

Unit-3

Social Media Marketing

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Introduction of Social Media Marketing

Social media marketing is a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels. Social media, most importantly, emphasizes the collective rather than the individual. Communities exist in different shapes and sizes throughout the Internet, and people are talking among themselves. It's the job of social media marketers to leverage these communities *properly* in order to effectively communicate with the community participants about relevant product and service offerings. Social media marketing also involves listening to the communities and establishing relationships with them as a representative of your company. As we will discuss later in this book, this is not always the easiest feat.

Definition

The term *social media optimization*, which many today equate with *social media marketing*, was coined in 2006 by Rohit Bhargava.^[3] Bhargava explained the concept of social media marketing as optimizing a site in such a way that written content garners links, which essentially acts as a trust mechanism and endorsement. Social media optimization also helps build brand awareness and raise visibility for the marketed product or service.

In essence, social media marketing is about listening to the community and responding in kind, but for many social media marketers, it also refers to reviewing content or finding a particularly useful piece of content and promoting it within the vast social sphere of the Internet.

Social media marketing is a newer component of search engine marketing, but it is really in a class of its own. It does not relate only to searching; it relates to a broad class of word-of-mouth marketing that has taken the Internet by its horns. Fortunately, the phenomenon is only growing at this point.

Facebook marketing

Facebook marketing is a platform that offers a variety of highly targeted paid advertisements and organic posts, allowing brands to put their products and services in front of the massive audience. Over the last decade, Facebook has shifted from the most prominent social medium on the internet into one of the biggest marketplaces.

Why is Facebook good for marketing?

- Has global coverage
- Offers highly targeted paid ads
- Makes organic reach possible
- Allows integrations with other marketing channels

Digital marketing offers a variety of channels for building communication with the audience: social media, emails, [messaging](#), search engines, [SMS](#), [web push notifications](#), etc. Let's get a closer look at the reasons why you should consider Facebook as a platform for growing your business:

- **Has global coverage.** [Over 1,5 billion users](#) visit Facebook daily. About 2,3 billion — every month. More than 7 million active companies create ads for this massive audience.
- **Offers highly targeted paid ads.** With Facebook Ads, you can tailor your promotions to a specific audience based on gender, age, location, job, interests — any demographical or behavioral data, which users willingly share with Facebook.
- **Makes organic reach possible.** If you don't have resources to utilize Facebook Ads, build relationships organically by sharing materials that bring value to people on your Facebook page. Your posts will show up in the newsfeed, though the high level of competition will make it harder to build an audience naturally.
- **Allows integrations with other marketing channels.** Facebook marketing is not a single isolated system. You can combine it with other marketing channels, like [email marketing](#), [mobile marketing](#), [search engine marketing](#), and [Facebook Messenger ads](#), to develop a [promotion mix](#) that will increase your brand outreach.

Benefits of Facebook Marketing

- Precise targeting
- Increased website traffic
- Variety of ad formats
- Customer support
- Positive impact on SEO

Formats of Facebook Marketing

- Video ad
- Image ads
- Carousel ads
- Collection ad
- Slideshow ads
- Lead generation ads

Launched in May 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

Salient Features of YouTube YouTube is no longer a new media platform, as proven by these stats –

- YouTube has more than 1 billion users
- Every day people watch hundreds of millions of hours on YouTube and generate billions of views
- The number of hours people are watching on YouTube each month is up 50% year over year
- 300 hours of videos are uploaded to YouTube every minute
- ~60% of a creator's views come from outside their home country
- YouTube is localized in 75 countries and available in 61 languages
- Half of YouTube views are on mobile devices

The YouTube Advantage

From a business point-of-view, YouTube Marketing has introduced new techniques that many businesses aren't yet exploiting. The following YouTube guide will walk you through these opportunities for marketing on YouTube –

- Assess different ways you can use YouTube for marketing
- Using YouTube to inform and educate your audience.
- Researching video content ideas
- Using YouTube to support conversion.
- Leveraging the YouTube community to promote your video.
- Branding your YouTube channel.
- Increasing your reach and visibility.

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I. Video marketing content for you!

YouTube Marketing has played a vital role in the growth and expansion of my blog.

