

Social Media Marketing

Growth-Driven, Targeted, and Engaging



Why Social Media Marketing?

Social Media Marketing has become one of the most powerful forms of digital marketing over the last decade. It is hands down the best way to reach a targeted audience who is either already engaged with you; or ticks all the boxes as a potential customer.

It provides Connection, Community and Personalized Experience, which are the fundamentals of successful digital marketing.

How Can I Help?

Whether you are aiming to increase awareness of your brand, generate website traffic and/or app installs, boost engagement with your marketing content, generate qualified leads, drive valuable conversions, or increase your online sales; I will ensure that you're saying the right things, to the right audience - and at the right times, by crafting a cohesive cross-channel brand voice and messages, and putting them in front of a finely tuned audience.

The provided social media marketing strategy, execution plan, and ads will be tailored to achieve your unique business objectives, assuring that your marketing budget is invested wisely and that you get the right balance in your ads.



This is How I Do It (The Process)

A Growth Driven Social Media Marketing Strategy

Developing a clear and concise social media marketing strategy according to your business objectives. The strategy includes information about your target audience, targeting specifications, bidding strategies, and cross-channel advertising funnels, which will help you to micro-target different audiences with personalized messaging at scale.

Set up, Launch, Manage, and Optimize Social Ad Campaigns

Setting up your advertising campaigns following the predetermined strategy, and then start by testing several ads with a small budget and audiences, in order to determine what works best before launching the primary campaign.

The advertising campaigns will be continually optimized to ensure the best performance, and all of the optimizations are monitored and tweaked regularly.

Tracking Conversions and Analytics

Configuring analytics and conversions to guarantee that every action someone takes is tracked properly across social media and website analytics, which helps in measuring the success of the advertising campaign.



The social media marketing solutions include advertising on any of the major social media networks, including:

- Facebook
- Instagram
- LinkedIn
- Twitter
- Snapchat



Social Media Marketing Key Benefits

Enables you to achieve different marketing objectives.

Data-driven marketing strategy, targeting, and messaging.

The most cost-effective form of digital marketing today.

The ability to retarget existing audiences.

Expands your audience in an entirely new way.

Everything is trackable, measurable, and attributable.



SOCIAL MEDIA STATS

- Product information found on social media influences the shopping behavior of **75%** of Internet Users. (Source: Adroit Digital)
- **33%** of consumers discover new brands, products, and services on social networks. (Source: eMarketer)
- Ad spending in the Social Media Advertising segment is projected to reach **US\$98,646m** in 2020. (Source: Statista)
- Ad spending is expected to show an annual growth rate of **7.6%** (CAGR 2020-2024), resulting in a market volume of **US\$132,245m** by 2024. (Source: Statista)
- **92%** of all marketers indicate that investing in social media results in more exposure for their businesses. (Source: Social Media Examiner)

Integrated Digital Marketing Solutions for Ultimate Efficiency

While I offer Digital Marketing Consultancy as a stand-alone service, I also provide it as a component of Integrated Digital Marketing Solutions, to ensure that your business is covering all the digital marketing basis, seizing all growth opportunities, and getting the best results.

The Integrated Digital Marketing Solutions Incorporate:

- Digital Marketing Research.
- Digital Marketing Strategy.
- Search Engine Marketing (SEM).
- Social Media Marketing.
- Inbound Marketing.
- Content Marketing.



Extra Convenience with Online and Remotely Managed Services



Since we are living in a dynamic and digital world, and taking into consideration the current health and safety concerns; all of my services can be provided and fully managed online and remotely, with the ability to work alongside your in-house team as a partner or individually, in order to achieve your business goals, whatever the finish line looks like for you.



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