Social Media Marketing and Digital Advertising

Lecture Title: Introduction to Social Media Marketing and Platform Overview

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Undergraduate Diploma in Digital Marketing

Introduction to Social Media Marketing

Introduction to Social Media Marketing

Broad Reach and Engagement

Social media platforms have extensive reach, allowing businesses to connect with a global audience.

Studies show that the vast user base of platforms like Facebook, Instagram, and Twitter make them effective tools for reaching diverse audiences.

Introduction to Social Media Marketing

Broad Reach and Engagement

As of 2025, Facebook remains the largest social media platform globally, with approximately 3.07 billion monthly active users.

YouTube follows with around 2.8 billion users.

WhatsApp and Instagram each have approximately 2.7 billion users.

TikTok has about 1.9 billion users, while Telegram has around 1 billion users.

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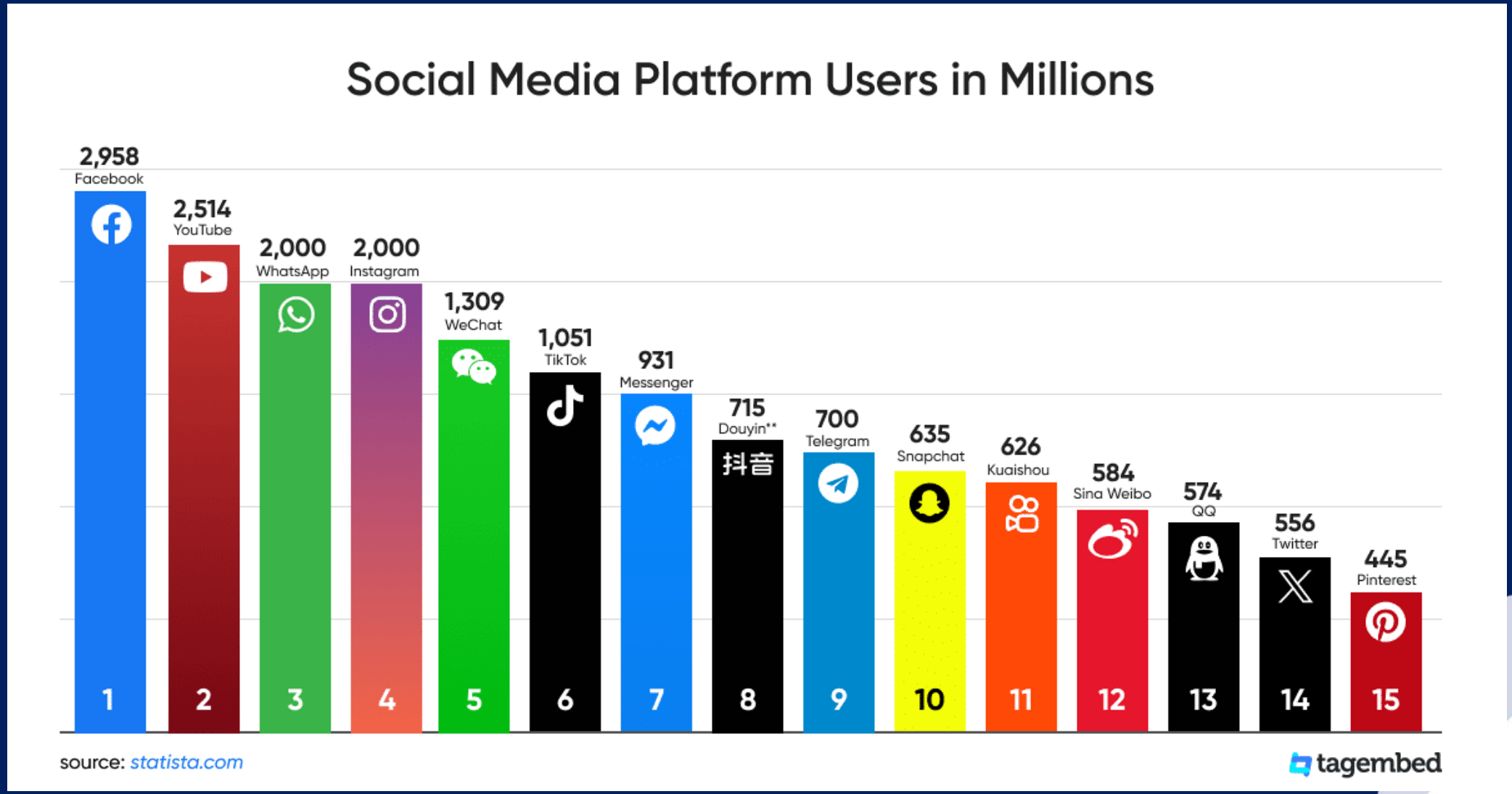

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Cost-Effectiveness

Social media marketing is often more cost-effective compared to traditional marketing methods. It allows businesses to engage in organic and paid marketing strategies at relatively lower costs.

A study by Theodora Ijang Nyamboli (2021) emphasises that social media marketing provides small businesses with affordable advertising opportunities that would otherwise be out of reach.

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Targeted Advertising

Social media platforms offer sophisticated targeting capabilities, allowing marketers to reach specific demographics and psychographics.

Facebook's targeting options allow advertisers to segment audiences based on age, gender, location, interests, and behaviours.

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Enhanced Customer Interaction and Engagement

Social media facilitates direct and immediate communication between brands and consumers, enhancing customer relationships and engagement.

According to research by ‘Ashley and Tuten’, engaging with customers on social media can increase brand loyalty and customer satisfaction.

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Brand Visibility and Awareness

Regularly posting on social media helps maintain and enhance brand visibility and awareness. Viral marketing campaigns can significantly boost brand recognition.

For example, the #IceBucketChallenge campaign significantly increased awareness and donations for ALS research, demonstrating the power of social media in driving viral campaigns (Cohen, 2014).

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Brand Visibility and Awareness

Run for Heroes (2020): Initiated during the COVID-19 pandemic, this campaign encouraged participants to run 5 kilometers, donate £5 to NHS Charities Together, and nominate five others to do the same. It rapidly gained traction on platforms like Instagram, raising over £7 million for healthcare workers.

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Brand Visibility and Awareness

#DanceForChange Challenge (2020): Launched by choreographer Sherrie Silver and musician Mr. Eazi in collaboration with the United Nations' International Fund for Agricultural Development (IFAD), this TikTok-based campaign aimed to increase investment in sustainable agriculture and empower rural youth in Africa. It garnered over 33,000 video submissions and amassed more than 109 million views.

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Introduction to Social Media Marketing

Data and Analytics

Social media platforms provide detailed analytics and insights, enabling businesses to track performance and optimise their strategies in real time.

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Driving Website Traffic and Sales

Effective social media marketing can drive significant traffic to a company's website, resulting in higher conversion rates and sales.

E-commerce brands often use Instagram’s shoppable posts feature to drive direct sales from the platform (Small Business Bonfire, 2023).

