

Social Media Marketing is one of the best tools available to the marketer to promote their goods and services. It involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. It helps advertisers reach out to their prospects and convey the right message through the right platform.

This enables advertisers to interact directly with their prospects and convert them to leads. It is a modern type of online marketing and easy to promote goods & services of different companies. Social media network helps company for its branding and easy reach to target customers. Social media optimization strategy helps to attract new client to our website. It allows us to directly interact with customers to increase the sales.

Everything you do to accelerate the traffic or business on your social media channels such as Facebook, Twitter, and LinkedIn etc.

The main goals of Social Media Marketing:

1. Traffic
2. Company promotion
3. Loyalty
4. Brand recognition
5. Quick communication from customers
6. Understanding the preferences of the audience.

characteristics of Social Media Marketing

This type of advertising is very current because in social networks there is a huge number of people, the great ability to select candidates for the requested criteria and all this can be done for little cost.

However, the work is tedious and requires an individual approach. It is necessary to communicate with each client as equals to understand their preferences. You should prepare a text, a creative image and an attractive offer.

Stages of successful work in social networks:

- Define the goals for promotion
- Thoroughly study consumers and customers
- Select platforms for effective promotion of the brand
- Examine competitors' behaviour
- Find out the needs of customers
- Constantly monitor the work being done

Social Media Marketing Strategies

There is an open and a closed Social Media Marketing Strategies.

- ✓ In the first case, they show the brand to the public and do everything possible for its promotion.
- ✓ In the second case, promotion succeeds thanks to comments and reviews where the name of the company appears or there is a link to it.

It is difficult to say which strategy is better, but the second one requires a lot of effort and a more qualified approach.

Social Media Marketing techniques :

1. The first technique implies the creation of official pages and groups for the promotion of a brand (company). Subscribers distribute information about the company and products and offer to join the group. People who have subscribed, reach the official website of the company and, having read it, makes purchases.

You should constantly point the website out and make it unique. This can be done through text, images, and aphorisms.

Every social network has its own audience. Looking at the most famous social networks, you can say Facebook is aimed at a younger audience, LinkedIn is for business people, Instagram is for promoting women's goods, Twitter is for promoting blogs and news, Telegram is for promoting business products, brands and services, and YouTube focuses on video advertising.

2. The second technique is communication and collaboration with bloggers and owners of diverse communities. This is achieved when the business partner, communicating, advertises the brand and resources as a link to the company.

3. The third technique is maintaining your reputation. It is necessary to track the feedback and comments about the company. If the reviews are negative, then it is crucial to smooth them out and convince the critic about the uniqueness of the goods.

4. The fourth is the development of your own application, which anyone can download and find out a lot of interesting things. These contain soft information about the company and products, which are not particularly important.

A successful **social media marketing plan** would not only help you achieve your business goals but also will help you maintain a consistent rise in your growth graph.

BENEFITS OF SOCIAL MEDIA MARKETING

- **Improved brand awareness**

Social media is one of the most stress-free and profitable digital marketing platforms that can be used to increase your business visibility. To get started, create social media profiles for your business and start networking with others. By applying a social media strategy, it will help you significantly increase your brand recognition. By spending only a few hours per week, over 91% marketers claimed that their social marketing efforts greatly increased their brand visibility and heightened user experience. Undoubtedly, having a social media page for your brand will benefit your business and with a regular use, it can also produce a wide audience for your business in no time.

➤ **Cost-effective**

For an advertising strategy, social media marketing is possibly the most cost-effective way. Creating an account and signing up is free for almost all social networking platforms. But if you decide to use paid advertising on social media, always start small to see what you should expect. Being cost-effective is important as it helps you attain a greater return on investment and hold a bigger budget for other marketing and business payments. Just by investing a little money and time, you can significantly increase your conversion rates and ultimately get a return on investment on the money that you primarily invested.

➤ **Engage with your customers**

Social media is a good way for engaging and interacting customers. The more you communicate with the audience, the more chances you have of conversion. Set up a two-way communication with your target audience so that their wishes are known and their interest is catered with ease. Moreover, communication and engagement with customers is one the ways to win their attention and convey them your brand message. Thus, your brand will reach more audience in real terms and gets itself established without any hassle.

➤ **Improved brand loyalty**

When you have a social media presence, you make it easier for your customers to find you and connect with you. By connecting with your customers through social media, you are more probable to upsurge customer retention and customer loyalty. Since developing a loyal customer base is one of the main goals of almost any business. Customer satisfaction and brand loyalty typically go hand in hand. It is essential to often engage with your customers and start developing a bond with them. Social media is not just limited to introducing your product, it is also a leading platform for promotional campaigns. A customer sees these platforms as service channels where they can directly communicate with the business.

➤ **Healthier customer satisfaction**

Social media plays a vital role in networking and communication platform. With the help of these platforms, creating a voice for your company is important in improving the overall brand image. Customers appreciate the fact that when they post comments on your page, they receive a modified reply rather than a computerized message. A brand that values its

customers, takes the time to compose a personal message, which is perceived naturally in a positive light.

➤ **Marketplace awareness**

One of the best ways to find the needs and wants of your customers instead of directly communicating with them is Marketplace awareness. It is also considered as the most valuable advantage of social media. By observing the activities on your profile, you can see customers' interest and opinions that you might not know otherwise if you didn't have a social media presence. As a complementary research tool, social media can help you get information and a better understanding of your industry. Once you get a large following, you can then use additional tools to examine other demographics of your consumers.

