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SOCIAL MEDIA MARKETING

How To Use Social Media To Grow Your Following, Build Brand Awareness



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INTRODUCTION

Social Media, today, has become an integral part of our lives. Most of the people get up in the morning and log onto their social media accounts for all the latest news all around the world. Social Media has clearly replaced the morning newspaper for today's generation.

All the news, information & latest updates are available at the click of a button. Thanks to Facebook, one doesn't need to even remember their friends' birthdays! The conversation between two people has changed from "Did you hear about this?" to "Did you see his picture on Facebook or did you read that tweet?".

Social media is reinforcing brands and organizations for the individuals who utilize it wisely. Having a web-based social networking network enables a brand to stay active on every social media stage like Facebook, Twitter, LinkedIn, and others.

Digital marketing with brands can assemble organizations and increment general income that is created. If you possess your own organization and you are considering cooperating with a digital marketing agency to help your online nearness and reputation, there are a couple of approaches to guarantee you are working with the ideal agency in light of your needs, budget, and even any advertising efforts and plans you may as of now have as a main priority.

Being on social media is one thing & building your social media community is another, whoever is trying to find a good footing on social media would agree with us.

Social Media is a big platform & you need to really work hard to make a mark here.



Chapter One

IMPORTANCE OF SOCIAL MEDIA IN TODAY'S TIME

Social Media Importance

Social Media has impacted not just our lives but our business too. It has become a lot easier to get a word out there for publicizing the business. It's simpler to connect the seller with the customer through social media.

Advantages of using Social Media as a tool for business:
Social Media Pages:

Almost every person is on social media, thus it's important that one finds you there. Social Media gives the wonderful opportunity to build a community by making a page. People love to see their favorite business online as they connect with them easily through social media. Business can grow & strengthen the community by talking more about their field.

Recognition:

Social media pages are a great place to advertise work, future goals and efforts in building a strong community. People, who follow you, will know more about your business in turn helping you build a

stronger connection. You can share all your products, their features, why you stand apart from your contemporaries etc. Your community will notice the new products and if they like it then they will recommend it to others as well. This works as well as word of mouth as people trust recommendations from people they know.

Traffic:

Social media is a tool waiting to be explored. One of the many reasons why businesses join the social media bandwagon is to drive traffic to their website. More the Social channels you are actively involved with, more the traffic you will drive to your brand website. Traffic and SEO go hand in hand, good traffic to your website will only mean a higher domain authority score and higher domain authority score will mean better search engine ranking!!..

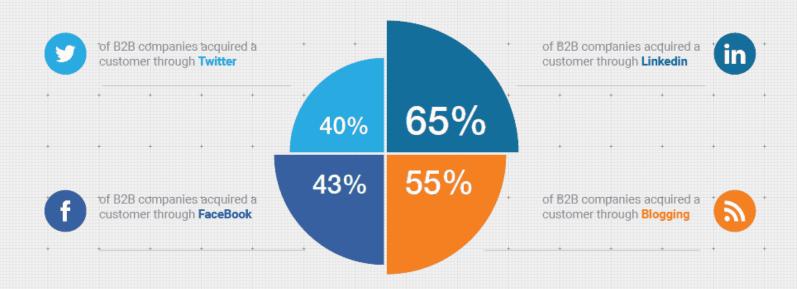
83%

of people use Instagram to discover new products and services and 87% said they took a specific action, such as visiting their website, or making a purchase online.

Chapter Two

TIPS TO HIRE RIGHT DIGITAL MARKETING COMPANY FOR BETTER BUSINESS

Social Media Importance



Before you hire a digital marketing agency in Delhi-Gurgaon, it is vital to audit the viewpoint of your organization and any tentative arrangements you need to advance also.

Directing Adequate Market Research

Before searching down for a digital marketing agency to work with, it is basic to direct a sufficient measure of research to better comprehend your gathering of people and the buyers you need to discover your image or organization. Assessing web measurements utilizing different explanatory projects is the least demanding approach to contrast insights and with decide the dominant part of your image's statistic. By understanding your group of audience, you will have a superior shot at creating advertising systems that are both engaging and pertinent to your buyers and adherents.

Contract a results-oriented agency.

You will need to enlist a group of digital marketing experts that can organize your development and main concern. A few organizations have a tendency to adjust the interests of their customers to their own. An agency can give financially cost-effective and results-arranged administrations while remembering your best advantages. Along these lines, you can be certain that you can have a computerized showcasing effort that attempts to produce more leads and ROI.



Online Testimonials

See what others have said in regards to working with the organization — both small and big clients. Obviously every agency will just publish positive testimonials on their site, yet what you're hoping to discover here are references to what those real positive aspects and qualities are. In any case, testimonials shouldn't weigh excessively in the basic leadership process, yet they can give you a general thought of other customers' assessments on working with the organization being referred to.