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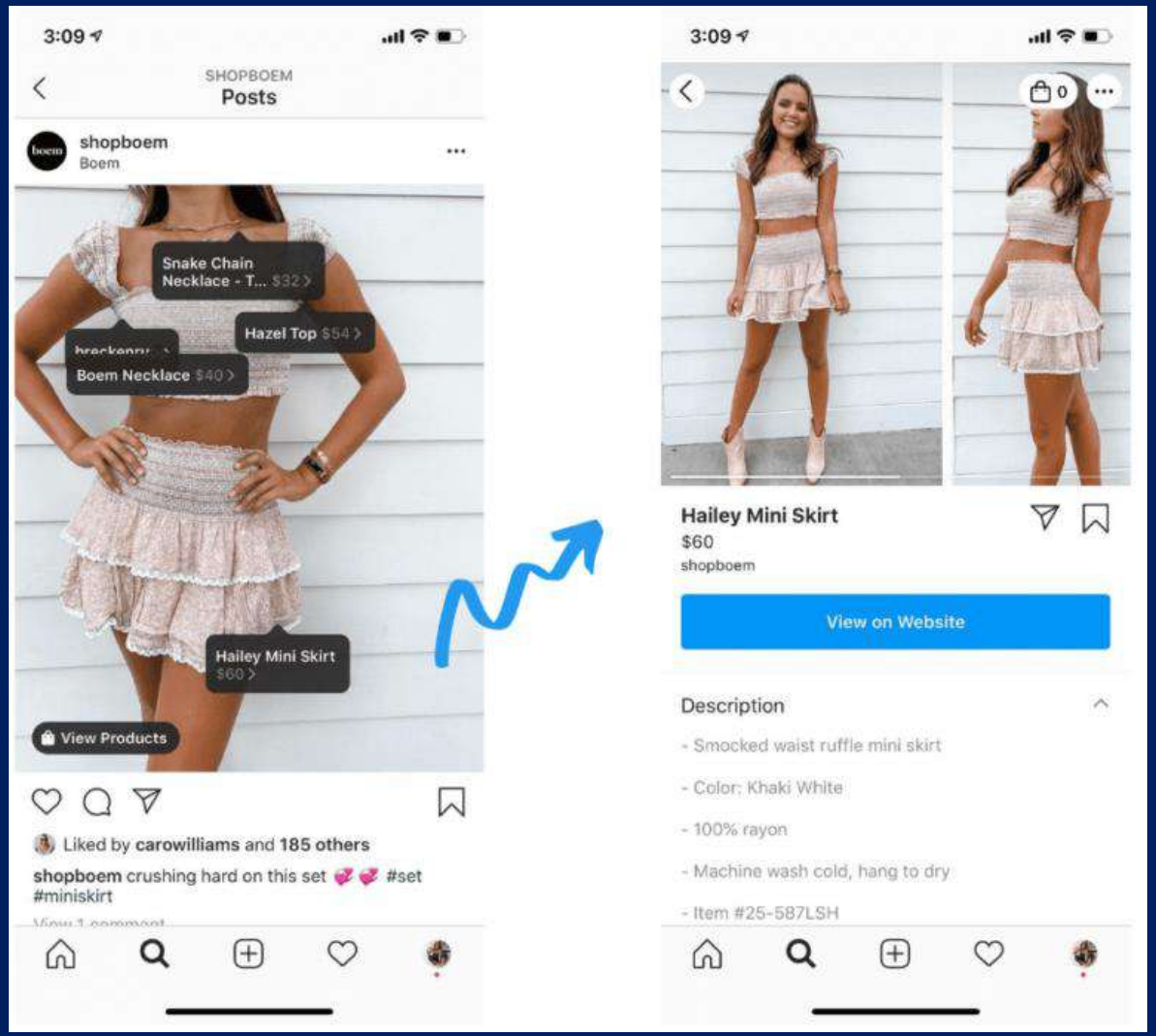

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Market Research and Competitive Insights

Social media allows businesses to conduct market research and gain insights into competitors' strategies.

Companies can monitor competitors' social media activities to understand what content resonates with the target audience and adapt their strategies accordingly (Small Business Bonfire, 2023).

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Improved Customer Service

Social media platforms enable businesses to provide quick and effective customer service, enhancing customer satisfaction.

Casey's improved their customer response time by 90% using Sprout Social's integration with Salesforce, enhancing the overall customer service experience (Sprout Social, 2023).

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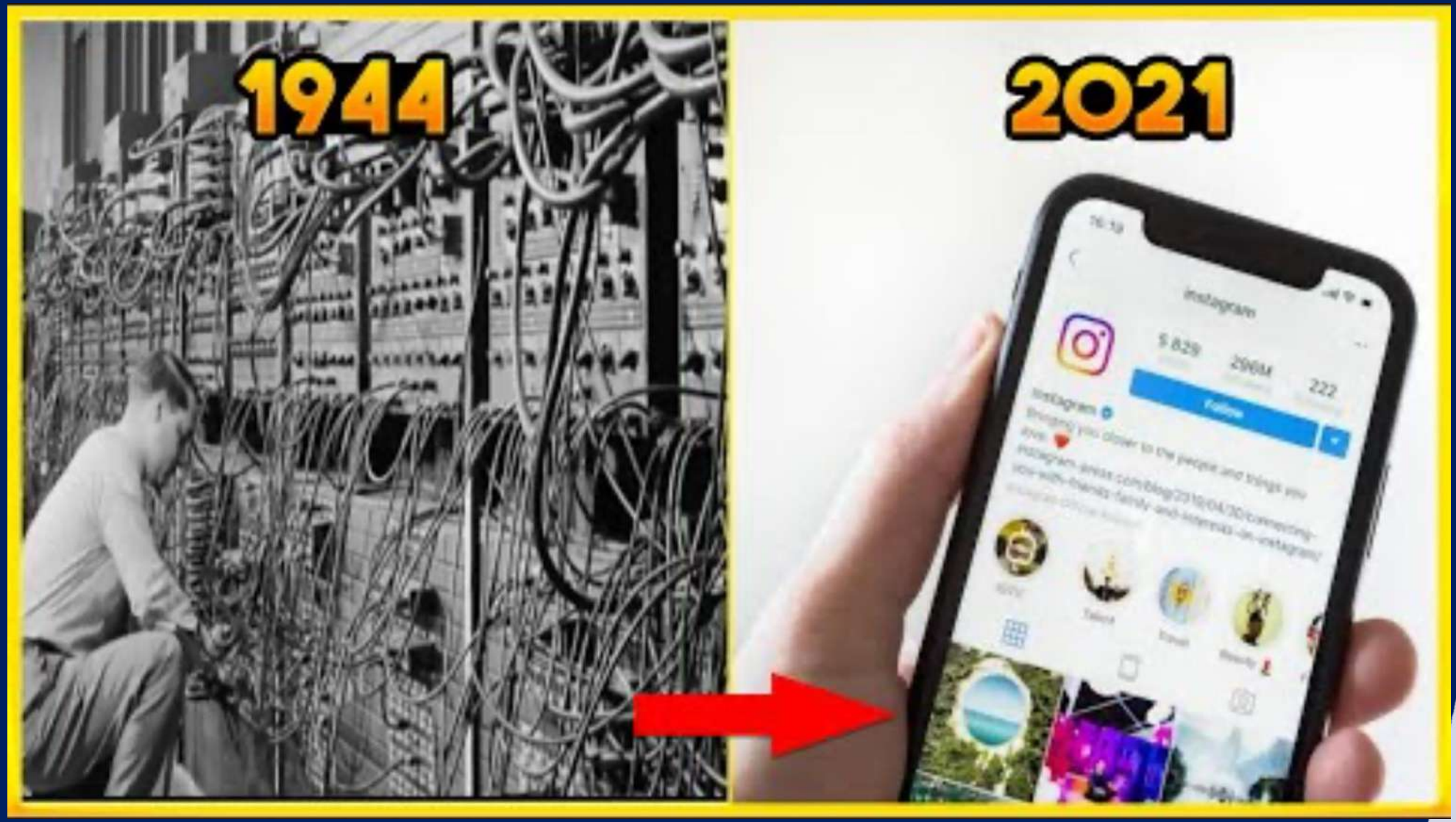

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CLASS ACTIVITY: Social Media Platform Analysis – 45 Min

Objective: Understand the differences in audience demographics and content strategies.