Not only do YouTube videos allow me to provide content in another format that my audience can enjoy – I can reach more people than I ever could just sticking to written content on my blog. YouTube is the 2nd largest search engine in the world.

And Google owns it too.

All signs point in favor of utilizing YouTube for your online business or blog. If you aren't, you've leaving a lot of potential subscribers (and customers) on the table.

My YouTube Channel only has only about 30 videos since I created it 2 years ago, but together my videos have been viewed over 650,000

times! A ton of those views are from people who are now my biggest fans who help spread the word about my brand.

There's a little bit more to it than just uploading a video to YouTube and hoping for the best.

II. Video marketing tips

VIDEO MARKETING TIPS

#1: Make your title count

Just like a headline to a blog post, video titles can pull powerful traffic. There are two main reasons why the title is so important. One, a great title can instantly grab a viewer's attention.

Two, when you use the appropriate keywords in your title, you are more likely to show up on search engines when people are searching for your topic. And remember Google owns YouTube, so there's a strong connection between video and searching.

#2: Provide excellent content

Take some time to think about your ideal viewer. What do you know that they'll find valuable? What can you teach them? "How-to" videos are extremely successful because not only do they offer great value to your viewer, but also you're able to showcase your knowledge and skill, thus positioning yourself as an expert. This is key as you continue to grow your brand.

#3: Include your URL in your video

When you edit your video, take advantage of the different editing features. One easy feature is to add a text box to your video. This is where you can display your website address and it's a great way to get exposure.

Here's a screen shot of Mari Smith's YouTube channel. Notice how she used a text box in her video to display key information, including her website URL at the end of her video. Smart move!

#4: Take advantage of video's branding opportunities

For branding purposes, have your company logo displayed prominently somewhere on the screen. You can do this at all times, or during key times in your video.

In the image below, notice how the company logo is displayed in the upper-left corner. You can display your logo throughout your video or only at key times.

#5: Always provide an HTML link

When you post on YouTube, you have the option to write a short description of your video. Always start with the link you want to drive your viewers to so you don't miss this key opportunity.

Here's a snapshot of the description boxes from one of my YouTube videos. Notice the placement of my website URL (it's the first thing you want to put in the box!) and the keywords I used in my title as well as the description.

#6: Go beyond YouTube

Most people post their videos on YouTube. In addition to this, make sure to always embed your video on your own website. This will increase the amount of time people spend on your website and help grow a captive audience.

Also, Google's algorithms consider how many times a video is viewed, and embedded video views you receive get added to the 'views' tally on YouTube. This is important for showing up in Google search results!



