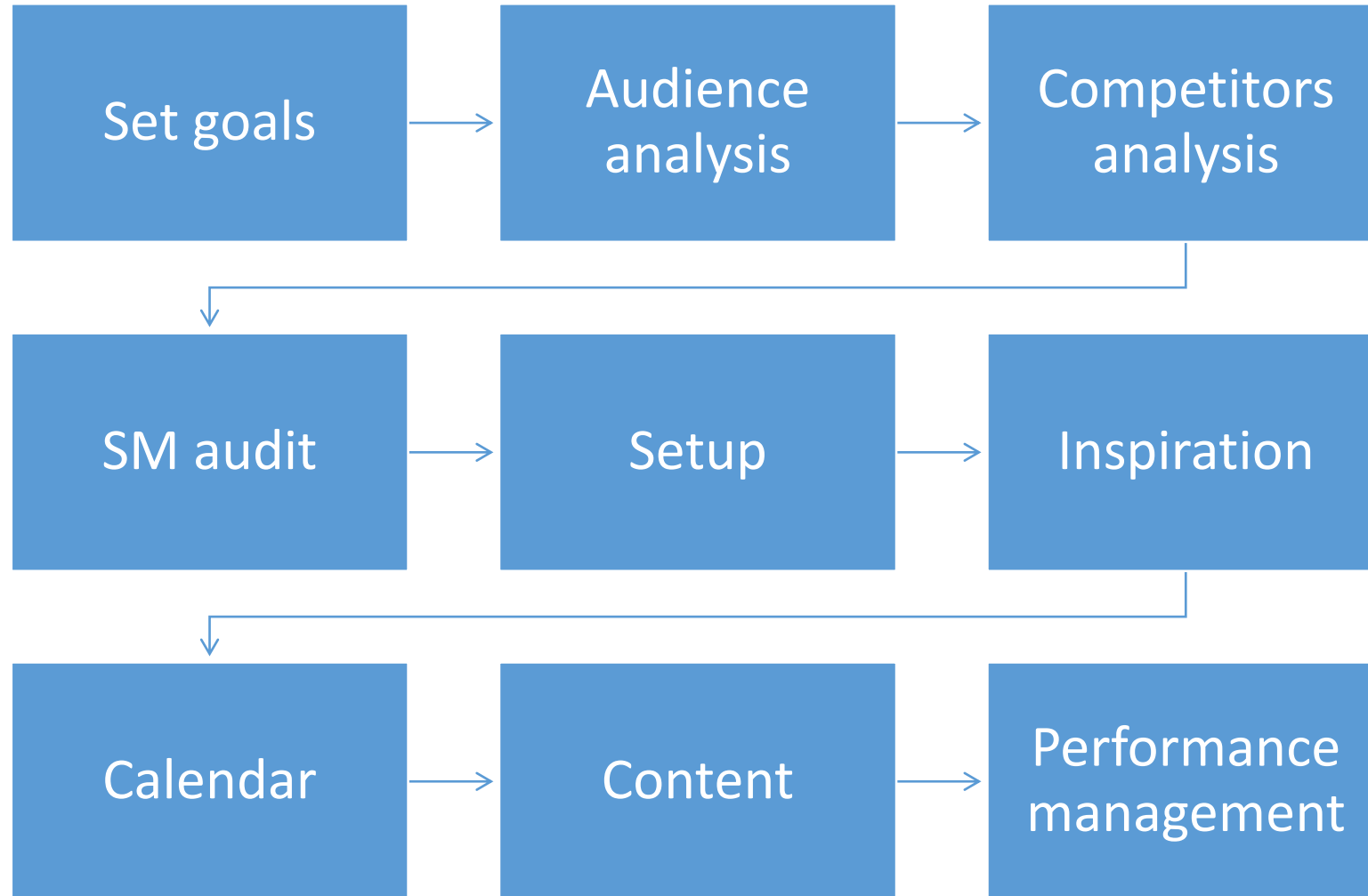


SOCIAL MEDIA MARKETING

- Twitter
- LinkedIn
- Tiktok

Social media strategy (9 steps)



Social media channels



Twitter



Twitter



- Twitter uses short messages (tweets) 280 character
- Sharing news, posting updates or following celebrities
- Used for finding new things
- Realtime stream of messages about things as they happen
- Twitter is a very open platform; so for sales and customer service we can engage with anyone directly

