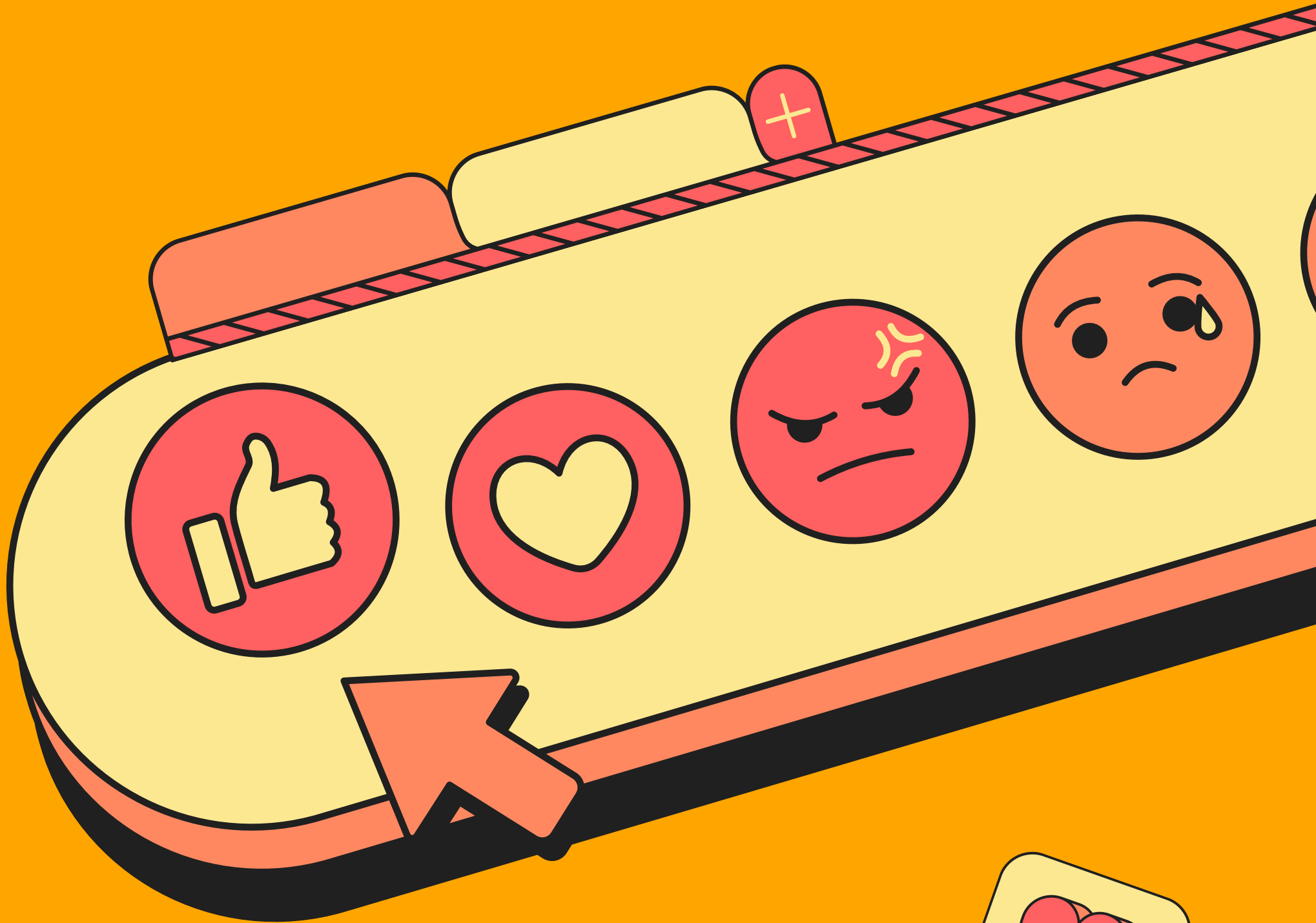




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# Social Media

MARKETING 101



Prepared By: Sonia Lourdes





# Table

## OF CONTENTS

|                               |    |
|-------------------------------|----|
| <u>INTRODUCTION</u>           | 1  |
| <u>SOCIAL MEDIA PLATFORMS</u> | 2  |
| <u>POST DIMENSIONS</u>        | 8  |
| <u>SOCIAL MEDIA STRATEGY</u>  | 10 |
| <u>CONTENT PLANNING</u>       | 12 |
| <u>PUBLICATION SCHEDULE</u>   | 14 |
| <u>AI INTEGRATION</u>         | 16 |
| <u>MEASURING SUCCESS</u>      | 20 |
| <u>CONCLUSION</u>             | 21 |



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# Introduction

