

## Social media advertising proposal

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

### What are the benefits of using social media?

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

### Social media marketing

Social media marketing is all about being present and engaging your target audience directly, but at the same time, the medium is largely unorganized and uncontrolled. In order to succeed, you will need a strategy which helps you to reach out to the right audience and join in with the global conversation that is social media. If you have yet to be convinced of the enormous potential that social media offers to small businesses

Key ways in which social media can help you connect with your target audience:

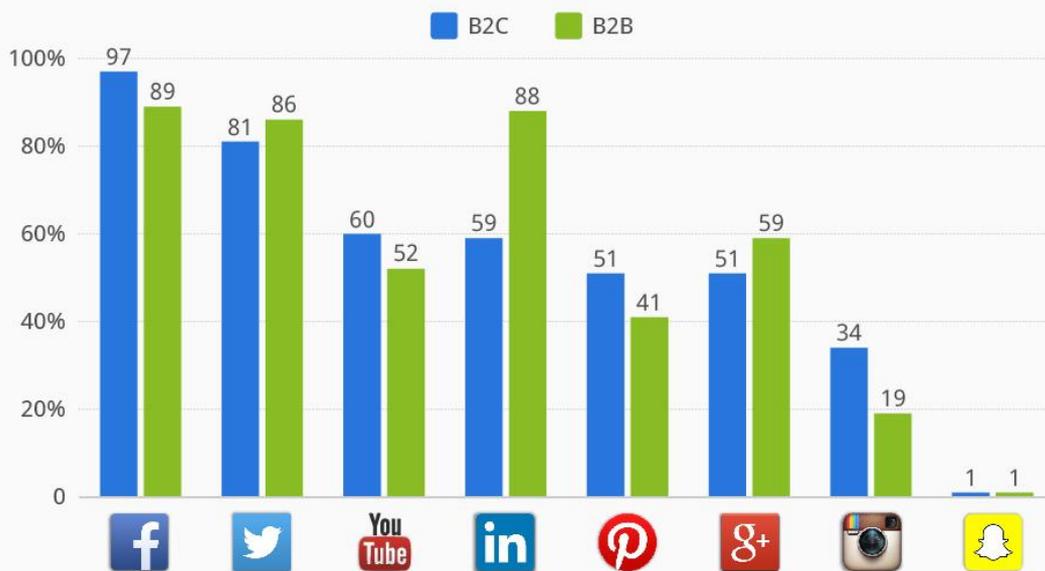
- Generate awareness of your company and its products or services by tapping into one of the largest audiences in the world.
- Generate leads through your social networking connections, speeding up the process by creating events and promotions.
- Draw in visitors to your website and other online portals by using your social media resources to promote new content.

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- Maintain direct relationships with your customers and potential customers in order to improve your product and get to better know your audience.
- Provide customer service and advice directly to your audience and get useful feedback from your followers to help track your success.
- Facilitate sharing of your online content through the use of social media sharing buttons, effectively letting your audience advertise for you.

## How Marketers Use Social Media

% of B2C and B2B marketers who use the following social platforms



\* based on a 2014 survey among more than 2,800 marketers  
Source: Social Media Examiner

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## Social Media Networks to Use

While just about everyone has heard of the largest social media sites, such as Facebook and Twitter, there are many others worth a mention to. This chapter takes a look at the world's most popular social media platforms and how they can help small businesses with their social marketing campaigns.

### Facebook

With 1.28 billion active user accounts in March, 2014, Facebook is by far the largest social media platform in the world providing both paid and free marketing opportunities for businesses small and large.

- Facebook business pages offer a platform for businesses to provide regular updates, build up subscribers and engage audiences directly.
- Facebook Ads provides a pay-per-click (PPC) advertising system which businesses can use to provide targeted ads to relevant audiences.
- Your target audience can share your content on their own Facebook accounts and increase awareness by 'Liking' certain posts.

### Twitter

The social networking and microblogging platform Twitter has 200 million active accounts, and it is particularly popular for businesses, entrepreneurs and celebrities to provide short, regular updates.

- Twitter users can post short 'Tweets' with a 140-character limit, making the platform compatible with SMS as well.
- Create a Twitter page specifically for your business and use it to attract followers and reach out to your target audience.
- Twitter Promoted Tweets provides businesses with a paid advertising platform helping them to reach out to a wider audience.