Twitter account setup



- your media gallery shows your recently tweeted photos and videos
- Post a minimum of 6 tweets with visually striking photos or videos
- how to choose your location:
 - for local business: pin your precise location to help customers finding you
 - if you target a specific area outside your location: select the location where the bulk of your customers reside to be presented in the local search results.
 - If your business spans multiple regions or no physical headquarters: feel free to leave it blank

Twitter account setup



- Bio field
 - 160 characters
 - Add customer support handles to bio field @customersupport
 - Add your branded hashtag
 - Allow messages if you want to engage customers to reach you
 - Posts you like are shown in the likes tap
 - Like positive shoutouts about your product
 - Articles and mentions about your work
 - Use it as a social proof for your business

Twitter best practices for lists



- On twitter we have the ability to create lists to organize similar accounts into groups.
- Examples for the lists:
 - o Industry influencers
 - o Media outlets
 - o Key customers
- Twitter lists can be private or public
- Public lists
 - o Businesses we support
 - o Influencers we work with
 - o Entrees receives notifications when added to lists
 - o We can subscribe to public lists to keep up to date
- Private lists
 - o Competitors without following
 - o Prospects with insights about them

Twitter

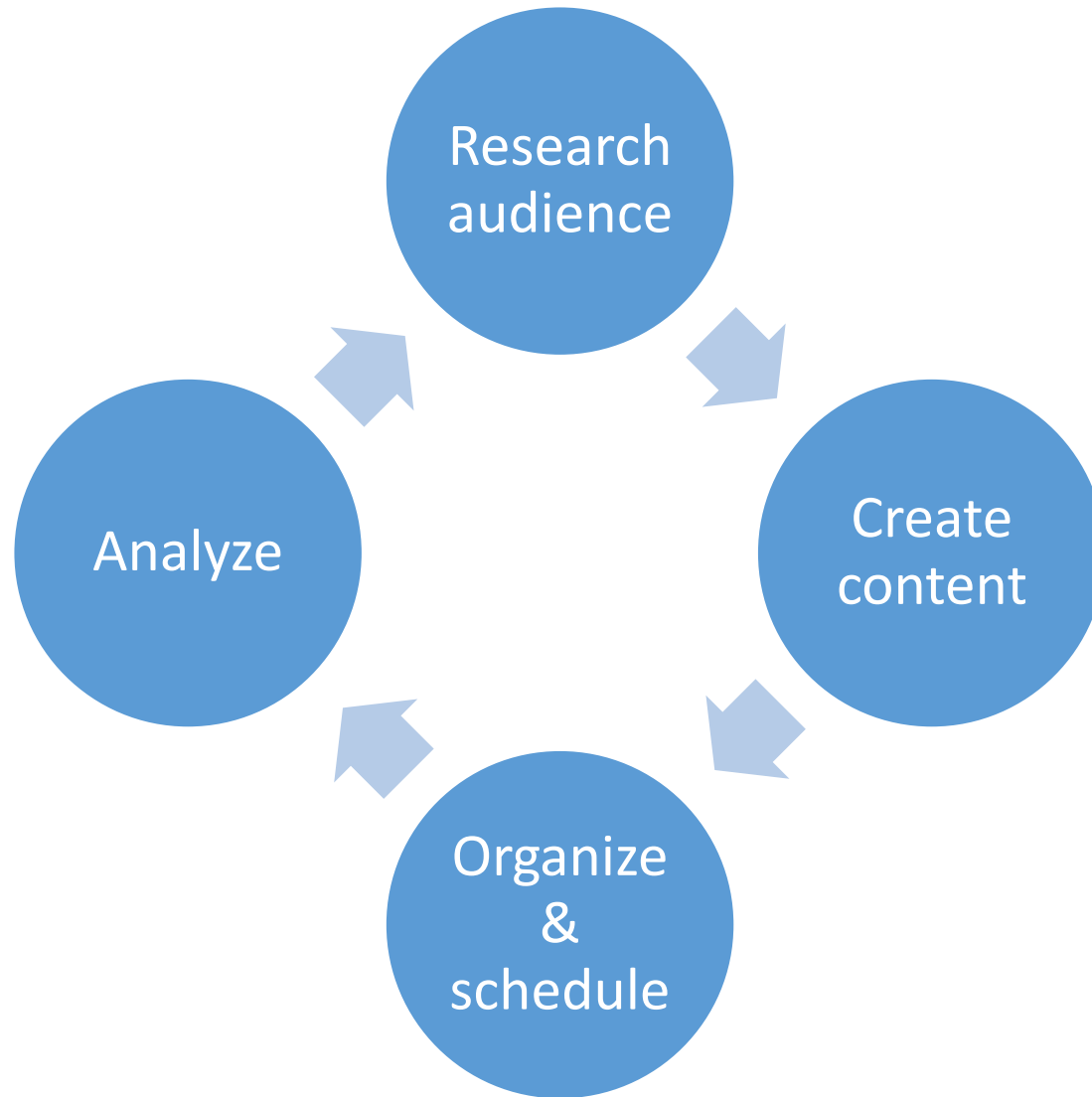


What is a
twitter
marketing
strategy?

How to use
twitter for
business

Twitter
marketing tips

Twitter



What is a twitter marketing strategy?

Twitter



1. Customize and brand your profile
2. Create Twitter Lists
3. Host a Twitter Chat
4. Advertise on Twitter
5. Drive traffic to your website
6. Get verified on Twitter
7. Focus on building your follower count

How to use
twitter for
business

Twitter



Customize and brand your profile

The image shows a Twitter profile page for HubSpot with several annotations in red boxes and arrows pointing to specific elements:

- Header image:** A large banner with the text "How do you Grow Better?" and colorful abstract graphics.
- Profile picture:** A circular orange icon with a white network diagram.
- Twitter handle/username:** The text "@HubSpot" is highlighted in a red box.
- Bio:** The text "It's not enough for businesses to grow. They need to #GrowBetter. Use @HubSpotSupport for Twitter support." is highlighted in a red box.
- Your URL:** The text "hubspot.com" is highlighted in a red box.
