

Overview

Social Media is one of the most powerful ways to reach and engage with online users. Social media is universally used by consumers and brands to become one of the most effective channels to connect with your audience.

Social Media Marketing: Overview

Social Media Marketing delivers the right message to a target audience while growing your network. With the right strategy in place, your brand will effectively reach new users. Every piece of the social media strategy will include the overall needs of the business and brand. We will look closely at the company's overall needs to decide how social media will contribute to reaching them. The social media strategy will define the main aim of your social media presence and the parameters on how to deliver it. This will be a tactical plan that is supported by statistics and research.

Social Media Statistics:

- 2.3 billion active social media users ([source](#))
- Internet users have an average of 5.54 social media accounts ([source](#))
- 1 million new active mobile social media users daily, that's 12 new users every second ([source](#))
- Social networks earned an estimated \$8.3 billion from advertising in 2015 ([source](#))
- Only 20 Fortune 500 companies engage with their customers on Facebook, 83% have a presence on Twitter ([source](#))
- 78% who have a complaint on social media, expect a response within an hour ([source](#))
- Facebook has 8 billion average daily views from 500 million users ([source](#))
- Snapchat watches 10 billion videos every day ([source](#))
- There are 40 million active small business pages on social media ([source](#))



Social media marketing is an opportunity to engage with current network while building a brand voice, drive demand and engage with new influencers.

Visit my [blog](#) for exclusive information on social media marketing.

Why is Social Media Strategy important?

Develop a social media strategy that aligns to the company goals and how to achieve them. Align the social media goals with the business goals to improve your social media profiles.

- Develop content strategy when producing branded images
- Use analytics to track progress and adjust social media strategy

Business Goals	Social Goals
Brand Awareness	Reach
Thought Leadership	Buzz-Worthy Content
Word of Mouth	Shares, Likes
Generate Leads	Drive Actions (Call, Email, Website, App download)
Create Conversions	Conversions

<https://melissadivietri.com/social-media-strategy-important/>

Social Media Strategy

SOCIAL MEDIA CONSULTANT: Melissa DiVietri is the founder of DI DESIGNS STUDIO - a social media agency that creates strategy, design & marketing programs for social media distribution. This is a summary on how to achieve key improvements to develop social media marketing plan that will be implemented across traditional and digital communication programs. If requested, an extensive social media proposal can be created to discuss what's working to get the most out of every social media channel to promote your brand. Included are suggestions on which social media platforms will deliver the most on return to increase engagement from existing connections while drawing a new audience of the desired demographic / geolocation. A plan will determine what advertisements are most effective to grow a loyal following. These advertisements will serve to the target audience (age, occupation, income, interests, habits, motivations and objections) across different social media platforms. Additionally, hashtag marketing will be incorporated to encourage the younger demographic to create original content and measure success of how far each hashtag / post reached.

The following areas will be recognized for the development of a customized social media strategy.

Marketing & Acquisition Strategy

- Build Brand Recognition / Awareness
- Build Receptient Loyalty
- Grow network (# of followers, page LIKES, fans)
- Drive conversions / increase website traffic
- Increase Posts engagements & Viral Reach
- Provide customer service/support
- Making use of #FF Tags
- Sponsored posts (advertising)

Social Media Strategy

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Social media strategy ranges from \$950-\$2225 depending on the size of the social media pages & network. Request for this additional service -

<https://www.didesignsstudio.com/social-media-packages/>