Group A: Facebook

Group B: TikTok

Group C: Instagram

Each group will research their assigned platform focusing on:

- Audience demographics (age, gender, location)
- Popular content types and strategies

Groups will prepare a short presentation (5 minutes) summarising their findings.

Each group presents their analysis to the class.

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Benefits of Social Media Marketing:

Social media marketing offers numerous benefits, enhancing brand awareness, customer engagement, and lead generation.

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Brand Awareness

Brand awareness is the extent to which consumers are familiar with the qualities or image of a particular brand.

Social media platforms provide an unparalleled opportunity for brands to increase visibility and recognition among target audiences.

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Brand Awareness

Increased Reach:

Social media platforms like Facebook, Instagram, and TikTok have billions of users. Brands can use these platforms to reach a vast audience quickly. According to a report by Hootsuite, 55% of people learn about new brands on social media.

In 2025, social media influencers are the primary discovery engine for Generation Z, with studies showing 73% of Gen Z consumers discover new brands through creators. Influencer recommendations, particularly on TikTok, Instagram, and YouTube, drive purchasing decisions by providing authenticity, with 67% of Gen Z more likely to buy based on creator recommendations.

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Brand Awareness

Consistent Presence:

Regular posting and interaction on social media keep a brand visible. For example, Nike's strategic use of Instagram, showcasing athletes and inspirational content, has significantly enhanced its global brand presence (Sprout Social, 2023).

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Brand Awareness

Viral Potential:

Social media campaigns can go viral, dramatically increasing brand exposure.

The ice bucket challenge is a classic example, where a social media-driven campaign significantly boosted ALS awareness and donations (Sprout Social, 2023)

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Introduction to Social Media Marketing

Customer Engagement

Customer engagement involves interacting with customers through various channels to foster loyalty and strengthen relationships.

Social media allows brands to engage with their audience in real time, making interactions more personal and impactful.

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Customer Engagement

Real-Time Interaction:

Platforms like X and TikTok allow brands to respond to customer queries and feedback instantly.

For example, Wendy's uses 'X' for witty and timely customer interactions, enhancing brand personality and engagement (Sprout Social, 2023)

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Customer Engagement

User-Generated Content: Encouraging customers to create content related to a brand can significantly boost engagement.

For instance, Starbucks' RedCupContest on Instagram invited users to share photos of their holiday-themed cups, generating substantial engagement and brand loyalty (Small Business Bonfire, 2023)

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Customer Engagement

Interactive Content: TikTok's interactive features, like challenges and duets, encourage users to engage creatively with brand content.

The GuacDance challenge by Chipotle, which involved users creating dance videos, resulted in record-breaking avocado sales (Sprout Social, 2023)

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Lead Generation

Lead generation refers to attracting and converting strangers and prospects into someone who has indicated interest in a company's product or service.

Social media platforms are highly effective for generating leads through targeted advertising and organic engagement.

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Lead Generation

Targeted Advertising: Social media platforms offer advanced targeting options, allowing brands to reach specific demographics effectively.

LinkedIn is particularly powerful for B2B lead generation, enabling companies to target professionals in specific industries. According to LinkedIn, 89% of B2B leads come from LinkedIn (Sprout Social, 2025)

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Lead Generation

Content Marketing: Sharing valuable content on social media can attract potential leads.

HubSpot effectively uses social media to share blog posts, webinars, and eBooks, driving traffic to their site and converting visitors into leads (Small Business Bonfire, 2023)

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Lead Generation

Lead Magnets: Offering incentives like free trials, discounts, or exclusive content in exchange for contact information can generate leads.

TikTok's integration with Shopify allows brands to offer exclusive deals directly through the app, converting viewers into customers (Sprout Social, 2023)

Introduction to Social Media Marketing

Introduction to Social Media Marketing

Basic Principles of Social Media Marketing

Consistency:

Maintaining a consistent presence on social media is crucial. Regular posting and a cohesive brand voice help build recognition and trust.

Brands like Coca-Cola maintain consistency by using uniform brand elements and regularly updating their social media with new content.

According to Hootsuite, consistency in posting helps maintain audience interest and engagement (Hootsuite, 2025).

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Basic Principles of Social Media Marketing

Engagement:

Engaging with your audience is essential for building relationships and fostering community.

Wendy’s is known for its engaging and often humorous interactions with followers on Twitter (X), which enhances customer loyalty and brand personality.

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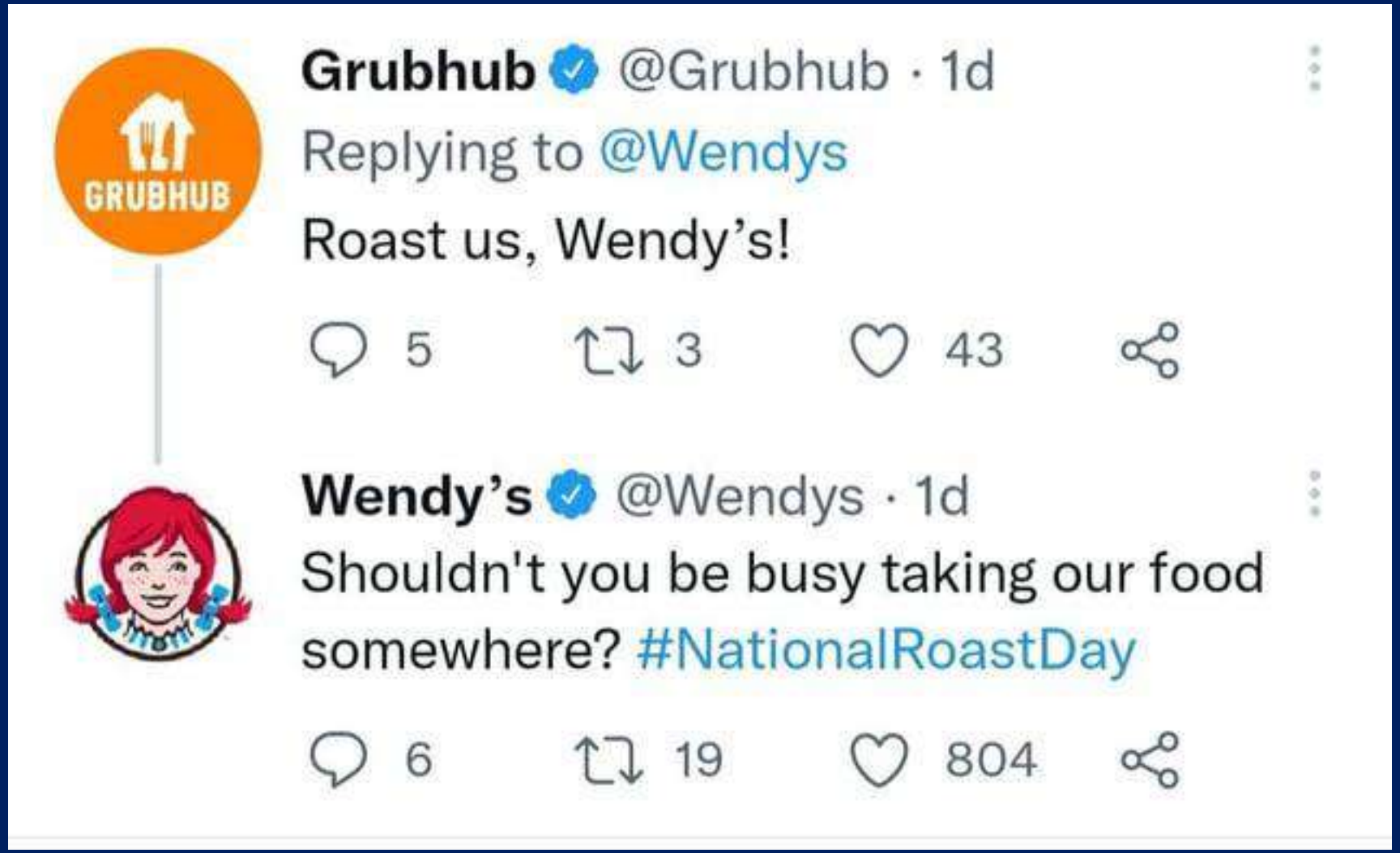