Step into the groovy world of Sonia Lourdes, a digital sage with over eight years of media mojo. Her words have swirled in prestigious publications and waltzed with media mavens. From spicy culinary adventures to mind-bending tech tales, her work has been the soundtrack of the digital age. Now, she's crafted this eGuide to share the secrets of social media marketing basics, ensuring your journey through the digital cosmos is a far-out trip!

Let's take a closer look at the key highlights of social media marketing.

1



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# Social Media Platforms

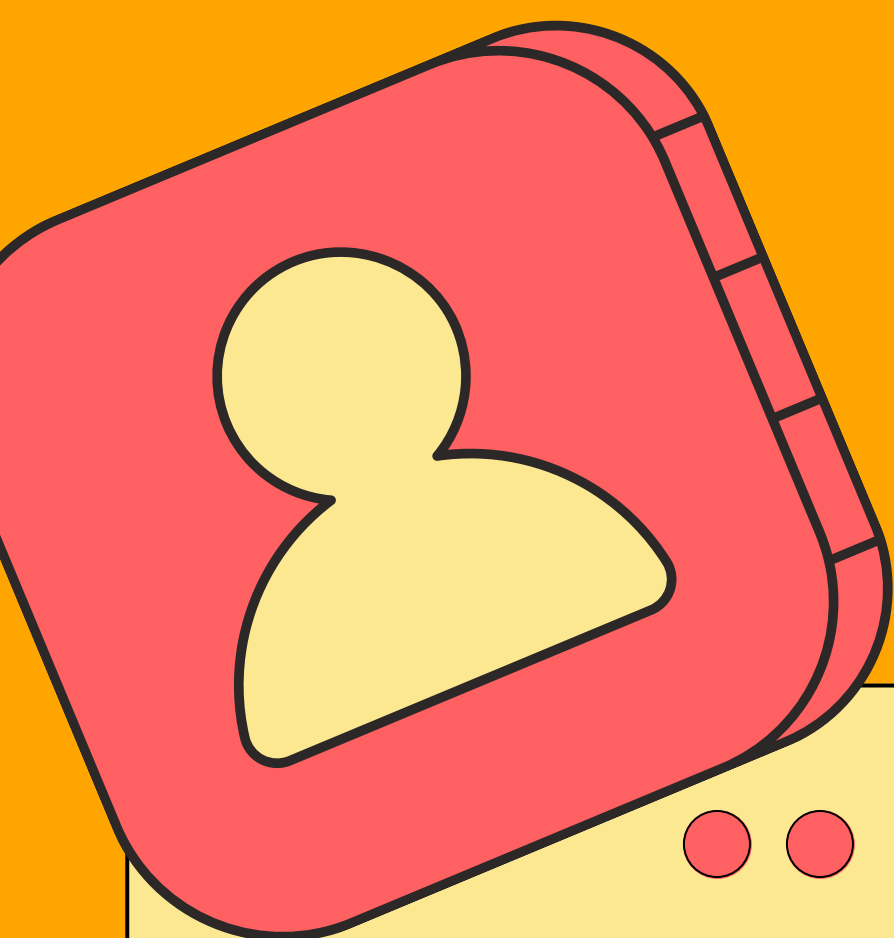
Choosing the right social media platforms is like picking the perfect outfit for an occasion. Each platform has its style, audience, and strengths. In this section, I'll help you navigate this digital fashion show so you can dress your brand for success.





