

## SOCIAL MEDIA MARKETING

### Introduction:

The term social media marketing (SMM) refers to the use of social media & social network to market a company's products & services.

### Types of Social media advertising:

- Facebook Advertising
- Instagram Advertising
- Pinterest Advertising
- Twitter Advertising
- LinkedIn Advertising

#### i) Facebook Advertising:

Facebook ads refer to the online advertisements that are created and published on the Facebook platform to be targeted to its users.

#### ii) Instagram Advertising:

Instagram advertising is method of paying to post sponsored content on the Instagram platform to reach a larger and more targeted audience.

#### iii) Pinterest Advertising:

Pinterest ads are a way for brands & businesses to promote their offerings on the platform. Pinterest Ads are also called as Promoted Pins.



#### iv) Twitter Advertising:

It allows advertisers to target content & promotion to Twitter users.

#### v) LinkedIn Advertising

LinkedIn Ads, as the name suggests are the paid advertisements shared on LinkedIn.

### Strategies of Social media advertising:

- Start using chatbots.
- Create a personalized experience for your customers.
- Create an efficient content marketing strategy.
- Create a community for your audience.
- Jazz up your profiles with a diverse content strategy.

### Advantages of Social media advertising:

- Increasing brand awareness
- More Inbound traffic
- Improved search engine rankings
- Higher Conversion rates
- Better customer satisfaction

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