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## **LinkedIn**

LinkedIn has 277 million users, and unlike Facebook, Google+ and Twitter, it is specifically aimed towards a professional market consisting of both individuals and businesses.

- Creating a Company Page with LinkedIn provides you with a platform to showcase your business and connect with potential customers and leads.
- LinkedIn is the number one social media resource for professional connections, such as those in business-to-business (B2B) marketing.
- Search for employees and valuable business leads by browsing through professional profiles on LinkedIn.

## **Instagram**

Another primarily image- and video-based social media website, Instagram has more than 150 million active monthly users making it one of the most popular services of its kind.

- Being visually orientated, Instagram is ideal for businesses in the fashion, food, travel, design and technology industries.
- You can post creative snapshots and other illustrations showcasing your company's products, host photo contests and integrate promotional codes.
- You can only link to your business's website through your Instagram bio page, though you can refer to it in post comments to help generate traffic.

## **YouTube**

Though not primarily a social networking website, the world's third most visited website and the most popular video sharing resource, YouTube also integrates important social features making it too important to ignore.

- YouTube provides a free platform which businesses can use to publish video content such as tutorials, product overviews and more.
- YouTube provides its own paid advertising program; allowing businesses to have their ads appear in other people's videos.
- YouTube's social features include video commenting, integration with Google+ and ratings by way of likes and dislikes.

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Marketing & Advertising

## Google

Google offers advertisements which appear in search results on google.com with the use of Google AdWords or advertisements that appear on other websites through the Display Network and Google's AdSense program.

Google also offers Display Ads, which appear on the Google Display Network. The Display Network is an extensive collection of outside, third-party websites that have partnered with Google and agreed to serve Google ads. Google ads on the Display Network can be in text, image, video, or rich media format, and can be targeted differently. This includes remarketing and banner ads.

- Google AdWords enables you to Reach Your Customer When They Want Your Stuff, No Matter What
- Google AdWords enables you to Reach Your Local Customer, Reliably
- Google AdWords enables you to Show your Location to Searchers
- Google AdWords enables you to Show Your Contact Information
- Google AdWords enables you to Allows you to Target Highly Specific Searches
- Google AdWords enables you to Follow Your Customer with Retargeting
- Google AdWords enables you to Reach Your Mobile Customer Where They Are
- Google AdWords Enables you to Choose, and Optimize, Where your Ad is seen

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- Samples of ads in social media networks

## Facebook



Alexander [redacted] likes McDonald's.

RECENT POST



**McDonald's**

Like Page

Get to know Frank. The world-class potatoes he grows become America's favorite fries.



**McDonald's Potato Supplier, Frank Martinez**

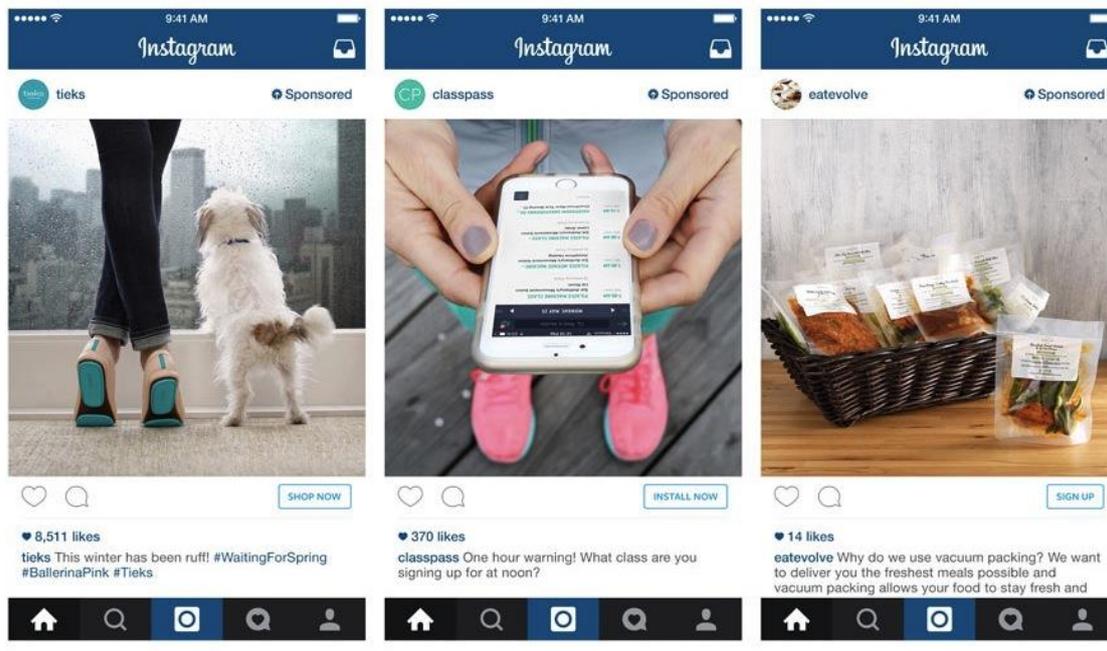
[www.youtube.com](http://www.youtube.com)

