



WELCOME

Marketing & Branding • Social Media Best Practices/Analytics
Doing Business with Govt./Small Business Loans • Networking and Creating Partnerships





Samaya Salamun

Social Media Best Practices & Analytics



The background is a solid blue gradient. Overlaid on this are several thin, white, curved lines that flow from the left side towards the right, creating a sense of movement and depth. These lines are more densely packed in some areas, forming a wave-like pattern that peaks in the upper right quadrant.

SOCIAL MEDIA MARKETING | BEST PRACTICES & ANALYTICS

BY SAMAYA SALAMUN

AGENDA

What is social media marketing?

What are your goals?

Who is your audience?

How will you find your audience?

What content will you share?

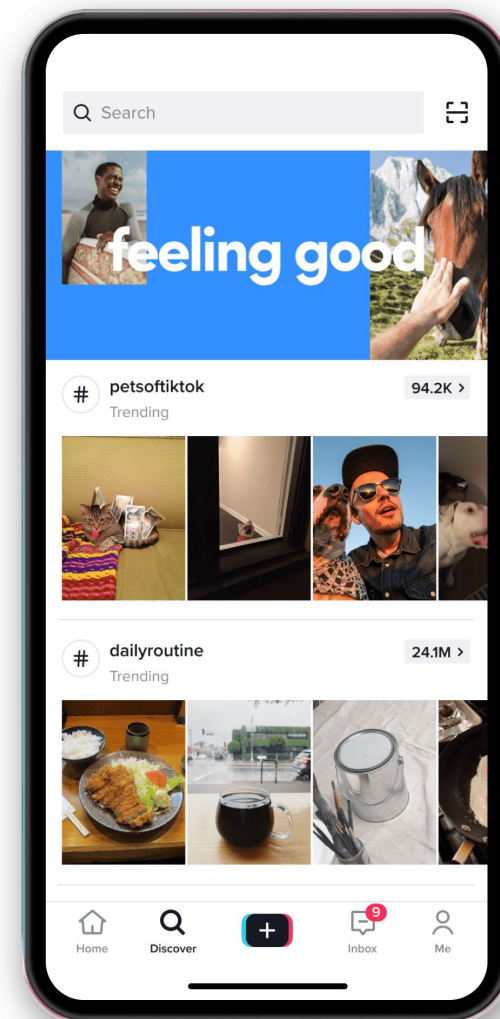
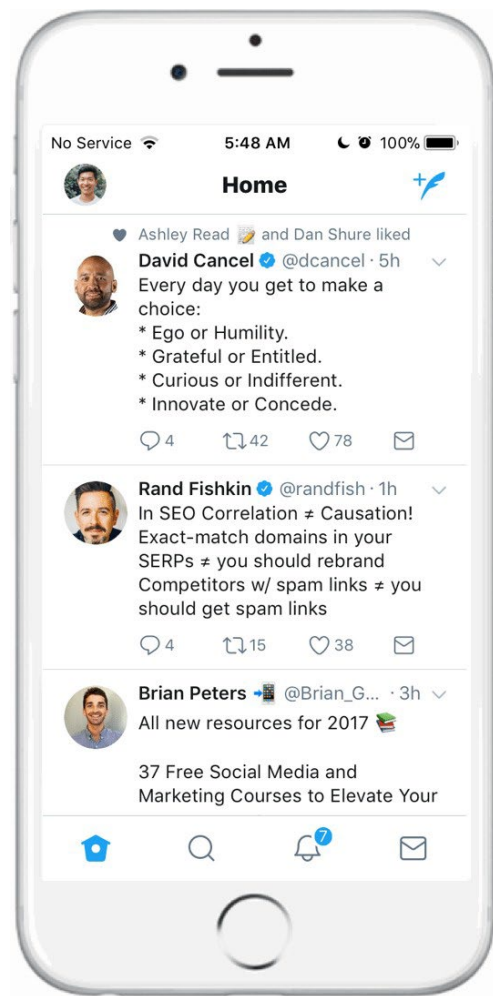
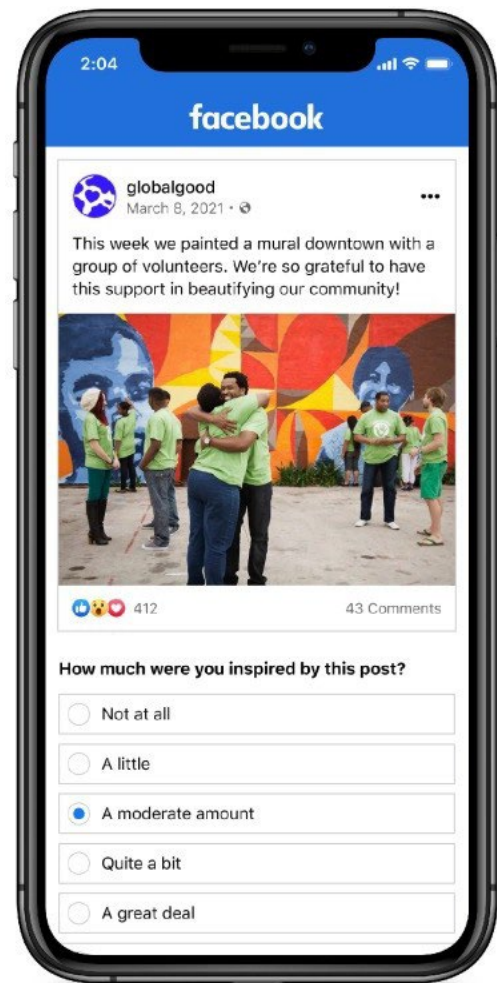
How will you share?

