

Social Media

marketars ojsunte

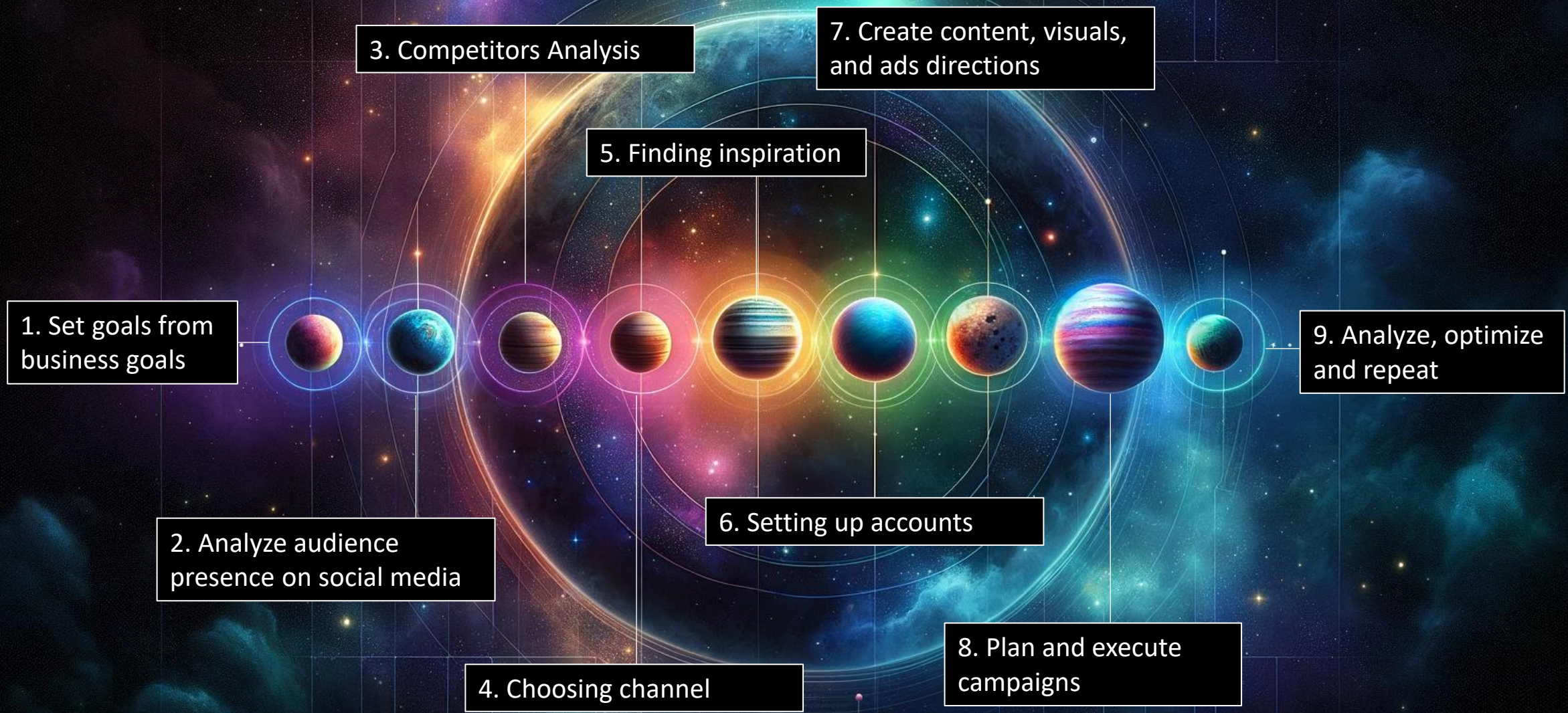




EXPLORING THE SOCIAL

What is Social Media Marketing?

UNIVERSE



Set SMART goals from business goals

- Impressions/Reach
- Views
- Traffic
- Followers
- Engagement
- Lead generation
- Sales





Analyze audience presence on social media

- Competitors analysis
- Current results of the brand
- Customers feedback
- Tools



Competition Analysis

Decide
on social
media
channels



Facebook

Channels:

- Pages (Posts – Lives – Stories - Reels)
- Groups (Posts – Lives)
- Individuals

Successful types of content:

- Storytelling posts
- Funny posts
- Video content

Usually suitable for:

- Most businesses in Egypt – Gulf region



facebook



Instagram

Channels:

- Accounts (Posts – Lives – Stories – Reels – Messages)
- Individuals

Successful types of content:

- Reels
- Collective posts
- Stories

Usually suitable for:

- Most consumer and b2c businesses around the world



LinkedIn

Channels:

- Pages (Posts – Lives – Articles – Slides)
- Groups (not so successful)
- Individuals