Social Media Profiles of the Company

Another great source to discover what others are saying in regards to an agency is taking a look at their social networking profiles and movement. Any self-regarding organization (and any organization besides) ought to at any rate have a business LinkedIn profile, however a Twitter and Facebook nearness are very essential as well.

A decent LinkedIn profile ought to contain all the fundamental data about the company, and it will resemble a compact variant of their official site. It can have photographs of the company, suggestions from customers, and even special content for this expert stage, for example, news about the company, or instructive and educational content as a major aspect of their inner marketing methodology. It can (should) likewise be associated with all its staff individuals – you might need to investigate them and their individual aptitudes and experience as well.

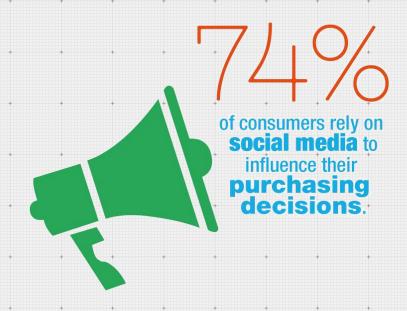
Look for social networking notices, and see what others say in regards to the company.

Be that as it may, consider the way that a social networking remark about a brand might be more imprudent and feeling driven.

The procedure and attitude are not quite the same as that of a client who takes a seat on the PC with the expectation of evaluating an item or administration. All things considered, assessments communicated here might be more outrageous, both in pleasure and dissatisfaction.

Take a look at what the company shares on their profiles, how lively they are, also whether they interface with their followers or different brands, etc. This is a decent method to tell what the company's concentration is, also whether they watch out for industry trends, and so on. Their social media accounts can likewise give knowledge into what their client benefit resembles.

Perceive how they manage agitate clients, how auspicious and in what tone they answer to questions posted on their pages, what lengths they go to keeping in mind the end goal to comprehend issues.



TWEETS WITH IMAGES IMPROVE CLICK-THROUGHS BY 18%

Reveal to The Agency Exactly What Your Expectations Are

It's critical to make things clear from the earliest starting point; this depends as much on you introducing what you require achieved, as on the company to choose whether they can give results to coordinate or even surpass your desires. In the meantime, you can search for indications that they're a bit excessively energetic, making it impossible to satisfy you and appear to make ensures daintily. No reliable company ever ensures results in light of the fact that an excessive number of components and factors are included – in the world of SEO, for example.

Make it clear to the company you consult with that you would acknowledge and regard their trustworthiness on the off chance that they can't go up against your undertaking, or maybe a specific side of it. This will enable the two parties to maintain a strategic distance from an awful arrangement and dissatisfaction.

Avoid Agency "Top" Lists

It is prudent to abstain from browsing top company lists since it's exceptionally hard to evade inclination in making these hierarchies, even with the best of expectations. In the event that you do search for top organizations of the year, or nation, ensure the source is a reliable one, and verify whether the criteria for the best is unveiled. What were the terms an organization needed to keep in mind the end goal to make the list? If the criteria is only the generated income, for example, it may just imply that the office has high costs or works just with enormous brands.

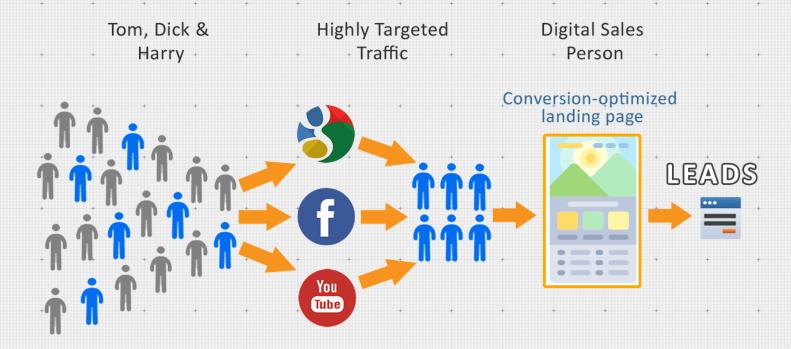
In any case, a pecking order in this circumstance is exceptionally questionable and subject to critique – each organization has their qualities and shortcomings, and what works for you won't not work for another customer. So on the off chance that you would like to look over a "top company list", don't naturally seize the initial three positions.

Last Thoughts

These are only a couple of the numerous tips you can take after while hiring a Digital Marketing Company in Delhi-Gurgaon. Digital marketing isn't simple. It's multi-pronged, ceaselessly developing, and complex. As you start your pursuit, run in with your eyes open, remembering your particular needs. Once you've built up that the company is perfect with your image and has the reputation and consumer loyalty you're searching for, you're en route to building a standout amongst the most vital connections your business can have.