How will you measure success?

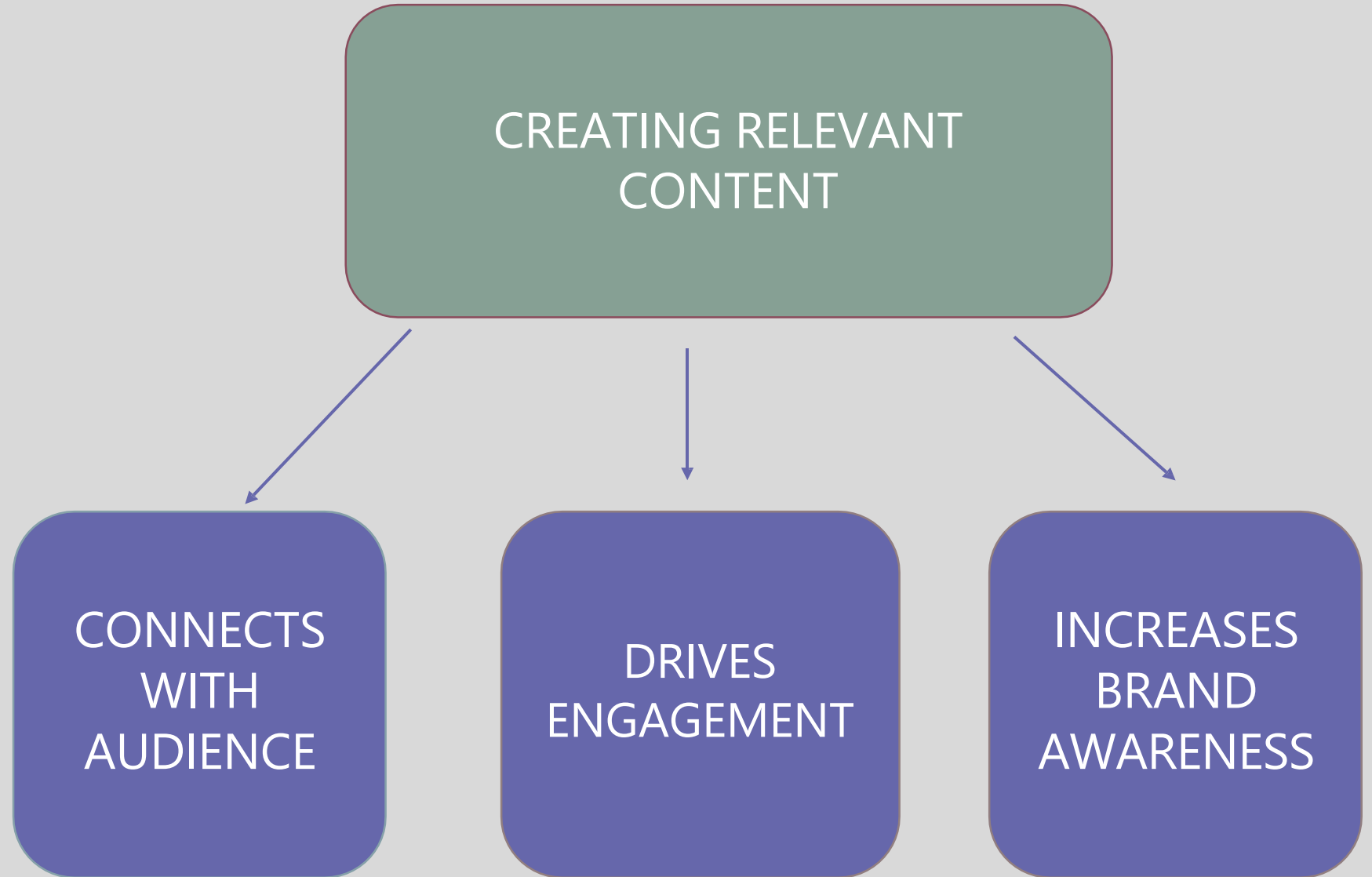
How will you optimize your strategy?