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# Facebook



demographics >>>>>

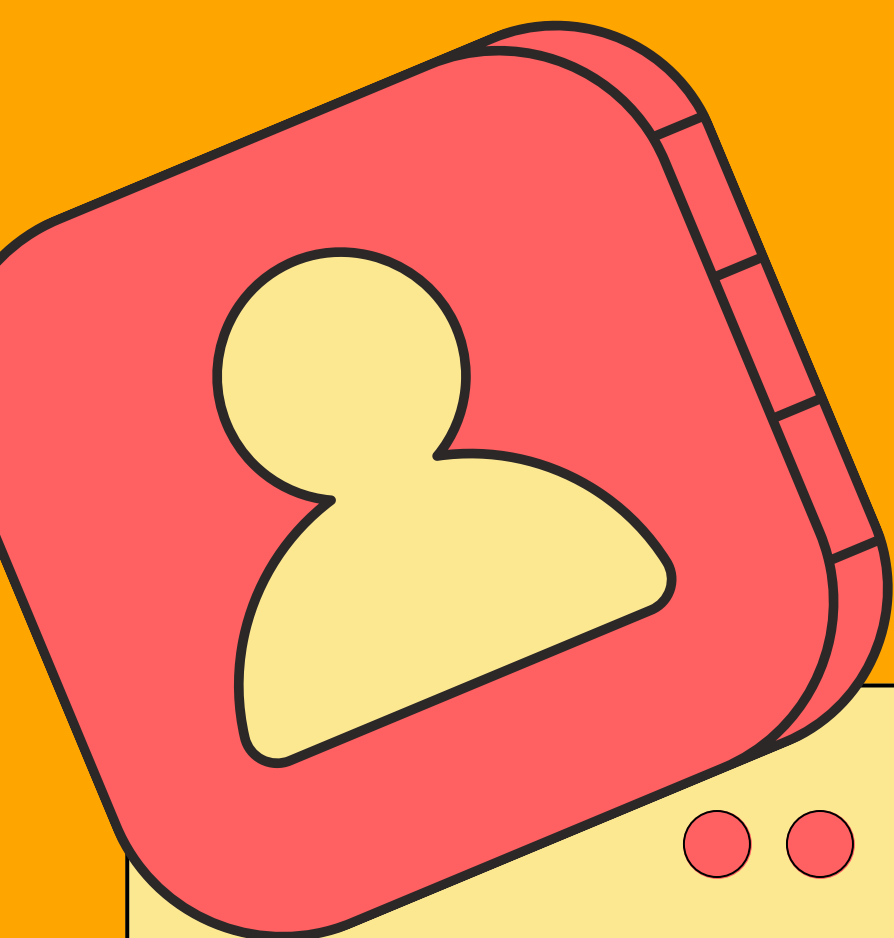
**Overview:** A digital community bulletin board connecting friends, family, and a broad network. Ideal for personal connections and business engagement.

**What to Do:** Embrace authenticity, share personal stories, engage in conversations, and post relatable content. Explore Facebook Groups for niche communities or brand engagement.