Successful types of content:

- Personal branding
- Collective posts
- Motivational posts

Usually suitable for:

- B2b businesses. Business related businesses. Courses. All around the world

Twitter (X) and Threads

Channels:

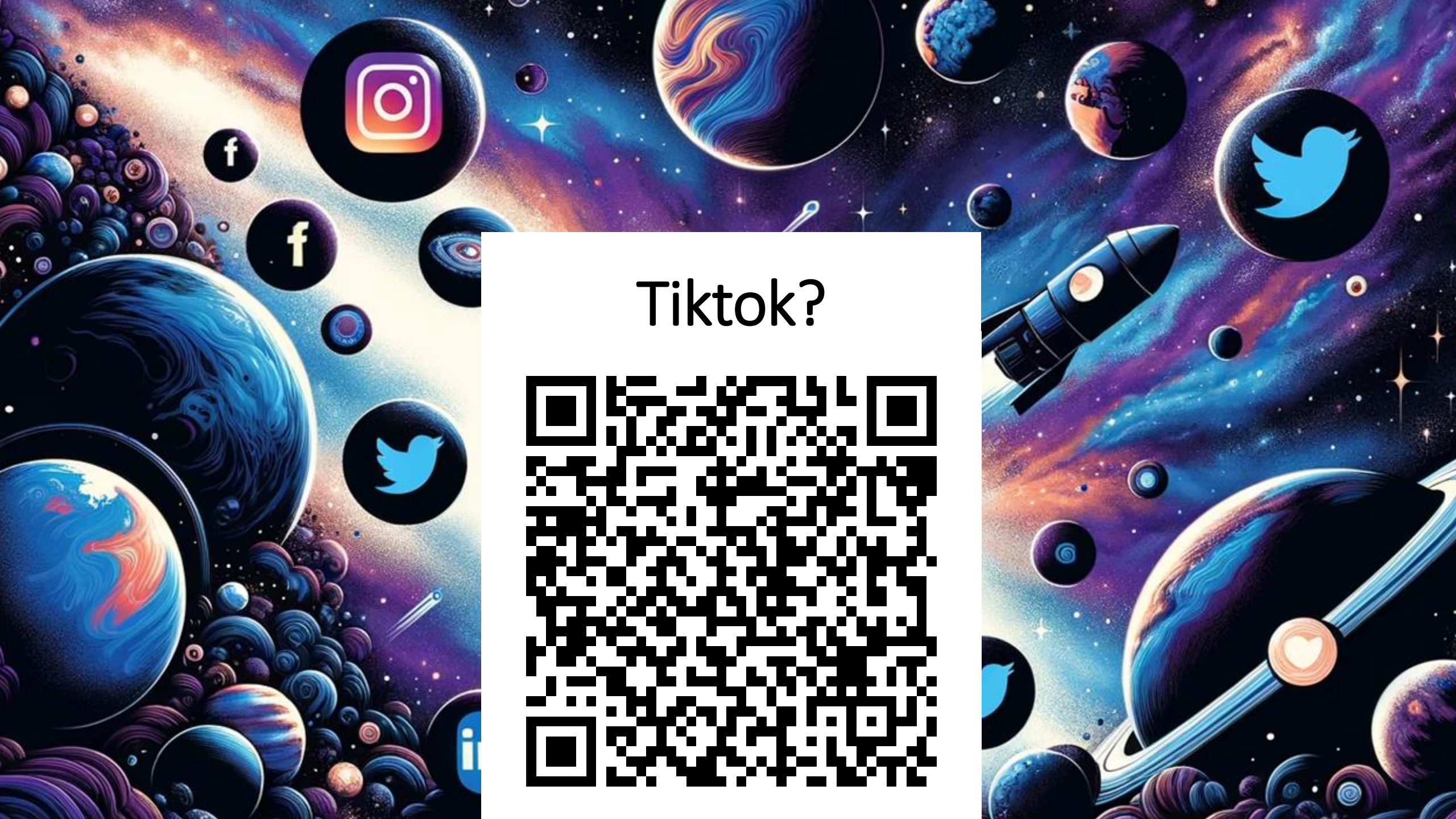
- Tweets (limited characters)

Successful types of content:

- Links to interesting things (your blog)
- Bold short tweets
- Visuals

Usually suitable for:

- Personal branding. Communicating with target segments. Not so good for sales (so far)



Tiktok?



Youtube

- Channels:
 - Videos
 - Shorts
 - Posts (no body cares)
- Successful types of content:
 - Consistently posted video content
 - Inclusive videos with all needed points
- Usually suitable for:
 - Long term content plans
 - Businesses with strong video production capabilities



A vibrant, artistic depiction of a galaxy. The central focus is a large sphere covered in intricate, colorful patterns of swirling galaxies, nebulae, and smaller celestial bodies. The colors range from deep blues and purples to bright oranges and reds. The background is a rich, multi-colored space filled with various galaxies, nebulae, and numerous small stars and planets. The overall aesthetic is highly detailed and imaginative, resembling a cosmic collage.