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Basic Principles of Social Media Marketing

Content Quality:

Creating high-quality, valuable content that resonates with your audience is key to social media success.

Red Bull's social media content focuses on extreme sports and adventures, aligning with its brand image and appealing to its target audience.

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Basic Principles of Social Media Marketing

Analytics and Data-Driven Decisions:

Using analytics to track performance and inform strategy helps optimise social media efforts.

Netflix uses social media analytics to understand viewer preferences and tailor content accordingly.

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Basic Principles of Social Media Marketing

Adaptability:

Social media trends and algorithms change frequently. Being adaptable and ready to pivot your strategy is crucial.

Oreo’s quick response with the "Dunk in the Dark" tweet during the Super Bowl blackout is a classic example of adaptability.

Forbes highlights the importance of staying current with trends and being flexible to adapt to new social media changes (Forbes, 2023).

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Basic Principles of Social Media Marketing

Audience Understanding:

Understanding your audience's preferences, behaviours, and demographics allows for more targeted and effective marketing.

Nike targets different audiences on various platforms, such as Instagram for younger demographics and LinkedIn for professional content.

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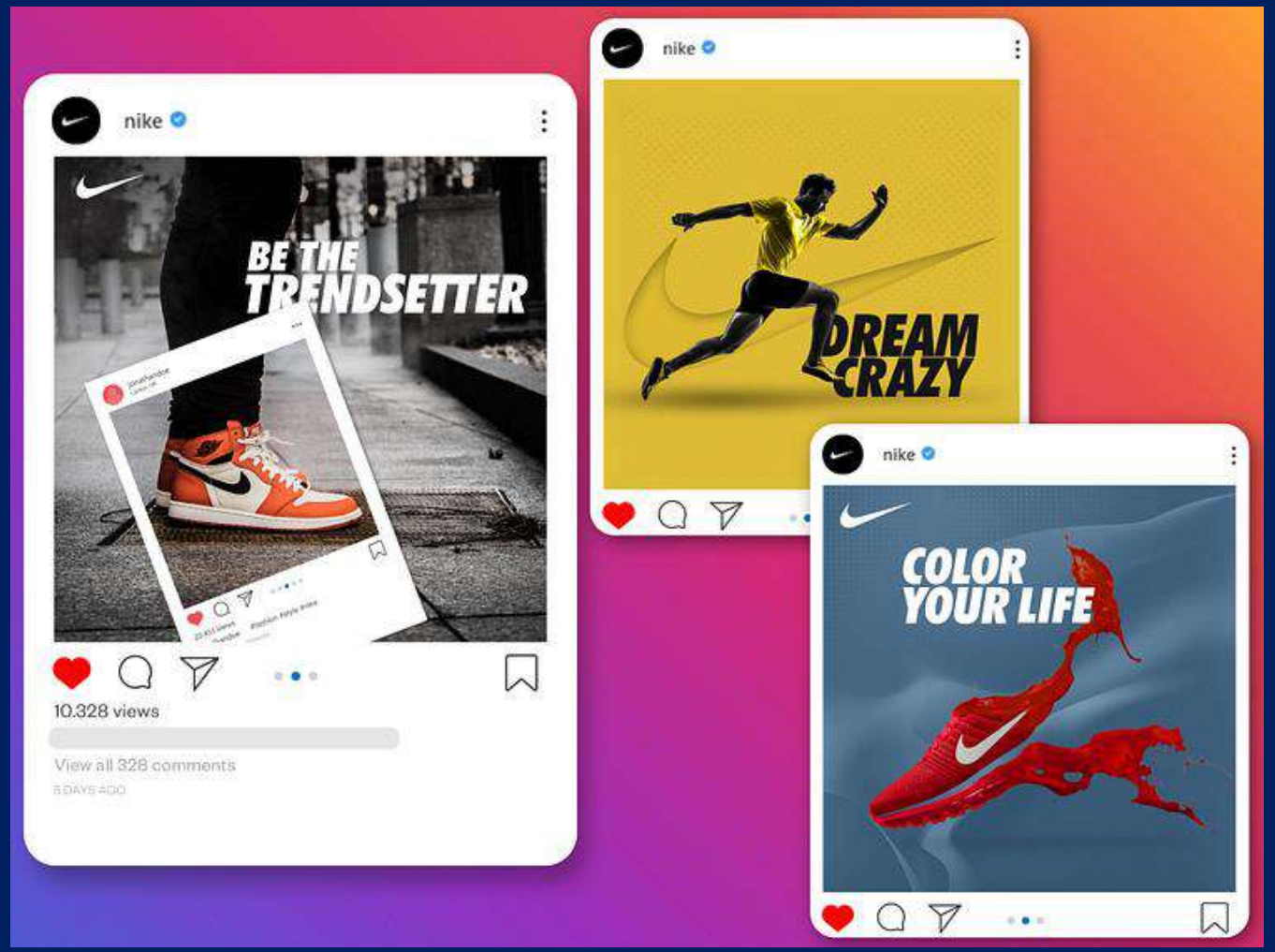

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Basic Principles of Social Media Marketing

Authenticity:

Authentic communication helps in building trust and credibility with your audience.

Patagonia’s transparent communication about its environmental efforts builds trust and aligns with its brand values.

