

Social Media Marketing

Pillars of Social Media Marketing

- 1 Strategy**
Determining goals, the platform to focus on, and the type of content to share.
- 2 Planning**
Creating a consistent presence on social media by publishing content.
- 3 Engagement**
Monitoring conversations about your brand and engaging in conversations.
- 4 Analytics**
Checking how social media posts are performing via analytics and reporting tools.
- 5 Advertising**
Running social media ads to reach a wider audience of potential customers.

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Introduction of Social Media


- Today, social media is a term that everyone knows. Even the most remote areas of the world have at least heard of Facebook and Twitter, and are probably using them on a regular basis. Social media, in its present form, has been around a relatively short term and even though you probably can't imagine living without it now, except for the last few decades, everyone did.
- **For example:** Some people define communication by letters via the postal service as social media, but most people define it as the ability to use the internet to share and communicate instantly with others, even across great distances. That means, that social media can be traced back to one website in particular – and no, it wasn't Facebook.

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Brief History of Social Media

- **1997: The Birth of Social Media:** The first social media site that everyone can agree actually was social media was a website called Six Degrees. It was named after the 'six degrees of separation' theory and lasted from 1997 to 2001. The term "blog" is a form of the phrase "Weblog" which was coined by Jorn Barger, an early blogger that was the editor of the site "Robot Wisdom.
- **2000: The Internet is Everywhere:** By the year 2000, around 100 million people had access to the internet, and it became quite common for people to be engaged socially online. Still, more and more people began to utilize chat rooms for making friends, dating and discussing topics that they wanted to talk about.


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Brief History of Social Media

- **2003: The First Social Media Surge:** Although the younger generation of today might not know about it, back in the early 2000's the website MySpace was the popular place to set up a profile and make friends.
- **2005: Facebook and Twitter:** In 2004, Mark Zuckerberg launched what would soon become the social media giant that would set the bar for all other social media services.
- Back in 2004, Facebook was launched just for Harvard students. Zuckerberg saw the potential and released the service to the world at the website facebook.com.


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Brief History of Social Media

- **Around 2010: The Rest of the Pack:** Before long, there were dozens of other websites providing social media services of some kind. **Flickr** was one of the earliest and still is one of the most popular photo sharing sites, but others include Photobucket and Instagram, with Instagram gaining popularity today as one of the top social media sites to include on business cards and other media. **Tumblr**, a micro blogging website started in 2007 by David Karp and now owned by Yahoo, is one of the sites that could be seen sprouting up in the late 2000s. Websites were starting to list their social media addresses, businesses would include Facebook and Twitter addresses on their television commercials and many tools were being built to include social media on websites

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Features of Social Media

- There are four characteristics, along with the development of social media continue to strengthen Intelligence theory to deconstruct social media features, because social media is a part of information chain.
- **Integration:** This feature is from information integration technology such as the TCP / IP protocol and WWW technologies which appearing in early and exploratory stage of social media, enhanced with the development.
- **Time Effectiveness:** Time effectiveness is a measure of an important indicator of intelligence value. The aging of intelligence and attenuation of the value is because of the lack of time effectiveness.

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Features of Social Media

- **Least Effort:** The least effort of social media just follows the Zipf's law which is the basic principles of information science. This means social media will receive two opposite forces-"single force" and "diverse force." The role of these two forces manifested in one hand we hope the information in social media kept short and simple so it is easy to manage and use.
- **Orderliness:** The dynamic and the public of social media makes social media ordered. If we consider social media as a system, this will match the principle of information science in the "dissipative structures" theory "an open and dynamic system will spontaneously transform disordered and chaotic state to a new kind of space and feature ordered state.

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Types of Social Media

As a social media pro, you probably already use all the biggest social networks (Facebook, Twitter, LinkedIn) and media sharing sites (Instagram, YouTube, Snapchat), along with maybe a handful of others like Pinterest and Google Plus.

