <p>Build Relationships: With the help of link building, you are building relationships with the established market players and it will enhance the reach of your business. That's the major advantage of link building which can scale up the class of your business.</p> <p>Always keep link building as a part of your digital marketing strategy because you don't like to miss organic business growth for your organization.</p>	#Q&A	<a href="https://www.canva.com">https://www.canva.com</a>	1883
2/8/22	Tuesday	Facebook: 1:00 PM Instagram: 12:00 PM LinkedIn: 14:00 PM	News	Role of data in digital marketing	<a href="https://www.searchenginejournal.com">https://www.searchenginejournal.com</a>	<p>There is a new data revolution happening, and it's spreading through the industry so swiftly that many SEO and digital marketers are trying to make sense of the insights and information at their disposal. To use this potential, marketers need to develop their thinking and use technology to assess diverse data forms and grasp the new opportunities it might offer. Data has always been mission-critical to digital decision-making. The data revolution has gone on for some time now, and it's transformed our understanding of what constitutes as "data," appropriately so. In the past, we thought just statistics mattered. But, in this new digital world when everything is transformed into ones and zeros, data is wider and encompasses text, audio, and visual information - all bits ready to be processed!</p> <p>SEO is well-positioned to take advantage of this new data revolution.</p> <p>Increasing your keyword universe - More keywords imply more data points to look at with reporting and generating insights. While concentrating on conversion rate analytics is highly important, it wouldn't be feasible without widening the scope of your audience and bringing more people in the door.</p> <p>Increasing your search footprint - can also help you find undiscovered of influencing your future content strategy or ideate fresh keyword ideas.</p>	#News	<a href="https://www.canva.com">https://www.canva.com</a>	1326
3/8/22	Wednesday	Facebook: 1:00 PM Instagram: 12:00 PM LinkedIn: 14:00 PM	Quotes	Content and Social Media		<p>When it comes to content marketing you can excel easily by asking yourself four questions about your target audience:</p> <ul style="list-style-type: none"> <li>- What are my audience's needs?</li> <li>- What are the priorities of my target audience?</li> <li>- What kind of relationship do we want to build with our audience?</li> <li>- When is the best time to speak to your audience?</li> </ul> <p>By answering these important questions, you'll have a deeper focus and understanding of your brand's content strategy and spread it across your social media platforms to build your credibility.</p>	#Quotes	<a href="https://www.canva.com">https://www.canva.com</a>	519
4/8/22	Thursday	Facebook: 1:00 PM Instagram: 12:00 PM LinkedIn: 14:00 PM	Tips	Keyword Stuffing	<a href="https://www.semnush.com/blog/bla">https://www.semnush.com/blog/bla</a>	<p>Keyword stuffing is the repetition of keywords throughout your website's content. Keyword stuffing is reasonably easy to see with the naked eye; it's any page on your website where keywords appear to have been inserted needlessly.</p> <p>Examples of keyword stuffing:</p> <ul style="list-style-type: none"> <li>- Unnecessary repetition of keywords and key phrases throughout your article.</li> <li>- Using irrelevant terms.</li> <li>- Using the same term many times in a single piece of material.</li> </ul> <p>Keyword stuffing was an outdated tactic that content marketers used to fool search engines into giving them better search engine ranks. Search engines are becoming smarter, and keyword stuffing can now result in poorer ranks for your website.</p> <p>Search engines are specially designed to identify both obvious and unseen term stuffing. Overuse of keywords is now considered "spammy" by search engines, and your website will be penalized if you force keywords where they don't</p>		<a href="https://www.canva.com">https://www.canva.com</a>	1272

# QUIZ TIME

GET A CLEAR UNDERSTANDING OF \_\_\_\_\_ BEFORE POSTING ON SOCIAL MEDIA?