➤ **More brand authority**

For making your business more powerful, brand loyalty and customer satisfaction both play a major role, but it all comes down to communication. When customers see your company posting on social media, especially replying to their queries and posting original content, it helps them build a positive image in their minds. Regularly interacting with your customers proves that you and your business care about them. Once you get a few satisfied customers, who are vocal about their positive purchase experience, you can let the advertising be done for you by genuine customers who appreciated your product or service.

➤ **Increased traffic**

One of the other benefits of Social Media is that it also helps increase your website traffic. By sharing your content on social media, you are giving users a reason to click-through to your website. On your social account, the more quality content you share, the more inbound traffic you will generate while making conversion opportunities.

➤ **Enhanced SEO rankings**

Social media presence is becoming a vital factor in calculating rankings. These days, to secure a successful ranking, SEO requirements are continuously varying. Therefore, it is no longer enough to simply optimize your website and regularly update your blog. Businesses sharing their content on social media are sending out a brand signal to search engine that speaks to your brand validity, integrity, and constancy.

There is no denying that Social media marketing has many advantages for startups and established brands. By regular updating the right social media marketing strategy, it will lead to increased traffic, better SEO, improved brand loyalty, healthier customer satisfaction and much more. Your competition is already increasing on social media day by day, so don't let your competitors take your probable customers. The earlier you start, the faster you see the growth in your business

HISTORY OF SOCIAL MEDIA

1978:

- ✓ Ward Christensen and Randy Suess, two computer fans, invented the CBBS system to inform their friends about meetings, make announcements and share information.

1993:

- ✓ Several students from the University of Illinois developed Mosaic, which was presented as the first browser adapted to the general public.
- ✓ Launch of GeoCities, a service that allows users to create their own web pages.

1995:

- ✓ The Web has one million websites.

1997:

- ✓ GeoCities surpasses one million users.
- ✓ AOL Instant Messenger allows Internet chat.
- ✓ Blogging begins.
- ✓ Google launches.

1998:

- ✓ GeoCities goes public.
- ✓ Friends Reunited, the first social network to become popular among Internet users, was founded in the UK to find old school mates.
- ✓ Yahoo! buys GeoCities for 3.57 billion dollars.
- ✓ The Blogger platform launches.
- ✓ The dotcom bubble burst and the future of Internet is more uncertain than ever

2000:

- ✓ 70 million computers are connected to the Internet.
- ✓ Friendster launches. The social network reaches 3 million users in just three months.

2002:

- ✓ AOL has already reached 34 million users.
- ✓ MySpace is launched.

2003:

- ✓ Google buys the Blogger platform.
- ✓ Second Life launches.
- ✓ LinkedIn launches social network for professionals.

2004:

- ✓ Facebook is born. An unknown investor offers Mark Zuckerberg \$10 million to buy the famous social network. Facebook founder declines the offer.
- ✓ MySpace surpasses Friendster in number of page views.
- ✓ Digg launches.
- ✓ Bebo – an acronym for blog early, blog often – launches as another social networking site.

2005:

- ✓ News Corp. buys MySpace for \$580 million.
- ✓ Viacom offers to buy Facebook for \$75 million, but the social network rejects the offer.
- ✓ Friends Reunited, which already has 15 million users, is sold to the ITV television network.
- ✓ YouTube is launched.
- ✓ MySpace is the most popular social network in the U.S.

2006:

- ✓ Viacom returns with an offer to buy Facebook for \$1.5 billion, but the deal falls through. Yahoo! also made an offer of \$1 billion to take over the social network, but Facebook declined.
- ✓ Google generates about 400 million searches every day.
- ✓ Twitter is born.

2007:

- ✓ Facebook surpasses MySpace in number of unique users per month.
- ✓ Google makes an offer of 15 billion dollars to buy Facebook.
- ✓ Apple introduces the iPhone.

2008:

- ✓ Facebook is now the largest social network worldwide with over 200 million users. The social network's traffic is twice that of MySpace.
- ✓ AOL buys Bebo.
- ✓ Facebook tries to buy Twitter for 500 million dollars.
- ✓ Tumblr launches.

2009:

- ✓ Twitter breaks the news of a plane crash in the Hudson River.
- ✓ “Unfriend” is the New Oxford Dictionary word of the year.
- ✓ Microsoft launches Bing to compete directly with Yahoo and Google.
- ✓ Facebook surpasses 400 million users, and also surpasses Google in weekly traffic.
- ✓ MySpace loses its popularity and the number of users shrinks to 57 million.

2010:

- ✓ In order to compete with Facebook and Twitter, Google launches Buzz, a social network built into Gmail.
- ✓ AOL sells Bebo to Criterion Capital Partners.
- ✓ Apple launches the iPad.
- ✓ There are an estimated 1.97 billion users worldwide, representing 30 percent of the population.
- ✓ The Internet surpasses newspapers as main source of information among Americans.
- ✓ Tumblr generates more than 1 billion page views per month and over 2 million daily posts.
- ✓ Pinterest launches.
- ✓ There are over 550 million users on Facebook, 65 million tweets sent per day, and 2 billion YouTube videos watched each day.
- ✓ LinkedIn now has 90 million users worldwide and goes public.
- ✓