SOCIAL MEDIA MARKETING

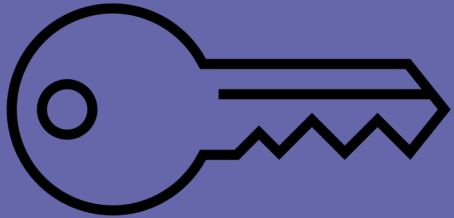




SOCIAL MEDIA MARKETING



GOAL-SETTING



TO SUCCESS

- Setting tangible, measurable social media goals is key to success.
- Think big. Ensure your plan aligns with overall business goals.
 - Do you want to grow awareness? Consider goals related to audience growth.
 - Are you set on increasing brand affinity and loyalty? Set a target for engagement rates.
 - Is brand love your focus? Aim for a positive social sentiment.

WHO IS YOUR AUDIENCE?

- What platforms do they use?
- When do they use these platforms? Why?
- What content do they engage with?
- What other brands and/or influencers are they following?

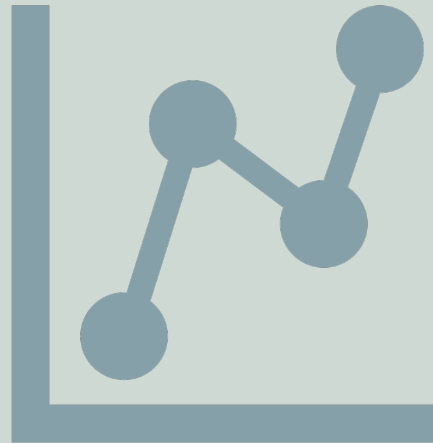


HOW WILL YOU FIND YOUR AUDIENCE?



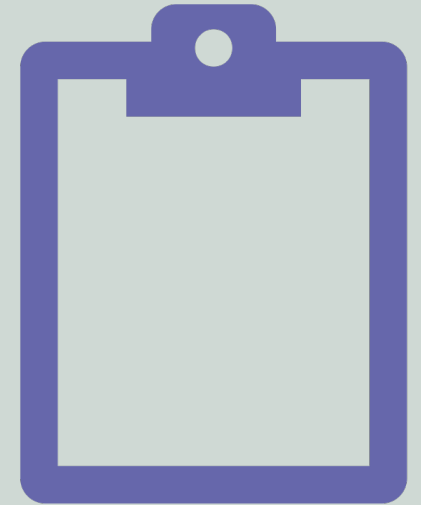
Classify your customers into specific groups based on their desires — and plan to tailor your content accordingly.

For example: a Gen Zer who regularly watches reality TV on Netflix



Utilize the native audience insight tools on the social media platforms.