- A. Team Dynamics
- B. Promotion Schedule
- C. Advertising Budget
- D. Buyer Persona

# QUIZ TIME

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# SCHEDULING TOOLS

1. Buffer
2. Social Pilot
3. Everypost
4. Latergram
5. Tweetdeck
6. Zoho

Accounts

**ThriveThemes**  
Twitter**Thrive Them...**  
Facebook Page**Thrive Them...**  
Google+ Page**Shane Mela...**  
LinkedIn**Instagram**  
Connect it now!**Connect More**  
Profiles and PagesContent Analytics Schedule Settings 

Queue

For Review

Content Inbox

asdfsdfhsjh sadf

Add a photo or video

123

Add to Queue

ctrl+enter

Accounts



Content



Analytics



Schedule



Settings



ThriveThemes  
Twitter



Thrive Them.  
Facebook Page



Thrive Them.  
Google+ Page



Shane Mela...  
LinkedIn



Instagram  
Connect it now!



Connect More  
Profiles and Pages



Download on the  
App Store



GET IT ON  
Google Play

So, when would you like your posts to be sent? Choose your timezone, schedule your times and we'll make sure your posts are sent out even when you're asleep! You can customize your schedule for each profile.

Perhaps keen for 12 hour AM/PM time? [You can change it here.](#)

Every Day

New Posting Schedule

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Post at these 5 times Every Day:

00 • 05 •

13 • 21 •

16 • 39 •

17 • 24 •

X 21 • 33 •

Add Posting Time

Schedule Timezone

Barcelona - Spain

[Change all 4 profiles and pages to this timezone?](#) This will also affect your team's profiles.

# Optimal Scheduling

Discover the best times to share content on social media.

@ThriveThemes (Twitter) ▼

Number of times to post each day:

5 ▼

Calculate times



# BENEFITS OF PUBLISHING TOOL

- Managing Multiple Social Services in One Page
- Scheduling Content
- Being Regular in Posting
- Multiple people working on the same together
- Responding to posts and managing conversations

# HOW TO CHOOSE THE RIGHT TOOL?

- Note down the top 25 important features
- Circle top 5 features
- Now with primary feature & secondary feature - see which tools suits the primary and the secondary can act as tie breaker

# QUIZ TIME

TRUE OR FALSE?

ONE IN FOUR CONSUMERS LOSES INTEREST IN A COMPANY IF IT DOESN'T USE VIDEO ON ITS SOCIAL MEDIA CHANNELS.

- A. True
- B. False

# QUIZ TIME

TRUE OR FALSE?

ONE IN FOUR CONSUMERS LOSES INTEREST IN A COMPANY IF IT DOESN'T USE VIDEO ON ITS SOCIAL MEDIA CHANNELS.

A. True

B. False



# TIME TO AUDIT

Content Type:

Educational

Informational

Video

Live Video

Image

GIFs

Promotional Post

Entertainment

Post

1. Which Platform worked in the past - Is it aligned to the audience that you wanted (or you are missing the lucrative platform)
2. Audit which type of content has worked well - this will give an idea of the type of content your audience like
3. Analyze Hashtag : Twitter Search, RiteTag, Keyhole, Hashtagify, Digimind
4. Competitors Social Audit for inspiration
5. Audit Content Calendar

# ENGAGEMENT

Social Listening  
Social Monitoring  
Communication Building





# HOW TO ENGAGE?

1. Respond to comments
2. Be honest, Personal, and Transparent
3. Use humor thoughtfully
4. Offer Additional Value
5. Ask for reviews
6. Ask for Product Comments
7. Consider starting a group
8. Conduct Polls
9. Play Did you know
10. Tag Guests ( helps to get more reach)
11. Reference other's content
12. Engage readers to comment, like and share

# WHY HAVE A SOCIAL MEDIA STRATEGY?

- 1.To maintain the consistency of posting
2. Creates a support document
- 3.To stay aligned to social media goals
- 4.Target audience more effectively
5. Helps to align content



ALWAYS WRITE DOWN THE  
GOAL YOU WANT TO ACHIEVE  
AND THEN DECIDE THE  
PLATFORM FOR YOUR  
ENGAGEMENT

# SOCIAL LISTENING

Engagement on Social is not just about sending the right DMs across, posting a value based or problem solving problems but also about what are people thinking, responding, interacting with your brand

## Activities:

- Review Comments and Mentions
- Follow conversations about your brand
- Watch Hashtags
- Keep track of influencers, customers and prospects