Chapter Three

LEAD GENERATION THROUGH PPC-GOOGLE ADWORDS — MAXIMIZING YOUR BUSINESS



Wanted to maximize lead generation for your online business? Then, Pay Per Click (PPC) — Google Ads (earlier known as Google Adwords) Marketing may be for you! Regardless of whether you've heard a little about PPC-Google Adword Marketing and are interested to take in more, then this blog is definitely for you.

In order to attract qualified visitors to your website Pay Per Click (PPC) is one of the best tools.

What is PPC-Google Adword?

PPC-Google Ads is a form of advertising which targets visitors with relevant ads when people/visitors search for particular phrases. Organic listings may take time to bring your website at top of SERP but through PPC-Google Ads you will get instant results. So, it is a way of buying visits to your website rather than earning it organically. In PPC you have to bid for an ad which will be shown when someone searches on a keyword related to your business. For example, if we bid on the keyword "Web development," our ad might show up on the very top of the Google results page.

Benefits of PPC-Google Adword for your business

#1 Measurable outcomes

The most important benefit of using <u>PPC-Google Ads service</u> is that everything is clear in it. You can measure everything related to your campaign from costs, profits, views, clicks, visits and much more.

When you start your PPC-Google Adwords, from that time you know how much to spend and whether you are generating profit or a loss. You can even get reports which will provide you all the necessary information about your campaign.

#2 Quick Results

Organizations require results and they need them quick. PPC-Google Adwords is maybe the quickest method to run an advertising campaign and get quick results. Since when you start PPC and start bidding for your keywords, and make the highest bid then you will get your website on top of search result instantly.

#3 No worry on Google Algorithmic changes

We would recommend SEO services if you want long-term success but it takes time in achievement and also depends upon the google algorithm. BUT a pleasant aspect concerning PPC-Google Adword is that once you make beneficial campaigns you don't have to stress over Google and the changes going on in their algorithms.

#4 Reach the right audience

In PPC-Google Adword you have the choice to show your ads to your right audience with the help of no. of factors including keywords, location, device etc. This way your ads will be shown to the relevant audience which will in return help to boost your business.



#5 Brand acknowledgment

You can utilize PPC-Google Adword to target the keywords identified with your industry so individuals looking for those keywords will constantly see your ads. In general, this may not increase your sales but will help in building brand awareness.

How do small businesses benefit from PPC-Google Adword?

For the organizations which have recently bloomed or are attempting to, PPC-Google Adword- Google Adwords is the most favorable tool to both rank your site and enhance your image.

Let us read some of the quick fixes which PPC-Google Adword provides for your business –

- You get less dependent on SEO thus getting quicker results.
- Your brand gets recognized sooner.
- You can target the local customers and thus be visible to them. This would make them find you while surfing the web.
- You can customize the reach of your ad. You don't provide services in all the states of India? No worries. Make your ads reach out to just the location you want.
- The best part, everyone has a fair chance to fare well! Having a higher budget won't make you rank higher
- Now you know how PPC-Google Adword works wonders for all kinds of businesses.

While attempting your hands on PPC-Google Adword, you should likewise remember that not every person can deal with it well. You should, no matter what, consider an expert for wandering into this field if you are new. It will surely help you in providing the desired results.

TRICKS OF SOCIAL MEDIA THAT CAN BOOST YOUR BUSINESS

Boost Your Business With Social Media

73%

of marketers say social media has been very or somewhat effective

Source: Buffer

58%

of marketers say social media is very important to their overall marketing strategy 71%

of customers who have a positive experience with a brand on social media are likely to recommend them

Yes, it is going to be an uphill walk but hey everything has its tricks.

1. Use Images to Amplify Your Facebook:
Let's face it. If you're posting on Facebook
and not seeing engagement in the form of
likes, shares or comments, you're wasting
your precious time. You need fan
engagement if you want to continually be
seen in the news feed (which is where all the
action is on Facebook!)

One simple way to boost your engagement is to use images to amplify your status update. Here's what I mean: Search for "blank" images like talking bursts, chalkboards and signs, and then add text to the images, in the form of a question for your followers to answer.

2. Go Deep, Not Broad:

When it comes to social media, businesses should go deep, not broad.

It's better to become a master of one or two channels than flounder in many. When you look at social media channels, a good model is to break them into social platforms vs. social networking sites.

Social platforms are like soapboxes; they allow you to establish your expertise and credibility, but provide a method for feedback and discussion. Examples include blogging, YouTube, podcasting and SlideShare.