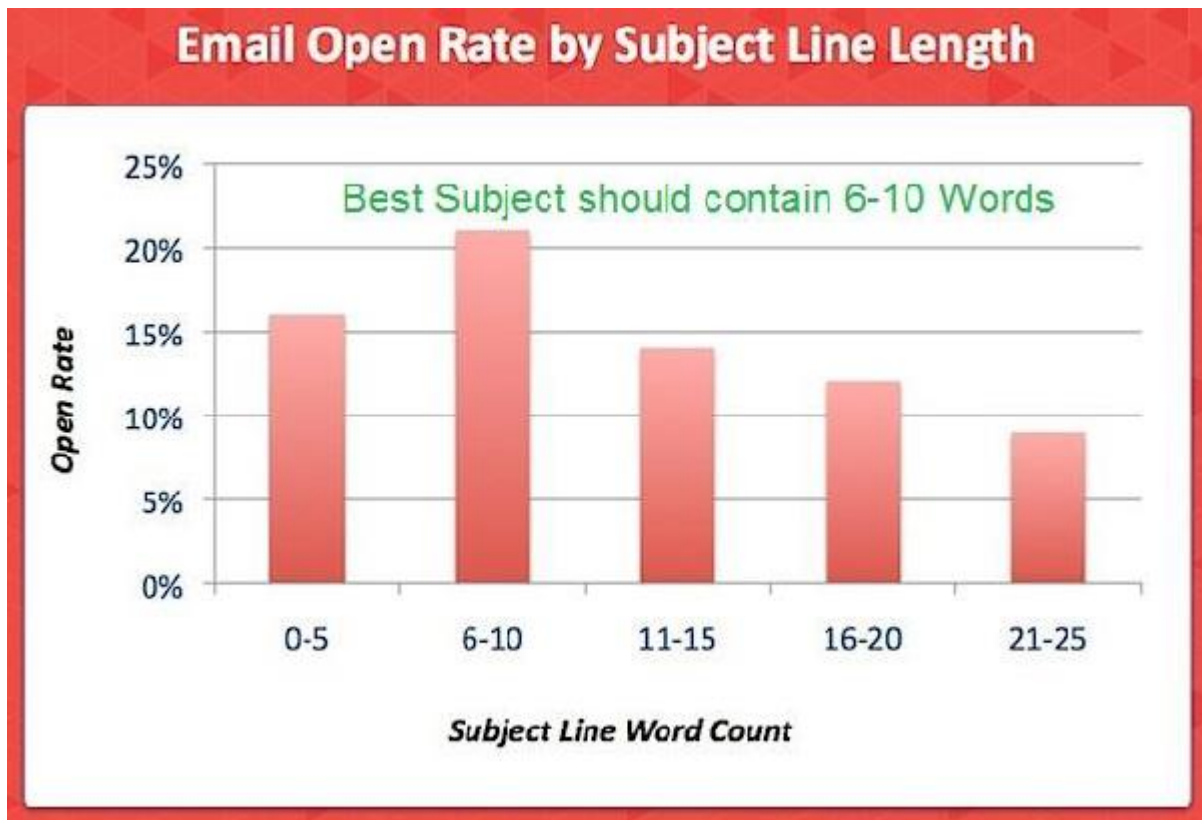
Email Marketing - Content

Email Copywriting

Email marketing involves a unique form of copywriting that a lot of people, especially when just starting out, have some difficulty planning and executing. There are many similarities with other forms of copywriting, but there are also some unique opportunities and pitfalls as well. These articles will examine some of the elements of writing for email marketing and walk you through the basic steps of crafting your message.

How to Write Subject Lines?

The subject line of your email is the hook that draws your subscriber to open your email. Whatever extraordinary performance you have done while writing your email, that all will go waste if you do not choose the apt subject line for the email. Write a line that is catchy as well as personalized. Remember not to exceed more than 10 words. See the research below.



The Importance of the “From” Address

The “From” address is vital for email marketing to succeed as a form of communication. Most people will not open an email unless they recognize the “from address”. If you are sending email

to the people, who know you by name send them with your personal email rather than sending from "no-reply, info, and newsletter" etc.

Making Email Content Relevant

Consider the success of blogs, forums and social networks. Those interactive channels are effective because users feel involved and engaged. Build off that premise with email copywriting by keeping the subscribers engaged and making them a part of the content.

You can consider including the following –

- Reader polls
- Reader case studies
- Q&As with customers
- User-generated content

Writing a Call to Action in Your Email

Your subscriber needs to know why you are sending them an email. This reason should lead them to a clear call to action. This CTA defines the action your subscriber is to take after they open up your email. With too many CTA's, email marketers run the risk of confusing or overwhelming subscribers. When customers are presented too many options, they may be less likely to purchase. Instead, focus your calls to action and limit the effort it takes to act.

You can consider these quick tips –

- Rely on size and placement position to emphasize the call to action.
- Write call to action copy that tells subscribers exactly what they can expect.
- Use copy that reinforces to subscribers that taking action will be quick and easy.

Effective Email Signature

Your email signature is often one of the final points of communication, a consumer has with your service/brand. A good email signature is simple, informative, professional, and puts the information in the forefront. But, this doesn't mean your signature has to look dull or boring. There are many ways to get the most out of your email signature, so let's run over 12 easy tips and look at some beautiful examples.

- Don't Include Too Much Information.
- Keep Your Color Palette Small.
- Keep Your Font Palette Even Smaller.
- Give your email signature format some style.
- Add your company logo/photo to your email signature.
- Always use the ALT tag, when adding an image to your signature.
- Make it Mobile friendly.

- Make sure contact details are up to date.
- Use Social Media Icons to Drive Traffic.
- Use a different email signature for your replies and forwards.
- Give your email signature format as much thought as a marketing campaign.
- Add your latest marketing content to your email signature.