Pinterest

Too artistic to include here



Snapchat

Do your own slide about it



Find inspiration

Direct competitors

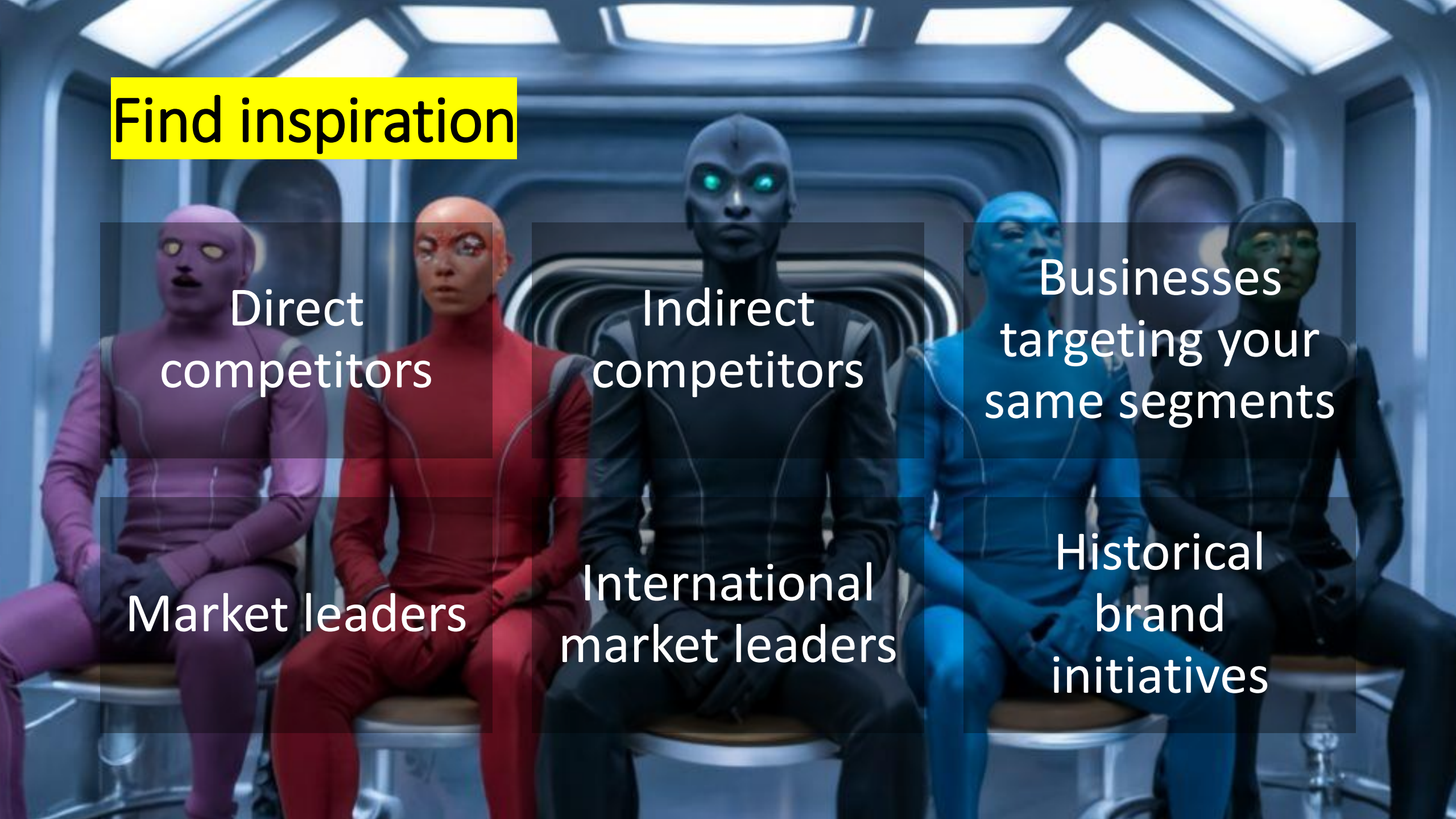
Indirect competitors

Businesses targeting your same segments

Market leaders

International market leaders

Historical brand initiatives





Set up your accounts and your tools

- Social media accounts
- Ads accounts
- Social media calendar
- Content repository
- Buyer persona documentation
- Campaigns documentation

Plan, execute, and analyze your social media campaigns

Goals

Platforms

Audience(s)

Visuals

Slogan

Duration and
count of
pieces