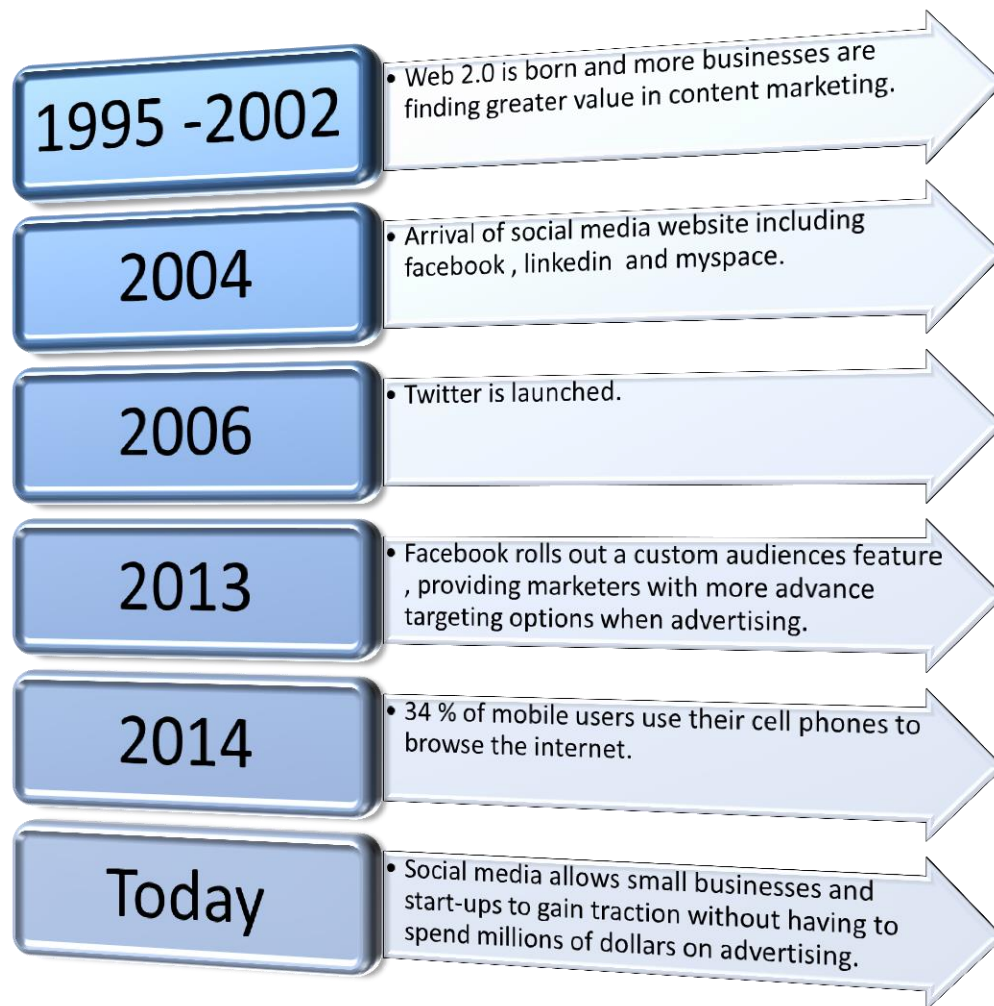
2011:

- ✓ Apple launches the music social network Ping.
- ✓ News Corp. sells MySpace to digital media firm Specific Media for \$35 million.
- ✓ MySpace and Bebo are redesigned to compete with Facebook and Twitter.
- ✓ Facebook reaches an annual revenue of 3.7 billion dollars.
- ✓ Google + launches.
- ✓ Pinterest launches as a content creation site.
- ✓ Pinterest competitor Snip. it launches.

2012:

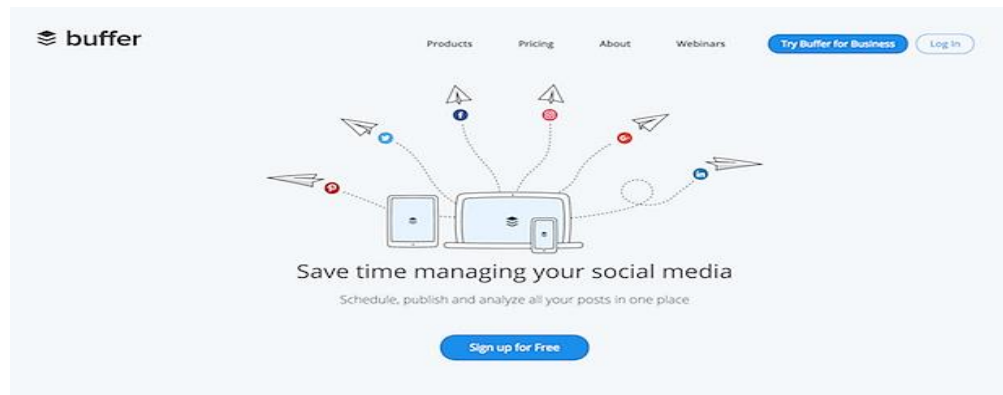
- ✓ Facebook files for an IPO. At its premiere in the stock trading floors, the network aims to collect 10 billion dollars. Its value is estimated between 75 and 100 billion dollars.
- ✓ Twitter generates 12,233 tweets per second during the Super Bowl.

SUMMARY : The Evolution Of Social Media Marketing



TOOLS OF SOCIAL MEDIA MARKETING

- **Buffer** is one of the most recognized tools in the industry. With it, you can schedule any types of posts across any platform you want, even specifying patterns of posts, such as “every day” or “weekdays.” You can also use Buffer to follow up on your posts, evaluating which ones were most effective, and why they were effective.

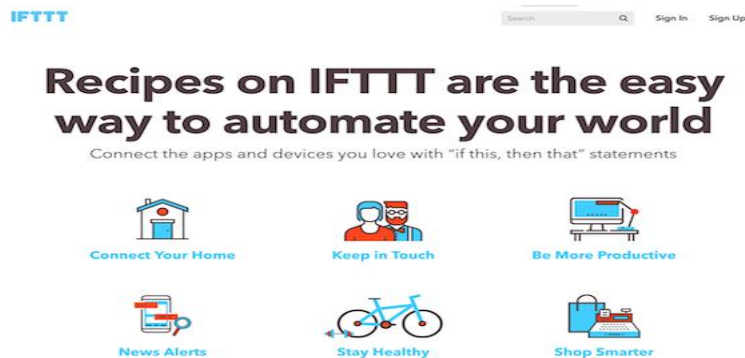


- **Hoot suite** is a simple but powerful tool for the average social media marketer. With a free version and relatively inexpensive paid options, you can use Hoot suite to schedule posts in advance on a number of different social platforms and measure analytics to understand how your content is performing.