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# Instagram



demographics >>>>>

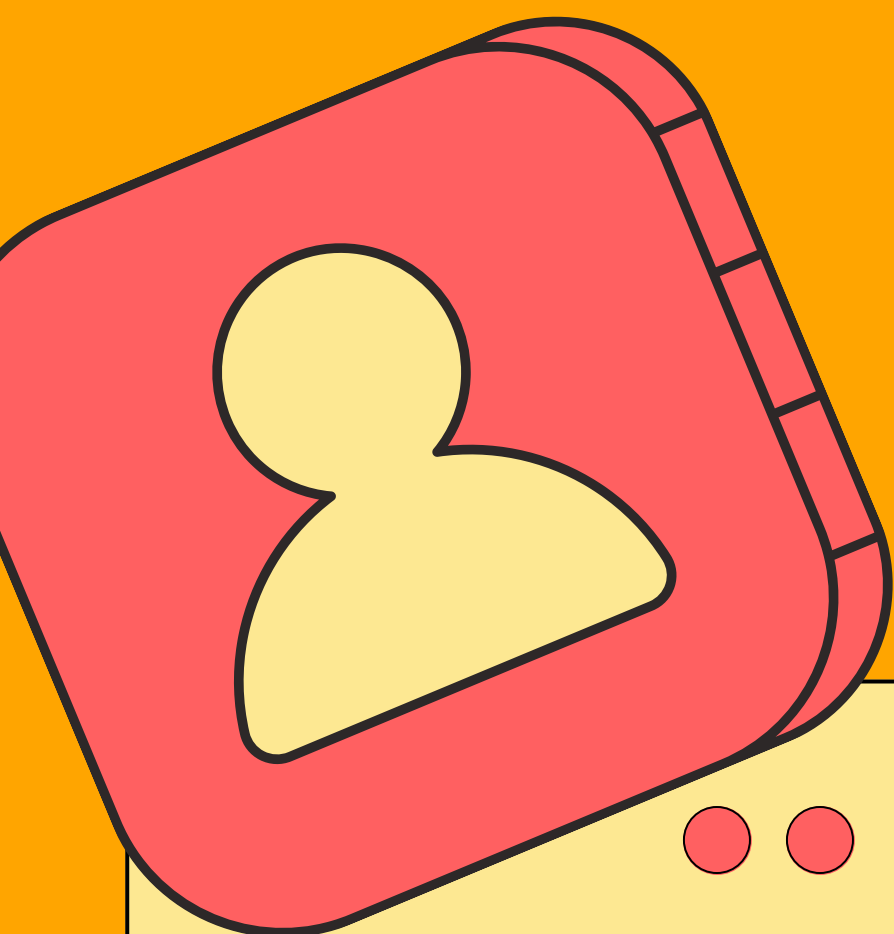
**Overview:** The realm of visual storytelling, Instagram thrives on captivating images and short videos. Ideal for fashion, travel, and lifestyle brands.

**What to Do:** Craft visually stunning content, post high-quality images, embrace Instagram Stories and Reels for engaging videos, and leverage hashtags for greater discoverability.



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# LinkedIn



demographics >>>>>

**Overview:** The digital conference room for professionals, LinkedIn is the gathering place for industry experts, job seekers, and businesses. It's the go-to platform for building your professional brand.