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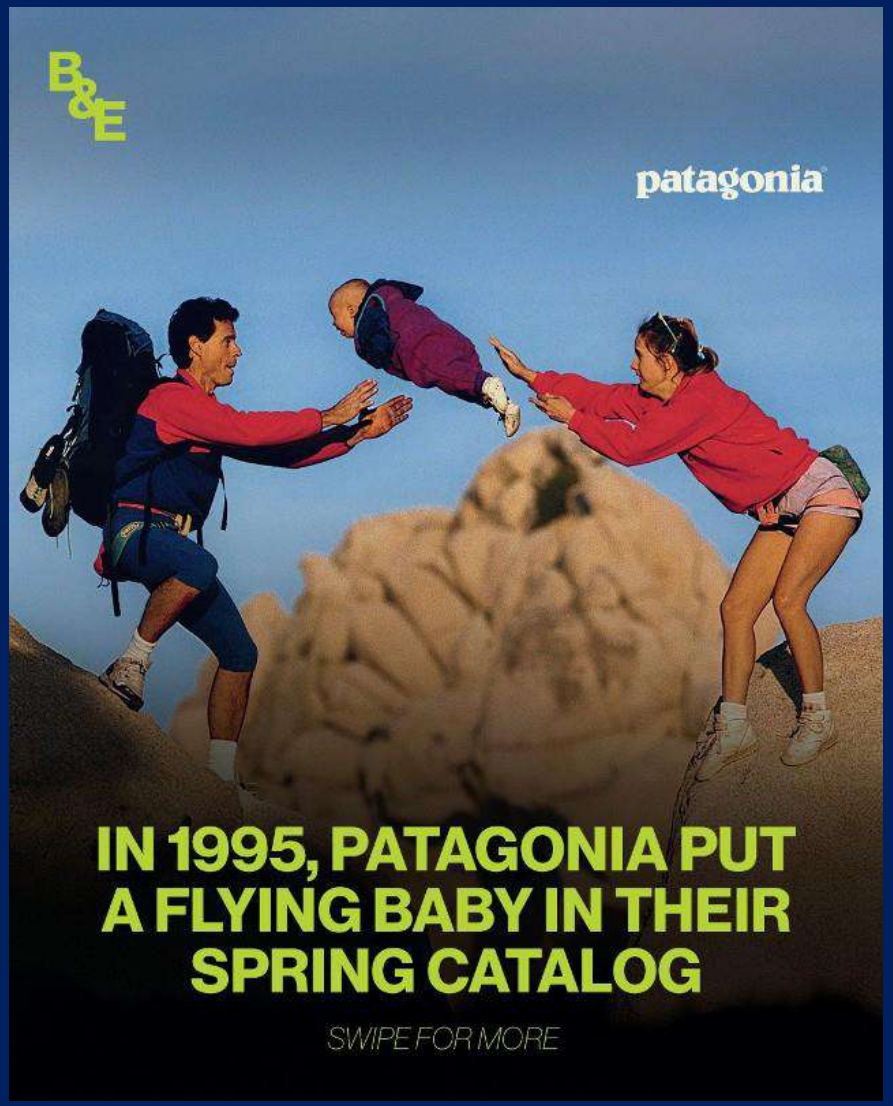

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Basic Principles of Social Media Marketing

Integration with Business Goals:

Aligning social media strategies with overall business objectives ensures cohesive and purposeful marketing efforts.

Starbucks integrates its social media campaigns with its overall marketing strategy, focusing on promoting its products and enhancing customer experience.

Introduction to Social Media Marketing

Overview of Facebook

Introduction to Social Media Marketing

Facebook Successful Campaigns

Oreo "Oreo’s Daily Twist" Campaign

To celebrate Oreo's 100th anniversary, the brand launched "Oreo’s Daily Twist," posting creative images of the cookie reflecting significant events or pop culture moments of the day.

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Facebook Successful Campaigns

Introduction to Social Media Marketing

Facebook Successful Campaigns

Oreo "Oreo’s Daily Twist" Campaign

The campaign achieved over 230 million media impressions and a 280% increase in Facebook fan engagement.

The campaign helped Oreo gain over 1 million new Facebook fans during its run and generated a 49% increase in brand visibility.

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Facebook Successful Campaigns

Oreo "Oreo’s Daily Twist" Campaign

The campaign’s success was driven by its creativity and relevance to current events, which kept the audience engaged.

Posting daily kept the audience coming back regularly.

Introduction to Social Media Marketing

Class Activity: Create a Content Calendar – 60 Min

Objective: Develop skills in planning and scheduling social media content.

Choose a brand or business (real or hypothetical) and create a social media content calendar for one month. The calendar should include:

- Post dates and times
- Content types (images, videos, stories, etc.)
- Captions and hashtags

Encourage creativity and alignment with the brand's overall business objectives.

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Facebook Successful Campaigns

Always "Like a Girl" Campaign

The "Like a Girl" campaign aimed to redefine what it means to do something "like a girl" and challenge gender stereotypes, featuring a powerful video.

The video received over 85 million views on YouTube and Facebook.

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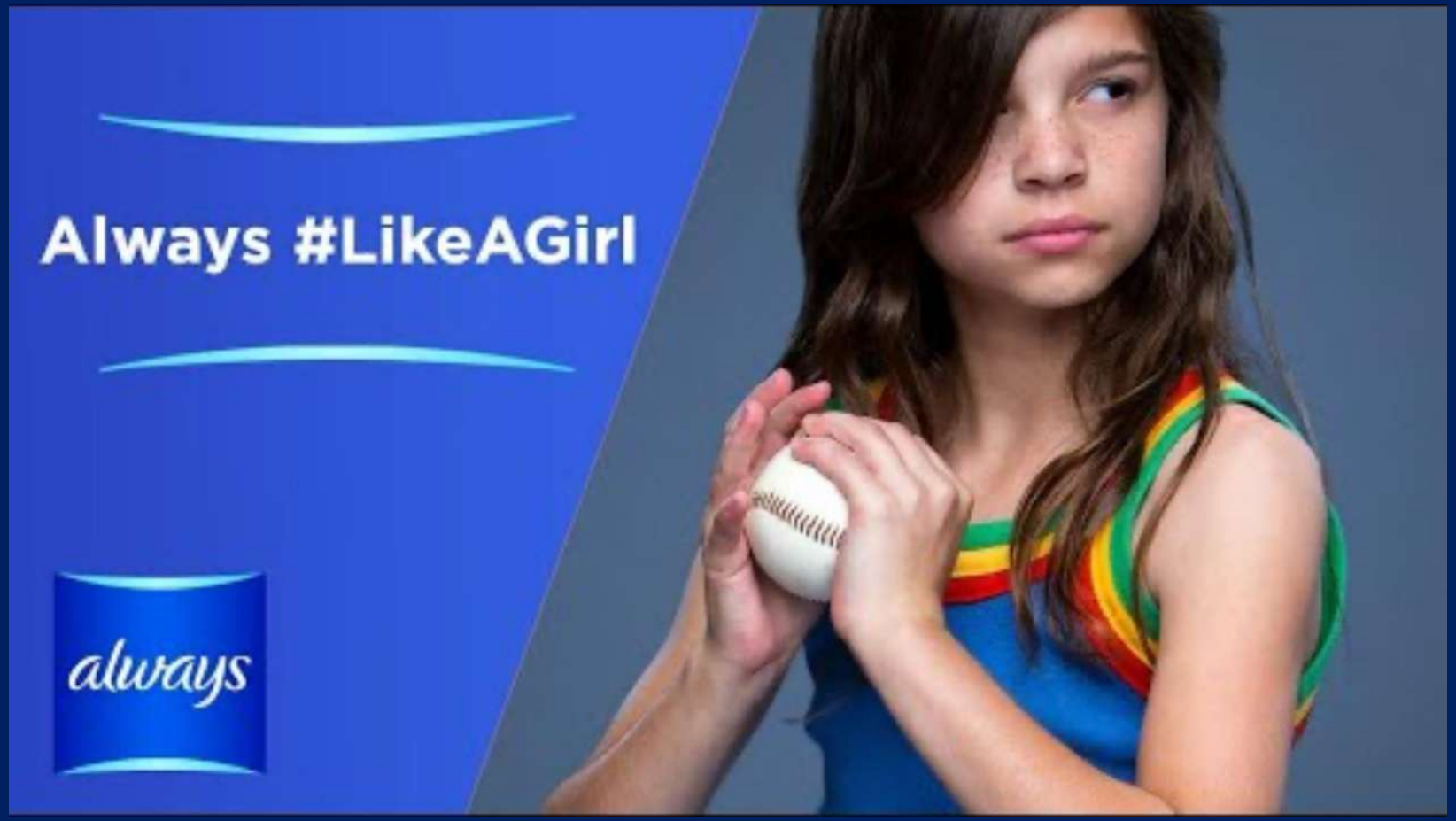
Facebook Successful Campaigns

Always "Like a Girl" Campaign



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Facebook Successful Campaigns

Always "Like a Girl" Campaign

The campaign generated over 4.5 billion impressions worldwide and 214,000 #LikeAGirl tweets.