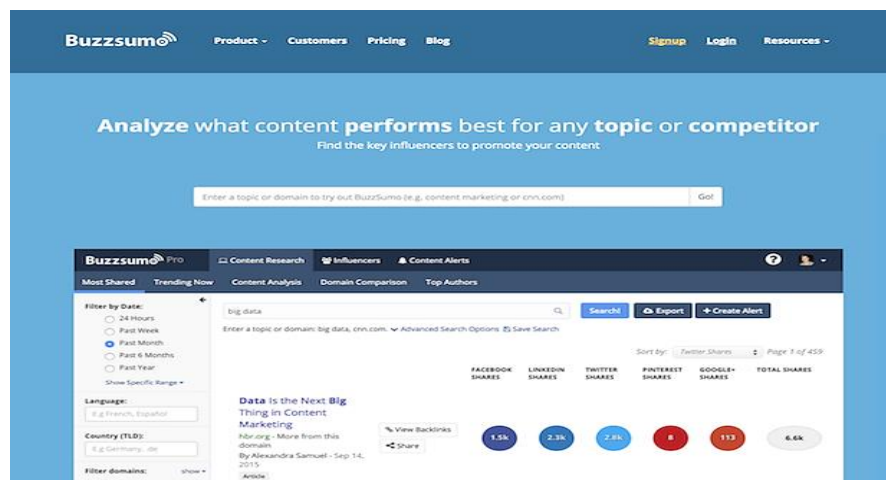


- **IFTTT** is an acronym that stands for “if this, then that”. With it, you can combine different tools together to create individual “recipes,” or sets of instructions. For example, you can set it up to send a tweet every time you make a new Instagram

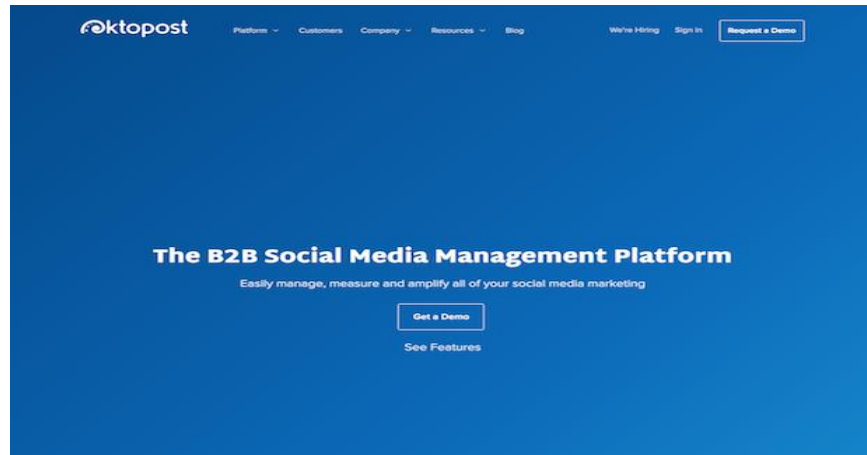
post. It's a bit tricky to get used to at first, but you can use other recipes to simply plug and play. Best of all, it's completely free to use.



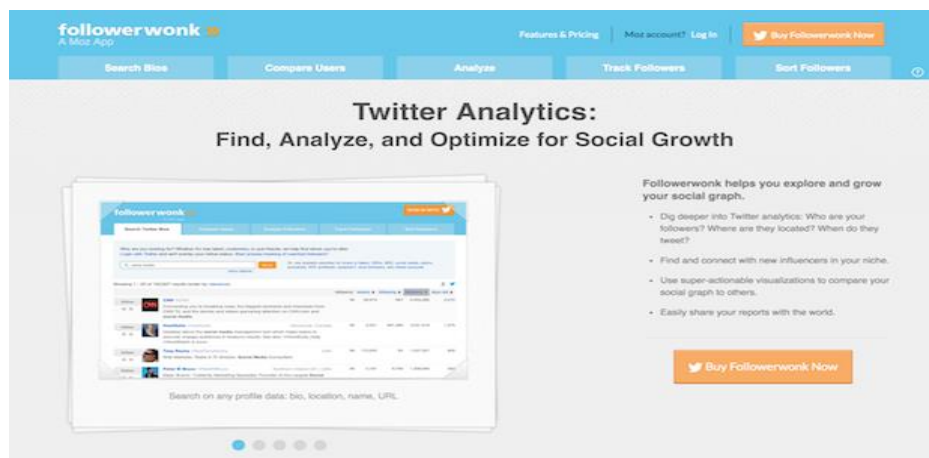
- **BuzzSumo** is one of the best tools we've found for discovering new, fresh, or popular content on the web. With it, you can plug in a topic or a selection of keywords and find a breakdown of some of the most popular trending posts in those categories, as well as a list of influencers who are sharing that content.



- **Oktopost** is a social media management tool specifically designed for B2B companies. It allows you to schedule your content, measure its effectiveness, **curate content** to share and listen to the social conversations that are important for your business. It even helps you to manage large social media teams



- **Follower wonk** is a tool exclusively for use with Twitter. It's also one of the most in-depth and useful tools on this list. Follower wonk will help you analyze and optimize your Twitter audience, suggesting people for you to follow and ultimately helping you grow your audience. So if Twitter is part of your social media marketing campaign, this tool is a must-have.



