Social Media Marketing
gaining website traffic

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About the Tutorial

Social Media Marketing is the activity of driving website traffic through social media sites. This is a brief tutorial that explains how you can use popular social media platforms such as Facebook, Twitter, LinkedIn, and Google+ to promote your business and create greater awareness about the products and services you offer.

Audience

This tutorial is primarily going to help all those readers who are into advertising and specifically those who aspire to make a career in Digital Marketing.

Prerequisites

Before proceeding with this tutorial, you should have a good understanding of the fundamental concepts of marketing, advertising, and analyzing products and audience.

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1. SOCIAL MEDIA MARKETING – INTRODUCTION

Business in today's day and age is dominated by customers and their demands. People prefer to see referrals, reviews over Google search results, or a website before purchasing a product. To stand by the flow, we need to learn what people say about us. You need to actively participate in relevant communities to interact and influence masses. You need to engage with social media to manage your online reputation. Social media marketing is a must to target a wider customer base and expand your business.

Social Media Marketing is the activity of driving website traffic through social media sites.

What is Social Media?

Social Media is a platform that lets us participate in social networking. We can share our posts on various social media platforms to improve business visibility. Today it is the best source for news updates, marketing, education, and entertainment.

History of Social Media Marketing

Social Media seems to be a new trend, but its roots stretch to the beginning of computer era. What we see today is the result of centuries-old social media development. **Usernets**, which was launched in 1979, was the first progenitor of social media, and the journey from

Usernets to Facebook is a long one. Usernets allowed users to post on newsgroups. It was followed by **bulletin board systems** (BBS) which allowed users to login and interact. Online services like **progidy** were the precursors to BBS. After online services, internet relay chat came into light which gave way to instant messaging.

In the 90s, dating sites and forums were on peak, which led to the development of social networks. But they did not let users make friend lists. **Six degrees** launched to overcome this feature. It allowed profile creation and listing pears. It was purchased and shut down after playing for a decade. Blogging emerged in this phase, creating a sensation in social media. It is popular even today. Other sites like **BlackPlanet** (African-American Social Website) and **MiGente** (Latino) cropped up having provision to create profiles and add friends.

Modern social networks came into picture post 2000. Apple launched its **Friendster** in 2002. It has millions of users. **Hi5** and **Linkedin** were launched in 2003. Linkedin is a ground for professionals to reach out to one another. **MySpace** also originated in 2003 and became well known by 2006. Similarly **Facebook** was launched in 2004 and surpassed MySpace, Orkut, Multiply, etc., and is still expanding. This decade also conceived media sharing platforms like **photobucket**, **flicker**, **youtube**, **instagram**, **revver**, etc., along with news and bookmarking platforms like **Digg** and **Delicious**.

Since 2000, Social Media has bloomed to horizon and is still expanding limitlessly. Along with media sharing, many other portals that provide real-time updates were introduced, for example, **Twitter**, **Posterous**, **Tumbler**, etc. In 2007, Facebook launched its advertising system.

Importance of Social Media

The importance of social media is undebatable. It is a powerful channel of marketing — a game changer for any business. It provides us the flexibility to communicate at both personal as well as business levels.

Business owners can improve search rankings, leads, sales, and traffic using search media. This can be done at reduced marketing expenses. Besides business, it is a cool platform to connect with friends and dear ones.

SMO Strategy for Business

A wisely implemented Social Media Optimization (SMO) strategy can give a great boost to your business. To draw maximum benefit out of Social Media, you need to set clear and well-defined business goals and objectives. The following points are the backbone of any well-laid SMO strategy:

- Set measurable and achievable goals.
- Know you customers.
- Research over market and trends.
- Explore more social networking platforms. Reflect your presence on all.
- Choose core topics related to your business. Use them in content.
- Set Social Engagement parameters.

- Plan your resource use.
- Track your results.

SMO – Key Concepts

- Aim for building reputation by depicting yourself as a trusted source or business.
- Encourage more engagement and sharing.
- Be an authorized name in your industry.
- Gear up originality.
- Keep it social.
- Master over your media platforms.
- Optimize every single point that hinders your efforts.

Business Profile Creation

Create an impactful Business profile. Add a well-defined persona and proficiency statement of your business.

- Study competitors' business profile, analyze their strong points, and add them to yours.
- Add prominent features of your business that makes it stand out among others.
- Include the milestones achieved by your company.
- Add address and other details.
- Include data and statistics.
- List your renowned vendors.
- Add some keywords to it to get noticed by the web crawler.

Brand Awareness

Brand awareness is a degree to which your brand name is known. Brand name solidifies customers' trust. So, it is important that your brand name overshadows your products. Promoting the brand name helps your business grow and get over obsolete business state.