- Company Location:** The text "Cambridge, MA" is highlighted in a red box.
- Date you joined Twitter:** The text "Joined April 2008" is highlighted in a red box.

Below the profile information, the following statistics are displayed:

Tweets	Following	Followers	Likes	Lists	Moments
83.2K	45.7K	801K	37.3K	20	26

The main content area shows a pinned tweet from HubSpot (@HubSpot) dated Mar 25:

Dear Sales Rep,
Your inability to focus on anything other than closing is hurting your bottom line.
Here's what you can do about it: hubs.ly/H0h7VGw0

On the right side, there is a "Who to follow" section with suggestions for other users like "Hoo", "Soci", and "Jeff".

Twitter



Customize and brand your profile

HubSpot 
89K Tweets

The CRM platform for scaling companies.



  **Following**

HubSpot 
@HubSpot

We help companies build remarkable customer experiences with a CRM platform that's designed for scale. [#GrowBetter](#) Use [@HubSpotSupport](#) for Twitter support.

 Cambridge, MA  [hubspot.com](#)  Joined April 2008

43.1K Following **821.3K** Followers

Twitter



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How to use
twitter for
business

Twitter



Advertise on
Twitter

Campaign objective

Choose your objective

Need help choosing an objective? [Learn more](#)

Awareness	Consideration	Conversion
Reach Maximize your ad's reach <input type="radio"/>	Video views Get people to watch your video <input type="radio"/>	App re-engagements Get people to take action in your app <input type="radio"/>
	Pre-roll views Pair your ad with premium content <input type="radio"/>	
	App installs Get people to install your app <input type="radio"/>	
	Website traffic Drive traffic to your website <input type="radio"/>	

[Cancel](#) **Next**

Twitter



1. Customize and brand your profile
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How to use
twitter for
business

Twitter



Use Twitter Moments

The screenshot shows the Twitter Moments interface for the account @HubSpot. On the left is a navigation sidebar with icons for Home, Search, Notifications (19), Messages (1), Profile, and a plus sign for more options. The main content area is titled 'Moments @HubSpot' and features a list of video highlights:

- HubSpot** · Oct 15, 2021
Parting Is Such Sweet Sorrow: #INBOUND2021 Day 3
- HubSpot** · Oct 14, 2021
Shine Bright: #INBOUND2021 Day 2
- HubSpot** · Oct 12, 2021
Best of #INBOUND2021 Day 1
- HubSpot** · Sep 6, 2019
HubSpot Spotlights at #INBOUND19

Each highlight includes a video thumbnail with a lightning bolt icon in the bottom-left corner, indicating it is a video moment.