3. Get the Attention of Influencers:

Influencers are important in every industry. They generally have "real" jobs, and are extremely active on social networks, spending their time sharing content and blogging.

Getting on their radar is not easy, so to get their attention, you need to give away "content gifts."

4. Focus on the Platforms Where Your Customers Are:

Social media overwhelm is one of the biggest challenges for small businesses. They think they need to have a presence on every social platform including the latest "shiny object" that comes along. This spreads them too thin and causes wasted time and effort.

The solution is rather simple: if social media makes sense for your business, be where your customers are. Find out where your customers are hanging out online, choose 1 or 2 of those platforms that you enjoy and that align with your business objectives and then focus deeply on those platforms.

There are a number of tactics to help you find where your customers are online such as: ask them (so simple, yet so many business don't do this), use the search functionality in each of the social channels to see if there are communities talking about your business or topic of interest and use Google Alerts.

5. Choose Your Image Wisely:

It's been said that an image is worth a thousand words and since the explosive growth of Pinterest, more and more emphasis is being put on images in social media marketing.

Images can help clarify a message and can also quickly grab someone's attention. Images used in blog posts help the reader to comprehend the content and tend to be more memorable. The images can then be shared across networks like Pinterest, Facebook and Google+ to help promote the content.

However, images are open to interpretation. Before you settle on an image for your blog or social media post, ask yourself "Does this image communicate my message well?"

6. Make Following/Follower Management Part of Your Daily Routine:

Obviously a Facebook page can't follow fans, but Twitter, Google+, Pinterest and Instagram all give businesses the chance to search for relevant social media users based on their biography or the content they post and follow them.

While there are tools like Tweepi or SocialBro which can help you find and follow relevant users on Twitter, other platforms will require you to do a bit more searching and perusing of profiles to find and follow relevant users.

7. Build Facebook Groups:

As organic reach for the Facebook pages of companies continues to diminish, entrepreneurs, marketers and publishers should instead consider creating and managing Facebook Groups. The advantage is that members can opt in to receive direct notifications about updates.

8. Market across many social platforms:

Convert Facebook fans into Twitter followers and LinkedIn connections into contacts that circle your profile on Google Plus. Then by regularly sharing on every social network, you (and your company) will forever be top of mind among your followers.

9. Write longer posts:

Though Twitter won't budge on its 140-character limit, Google Plus is a platform that encourages conversation that can begin with a longer post. For example, a July 7 post by Mike Alton, a St. Louis., Mo., consultant received dozens of comments and more than a hundred +1s.



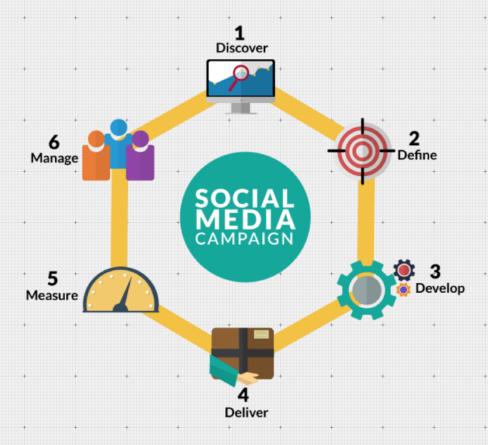








Conclusion



These are only a couple of the numerous tips you can take after while hiring a **Digital Marketing Company in Delhi-Gurgaon**. Digital marketing isn't simple. It's multi-pronged, ceaselessly developing, and complex. Once you've built up that the company is perfect with your image and has the reputation and consumer loyalty you're searching for, you're en route to building a standout amongst the most vital connections your business can have.

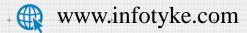
If you don't want to be one of the marketers who are unhappy with their conversion rates, you've got to change your approach to digital marketing. You can't just wing it and except to see results. The only way to raise your conversion rates is to begin testing and optimizing. These aren't once-and-done activities, either. They need to become part of your business' culture if you're serious about growing your business.

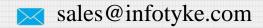
Marketing is only part of a company, but all of a company is marketing. As wild a ride as social media may seem, it's more of a marathon than a sprint. Given that it may take months to see the return on your marketing efforts, you may need to nourish your social media sites for quite a while.

But the wonderful thing about digital marketing is that there's no limit to what you can achieve. Your next step is to develop your skills in each of these areas, so you can outpace your competitors and anticipate the needs of your customers. That's how you achieve real growth as a digital marketer: creating and optimizing your Customer Value Journey.

WANT TO BOOST YOUR BUSINESS?

Let's discuss what works the best for your organization.









Book A Free Consultation

(Author Is Managing Director Of iNFOTYKE Which Is A Venture Of Bitola Industries Pvt. Ltd.)