The campaign's emotional and empowering message connected deeply with audiences.

The powerful content encouraged sharing and discussions, amplifying its reach.

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Facebook Successful Campaigns

Airbnb "We Are Here" Campaign

Airbnb's "We Are Here" campaign involved live streams of unique and diverse experiences hosted by Airbnb hosts worldwide, showcasing the one-of-a-kind activities available through the platform.

The live streams generated over 6 million views and high levels of interaction.

Introduction to Social Media Marketing
Facebook Successful Campaigns

Airbnb "We Are Here" Campaign

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Facebook Successful Campaigns

Airbnb "We Are Here" Campaign

The campaign contributed to a 10% increase in brand awareness.

The campaign ingeniously used Facebook Live to involve users in real time, fostering a sense of connection and engagement.

It highlighted the unique experiences offered by Airbnb, differentiating it from competitors.

Introduction to Social Media Marketing

Facebook Successful Campaigns

Dollar Shave Club "Welcome to the Club" Campaign

Dollar Shave Club’s launch video featured a humorous and direct message about their product, which went viral, leading to significant brand recognition and growth.

The video received over 12,000 orders in the first 48 hours and millions of views.

Introduction to Social Media Marketing

Facebook Successful Campaigns

Dollar Shave Club "Welcome to the Club" Campaign

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Facebook Successful Campaigns

Dollar Shave Club "Welcome to the Club" Campaign

The campaign helped Dollar Shave Club reach $200 million in revenue within five years.

The campaign’s humour and straightforward approach made it highly shareable.

It effectively communicated the brand’s value proposition in an engaging manner.

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Facebook Successful Campaigns

Apple "Shot on iPhone" Campaign

Apple invited users to share their best photos and videos taken with an iPhone, showcasing the quality of the device's camera. Selected shots were featured in Apple’s ads and on their social media platforms.

The campaign generated over 6.5 million submissions.

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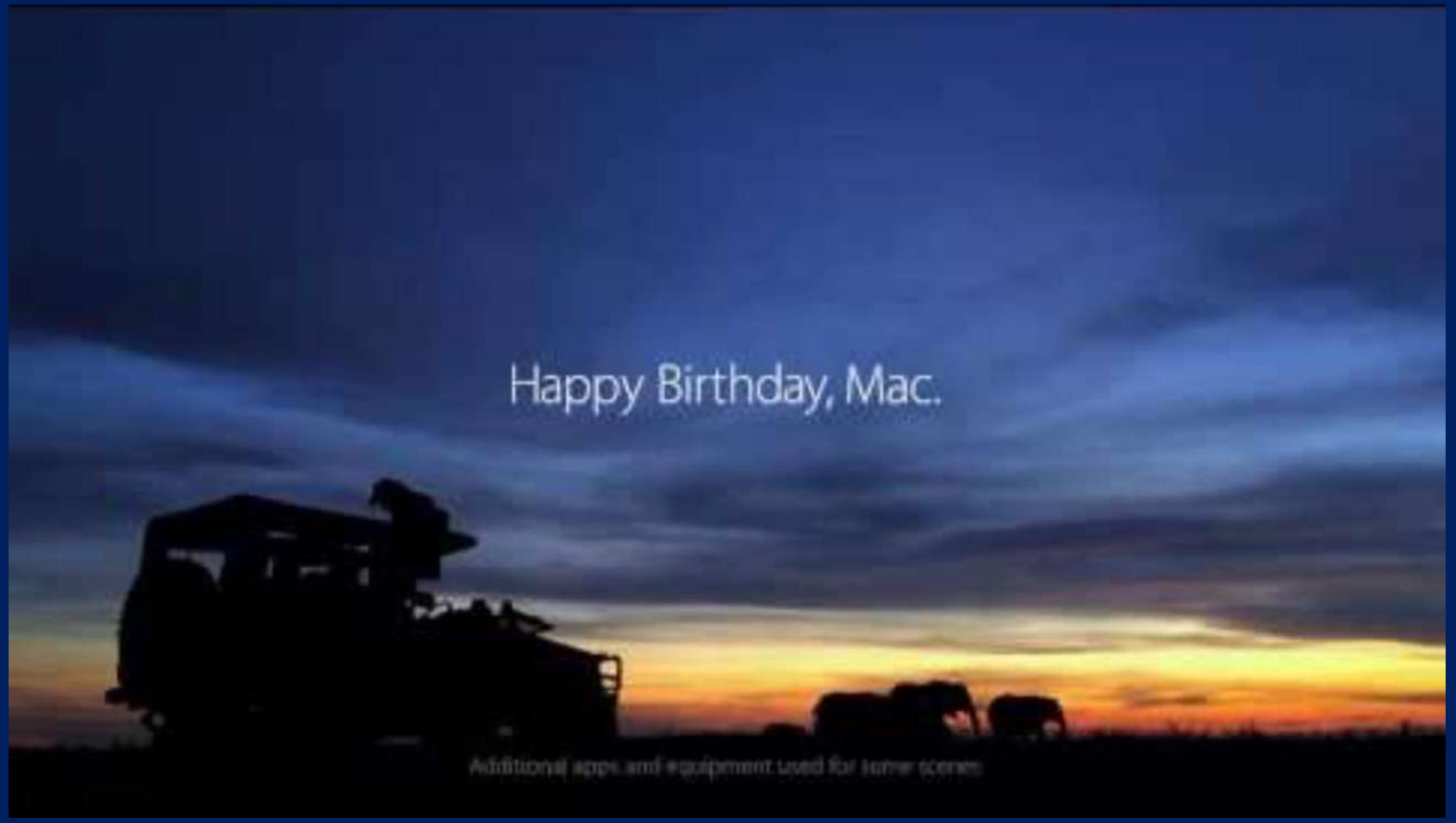
Facebook Successful Campaigns

Apple "Shot on iPhone" Campaign



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Facebook Successful Campaigns

Apple "Shot on iPhone" Campaign

Significant increase in user engagement and positive sentiment.

Encouraging users to contribute content helped create a sense of community and involvement.

It effectively demonstrated the superior camera capabilities of the iPhone through real user photos and videos.

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Facebook Successful Campaigns

BuzzFeed "Tasty" Videos

BuzzFeed’s "Tasty" videos feature quick, easy-to-follow recipes that are visually appealing and perfect for social media. These videos are short, engaging, and shareable.

Each video receives millions of views and thousands of shares, comments, and likes.