1. Social networks
Examples: Facebook, Twitter, LinkedIn
Why people use these networks: To connect with people (and brands) online.
 Now, and especially since the rise of the mobile internet, these networks have become hubs that transform nearly every aspect of modern life—from reading news to sharing vacation photos to finding a new job—into a social experience.

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Types of Social Media

2. Media sharing networks:
Examples: Instagram, Snapchat, YouTube
Why people use these networks: To find and share photos, video, live video, and other media online.
 How they can benefit your business: Like the major relationship networks, these sites are invaluable for brand awareness, lead generation, audience engagement, and most of your other social marketing goals.

3. Discussion forums
Examples: reddit, Quora, Digg
Why people use these networks: To find, discuss, and share news, information, and opinions.
How they can benefit your business: You can also advertise on them, though you'll need to be careful to keep your ads and posts separate.

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Types of Social Media

4. **Bookmarking and content cura** :Examples: Pinterest, Flipboard

- **Why people use these networks:** To discover, save, share, and discuss new and trending content and media.
- **How they can benefit your business:** These networks can be highly effective for driving brand awareness, customer engagement, and website traffic.ion networks.

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Types of Social Media

5. **Consumer review networks:**

Examples: Yelp, Zomato, TripAdvisor


Why people use these networks: To find, review, and share information about brands, products, and services, as well as restaurants, travel destinations, and more.

How they can benefit your business: Positive reviews bring social proof to your claims. Handled well, you can resolve issues with unhappy customers.

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Types of Social Media

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Issues with Social Media

Cyberbullying – According to a report published by PewCenter.org most of the children have become victims of the cyberbullying over the past. Since anyone can create a fake account and do anything without being traced, it has become quite easy for anyone to bully on the Internet.

Hacking – Personal data and privacy can easily be hacked and shared on the Internet. Which can make financial losses and loss to personal life. Similarly, identity theft is another issue that can give financial losses to anyone by hacking their personal accounts. Several personal twitter and Facebook accounts have been hacked in the past and the hacker had posted materials that have affected the individuals personal lives.

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Issues with Social Media


Addiction – The addictive part of the social media is very bad and can disturb personal lives as well. The teenagers are the most affected by the addiction of the social media.

Fraud and Scams – Several examples are available where individuals have scammed and commit fraud through the social media. For example, this list contains the 5 social media scams that are done all the time.

Security Issues – Now a day's security agencies have access to people personal accounts. Which makes the privacy almost compromise.

Social Media causes death – Not just by using it, but by following the stunts and other crazy stuffs that are shared on the internet

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Social Media Influencers

There are different types of influencers. Depending on the objectives, not all types of influencers can be matched with all types of personalities.

A list which corresponds very well to the five main types of influencers that found on social media:

The networker (Social Butterfly): one who has the biggest contact list and found on all platforms.

The opinion leader (Thought Leader): one who can become the best ambassador of a brand. He or she has built a strong authority in his or her field by based on credibility.

The discoverer (Trendsetter): one who is always the first to use a new platform. Constantly on the lookout for new trends, they become the "hub" in the sector.

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Social Media Influencers

- **The sharer (Reporter):** one who distributes information to the bloggers to journalists through the specialized webzines. He or she usually amplify messages.
- **The user (Everyday Customer):** one that represents the regular customer. He or she does not have a network as large as the networker, but his or her network remains equally important.

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Social Media Influencers

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What makes a good influencer?

"Influence" is a concept difficult to evaluate since it refers to both subjective and objective values, resulting in a measurement of:

- Commercial and financial success
- Reputation and credibility
- Quality of affiliations and contacts
- Charisma and the impact of personality

For each of these values, the notion of influence may vary from person to person.

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What makes a good influencer?

In fact, **in the age of social media**, the definition is changing as how to identify influencers. Today, thanks to online applications, all social media users now have the opportunity to stand out and in turn become leaders in respect to their interests. As a result, marketers and public relation professionals are forced to reassess their approach to define the notion influence on social networks.


Influencers on social media are either passionate individuals who turn out to be specialists or professionals involved who use Web 2.0 tools as part of their work.

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