- **Bitly** allows you to shorten any URL so that it fits nicely across your social media channels. These shortened URLs work with any channel on any platform. You can even track your results with individual link analytics, and then optimize your marketing efforts based on the insights you collect.



- **Tailwind** is a tool that helps you to succeed on Pinterest and Instagram. On Pinterest, you can pin to multiple boards at once, bulk upload, and schedule posts with the drag-and-drop calendar. If you want to give it a spin, you can try it out for free.



TOP SOCIAL MEDIA SITE IN INDIA

1. Twitter

- Twitter allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines.
- It contains text, Hash tag, photo, video, Animated GIF, Emoji, or links to the product's website and other social media profiles, etc.
- It is also used by companies to provide customer service.
- Some companies make support available 24/7 and answer promptly, thus improving brand loyalty and appreciation.

2. Facebook

- Facebook pages are far more detailed than Twitter accounts.
- They allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see.
- Facebook can link back to the product's Twitter page as well as send out event reminders. As of May 2015, 93% of businesses marketers use Facebook to promote their brand
- A study from 2011 attributed 84% of "engagement" or clicks to Likes that link back to Facebook advertising.
- By 2014, Facebook had restricted the content published from businesses' and brands' pages. Adjustments in Facebook algorithms have reduced the audience for non-paying business pages (that have at least 500,000 "Likes") from 16% in 2012 down to 2% in February 2014.

3. LinkedIn

- LinkedIn, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others.
- Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page.¹
- It provides its members the opportunity to generate sales leads and business partners.

- Members can use "Company Pages" similar to Facebook pages to create an area that will allow business owners to promote their products or services and be able to interact with their customers.

4. Whatsapp

- Whatsapp was founded by Jan Koum and Brian Acton.
- Whatsapp joined Facebook in 2014, but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world.
- Whatsapp now supports sending and receiving a variety of media including text, photos, videos, documents, and location, as well as voice calls.
- Whatsapp messages and calls are secured with end-to-end encryption, meaning that no third party including Whatsapp can read or listen to them.
- Whatsapp has a customer base of 1 billion people in over 180 countries.
- Whatsapp is also used to send a series of bulk messages to their targeted customers using broadcast option.
- Companies started using this to a large extent because it is a cost effective promotional option and quick to spread a message.

5. Instagram

- Instagram is a visual social media platform.
- The site, launched on October 6, 2010, has more than 400 million active users and is owned by Facebook.
- Many of its users use it to post information about travel, fashion, food, art and similar subjects.
- The platform is also distinguished by its unique filters together with video and photo editing features.
- Almost 95 percent of Instagram users also use Facebook.

6. Snap chat

- Snap chat is a popular messaging and picture exchanging application that was created in 2011 by three students at Stanford University named Evan Spiegel, Bobby Murphy, and Reggie Brown.

- The application was first developed to allow users to message back and forth and to also send photographs that are only available from 1-10 seconds until they are no longer available
- Today there are up to 158 million people using snap chat every single day.
- It is also estimated that Snap chat users are opening the application approximately 18 times per day, which means users are on the app for about 25-30 minutes per day.

7. YouTube

- YouTube the largest and most popular video-based social media website .
- It was founded on February 14, 2005, by three former PayPal employees.
- It was later bought by Google in November 2006 for \$1.65 billion.
- YouTube has over 1 billion website visitors per month and is the second most popular search engine behind Google.

8. Pinterest

- Pinterest was launched in March 2010.
- It is a relatively newcomer in the social media arena.
- This platform consists of digital bulletin boards where businesses can pin their content.
- Pinterest announced September 2015 that it had acquired 100 million users.
- Small businesses whose target audience is mostly made up of women should definitely invest in Pinterest as more than half of its visitors are women.

9. Tumblr

- Tumblr is one of the most difficult to use social networking platforms, but it's also one of the most interesting sites.
- The platform allows several different post formats, including quote posts, chat posts, video and photo posts as well as audio posts, so you are never limited in the type of content that you can share. Like Twitter, reblogging, which is more like retweeting, is quick and easy.
- The social networking website was founded by David Karp in February 2007 and currently hosts more than 200 million blogs.



- ❖ Social Media are the platforms where users come to exchange their thoughts, find interesting things and to have fun. Because, a large number of unique users visit different social media platforms every day, so advertisers consider it a great platform to promote their products and services. The idea behind is to get more and more interested user attention on any product or service.
- ❖ Social Media giants like Facebook, Twitter, Pinterest and others provide a user friendly way for advertisers to advertise their business or products. The advertisement cost may be high or low, it completely depends on the service and the number of users interested in that service.
- ❖ Advertising on social media platforms not only helps in lead generation but it also helps to increase the product brand awareness among its users and provides opportunity to get new customers.
- ❖ Most of the advertisers consider Facebook (social media platform) as their first preference of advertisement because it has the ability to generate much more leads than any other platform at a lower cost.
- ❖ Facebook is one of the biggest social media platforms with more than 1 billion active users so advertising on Facebook will surely help you.

MONTHLY ACTIVE USERS ON SOCIAL MEDIA SITE (AUG 2018)

<i>Social network</i>	<i>Monthly Active Users</i>
Facebook	2,230,000,000
YouTube	1,900,000,000
Instagram	1,000,000,000
Qzone	563,000,000
Weibo	376,000,000
Twitter	336,000,000
Reddit	330,000,000
Pinterest	200,000,000
Ask.fm	160,000,000
Tumblr	115,000,000
Flickr	112,000,000
Google+	111,000,000
LinkedIn	106,000,000
VK	97,000,000
Odnoklassniki	71,000,000
Meetup	35,300,000

SUCCESSFUL CAMPAIGN ON SOCIAL MEDIA SITE

1. Dacia



▪ Platform Used

Facebook

▪ About the Company

Dacia (a subsidiary of Renault) is one of Europe's fastest growing car brands. Best known for their functional cars that offer amazing price-to-value ratios, the customer market grew by 60,000 cars in the last three years.