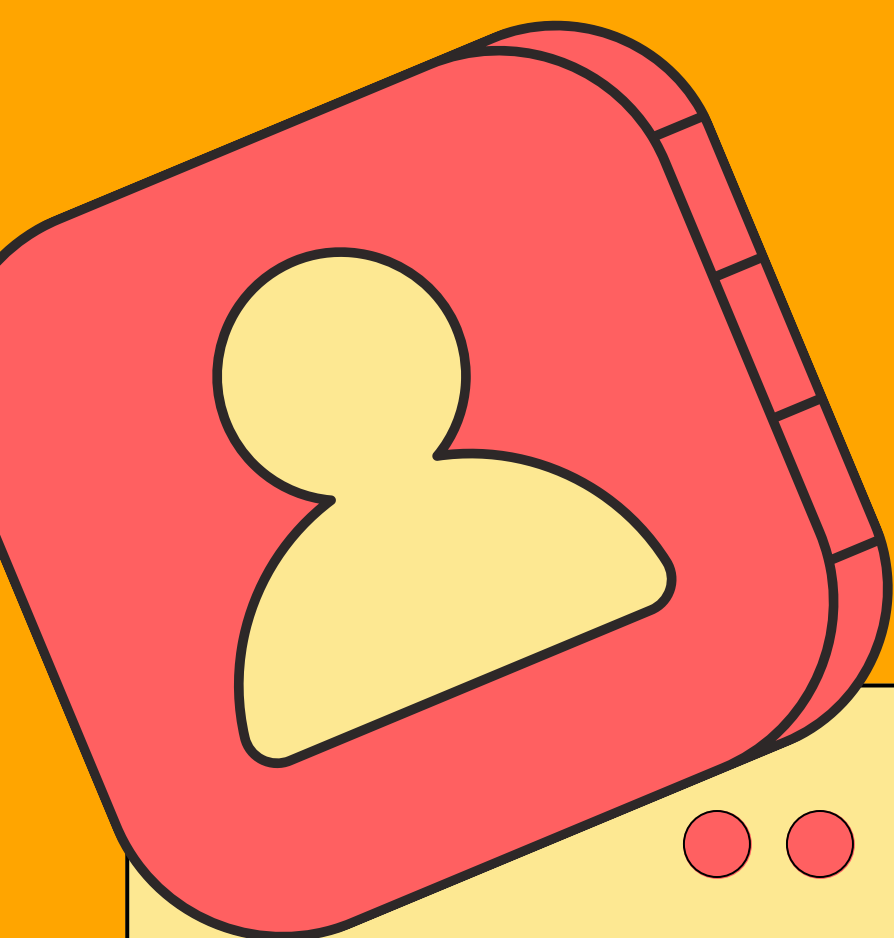
**What to Do:** Demonstrate your expertise with thought leadership posts, connect with industry professionals, and utilise LinkedIn's publishing platform for in-depth content. It's the top choice for B2B marketing.





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# TikTok



demographics >>>>>

**Overview:** TikTok is the stage for creative expression and entertainment. It's a platform where short, engaging videos reign supreme. It's a haven for viral challenges and trends.

**What to Do:** Dive into the world of creativity and fun. Craft unique content. Authenticity, relatability, and entertainment are key. It's also the "Google" for younger audiences - make use of it!





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*Your brand's  
demographic may  
come in many forms,  
figure out what fits.*



Age



Work



Gender



Income



Geographical location



Interests and hobbies



Education



# POST

# DIMENSIONS

perfecting sizes — get it right

## **Static/Carousel Post:**

- 1080px x 1080px [IG & TT]
- 1900px x 600px [FB & LI]

## **Reel/Story:**

- 1080px x 1920px [all platforms]\*

\*Use portrait mode to ensure your content looks great on mobile screens without cropping or negative spaces.



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*Social media is the  
perfect blend of  
creativity, strategy,  
and innovation!*