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Facebook Successful Campaigns

Buzzfeed "Tasty" Videos

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Facebook Successful Campaigns

BuzzFeed "Tasty" Videos

The "Tasty" page has grown to over 100 million followers on Facebook.

The short, visually engaging format is ideal for social media consumption.

The content is highly shareable and often leads to high levels of interaction.

Introduction to Social Media Marketing

Difference between Facebook & Instagram

User Demographics

Facebook is popular among a broad age range but especially among users aged 25-54.

Facebook has approximately 3.07 billion monthly active users globally (Statista, 2025).

Facebook has a significant presence across all continents, with substantial user bases in the United States, India, and Indonesia.

Introduction to Social Media Marketing

Difference between Facebook & Instagram

User Demographics

Instagram primarily attracts younger audiences, particularly those aged 18-34.

Instagram boasts over 2.7 billion monthly active users (Statista, 2025).

While also global, Instagram is particularly popular in the United States, Brazil, and India.

Introduction to Social Media Marketing

Difference between Facebook & Instagram

Content Types and Strategies

Facebook supports various content formats, including text posts, photos, videos, live videos, stories, and links.

Longer-form content, such as detailed posts, articles, and videos, performs well. Community building through groups and events is also effective.

Starbucks uses Facebook to share detailed posts about its products, promotions, and community initiatives, leveraging organic posts and paid advertisements.

Introduction to Social Media Marketing

Difference between Facebook & Instagram

Content Types and Strategies

Instagram focuses on visual content, including photos, videos, stories, reels, and IGTV.

High-quality, visually appealing content is key. Stories and reels are effective for short, engaging content, while IGTV is used for longer videos.

Nike uses Instagram to share high-quality visuals of their products and athletes, often using stories and reels to highlight new launches and behind-the-scenes content.

Introduction to Social Media Marketing

Difference between Facebook & Instagram

Engagement Rates

Facebook engagement can be lower than Instagram, with average post engagement rates around 0.18% for pages (Hootsuite, 2023).

Users often interact through comments, shares, and likes on posts. Facebook Groups also provide a platform for more in-depth community interaction.

The "ALS Ice Bucket Challenge" campaign leveraged Facebook’s sharing capabilities, resulting in millions of shares and widespread engagement.

Introduction to Social Media Marketing

Difference between Facebook & Instagram

Engagement Rates

Instagram generally has higher engagement rates, averaging about 0.6% in 2025 a decrease from 1.6% per post in 2023.

Users engage through likes, comments, shares, and direct messages. Stories and interactive stickers (polls, questions) enhance engagement.

The #GuacDance challenge by Chipotle on Instagram generated significant engagement through user-generated content and interactive stories.

Introduction to Social Media Marketing

Difference between Facebook & Instagram

Advertising Options

Facebook offers a variety of ad formats, including photo, video, carousel, slideshow, and collection ads.

Advanced targeting capabilities allow advertisers to target users based on demographics, interests, behaviours, and more.

Coca-Cola’s "Share a Coke" campaign utilized Facebook ads to target different demographics with personalized bottle names, driving significant engagement and sales.

Introduction to Social Media Marketing

Difference between Facebook & Instagram

Advertising Options

Instagram ads include photos, videos, carousels, stories, and shopping ads.

Instagram uses Facebook's ad platform, providing similar advanced targeting options.

Fashion brand Zara uses Instagram shopping ads to link users to their e-commerce site directly, enhancing the shopping experience and driving sales.

Introduction to Social Media Marketing

Difference between Facebook & Instagram

Analytical Tools

Facebook Insights offers detailed analytics on page performance, including post reach, engagement, demographics, and more.

Facebook Business Manager and Ads Manager provide comprehensive tools for tracking ad performance and audience insights.

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Difference between Facebook & Instagram

Analytical Tools

Instagram Insights provides metrics on post-performance, follower growth, and engagement. It also offers data on the reach and impressions of stories and IGTV.

Instagram's integration with Facebook Ads Manager allows for detailed ad performance tracking and audience analytics.

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Setting Up a Facebook Business Page

Introduction to Social Media Marketing

Setting Up a Facebook Business Page

Introduction to Social Media Marketing

Linking Instagram to Facebook: Cross-Platform Integration

Integrating Instagram with Facebook allows seamless management of both platforms, providing numerous benefits for marketers and businesses.

This integration enables synchronised content posting, unified ad management, and consolidated analytics, enhancing overall marketing efficiency and effectiveness.

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Linking Instagram to Facebook: Cross-Platform Integration

Benefits of Integration

1. Unified Management: Manage both Instagram and Facebook accounts from a single dashboard using Facebook Business Suite or Creator Studio.

2. Synchronized Posting: Post content simultaneously on both platforms, ensuring consistent messaging and saving time.

3. Combined Analytics: Access consolidated insights and analytics, making it easier to track performance and optimise strategies.

Introduction to Social Media Marketing

Linking Instagram to Facebook: Cross-Platform Integration

Benefits of Integration

4. Enhanced Advertising: Create and manage ads for both platforms using Facebook Ads Manager, benefiting from Facebook's advanced targeting options.

5. Improved Customer Engagement: Respond to comments and messages from both platforms in one place, improving customer service and engagement.

Introduction to Social Media Marketing

Linking Instagram to Facebook: Cross-Platform Integration

Step 1: Connect Your Accounts

1. From Instagram:

Go to your Instagram profile.

Tap the menu icon (three horizontal lines) in the top right corner.

Select Settings.

Navigate to Account and then Linked Accounts.

Choose Facebook and log in to your Facebook account.

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Linking Instagram to Facebook: Cross-Platform Integration

Step 1: Connect Your Accounts

2. From Facebook:

Go to your Facebook page.

Click on Settings in the top right corner.

Select Instagram from the left-hand menu.

Click Connect Account and log in to your Instagram account.

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Linking Instagram to Facebook: Cross-Platform Integration

Step 2: Set Up Cross-Platform Posting

Enable the option to share Instagram posts and stories to Facebook automatically during the posting process.

When creating a new post or story on Instagram, select Share to Facebook.

Introduction to Social Media Marketing

Linking Instagram to Facebook: Cross-Platform Integration

Step 3: Use Facebook Business Suite

Access Facebook Business Suite (business.facebook.com) to manage both platforms.

Schedule posts for Instagram and Facebook simultaneously.

Manage messages and comments from both platforms in one inbox.

View combined insights for your posts and ads.

Introduction to Social Media Marketing

Social Media Strategy

Creating a comprehensive social media strategy is crucial for achieving your business objectives through social media platforms.

Introduction to Social Media Marketing

Social Media Strategy

Set Clear Goals

Establish what you want to achieve with your social media efforts. Your goals should be Specific, Measurable, Achievable, Relevant, and Time-bound (SMART).

Increase brand awareness, generate leads, drive traffic to your website, improve customer engagement, or boost sales.

Introduction to Social Media Marketing

Social Media Strategy

Understand Your Audience

Identify your target audience by researching their demographics, interests, online behaviour, and preferred social media platforms.

Use analytics tools like Facebook Insights, Instagram Insights, and Google Analytics to gather data about your audience.

Introduction to Social Media Marketing

Social Media Strategy

Conduct a Competitor Analysis

Analyse your competitors' social media strategies to identify their strengths, weaknesses, and the types of content that resonate with their audience.