Growing perfect potatoes takes the right amount of water, rich soil and, in Frank's

Like · Comment · Share · 3,034 · 233 · 51 · Sponsored

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## Instagram



## Twitter

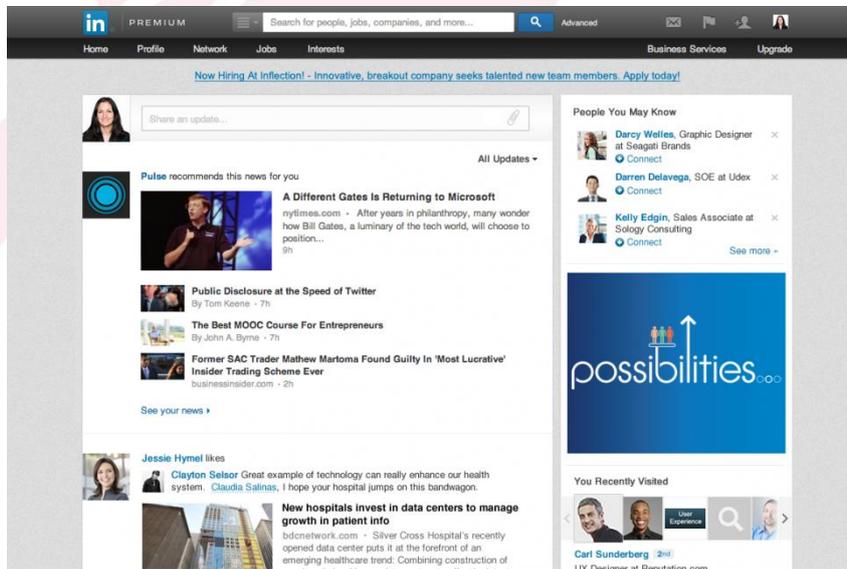
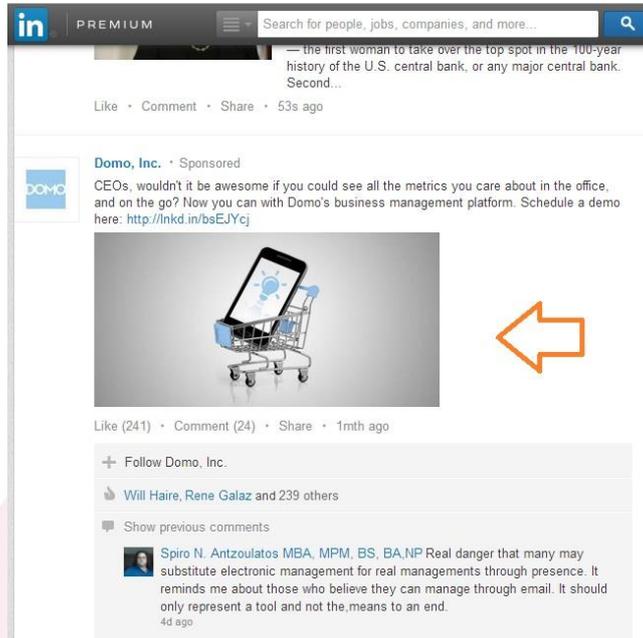


What's happening?



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## LinkedIn



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## YouTube

This screenshot shows a YouTube video player interface. At the top, there is a search bar and an 'Upload' button. A red arrow points to a banner ad labeled 'Ad #3: 300x250 banner' located above the video player. Another red arrow points to a banner ad labeled 'Ad #2: Banner' located to the left of the video player. The video player itself shows a video titled '2CELLOS - With Or Without You [LIVE at Arena Pula]' with 601,811 views. To the right of the video player, there is a sidebar with several recommended videos, including 'BlueHost Web Hosting' and '2CELLOS - Where The Streets Have No Name [LIVE at Arena Pula]'. A 'Run a video ad' pop-up is also visible on the right side of the player.

