

Social marketing

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It is a type of internet marketing that uses various social media networks so that it can archive branding goals and marketing connection. It involves social sharing of videos, content and images for the purpose of marketing.

Social media marketing can assist with various goals including:

Goals

- It seeks to develop and integrate marketing principles with other ideas to influence habits benefitting communities and individuals for the greater social good.
- It aims to integrate best practice, audience, research, theory and partnership insight to inform delivering of segmented and competition sensitive social programs that are efficient, sustainable, equitable and effective.
- Social media can enable businesses to further their reach to more consumers.

Customers interact with brands through social media thus having a presence and a strong marketing plan for social media is of the essence.



Developing an effective social media campaign

Before coming up with a social media marketing campaign there are some factors worth the consideration.

1. Consider what your exact goals are in business. You can only measure your social media ROI through establishing goals. Do some keyword research and come up with ideas that might be interesting to your audience.
2. Brainstorm on what you want to achieve, what your target audience is, where your target audience is likely to hang out and what exactly you intend to send to your audience using social media marketing.
3. Create a brand image that is consistent. The core identity of the business should be obvious. Using social media to market your business enables it to project the brand image across different social media avenues.
4. Like in other online marketing areas, content is important. Offering content that is interesting ensures loyal customers. There are also tools that one can use to offer content, e.g. blogging. A blog enables you to share different content and information with readers.

Conclusion

Brand marketers have an opportunity to create, test and launch campaigns, products, programs and services in less time since the connected, social and digital world is always on.

ABOUT ERIC KYALO

The creative energy behind a blog [nairobiTechie](#). He loves being caught up in the rain and he is happiest with a cup of tea beside him creating content and innovating.

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