

FUNDAMENTALS OF

SOCIAL MEDIA MARKETING



Digital Infosync

DIGITAL INFOSYNC

With how accessible the internet is today, would you believe us if we told you the number of people who go online every day is still increasing?

It is. And although we say it a lot, the way people shop and buy really has changed along with it -- meaning offline marketing isn't as effective as it used to be. **Social media Marketing** has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet.



WHAT IS SOCIAL MEDIA MARKETING?

Social Media Marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online and on social media platforms. From the website of your brand to your business's online branding assets -- digital advertising, email marketing, online brochures, and beyond -- there's a spectrum of tactics that fall under the umbrella of "digital marketing."

The best social media marketers have a clear picture of how each digital marketing campaign supports their overarching goals. And depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal.

This practice promotes your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. The channels you can use in social media marketing include:

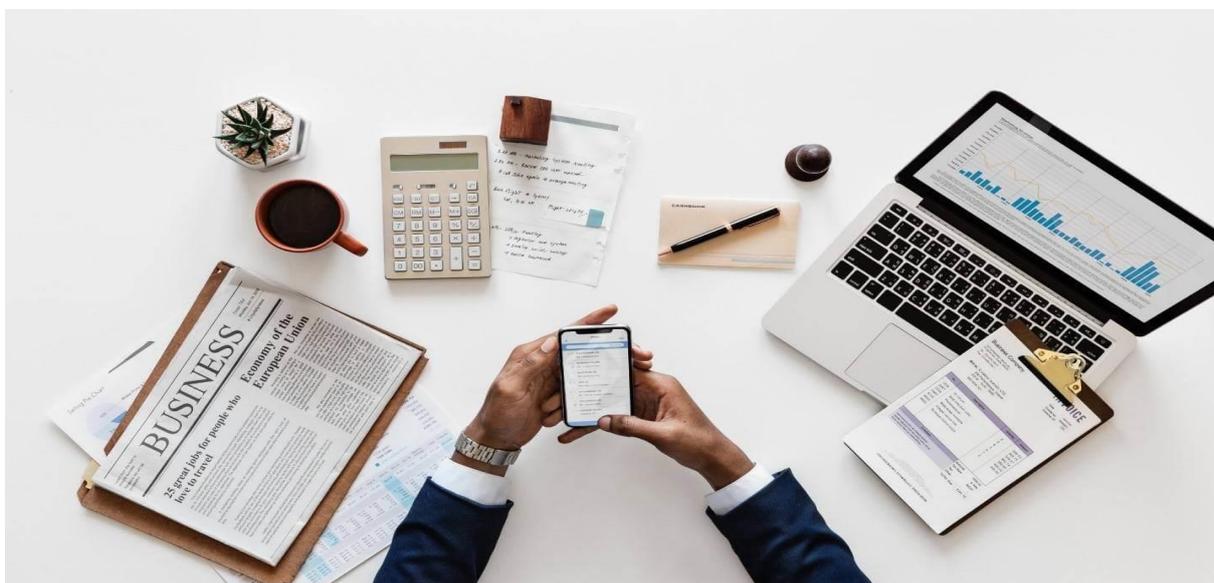
- Facebook.
- Twitter.
- LinkedIn.
- Instagram.
- Snapchat.

- Pinterest.
- YouTube
- Google



WHY DO YOU NEED TO HIRE SOCIAL MEDIA MARKETERS?

Social media marketers are in charge of driving your brand awareness and also for lead generation through all the digital channels -- both free and paid -- that are at your company's disposal. These channels include social media, the company's own website, search engine rankings, email, display advertising, and the company's blog.



The social media marketer focuses on a different key performance indicator (KPI) for each channel so they can properly measure your company's performance across each one. A social media marketer who's in charge of SEO, for example, measures their website's "organic traffic". Social media marketing is carried out across many marketing roles today.

Social media marketing can work for any business in any industry. Regardless of what your company sells, social media marketing still involves building out buyer personas to identify your audience's needs, and creating valuable online content.

IS SOCIAL MEDIA MARKETING RELEVANT TODAY DURING COVID-19?

There is so much information floating around regarding COVID-19: how to avoid it, proper hand-washing techniques, practicing social distancing, what to do if you get the virus and more.

If you're a small business owner, you probably have additional questions like this:

- How is COVID-19 going to affect my business?
- How should I market my business during this time online?
- Should I even market my business during this time?

You may be asking yourself the question, "How do I market my business through the Coronavirus?" **SOCIAL MEDIA MARKETING** is your one stop destination for all marketing needs during this pandemic. Why? Here's why –



- People are spending more time online now more than ever. With so many adults working from home, kids taking classes at home and people in general trying to stay in as much as possible during the Coronavirus, people are glued to social media right now!
- With increased reach, engagement and time spent on social platforms, as a business owner you should now choose to boost your social media efforts. It is the most appropriate time to put your brand in front of where your target audience is already scrolling.
- For consumers that aren't spending as much now, they will later as soon as normalcy resumes, and who do you think they'll purchase from? A business they spent all of COVID-19 learning about and familiarizing themselves with- not companies they didn't see or hear about at all. Advertising on social media and Google keeps your brand relevant and in front of your target audience so that when they are ready to purchase, they purchase from you and not your competitors.
- So many businesses are temporarily closing down for COVID-19, narrowing down the public's options of where they can turn to for goods and services. If you're open for business, let people know! Continuing to market your business on social media through the Coronavirus can be as simple as letting customers in need know that you're here, you're open and you can provide your product or service like usual.

Of course, when the restrictions are lifted the initial reaction of many will be to jump offline and do things that they couldn't before – visiting friends and family, visiting museums and theatres, returning to pubs, restaurants, sports grounds, places of worship, gyms and libraries. However, digital marketers should be aware that many economists expect the recovery to be gradual, rather than a strong rebound.

However, it is likely that for many, using the internet more for shopping, gaming, keeping in touch and other activities will have become something of a habit. In addition, it could well be that consumers emerge from the crisis with some very different priorities, values and attitudes – all of which could impact how they want to spend their time and money.

For these reasons, it is important for social media marketers to research how consumer habits are changing. The growth of e-commerce and the use of the internet has already been a major feature of life and economics, but this crisis may serve to accelerate that growth.

This means that the importance of social media marketing – already crucial for small firms that have seen traditional marketing bring ever weaker returns on investment – will be even greater during and after the COVID 19 crisis. As the world goes increasingly digital, so will marketing. What marketers need to do is respond with updated strategies and buyer personas for a different, post-pandemic world.

Anything you do now that your competitors are not doing is putting you ahead. Think of it like a race. Even if you're running slowly, you're still overtaking everyone who's sitting on the couch!



WHY DIGITAL INFOSYNC?

Digital Infosync is one of the top rated Social Media Marketing Company in Telangana, India! At Digital Infosync, we have just One Goal – to take your brand digital and establish its global presence. We strive and work every day to deliver outstanding ROI for your Digital Marketing budget. Come and join us to mark your place in this competitive business world. Call for Free Consultation and Quote!

We did not invent the internet, but we surely do know how to make your brand look good on it.

CONTACT US

Get the best price quote and a free consultation call. Just click on the below website or drop a mail, we will get back to you.

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