# BENEFITS OF SOCIAL LISTENING

1. Helps to build relationships 1-1
2. Have the right conversation with the right person
3. Helps to shape the direction of the brand ~ Ex: netflix
4. Manage reputation
5. Learning from monitoring your competitors.
6. New Business Opportunity
7. Identify the influencer or talkers of the industry & reward them



# SOCIAL LISTENING

Social  
Monitoring

Engaging

To keep checking and monitoring if there are any mention of your company name or product, hashtags used, employee content or customer feedback

To have a conversation with the people or posts that we are monitoring and documenting under Social Monitoring. This way we make the most of the opportunity

## FREE SOCIAL LISTENING TOOLS

TweetDeck, Hashtagify, Google Alerts, Social Mentions, Brand24



# 12

ACC. TO BUFFER  
TIMES HIGHER CHANCE OF  
BEING RETWEETED IF ASKED  
FOR

# 47%

Increase in interaction on  
Instagram when emoji's  
are used

# QUIZ TIME

WHICH OF THE BELOW STATEMENTS ABOUT SOCIAL LISTENING IS TRUE?

- A. It helps you measure the performance on your social media
- B. It helps you monetize your services
- C. It can ruin your reputation
- D. It can help you filter messages for your customer service team

# QUIZ TIME

WHICH OF THE BELOW STATEMENTS ABOUT SOCIAL LISTENING IS TRUE?

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# QUIZ TIME

WHY SHOULD WE IDENTIFY INFLUENCERS AND REWARD THEM?

- A. Measure the results from social marketing campaigns when influencers participate
- B. People are more likely to purchase a product when a friend or influencer mentions about it
- C. To learn a lot about how influencers work with their competition
- D. To understand which content performs best on social media network



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ENGAGING ON SOCIAL MEDIA IS SUPER IMPORTANT!!

56%

Of consumers are likely to unfollow a brand if the customer service on social media is weak.

Customers expect a response within one hour of posting a complaint on social media

40%

# SOCIAL MEDIA ADS

WHY SPENT?

Effective

ADVANTAGE?

Reach Specific Audience

Variety of Ad Formats

Invest in efforts that drive leads & sales

Specific targeting with lesser efforts than organic

TYPES OF ADS

Photo & Video, Lead Ads, Shopping Ads & Message Ads



One of the best way to get  
MQL & SQL for business



# FACEBOOK

2.5 Billion - almost 30% world population

provides audience targeting

3 types of ads:

Core : Criteria, age, interest & geography

Customer : people who previously engaged with the website

Lookalike: Reach new people whose interest are similar to those of your best customers

Type of Ad Info:

Photo Ads

Video Ads

Story Ads

Leads Ads



ONE OF THE BEST WAY TO  
GET MQL & SQL FOR  
BUSINESS WITH ITS LEAD  
PLATFORM



# FACEBOOK MESSENGER

Know for Ads to initiate conversation

Features:

Facebook messenger CTA in Ads

Facebook Messenger Chat Ads

Facebook messenger Retargeting: target audience we have been in touch with a personalised touch



LOCATION SPECIFIC : US,  
CANADA, AUSTRALIA

# INSTAGRAM

Fb + Instagram

Audience 18 - 34

How to run ads?

1. Promote Post and stories directly from your Instagram professional account
2. Create ads from Facebook Page (FB + Instagram)
3. Create ads using Facebook ads manager to access full targeting capabilities

Type of Ads:

Photo Ads

Video Ads

Story Ads

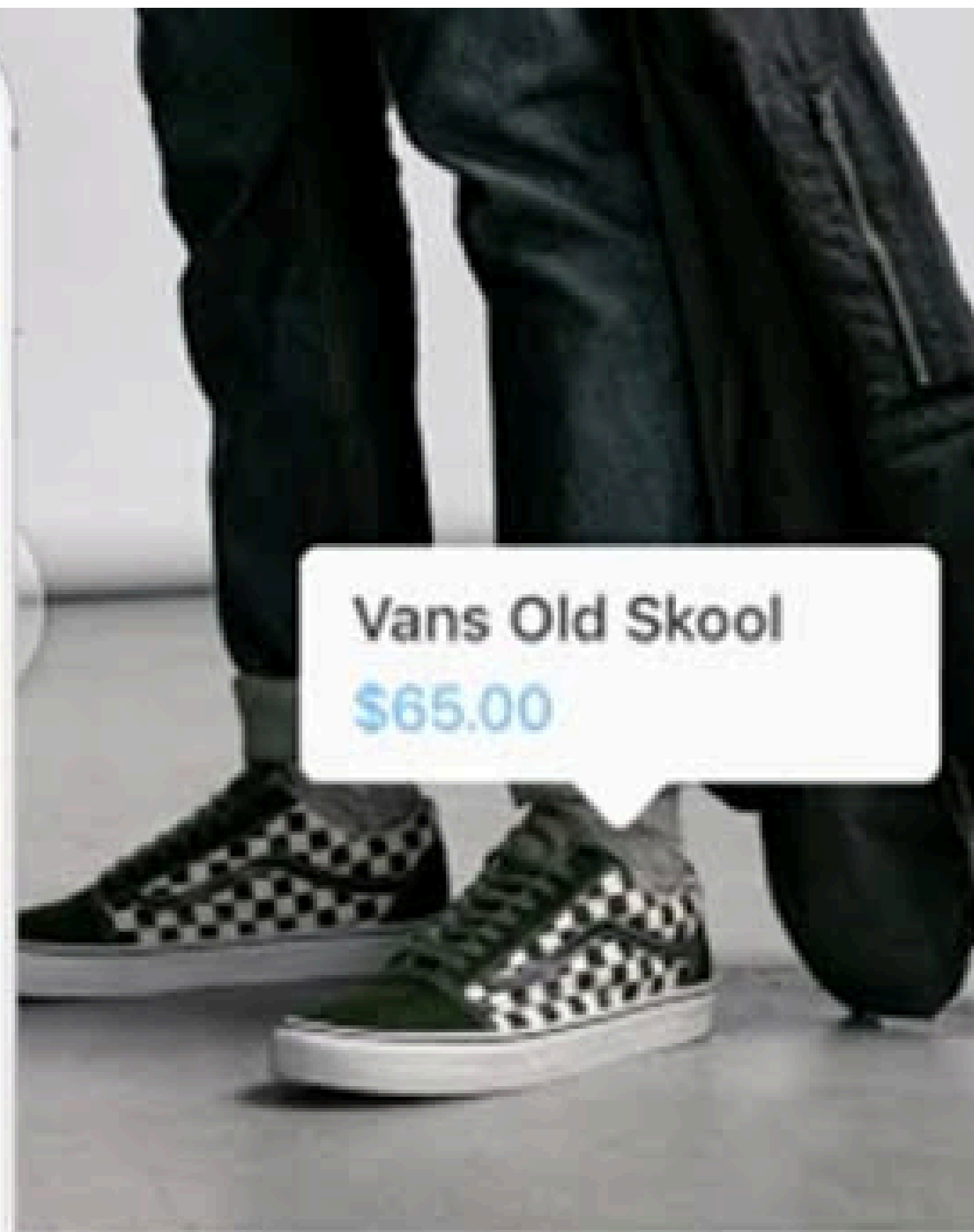
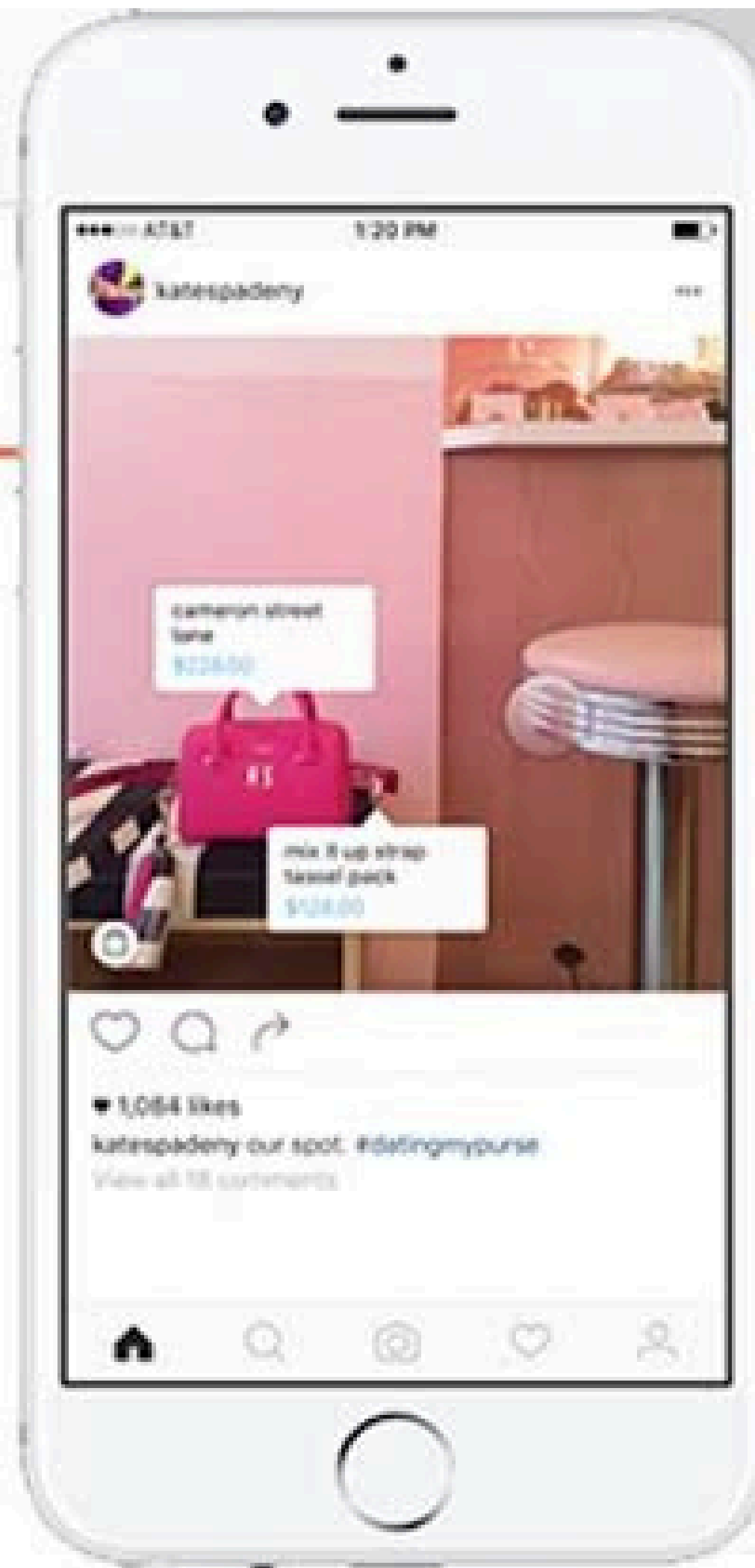
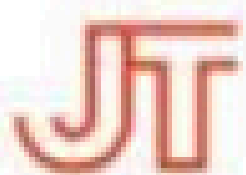
Shopping post ads

Instagram Explore CTA



ONE OF THE BEST WAY TO  
GET MQL & SQL FOR  
BUSINESS WITH ITS LEAD  
PLATFORM





Vans Old Skool  
\$65.00



# LINKEDIN ADS

Amazing for B2B Ads

Know for Unique Targeting Criteria  
target with unique demography: Job title, Job  
Function & Industry

Best Feature: Lead Generation Form

Interesting Feature: Messenger Ads  
Send a direct message to your prospects to spark  
immediate action.

600 MILLION NUMBER OF  
PEOPLE ON PLATFORM  
MONTHLY





# TWITTER ADS

Less Popular for Ads - Organically ranks post

However, Age group here is 18-65

A few niches that have super high engagement:  
B2B & Ecommerce  
Audience are ready to spend

Twitter breaks ads into five goals:

- Awareness
- Tweet Engagement
- Follows
- Website Clicks
- App Downloads



330 MILLION NUMBER OF  
PEOPLE ON PLATFORM  
MONTHLY



# CONTACT US

Write to us if you need any sessions or  
workshop for in detail learning

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## LINKEDIN

[@the-urban-chief](#)