

HOW TO MARKET ANYTHING ON SOCIAL MEDIA



Social Media Marketing is a form of internet marketing which uses social media platforms like *facebook, tweeter, Instagram* and others.

There are several ways one can successfully sell the product or service through social platforms. These may be as discussed bellow:

1. Plan For Your Work And Goals

For you to be successful in Social Media Marketing, you should have to plan your goals. You should understand **What** exactly do you want to market. Planning will help you in the following ways:-

- It will give you the direction on what you are doing
- It will help you to remain focused and not go out of your objectives
- It will help you to apply all other management skills which will help in achieving your goals.

2. Research On Target Audience

It is always advisable to at least understand much about your audience or the target receiver of your information. This will help in the following ways:-

- It will help you to understand their needs
- It will help you to give appropriate goods and services to the customers
- It will help to increase your conversation with the target customers.

3. Resdarch On Best Social Media To Use

It is good to understand the best medium to use. This will help you to

- Make your communication faster
- Good Socila Media channel makes your brand more relatable
- It helps in maintaining relationships with target customers.

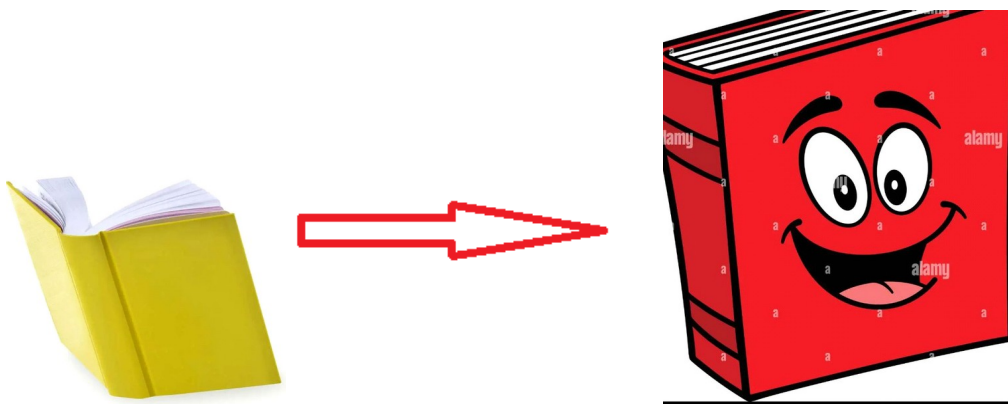
4. Understand Your Competitors In The Field

Try as much as you can and understand who are your competitors and how they are taking their moves towards the same. Understand their weaknesses and learn on how to improve on them. This will help you to,

- Understand their advantages and know how to modify on them so that you can beat them easily.
- Concentrate on the market place where your returns will increase.
- Have your communication plan to increase your advantages.
- Helps you to understandnt problem of your customers and therefore look for the new ways of solving their problems.

5. Be Unique In Your Presentation.

When presenting your content try as much as you can to make sure that at least your presentation is in a very different way from other competitors in the field. For example let us say you are all selling Children's books. Your competitors may be using plain book cover, but with you you can modify the book cover to look more attractive to children. See bellow,



This will help you:-

- To make your brand more memorable than others
- To be separated from your competitors thus reducing competition level.

- To create a better content than your competitors
- To increase your marketing levels.

6. Program Your Posts And Post Them Regularly

Let your content be scheduled orderly and fluently. Try and post the content regularly so as the customers may not miss to hear from you and even think of the company or the product is no longer on the market. This will help you:-

- It increases the conversation level with your audience or customers.
- It expands your reach and boundaries
- It improves brand awareness and visibility to the audience.

7. Interesting Content

Your posts should be interesting to the audience. Using the above example still, if you are selling children's books, you can use child cartoons so as you can attract the children to like that book. See below,



Or.....



This will help you in the following ways :-

- Your audience will be very much closely attached to you
- You will attract more audience
- Your audience will trust you and your product.