This screenshot shows YouTube search results for the keyword 'shoes'. The search results are filtered to show 'About 7,300,000 results'. A red circle highlights two video ads: 'Nike: Risk Everything' by Nike Soccer (1,170,137 views) and 'A New Tool For Dentists' by Dovetail (7,978 views). Below these ads, there is a video titled 'Shoes the Full Version' by LiamKyleSullivan (52,887,192 views). The 'Shoes the Full Version' video is marked as 'OFFICIAL'.

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## Google Search



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## How we work in social media marketing?

### ✓ **Creating an account:**

A page can be either built from scratch or developed into an account ready to advertise on or if there is already an existing account, it can be rebuilt to promote your company in a better way.

Creating and maintaining an account requires effort in many dimensions, especially for official businesses and investors. It is not only about putting information in the "About" section, but about inserting information in a good way, choosing a specific design theme, using the correct language, etc.

Having information on your account in the right way will increase the possibility that your account will be found in the results of Facebook Graph search, and all other social media search engines.

All the designs are made by design experts and the aim is to have a clear and significant theme for the cover photo, profile picture, and all posts.

We can link your account with your other Social Media channels (e.g. Twitter, Instagram, YouTube, Pinterest, etc.), so it is easier for users to follow you and be informed about all your activities.

Also, it is possible to show your address in a visual way by using Google Maps and a short description about your place and how to reach it.

Any tab that is relevant for your business type can be added to enhance the customer's communication with you. These tabs can be e.g. a table booking or menu tab for a restaurant, a contact form tab, or a questionnaire tab.

In case your business requires photos to present your products on your account, we offer photography, design and editing services that are conducted by experts.

Finally, we make your account official, clear, responsive, interactive and social for your costumers.

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## ✓ **Promote & advertise:**

Once your page is ready for promotion, we will focus on getting you more like in the right way. We believe that each like on your page should be from someone who is genuinely interested in liking your page and getting to know more about your business or product. Thus, we focus on targeted Facebook advertising.

As you might know, Facebook allows you to choose a specific target for your ad according to their location, age, gender, languages, relationship status, education and their interests. We use this tool with the purpose of not showing your ad out of your area of interest.

We work with Optimize Click / Optimize Impression / Sponsored Story / Promoting Post and thus, use Facebook as a tool in a real advertisement process. We do not recommend Facebook advertising in the "Impressions" way, since your ad is then only shown and you have no guarantee that consumers really see it. Even though the user might not notice the ad, it will be counted as an impression. Thus, when it comes to the end of your campaign, impressions will obviously be stopped and everyone who did not like your page will forget about your business or product.

Advertising with the "Click" method is better since it will guarantee that the counted users actually clicked on the page and saw the content. However, it does not guarantee that the likes you received will have continuity when it comes to advertising. This type of advertising is only good for campaigns which need to focus on a certain period of time or specific events like sales or limited promotion.

Keep in mind that you are not the only one who advertises on Facebook! The allowed

Keep in mind that you are not the only one who advertises on Facebook, and there is only a limited space available for ads. Thus, in order to make your ad visible, you will have to increase your budget for Impression or Click Advertising.

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## ✓ Administration and Management:

Once your page is ready, provides all information, is promoted and has followers who are interested in your product, we will work on managing it.

In order to post at the right time, we can use the page insight, so most of your fans actually check your posts; posts can also be scheduled for the best times.

We provide you with well-designed and well-written posts, react on comments of any nature (agreement, disagreement, critics, acknowledgement), control bad behavior from users, hide unethical comments, answer questions, reply to requests, provide information to the followers, thank and appreciate praises from users, and reply to messages and wall posts.

All the designs you need in order to get a specific and unique themes for your page are made by us and we can also provide you with designs for specific events or occasions. If photos are required, we can do a photo shooting with professional photographers.

The administration of the page is conducted 24/7 and we keep an eye on your page, so no mistake is missed. Our team is divided into the following categories: Admin, Advertiser, Content creator, Moderator, and Insight analyzer and each person is doing their work on the page accordingly.

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