

# SOCIAL MEDIA MARKETING

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# OBJECTIVE

This unit provides an overview of different types of social media marketing strategies. It focuses on the importance of social media, social media marketing platforms, advantages and disadvantages of social media marketing for better understanding of social media marketing communication. It also explains the major steps in social media marketing.

# WHAT IS SOCIAL MEDIA ?

01

Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information ,ideas ,personal messages .and other content  
-Merriam-Webster

02

Websites and computer programs that allow people to communicate and share information,opinions ,pictures,videos etc on the internet.  
-Cambridge Dictionary

# WHAT IS SOCIAL MEDIA MARKETING ?

01

Social Media Marketing is a platform through which we can present our business in front of the audience.

02

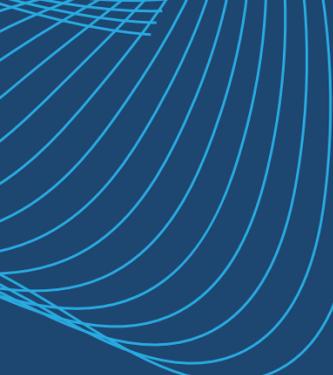
Social Media Marketing not only allows businesses to gather valuable customer feedback but also creates a sense of approachability

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03

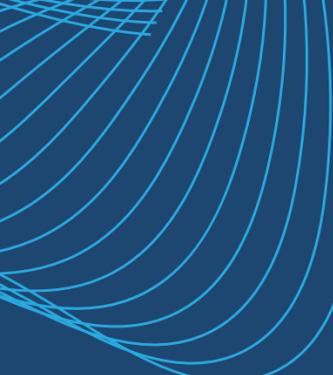
# ROLE OF SOCIAL MEDIA IN MARKETING

- Creating material that appeals to the viewer
- Generating leads from relevant advertisements.
- Reaching out to influencers to expand one's audience.
- Monitoring and evaluating important performance indicators.
- Influence the consumer
- Enhance media Traffic
- Customer reach
- Brand Awareness and Brand Promotion
- Precise directing of Audience
- Content promotion
- New Product Launches



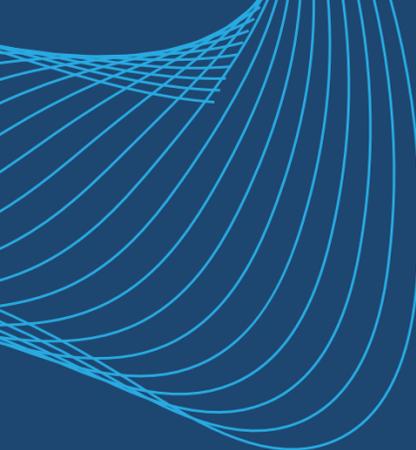
# SOCIAL MEDIA MARKETING'S ADVANTAGES

- *Incorporate Humans into company.*
- *Drive Traffic.*
- *Produce leads.*
- *Raise Brand Awareness.*
- *Develop Relationships.*



# SOCIAL MEDIA MARKETING'S DISADVANTAGES

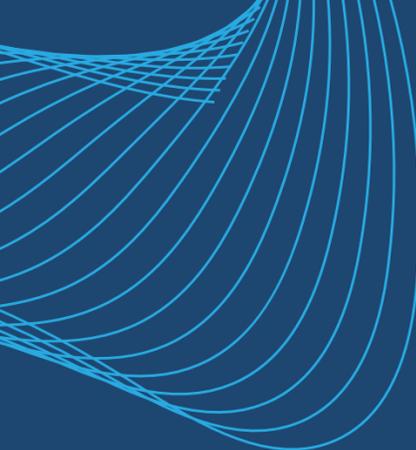
- *Rising Costs for paid advertising.*
- *Negative feedback and reputation amplified.*
- *Privacy data and Regulatory concerns.*
- *AI ethics, misinformation and trust erosion.*
- *Oversaturation and content noise.*



# MOST POPULAR SOCIAL MEDIA NETWORK

## *Facebook*

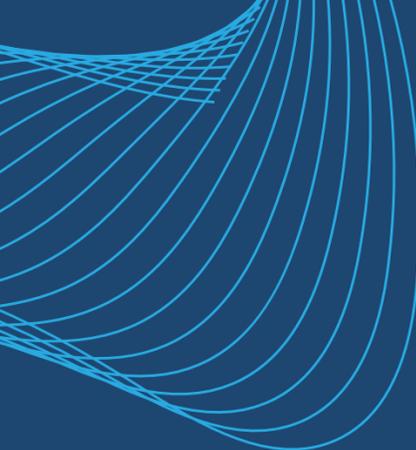
*Facebook continues to be the most popular social network in the world, with 2.934 billion active users worldwide. Additionally, the majority of social media users consider it to be their “favourite” medium. Furthermore, it is responsible for 71.64% of all online traffic referrals to websites run by third parties.*



# MOST POPULAR SOCIAL MEDIA NETWORK

## *Instagram*

*With 1.386 billion active members, Instagram stands as the second most popular social network. Its rapid feature and algorithm modifications are known to occasionally be a source of annoyance for social media marketers. Despite the limitations, the platform is worth it, as almost half of Instagram users (44%) utilize it for weekly shopping.*



# MOST POPULAR SOCIAL MEDIA NETWORK

## *LinkedIn*

*Being a social network dedicated only to business, LinkedIn stands out on this list. Thus, its 875 million members are well-suited for conducting research on purchases and having business conversations. This is an essential tool for business-to-business (B2B) workers and hiring organizations alike.*

*Brands that cater to consumers can also succeed on LinkedIn.*



# MOST POPULAR SOCIAL MEDIA NETWORK

## *Snap Chat*

*With 576 million active users, Snapchat is still a significant platform even though it receives less attention than TikTok. The site is still expanding, accumulating 38 million users. For firms looking to reach consumers between the ages of 18 and 24, Snapchat is especially helpful*

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**THANK YOU**