Social Media Marketing can help you in branding your business. It helps you increase your public profile as well. All you need is to

- Choose right Social Media Channel for your business.
- Finalize a social content strategy.
- Make a strong content strategy.
- Participate in good conversation with your customers to let them feel more connected.
- Keep track of all key metrics like potential reach, conversation share, links, etc.

Social Engagement

Social Media Engagement is the process of reaching out to potential customers and interacting with them through Social Media. It is primarily done in order to draw attention towards a particular product or a service. It is a two-way channel where a consumer can share a good relationship with the vendors.

To achieve optimum reach, you need to engage with your audience. It can be a relentless task. To grab more out of less, you need to strategize your social media engagement norms.

- Use 'Social Channels' to reach out fans.

- Use Social Media platforms to announce any event you are organizing.

- Entertain Posts your audience is posting.

- Use Social Media Circles to participate in valuable and educational conversations.

- Participate in Social Media groups.

Measure your engagement level to trace your engagement efforts. It is basically a ratio between the social platforms that you use and the social platforms that you don't use to engage. The higher is the level, the stronger is your bonding with the audience.

Viral Marketing

Any hot topic that is infectious is Viral Marketing. It is 'exposing an idea' for a cause. It is a message getting viral by passing it from one to another with an intention of boosting your business.

Social Media Viral Marketing is the use of social media channels to spread any message for creating brand awareness. Viral marketing rate may differ on each level.

Examples of Viral Marketing

ALS Ice Bucket Challenge – ALS Association received increased media attention by soaking the whole world. Even celebrities and entrepreneurs participated in it.

Ashton Kutcher hits 1M – Ashton has been a seeding strategist who influenced his fans by an influencing message that went viral.

Hotmail went viral – Hotmail team placed a link 'Want a free email account? Sign-up for Hotmail today.' in the footer of any mail sent from a Hotmail account. It was a viral hit.

Facebook is a social networking service provider. It lets you invite and connect with friends, send messages and pictures, like and comment or share them. Facebook has seen outstanding growth since its inception and is poised to maintain its dominance in social networking.

History of Facebook

Facebook was founded by Harvard student Mark Zuckerberg on February 4, 2004. In May 2007, Facebook opened up its developer platform to allow third-party developers to build applications and widgets that, once approved, could be distributed through the Facebook community. In May 2008, Facebook engineers announced **Facebook connect**, a cross-site initiative that allows users to publish on third-party sites in their Facebook newsfeed. The site was redesigned in late 2008, intended to streamline the website and make it easier to see what friends were doing.

What is Facebook Marketing?

Facebook is undoubtedly the most popular social media platform available with many advantages associated with it. It is primarily a social networking site, however it can be used as a handy tool for promoting and advertising a business. We can use Facebook to promote a brand, market a company, or create awareness about a service or a product.

Success with this form of marketing requires more than a fan page and a few friends. When used effectively, Facebook marketing can provide a business with exciting benefits and results. Facebook marketing can enable businessmen to greatly improve their brand awareness and reach out to a wider audience.

How to Create a Fan Page?

A Facebook fan page is an amazing way to promote your business, build awareness for a cause, and gather support for your brand. If you would like to create a fan page, follow these easy steps:

- Log in to your Facebook account.

- Click on the settings on the top right-hand corner of your page.

- Click on create page.

- Click on the type of page you would like to create.

- Fill in all the information required.

- Click on "get started".

- Upload a profile picture and click on save photo.

- Complete the 'about' section and click 'save info'.

- Now decide whether you want to enable ads or skip (it will be payable if you enable).

Facebook Profiles

Facebook Profiles are for people and they are generally meant for personal use only. A Facebook profile is an account that is allocated against an individual, who can use it to network with friends and colleagues, and share information with them. It is designed to be a unique profile on the Facebook network for that one individual, and it is not meant to be used to represent a company, an organization, or a fictional character.

Facebook Places

Facebook Places enable people to provide real-time update of where they are and what they are doing when they are on the move. It also enables its users to take advantage of unexpected coincidences such as discovering that they are at some concert as their friends. Users can check in when they arrive at a location, and see whether their friends are nearby. The best part about Facebook places is that it will more or less maintain itself once it has been created. Facebook users do have the ability to 'like' the Facebook places as well, so encourage visitors to press the 'like' button after they check in.

Facebook Groups

Facebook Groups are the places for small group communication where users can share their common interests and express their opinion. Groups allow people to come together around a common cause. Groups are for discussing issues and share related content. When we create a group, we can decide whether to make it publicly available for anyone to join, require administrator approval for members to join, or keep it private and by invitation only. Groups range widely – from light-hearted themes to organizing activities to serious topics such as politics and world events.