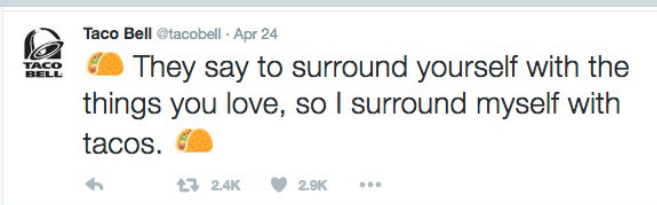
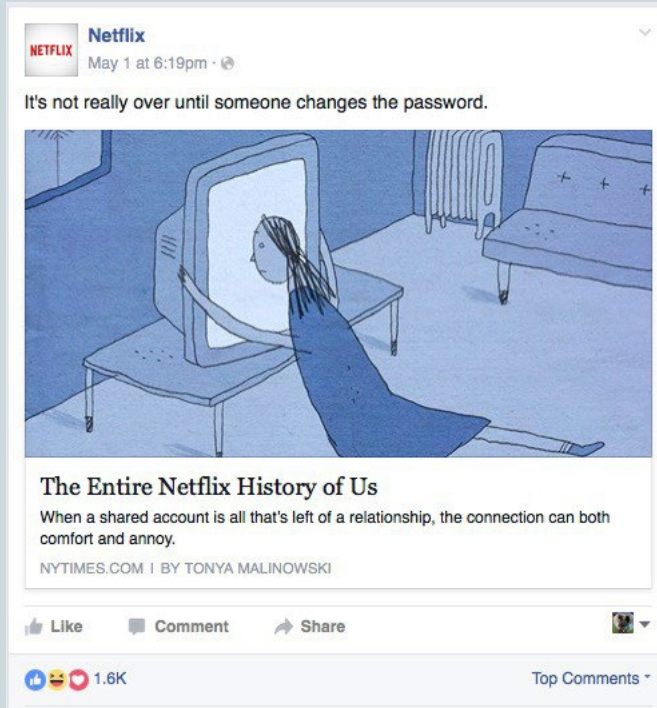
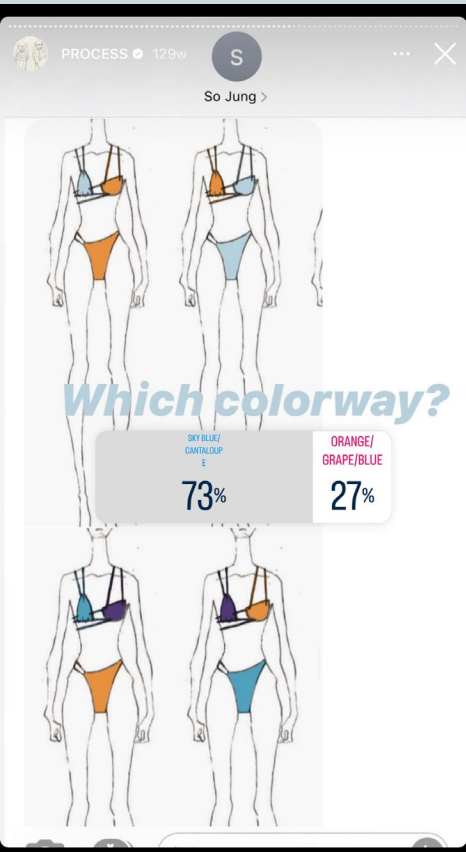
You'll be able to access demographic information and more on your current audience. Plus, figure out ways to target new audiences.



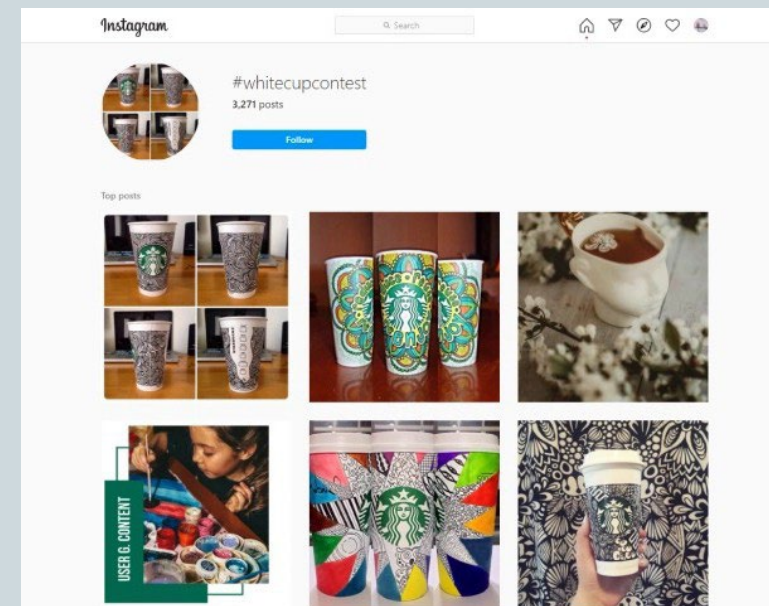
"Get out of the building!"

Send surveys or ask for preferences through an email campaign. Get to know your audience and how/what/where they want to hear from

WHAT WILL YOU SHARE?