Twitter



1. Use keyword targeting in your Twitter Ads
2. Implement hashtags
3. Organize a content sharing schedule
4. Create a Twitter campaign
5. Write a strong profile bio
6. Use images and videos
7. Interact with your followers
8. Share media mentions
9. Keep an eye on your competitors' Twitter accounts
10. Focus on followers' interests and needs when creating content
11. Promote your events
12. Check your direct messages regularly
13. Keep track of your analytics



Twitter
marketing tips

LinkedIn



- World's largest professional network
- Good for individuals:
 - o Establishing your professional presence online
 - o Stay in touch with friends and professional acquaintances
 - o Find experts and job opportunities
- Students and fresh grads are how linkedin is growing
- With premium subscription expand your search and connect with people outside your circles
- Companies can be followed on linkedin
- Posted job opportunities can be shared
- Sales teams find high quality leads through linkedin and can leverage awareness through groups
- Marketing team can boost awareness and promote new products by sharing on company pages

LinkedIn page setup



- On linkedin pages organizations can create much info about it like: business, career opportunities, products and services
- Completely filled linkedin pages perform well on search engines. FILL ALL THE FIELDS
- Add up to 3 hashtags that are relevant to your business
- Add a call to action
- Make sure that your employees are adding themselves to your profile
- If talent acquisition is very important for you with low budget .. add careers on your profile

LinkedIn showcase page let you segment your company offerings by target market and are a great way to focus on different products separately so you can modify positioning and messaging.



How to start
linkedin
marketing?

Ways to use
linkedin for
marketing

LinkedIn
marketing
tips

LinkedIn



1. Create a user account for yourself
2. Create a LinkedIn Company Page (and showcase pages)
3. Optimize your Page
4. Build your Page following
5. Execute your LinkedIn marketing strategy

How to start
linkedin
marketing?



LinkedIn advertising

1. Sponsored text ads
2. Sponsored posts (like “boosting” an existing Page post)
3. Sponsored messaging (to a user’s LinkedIn inbox)
4. Dynamic ads that can include a user’s details, such as name, profile photo and employer in the ad
5. Sponsored job ad listings
6. Photo carousel ads



Ways to use
linkedin for
marketing



Posting job listings and recruiting

1. 40,000,000 people look for a new job on LinkedIn every week
2. Paid single job ads receive 25% more applications
3. LinkedIn has a dedicated Recruiter premium account and a Lite version intended for small businesses.



Ways to use
linkedin for
marketing

LinkedIn



Networking

1. Conversations between connected users grew by 55% from January 2020 to January 2021.
2. LinkedIn Groups is a great tool for networking.
3. Share content from your page on groups you join



Ways to use
linkedin for
marketing

LinkedIn



Thought leadership

LinkedIn allows you to post long-form content, which many business leaders have used to build influential thought leadership reputations. Long-form content, when used properly, can cement you as an innovative leader and expert in your industry.

Use company page and personal account as well.



Ways to use
linkedin for
marketing

LinkedIn



Optimize your posts

- Include an image or other asset.
- Keep your post copy short. For sharing long-form content, create a brief lead, then link over to the full article.
- Include a clear call to action.
- Name the audience you're trying to reach (i.e., "Calling all creatives" or "Are you a working parent?")
- Tag people and pages mentioned
- Lead with a question to prompt responses
- Create LinkedIn polls for feedback and engagement
- Include relevant hashtags
- Respond to comments quickly

Learn from LinkedIn analytics

- Your most engaging content.
- How people found your Page.
- Traffic for each section of your Page, and Showcase Pages if you have any.
- Demographic information.
- How your Page is performing compared to your competitors.
- Information about your competitors and even their employees, including skills, where they've studied, job titles and more.

Post at the best time

- Analyze past results to find your own best time of posting.
- Use your knowledge of your audience to fine tune posting time



LinkedIn
marketing tips

What is your plan for Ucourses and HR agency?



