

ABSOLUTE DESIGNZ

SOCIAL MEDIA MARKETING

Social media marketing can be an excellent approach for developing online brand awareness, customer engagement, and audience growth. This requires a solid, measurable plan and a commitment to developing consistent and valuable content.

Your Social Media Marketing Plan in 3 Easy Steps:

SMM Step 1: Create Your Executive Overview Business Plan

We need to Spell out your business in a one-pager to realize why you need social:

- Your Business Mission and History
- Your Business or Revenue Model
- Descriptions of your Products & Services
- Details of Your Target Audience
- Review of Your Current Marketing Efforts

SMM Step 2: Find Your SMM Voice

One of the keys to ensuring your success in social media is to create and implement a voice that resonates with your specific target audience. For each audience type, break down and research age, income, location, and reasons for possibly buying your products/services.

SMM Step 3: Choosing Your Social Tools Appropriately

Let's do a short review of the leading social sites to assist you in your selection:

- Facebook: More than 955 million users. Majority between 18-25; 60 percent female.
Best opportunity for community building with customers.
- Twitter: More than 555 million users. Majority between 26-34; 57 percent female. Best tool for interacting in real-time.
- Google Plus+: More than 170 million users. Majority between 26-34; 63 percent male.
Platform for driving visibility around a brand.
- LinkedIn: More than 150 million users. Majority between 26-34, directly followed by 35-44. The number one B2B social networking tool.
- Pinterest: More than 12 Million Users. Majority between 26-44; 68 percent female. A viral platform for sharing stories via pictures.