Facebook Community

A Facebook Community is about an organization, a celebrity, or a topic. Community pages are meant for general topics and all kinds of unofficial but interesting things. These pages let us stay connected with others who share similar interests and experiences.

Grow Your Business with Facebook

Facebook is fast becoming a powerhouse of marketing activity due to the sheer number of engaging users on the site and the simplicity of connecting with them directly.

Facebook can provide your business with a branding outpost on the web where customers, employees, and even the media can find information about your company, products, and services. Facebook connects you and your staff directly to your customers and fans.

Facebook can generate new leads for your business by drawing users' attention towards what you are offering. Facebook helps in sharing links, images, and posts on a customizable page to project a better sense of your business. Facebook runs tactics like contests, sweepstakes, etc., that can increase fans and brand awareness of your business.

How can Facebook help your business?

Latest Facebook Trends

The nature of social media marketing is ever-changing, so it is important to constantly stay updated with what the current market trends are. The latest Facebook trends that a business should be aware of are: using the cover photo for marketing, different types of Facebook posts, more pictures, etc. Facebook looks completely different from how it was a year ago, so it should not be surprising that marketing on the social network has also changed a great deal.

What are Adverts?

Adverts on Facebook are unique. They are shown to specific groups of highly engaged people. If your adverts have a great creative content and are well targeted, they get more likes, comments, and shares. When we boost our page posts or expand the audience for the adverts, more people will see them when they visit Facebook. Facebook ads allow us to promote our business, get more fans to our business page, and drive more leads for our sales team. Facebook ads allow us to advertise a website or content that we manage on Facebook (like a group, page, or event)

To create an ad, go to: http://www.facebook.com/advertising

And click "create an ad".

How to Create a Campaign?

With targeted ads, stories, and wall posts, a successful campaign can be a powerful tool in our advertising arsenal. When running a Facebook campaign, we can draw on several Facebook components such as wall posts, Facebook ads, sponsored marketing, unique page tabs, etc. We can break down reports by campaign and also easily start/stop all ad sets within that campaign.

Campaigns correspond to each of our advertising objectives, like building brand awareness or driving web traffic. They are designed to help optimize and measure our results for each objective across multiple ad sites and ads. Each campaign can feature multiple ad sets, each of which has its own budget and schedule. We can also organize each ad set to represent a particular audience segment, for example, we can have an ad set for people who live near our store. This will help us control the amount we spend on each audience, decide when they will see our ads, and measure their response. Within each ad set, we can have multiple ads, each of which can feature a different set of images, links, videos, or text.

Facebook – Do's and Don'ts

Do's

- Use Facebook to stay in touch with your friends and make new ones.
- Use Facebook to advertise your organization's events.
- Use Facebook to get involved with the campus community and learn what is happening around.
- Use Facebook customer support page since it contains valuable information about privacy controls and other important safety information.
- Do check each friend request carefully after visiting their profile.
- Do use "privacy settings" while building up your photo albums.

Don'ts

- Don't use your wall to announce your schedules, journey and planning.

- Don't use public walls as your own. Try to maintain the decorum of groups and fan pages.

- Don't accept friend requests from strangers.

- Don't use Facebook for ragging and bullying anyone.

- Don't post pictures of your friends without their permission.

- Don't disclose personal information such as cell phone number, address, etc., unless you feel comfortable.

Increase Facebook Likes for a Fan Page

- Create a Facebook fan page with an instantly appealing image, as it will help in attracting more attention.

- Keep the Facebook fan page up to date by writing suitable description and posting interesting and friendly page titles. Always try to provide your readers with something fresh to read.

- If you are running a contest on your page, then ask your visitors to like your fan page. Facebook contests are the easiest way to get people excited, as the lure of a big prize compels your target customers to 'like' your page and become your fan.

- If you are running a business, then you should promote your fan page by using ads in the Facebook, as it is the easiest way to increase the visibility of your brand and reach out to a highly targeted audience.

- Promote your page on your official website because it helps you to get likes from new visitors on your site. Having a 'like' button on your website is an easy way to drive new likes over time.

- Synchronize your Facebook page with your other profiles on other social networking sites like Twitter, dig, etc. it will help you get more visitor response.

- Sometimes educational content is a better incentive for a 'like' than a discount offer or a prize, depending on your industry or the target audience. Providing free written content such as eBooks can drive tons of new fans and customers.

What are Facebook Apps?