Social media channels



Tiktok



1. Is TikTok Right for your Business?
2. Types of Posts on TikTok
3. Content Marketing on TikTok
4. TikTok Hashtags
5. Marketing strategies for TikTok
6. TikTok ads

TikTok



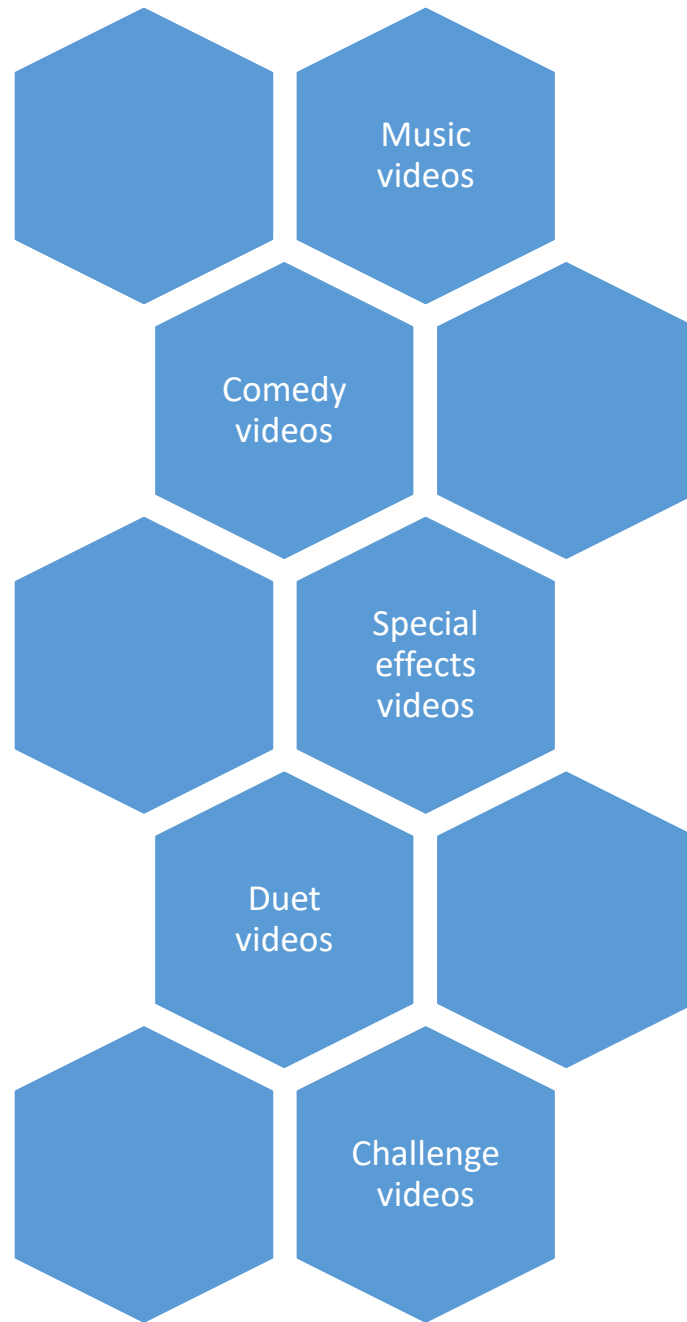
Is TikTok Right for your Business?

- Are your target customers younger than 35 years old?
- Does your business target Generation Z and younger Millennials?
- Are your products visually appealing?
- Are you in the music business or an artist?
- Would you say that your brand is fun, casual and trendy?
- Does your brand have a “cool kid” vibe about it?
- Do you have the resources to post content regularly on TikTok?

Tiktok



Types of Posts on TikTok



TikTok

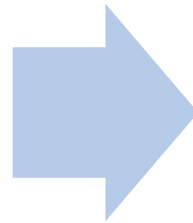


Content Marketing on TikTok

REGULAR
ENTERTAINMENT

TikTok Hashtags

1. Know your audience
2. Look what influencers do
3. Check out your competitors
4. Use tools to find trending hashtags



1. More likes and exposure
2. Increase in followings

Marketing strategies for TikTok

Hashtag challenges

Use duets

Use influencers

Use scarcity

Be authentic

Build a community

Encourage user generated content

Tiktok



TikTok ads

Video content for UCourses



Snapchat



- Let users send photos and vids that disappear in short time
- Starts by creating content (photos – vids) many editing abilities
- Very casual network
- Snapchat has the story feature with search ability
- Good to showcase personal side of the brand
- “Don’t post pre-created content” – Snapchat
- Best place for exclusive behind the scene content

QUIZ TIME

Kahoot!

References

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