▪ Goal

To generate leads and create brand awareness.

▪ Solution

By using Facebook's boosted posts, Dacia placed ads related to their Sandero, Logan, and Step way models. They focused on both desktop and mobile users. By incorporating data from past activity, the company ensured that a wide variety of ad testing was done, essentially optimizing the advertisement's impact based on where their customers were in the buying cycle.

- **Results**

- ✓ 45% reduction in the costs per lead, compared to standard display ads
- ✓ 27-point increase in ad recall
- ✓ 6-point uplift in brand favorability
- ✓ 6-point uplift in purchase intent

2. Red Bull



- **Platform Used**

Instagram

- **About the Company**

Consumers have been “given wings” for well over 28 years by Red Bull, and they ranked #76 on the [Forbes Most Powerful Brand List](#) in 2015. Their original energy drink can be found in over 170 countries, so it comes as no surprise that the company has sold over 60 billion cans of their famous drink. Since their humble beginnings back in 1987, the brand has since released 4 new flavors of energy drinks to cater to individual tastes and preferences.

- **Goal**

To drive awareness of the extension of the brand.

The goal of their Instagram campaign was based on boosting awareness and sales of their tropical flavored “Summer Edition” energy drink for the Australian market.

- **Solution**

With a firm focus on simplicity and brand building, Red Bull paved the way for their actual campaign with a promotional teaser just before the summer hit. To get audiences focused on the new look of the cans; they incorporated yellow filters across a range of images and videos portraying typical summer days. The brand was twice as likely to be associated with the #this summer hash tag trend as any of its nearest competitors.

- **Results**

- ✓ 10-point lift in top-of-mind awareness
- ✓ 9-point lift in favorability
- ✓ 7-point drop in the unconvinced market
- ✓ 1.2 million Consumers reached

3. Girl Scouts



- **Platform Used**

Twitter

- **About the Company**

As a non-profit organization, the Girl Scouts USA started over 100 years ago with a woman who believed that every girl has immense power. Since the first Girl Scout troop in March 1912, they've grown, helping girls find their passions, talents and strengths. Most of us know the Girl Scouts for their amazing cookies; cookies which help girls thrive and collect funds that are put to amazing use around the community.

- **Goal**

To drive app downloads.

The social media team noticed that a lot of customers had issues with finding their nearest Girl Scout Representative when Cookie Season was in full swing. They wanted to drive cookie booth searches on their official website and also boost the number of downloads for their Girl Scout Cookie Finder mobile app. This would not only benefit the organization but also, be a massive help to consumers looking to buy cookies.

- **Solution**

Girl Scouts used an App Card (showcasing their delicious products) in a Twitter App Install campaign, which easily and conveniently allowed users to download and open the Girl Scout Cookie Finder app from their Twitter account. This resulted in significantly boosted conversions!

- **Results** : 19,500+ Twitter-driven app installations

How does the social web look like in 2015?

- There are just over 3 billion active Internet users (45% of the world's internet users)
- Nearly 2.1 billion people have social media accounts
- 3.65 billion mobile users have access to the internet via smart phones and tablets
- Close to 1.7 billion people have active social media accounts



Some facts about social media

Facebook facts

- There are nearly 1.4 billion Facebook users²
- 47% of all Internet users are on Facebook
- 4.5 billion likes are generated daily
- Nearly 75% of Facebook's revenue comes from mobile advertising
- Direct uploads of user videos to Facebook now exceed YouTube

Twitter facts

Twitter is an accidental social network but don't be fooled. It's a great brand awareness facilitator.

- Twitter has 284 million active users at last count
- 88% of Twitter users are on mobile
- 500 million tweets per day

Google+ facts

- Google+ cost over half a billion to design and develop¹
- 363 million users
- The +1 button is hit 5 billion times per day

Instagram facts

This network is owned by Facebook. They saw that social and mobile was a powerful intersection of synergies. They were right!

- Instagram has 300 million users
- 70 million photos and videos are sent daily
- 53% of internet users aged 18-29 use Instagram

Pinterest facts

Pinterest has made the pin board a virtual activity. It's female centric and very visual.

- 80% of Internet users on Pinterest are female
- 70 million users are on Pinterest

- 88% purchase a product they pinned

LinkedIn facts

LinkedIn dominates the professional social network segment. It is one of the oldest having started in 2002. Almost the grandfather of social networks.

- LinkedIn has 347 million registered members
- Total revenue at the end of 2014 was \$643 million (a growth rate of 44% over the previous period)
- There are over 39 million students and recent college graduates on LinkedIn

Other social media facts

- Viber has over 200 million users
- There are 639 million users on Qzone (China)
- 600 million users on Whatsapp
- Facebook messenger has 500 million users
- Wechat is close behind with 468 million users (China)
- Snapchat has been valued at close to \$20 billion at the last valuation
- Snapchat has 100 million monthly users
- Russia's "VKontakte" has 100 million users
- Social networks will earn \$8.3 billion from advertising in 2015

Different Methods of Social Media Marketing

Social network marketing is popularly called as Internet marketing. Today you can find many ways for internet marketing. Many people who enter this online marketing are less worried because of its guaranteed success.