Virality

Analytics

Uniqueness

Content

Engagement

Hashtags

Strategy

Algorithm



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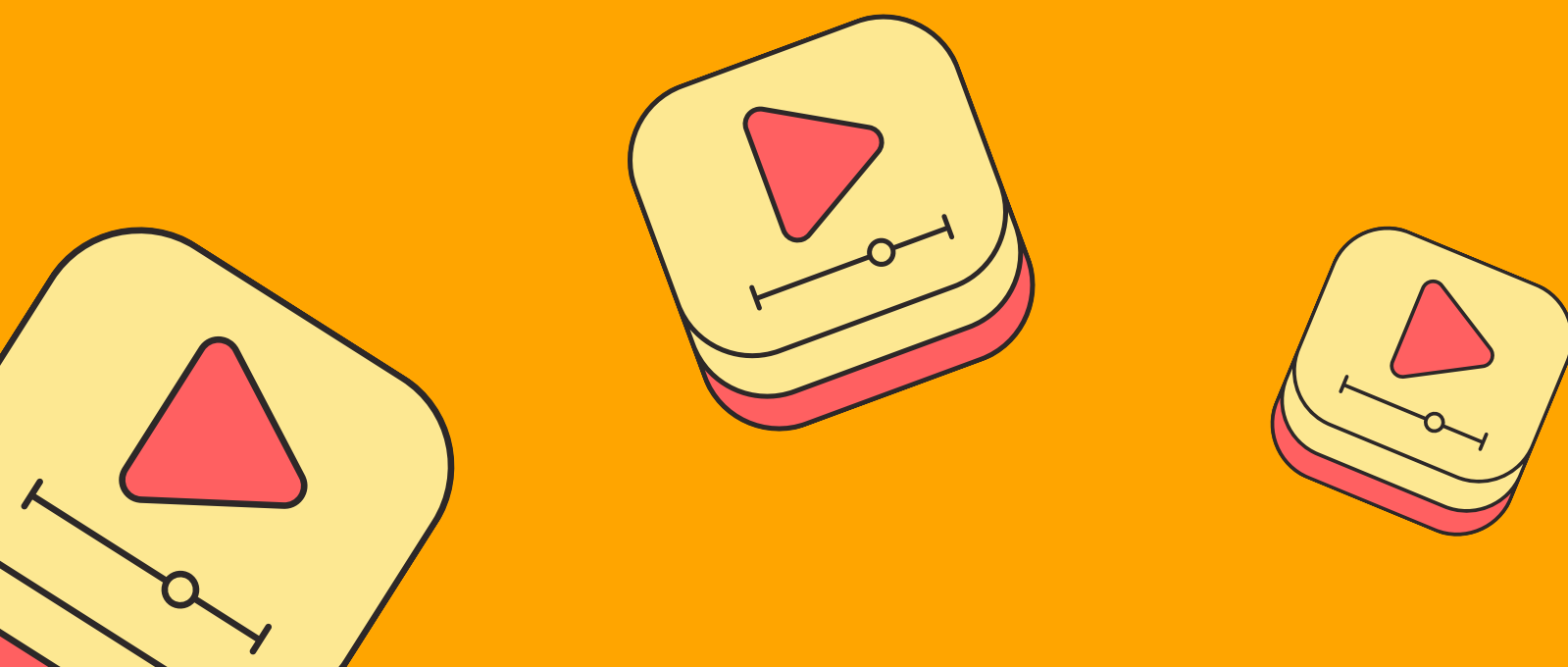
# Social Media *Strategy*

Here, I'll cover the core pillars that will guide you towards effective social media campaigns. From goal-setting to audience insights and content planning to AI tools, I'll equip you with the essentials for social media success.





*Better to have an  
effective strategy than  
to wing it.*





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Uncover the secrets behind successful content planning and layout. Here's why it's vital:

- Avoid Content Fatigue
- Align with Goals
- Build Credibility
- Drive Engagement
- Optimise Resources
- Visual Consistency

# Content

PLANNING AND LAYOUT

12





*Don't be a mess!*



**CONSISTENCY  
CREATES A  
STRONG  
BRAND  
IMPRESSION**



**INCONSISTENT CONTENT:**







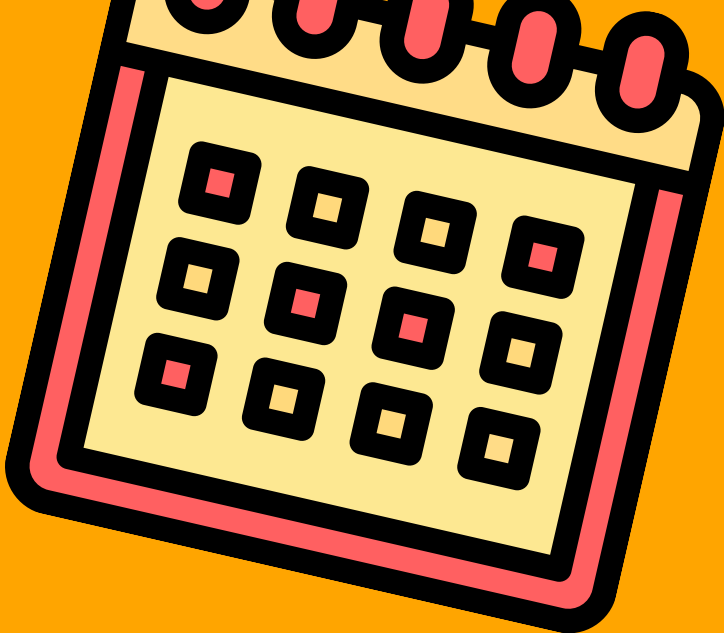
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# Publication Schedule