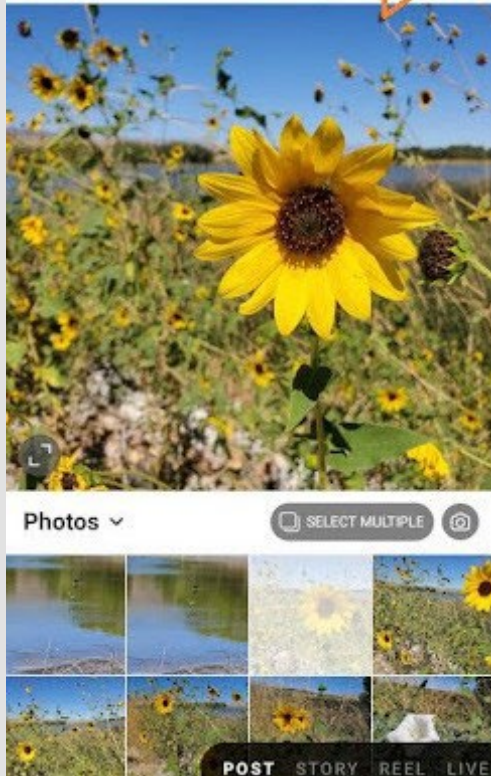


HUMANIZE YOUR BRAND

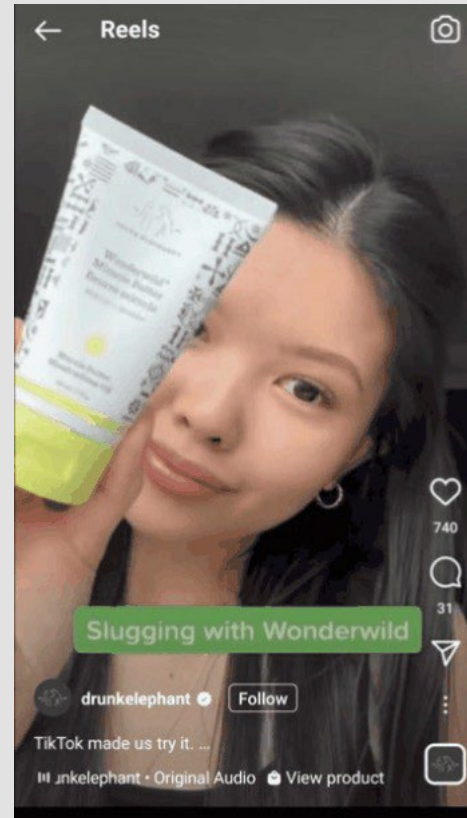


USER GENERATED
CONTENT

HOW WILL YOU SHARE?



IMAGES & GALLERIES



SHORT FORM VIDEO



INFLUENCER
PARTNERSHIPS

*"You can't
manage what
you don't
measure."*

Identify the metrics
that matter to set
KPIs for your
business

Utilize industry research to
understand benchmarks across
industries

What's a reasonable expectation for
your brand based on the historical
data and performance across other
brands?

How will you
measure
success?

HOW WILL YOU OPTIMIZE YOUR STRATEGY?

1 STAY RELEVANT

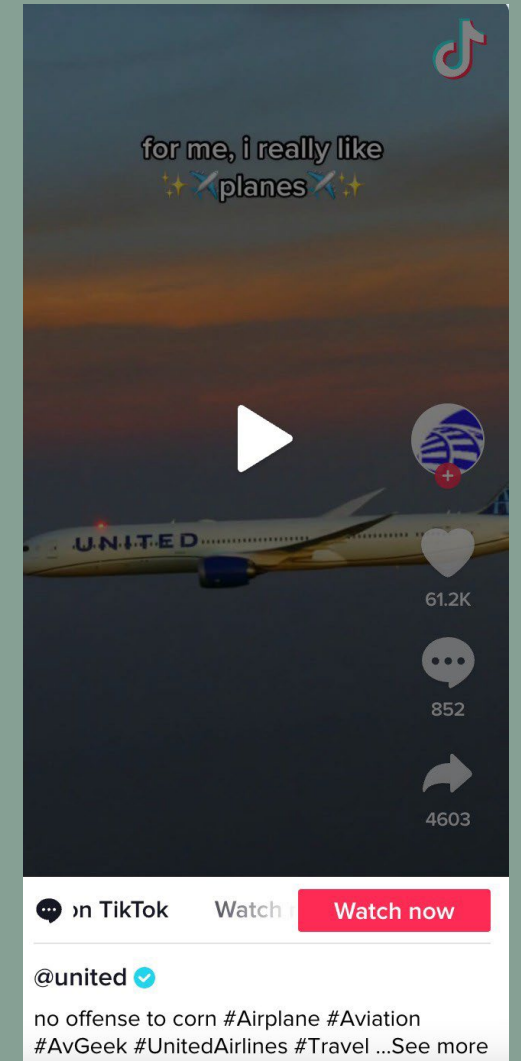
2 TAP INTO AUDIENCE SENTIMENT

3 REFINE YOUR CREATIVE CONTENT





Corn recipes
or adaptations



Utilizing the song to
fit your own brand



THANK YOU!

QUESTIONS?