Identify 3-5 main competitors, examine their social media profiles, analyse their content, engagement rates, and follower growth.

Introduction to Social Media Marketing

Social Media Strategy

Choose the Right Platforms

Select the social media platforms that align best with your target audience and business goals.

Demographic preferences, industry relevance, and the type of content you plan to share.

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Social Media Strategy

Create a Content Strategy

Develop a content plan that outlines what type of content you will post, how often you will post, and the themes or topics you will cover.

Content Types: Blog posts, images, videos, infographics, stories, and live videos.

Plan your content schedule in advance to ensure consistency.

Introduction to Social Media Marketing

Social Media Strategy

Engage with Your Audience

Interaction is key to building a loyal following. Respond to comments, messages, and mentions promptly and authentically.

Ask questions, run polls, host live sessions, and encourage user-generated content.

Introduction to Social Media Marketing

Social Media Strategy

Utilise Paid Advertising

Leverage social media ads to reach a larger and more targeted audience.

Platforms like Facebook, Instagram, LinkedIn, and Twitter offer robust advertising options.

Ad Types: Sponsored posts, carousel ads, video ads, and stories ads.

Introduction to Social Media Marketing

Social Media Strategy

Analyse and Adjust

Regularly review your social media performance using analytics tools.

Measure your results against your goals and adjust your strategy as needed.

Metrics: Engagement rate, reach, impressions, follower growth, and conversion rates.

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Social Media Strategy

Stay Updated with Trends

Social media trends and algorithms change frequently. Keep up with the latest developments to stay relevant and competitive.

Follow industry blogs, join social media groups, and attend webinars and conferences.

Introduction to Social Media Marketing

Social Media Content Strategy

Social Media Content Strategy for a New Fried Chicken Take-Out

Objectives: Increase brand awareness

Drive engagement

Boost sales

Foster community loyalty

Introduction to Social Media Marketing

Social Media Content Strategy

Social Media Content Strategy for a New Fried Chicken Take-Out

Content Types

1. Product Photos and Videos

    High-quality images and videos of menu items.

    Behind-the-scenes videos of the cooking process.

2. User-generated content (UGC)

    Reposts of customer photos and reviews.

    Customer testimonials and stories.

Introduction to Social Media Marketing

Social Media Content Strategy

Social Media Content Strategy for a New Fried Chicken Take-Out

Content Types

3. Promotions and Special Offers

    Announcements of discounts, deals, and limited-time offers.

    Loyalty programs and referral incentives.

4. Interactive Content

    Polls and quizzes about fried chicken preferences.

    Contests and giveaways.

Introduction to Social Media Marketing

Social Media Content Strategy

Social Media Content Strategy for a New Fried Chicken Take-Out

Content Types

5. Educational Content

    Cooking tips and recipes featuring fried chicken.

    Nutritional information and ingredient sourcing.

6. Engagement Posts

    Questions to spark conversation.

    Fun facts and trivia about fried chicken.

Introduction to Social Media Marketing

Social Media Content Strategy

Social Media Content Strategy for a New Fried Chicken Take-Out

Content Types

7. Seasonal and Holiday Content

    Special menu items for holidays.

    Festive posts celebrating national food days.

Introduction to Social Media Marketing

Social Media Content Strategy

Social Media Content Strategy for a New Fried Chicken Take-Out

Frequency of Posting

Daily:	At least one post per day to maintain consistent engagement.
Weekly:	Special themes (e.g., #TastyTuesday) and regular features.
Monthly:	In-depth features, such as customer of the month or spotlight on a specific menu item.

Introduction to Social Media Marketing

Social Media Content Strategy

Social Media Content Strategy for a New Fried Chicken Take-Out

Content Calendar: Weekly Breakdown

Monday:	Morning:	Product photo with a motivational quote.
	Evening:	Behind-the-scenes video or story.
Tuesday (#TastyTuesday):		
	Morning:	Feature a popular menu item with a special offer.
	Afternoon:	Customer testimonial or review.

Introduction to Social Media Marketing

Social Media Content Strategy

Social Media Content Strategy for a New Fried Chicken Take-Out

Content Calendar: Weekly Breakdown

Wednesday: Morning: Fun fact or trivia about fried chicken.

Evening: Poll or quiz related to menu items.

Thursday (#ThrowbackThursday):

Morning: Historical fact or throwback post related to the brand or fried chicken.

Afternoon: Cooking tip or recipe.

Introduction to Social Media Marketing

Social Media Content Strategy

Social Media Content Strategy for a New Fried Chicken Take-Out

Content Calendar: Weekly Breakdown

Friday (#FoodieFriday):

Morning: High-quality image of a special dish.

Evening: Contest or giveaway announcement.

Saturday: Morning: Interactive post, such as a question or fun fact.

Afternoon: User-generated content repost.

Introduction to Social Media Marketing

Social Media Content Strategy

Social Media Content Strategy for a New Fried Chicken Take-Out

Content Calendar: Weekly Breakdown

Sunday:	Morning:	Special offers or promotions for the upcoming week.
	Evening:	Engagement post (e.g., "What's your favourite side dish with fried chicken?").

Introduction to Social Media Marketing

Social Media Content Strategy

Social Media Content Strategy for a New Fried Chicken Take-Out

Themes and Topics

1. Menu Highlights: Regular posts showcasing menu items, including new additions and seasonal specials.

2. Customer Stories: Featuring loyal customers and their experiences with the brand.

3. Behind-the-scenes: Giving followers a glimpse into the kitchen, introducing staff, and showcasing the preparation process.

Introduction to Social Media Marketing

Social Media Content Strategy

Social Media Content Strategy for a New Fried Chicken Take-Out

Themes and Topics

4. Health and Nutrition:	Sharing information about the ingredients, health benefits, and nutritional content of the menu items.
5. Community Engagement:	Highlighting participation in local events, charity work, and collaborations with other businesses.
6. Cooking Tips and Recipes:	Providing followers with tips on cooking and recipes that complement the menu.

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Example Posts

1. Product Photo Post

Caption: "Crispy on the outside, juicy on the inside! Our fried chicken is marinated to perfection. 🍗 Come and taste the difference! #FriedChicken #DeliciousBites"

Frequency: Twice a week

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Example Posts

2. User-Generated Content

Caption: "Shoutout to @foodie123 for this amazing shot of our chicken wings! 😍 Tag us in your photos for a chance to be featured. #CustomerLove #FriedChicken"

Frequency: Once a week

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Example Posts

3. Promotion Announcement

Caption: "Happy Friday! Get 20% off on all orders today. Use code FRYDAY at checkout. 🛒🍗 #SpecialOffer #Discount"

Frequency: Weekly on Fridays

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Example Posts

4. Interactive Post

Caption: "It's time for a poll! Which side do you love most with your fried chicken? 🥗🍟 Comment below! #FoodPoll #EngageWithUs"

Frequency: Once a week

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Tools and Resources

Social Media Management Tools:	Hootsuite, Buffer, or Sprout Social for scheduling and analytics.
Graphic Design Tools:	Canva for creating visually appealing posts.
Photo and Video Tools:	Adobe Lightroom for photo editing, and iMovie or Adobe Premiere for video editing.
Analytics:	Facebook Insights, Instagram Insights, and Google Analytics to track performance and adjust strategies accordingly.

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Common Pitfalls in Social Media Marketing

Social Media Marketing and Digital Advertising

THANK YOU FOR TODAY

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