If you see in Internet totally all types of products has been marketed online without much effort. Internet attracts many business people to promote their business online. Social network marketing is grown to such a height that today many people can't earn without it.

Some of the most recognized network marketing tools are Face book, My Space and LinkedIn. Twitter became regular place for people who have newly entered the field of social network marketing.

- 1) Blogging :** When you start Blogging or posting your data about any When you start Blogging or posting your data about any product, you can see less response from clients. Later it will become big business via blog. Websites and blogs are most powerful tools for social network marketing when matched with other networking tools. Blog is an amazing tool which provides many other facilities in addition to just marketing your business. It also helps you to communicate with other clients in case if you have any problems.
- 2) Personal website or blog :** It is important to have private website if you are a freelancer. Your website will help your clients to know about you and it will make them clear that you are a serious freelance marketer and help to make huge revenue via online marketing.

- 3) **Article selling** : It is also best and cheap internet marketing method. It is a mode of advertising our trade just by writing articles and attracting endless number of users across world. We usually sell our articles to different article database websites and article directories. Today it provided free business to many advertisers and publishers and they are really benefited through their articles.
- 4) **Email sending**: Electronic mail sending is the best way to marketing. Collect list of email addresses through portfolio websites and email about 13 your business to all internet users. Your Email should be attractive in such a way that your recipient will be impressed to get back to you

- 5) **Use social networking websites:** Social networking websites like Twitter, face book can be used to promote your sales. These provide best platform for all who are thinking of online marketing.
- 6) **Video promotion:** Use several video distribution websites for your marketing. These websites uploads your service to the whole world. All that you need to do is film a video about marketing and send it to video uploading sites like You Tube. It seems it is the easiest way of marketing than any other modes since many people will be interested in view videos rather than word form of advertisement.
- 7) **Press Release or media release:** It attracts several public clients and increases relationship among them.
- 8) **Search Engine Optimization:** It improves the traffic to your website by providing quality web content. It uses RSS feeds and many SEO techniques.

GENERAL STATISTIC ON SOCIAL MEDIA MARKETING

General Social Media

- Close to half the world's population (3.03 billion people) are on some type of social media.
- 64% of online shoppers say that a video on social media helped them decide on a product to buy.
- Only 43% of online stores receive significant traffic from their social media pages.
- Acknowledgment is key: 77% of Twitter users appreciate a brand more when their tweet is responded to. It takes about 10 hours on average for businesses to respond to a tweet, even though customers want a response within four hours.
- Content marketing is a top priority of B2B businesses after brand building and social media engagement.
- 59% of adults between 18 and 29 are using Instagram.
- The average person spends about 20 minutes on Facebook or one in every six minutes a person will spend online.
- 1.57 billion YouTube users watch about 5 billion videos on average every single day. Of the 2.1 billion total accounts on Facebook, 270 million profiles are fake.
- 86% of women will look at social media before deciding to make a purchase.
- People are accessing 69% of their media on their Smartphone.

- 89% of people on Smartphone are using apps, while only 11% are using standard websites. Unsurprisingly, Facebook is the most popular app at 19% (measured by time spent).
- Pinterest is number one for mobile social media, with 64% of referral traffic being driven by Smartphone and tablets.
- 40% of all mobile users are searching for a local business or interest.

❖ Instagram

- Total Number of Monthly Active Instagram Users: 800 million
- Total Number of Daily Active Instagram Users: 500 million
- Instagram Stories Daily Active Users: 300 million
- Number of Photos Shared to Date: 40 billion
- Number of Businesses on Instagram: 25 million
- Number of Instagram Likes per day: 4.2 billion
- Number of Photos uploaded per day: 95 million, up from 70 million last year
- 68% of Instagram users are Females.
- 80% of Instagram users come from outside of the U.S.
- 77.6 million Instagram users are from US.
- Instagram is used by 31% of American women and 24% of men.
- 32% of all Internet users are on Instagram.
- 59% of internet users between the ages of 18 and 29 use Instagram and 33% of internet users between the ages of 30 and 49 use Instagram
- 38% of female internet users use Instagram and 26% of male internet users use Instagram
- 17% of teens say Instagram is the most important social media site (up from 12% in 2012)
- Instagram is expected to generate about \$1.5 billion in mobile advertising sales this year and \$5 billion in 2018.
- More than 40 Billion photos have been uploaded to Instagram so far.
- 200 million Instagrammers actively visit the profile of a business every day
- Posts with at least one hashtag average 12.6% more engagement.
- Brazil ranked second in female user share, the country is home to the largest total Instagram user base in Latin America and second worldwide.
- When Instagram introduced videos, 5 million videos were uploaded in the first 24 hours.
- Instagram videos get 2 times the engagement of photos that any other social media platform.

❖ Facebook

- Total Number of Monthly Active Users: 2.072 billion
- Total Number of Mobile Monthly Active Users: 1.66 billion
- Total Number of Desktop Daily Active Users: 1.368 billion
- Total number of Mobile Daily Active Users: 1.57 billion
- Facebook users are 53% female and 47% male.
- Average Facebook user has 155 “friends”.
- 56% of online seniors aged 65+ are on Facebook and 63% are between age 50-64.
- 87% of online users of age 18-29 are on Facebook.
- 74% college graduates are on Facebook.
- 72% of online users of income more than \$75K are on Facebook.
- More than 40 million small businesses have active pages
- More than 83% of daily active users are outside the US and Canada the number has grown from 75% in previous year which goes on to show the increased growth in rest of the world.