This is where the rubber meets the road in your social media marketing journey. A publication schedule is not just about posting regularly; it's the backbone of consistency in your online presence.

It ensures your audience always has fresh, engaging content to look forward to, which keeps them hungry for more and your campaigns finely tuned for optimal results. This tool is indispensable when properly implemented, and it plays a key role in maintaining a dynamic and thriving digital presence.

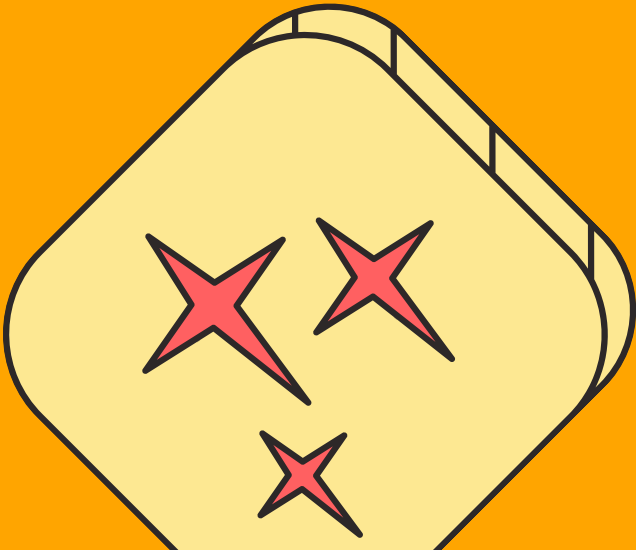


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Sample publication schedule:  
(for a fitness page)

| Day of the Week | Time Slot | Content Type | Post Description                         |
|-----------------|-----------|--------------|--|
| MON             | 2:00 PM   | Reel         | Recipe tutorial video: Homemade Smoothie |
| WED             | 9:30 AM   | Infographic  | Health benefits of daily exercise        |
| FRI             | 7:00 PM   | Image        | Inspirational quote with fitness image   |
| SAT             | 12:00 PM  | Reel         | “Work out with me” video                 |
| SUN             | 5:00 PM   | Story        | Share customer testimonial and photo     |

Weekly Schedule





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# AI

# Integration

AI is your silent hero in the realm of digital marketing, simplifying complex social media management tasks. It's your creative partner, reducing the need for extensive brainstorming. When you're dealing with bulk content planning, AI becomes your reliable ally, seamlessly handling tasks like crafting captivating captions and precise post-scheduling. This automation not only simplifies your workload but also redefines your approach. With AI's help, you'll unlock valuable time for strategic thinking and refining other digital marketing aspects. In essence, AI streamlines your workflow, supercharging your social media campaigns.





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## CANVA



Canva is a versatile graphic design tool that simplifies the creation of stunning visuals. It offers an array of templates, from social media posts to infographics, making it user-friendly for both, beginners and experts. Canva streamlines content creation and saves time by providing pre-designed templates, allowing you to customise graphics effortlessly.



ELEVATE VISUAL CONTENT

17



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## CHATGPT



ChatGPT is a powerful AI-powered writing assistant. It generates compelling and engaging copy for your social media posts. By inputting your content brief, ChatGPT suggests captivating captions and content ideas that resonate with your audience. It's a game-changer for generating creative and on-brand social media copy, significantly reducing your content creation workload.