Facebook apps are basically software programs that can be added to users' Facebook profiles. These interactive software applications are developed to utilize the core technologies of the Facebook platform. Applications for Facebook have gained massive popularity in the last few years due to its uniqueness and the ease of creating them.

Facebook apps integrate Facebook newsfeeds, notifications, various social channels, and other features to generate awareness and interest in the app by the Facebook users. Apps and games are normally developed to enhance your experience on Facebook.

You can add the apps that interest you from the app center. The information found in these apps is stored on developer servers that are not hosted by Facebook. The developers are responsible for their servers. It has not been possible to exchange real currency directly within Facebook apps, however apps can utilize 'Facebook credits', a virtual currency that can be purchased in order to acquire virtual goods and services within Facebook apps.

Facebook Apps – Advantages

- Increased exposure to potential customers.
- Easily create new product or service campaigns online.
- Lower marketing expenses.
- Reach a targeted customer.
- Build brand loyalty.
- Provide multiple marketing platforms.
- Budget-friendly ads.
- Marketing strategy is low cost.
- Allows business to communicate with existing and prospective clients.
- Can easily update everyone at once about your business.

3. TWITTER

Twitter is another social networking platform that allows registered users to read and write 140-character messages called 'tweets'. It is available across all devices such as cell phones, desktops, laptops, and tablets.

History of Twitter

Jack Dorsey, an undergraduate student at New York University, introduced the idea of an individual using a message service to communicate with a small group. Twitter was launched as an SMS-based communication platform. Initially it was known as "twttr".

On March 21, 2006, Jack Dorsey sent the first ever tweet: "just setting up my twttr".

What is Twitter Marketing?

Twitter marketing is a powerful tool for companies of every size and structure to reach out to new customers, promote their brand, and connect with the rest of the companies. Users can find out if customers are talking about them, and the business can accordingly respond. Tweets create another instance for the business that shows up in the search engine results. Twitter serves as a solid foundation for your business to branch out into other social sites.

Twitter is a great platform for projecting what your company is doing and accessing a large audience, where your Tweets can promote products and events.

Integrate twitter account to your website
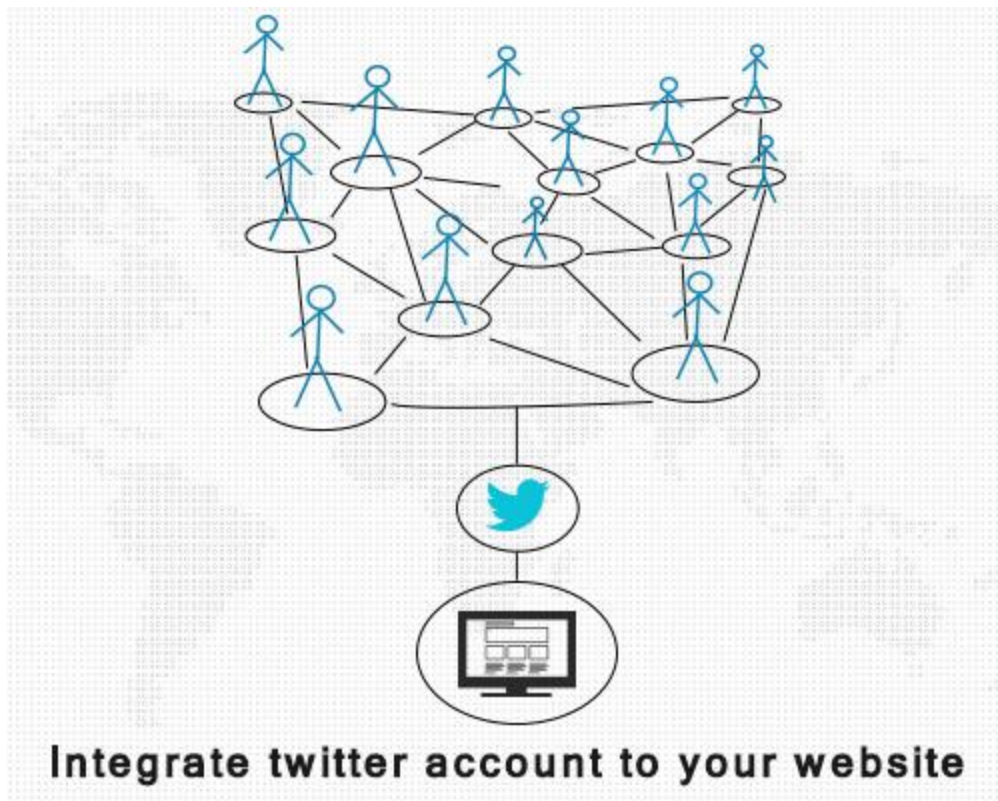
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