❖ Twitter

- Total Number of Monthly Active Twitter Users: 330 million
- Total Number of Tweets sent per Day: 500 million
- Percentage of Twitter users on Mobile: 80%
- Number of Twitter Daily Active Users: 100 million
- 24% of all internet male users use Twitter, whereas 21% of all internet female users use Twitter.
- 79% of Twitter accounts are based outside the United States
- There are over 67 million Twitter users in US
- 37% of Twitter users are between ages of 18 and 29, 25% users are 30-49 years old.
- 56% of Twitter users \$50,000 and more in year.
- The top three countries by user count outside the U.S. are Brazil (27.7 million users), Japan (25.9 million), and Mexico (23.5 million).
- Total ad engagements were up 91% year-over-year.
- Twitter can handle 18 quintillion user accounts.
- More than 100 million tweets contained GIFs in 2015.
- Saudi Arabia has the highest percent of internet users who are active on Twitter.
- Number of Twitter timeline views in 2014 is 200 billion.
- 83% of 193 UN member countries have Twitter presence.
- Twitter’s revenue per employee is \$488,913.

❖ **Pinterest**

- Total Number of Monthly Active Pinterest Users: 175 million (source)
- Number of Pinterest Users from the US: 75 million
- Number of Pinterest Users from Outside US: 100 million
- Total Number of Pinterest Pins: 50 billion+
- Total Number of Pinterest Boards: 1 billion+
- Total Number of Pinterest Users who save Shopping Pins on Boards Daily: 2 million
- 81% of Pinterest users are actually Females.
- 40% of New Signups are Men; 60% New Signups are Women.
- Men account for only 7% of total pins on Pinterest.
- Millennial use Pinterest as much as Instagram.
- 30% of all US social media users are Pinterest users.
- 60% of Pinterest users are from US.
- 87% of Pinners have purchased a product because of Pinterest.
- 72% of Pinners use Pinterest to decide what to buy offline.
- Over 5% of all referral traffic to websites comes from Pinterest.
- Pinterest said 80% of its users access Pinterest through a mobile device.
- Two-thirds of pins represent brands and products.
- Food & Drink & Technology are the most popular categories for men.

❖ **LinkedIn**

- Total Number of LinkedIn Users: 500 million
- Total Number of Monthly Active LinkedIn Users: 250 million
- Total Number of LinkedIn Users from US: 133 million
- Percentage of users that use LinkedIn Daily: 40%
- Number of New LinkedIn New Members per Second: 2
- 70% of LinkedIn users are from Outside of US.
- 40 million students and recent college graduates on LinkedIn.
- There are 57% of male users and 44% female users on LinkedIn.
- After US, India, Brazil, Great Britain and Canada has the highest number of LinkedIn users.
- 13% of Millennial (15-34 Years old) use LinkedIn.
- 28% of all internet male users use LinkedIn, whereas 27% of All Internet Female users use LinkedIn.
- 44% of LinkedIn users earn more than \$75,000 in a year.
- There are over 39 million students and recent grads on LinkedIn.

❖ **Snapchat**

- Total Number of Monthly Active Users: 300 million+

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- Total Number of Daily Active Snapchat Users: 187 million
- Percentage of US Social Media users that Use Snapchat: 18%
- Number of Snaps Created Everyday (Photos & Videos): 1 million
- Average Time Spent per User on Daily Basis: 30+ minutes
- Percentage of Daily Reach (18-34 Years old) in the US: 41%
- Number of Snapchat users who upload photos: 65%
- Number of Snapchat Daily Video Views: More than 10 billion
- 71% of Snapchat users are under 34 years old.
- Roughly 70% of Snapchat users are female.
- 30% of US Millennial Internet Users use Snapchat regularly.
- People under the age of 25 use Snapchat for 40 minutes on average every day, more than Instagram's latest stat for same demographic.
- 50% of Male College students share selfies on Snapchat, the number is higher in Female college students. 77% to be precise.
- 45% of Snapchat users are aged between 18-24.
- Snapchat reaches 11% of Total US Digital population.
- More than 25% of UK Smartphone users are on Snapchat, in Norway the number goes up to 50%.
- Active Snapchatters open the app 18+ times every day.
- YouTube
- Total Number of Daily Active YouTube Users: 30+ million.
- YouTube TV Paying Subscribers: 300,000.
- Number of Videos Shared to Date: 5+ billion.
- Number of Users Creating Content Shared to Date: 50 million.
- Number of Videos Watched Per Day: 5 billion.
- Number of mobile YouTube views per day: 500 million.
- 62% of YouTube users are Males.
- 80% of YouTube users come from outside of the U.S.
- 9% of small businesses are on YouTube.
- 35+ and 55+ age groups are the fastest growing YouTube demographics.
- 75% of adults turn to YouTube for nostalgia rather than tutorials or current events.
- YouTube services 88 countries in 76 languages (or 95% of all internet users).
- Males are primarily watching soccer or strategy games.
- Females are primarily watching beauty video



Engagement

In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or idea somewhere along the business's path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing.

Examples :

➤ Nike #MakeItCount

In early 2012, Nike introduced its Make It Count social media campaign. The campaign kickoff began YouTubers Casey Neistat and Max Joseph launching a YouTube video, where they traveled 34,000 miles to visit 16 cities in 13 countries. They promoted the #MakeItCount hash tag, which millions of consumers shared via Twitter and Instagram by uploading photos and sending tweets. The #MakeItCount YouTube video went viral and Nike saw an 18% increase in profit in 2012, the year this product was released.

➤ Betty White

Social networking sites can have a large impact on the outcome of events. In 2010, a Facebook campaign surfaced in the form of a petition. Users virtually signed a petition asking NBC Universal to have actress Betty White host *Saturday Night Live*. Once signed, users forwarded the petition to all of their followers. The petition went viral and on May 8, 2010, Betty White hosted *SNL*.