OpenAI  
ChatGPT 4.0

CRAFT ENGAGING COPIES

18



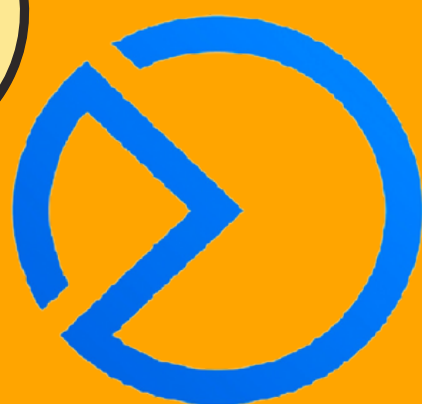


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## ***META B.S***



Meta Business Suite simplifies the management of your Facebook and Instagram accounts. It offers tools for content scheduling, post analysis, and audience insights. With this suite, you can plan your content calendar, schedule posts in advance, and analyse their performance, all in one place. It's a time-saver that helps you maintain a consistent online presence.



# Meta

## Business Suite

STREAMLINE MANAGEMENT

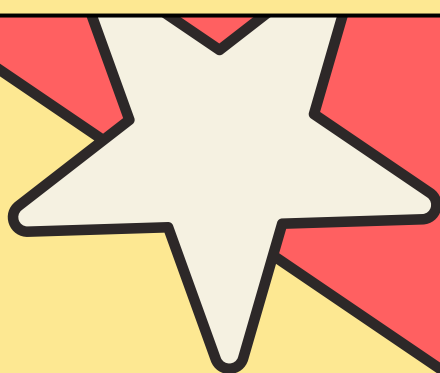
19



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# Measurement And Analysis

Analysing data is the compass guiding your social media journey. By diving into the numbers, you uncover invaluable insights about your audience's preferences, peak activity times, and the content that resonates most. This information isn't just data; it's the key to continuously crafting content that captivates your audience and fine-tuning your strategy for guaranteed success. In short, data analysis isn't an optional extra – it's the magic wand that transforms your social media game into a winning streak.

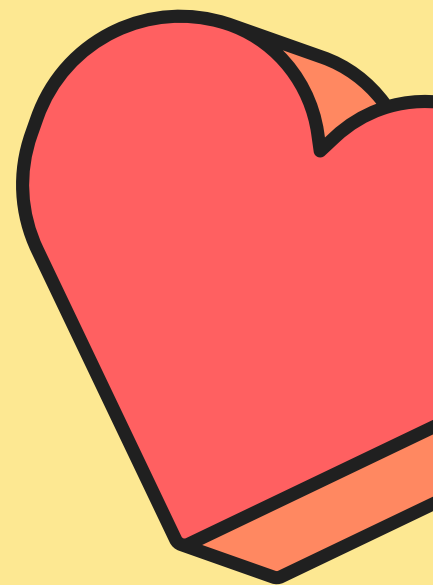
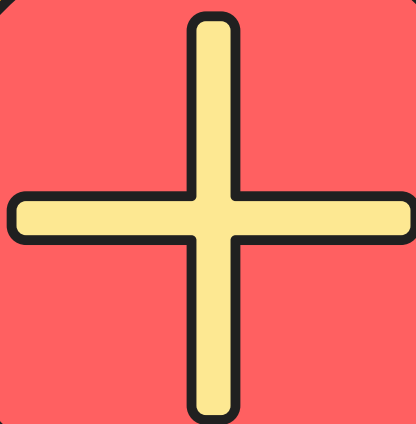


20





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And that concludes this eGuide! Remember that social media marketing is dynamic, and the basics are your foundation for success. By understanding platforms, crafting strategies, planning content, following a publication schedule, integrating AI, and measuring your progress, you're well-equipped to embark on your digital marketing journey. Stay curious, innovate, and adapt to the ever-changing social media landscape. Your success awaits, so go forth and conquer the digital world!

# Conclusion

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