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What is social media marketing?

SMM Stands for social media marketing. It means marketing through the internet that involves sharing content and involves creating on social media networks in order to gets your marketing and branding goals. It is a powerful way for business success. Through SMM we reach our customers easily. The main platforms of social media are twitter, Instagram, facebook, pinterest, youTube, snapchat etc.





Explanation of functions

1. Marketing

Social media allows marketers to connect and engage potential customers where they are at: LinkedIn, Twitter, Youtube, Facebook, Instagram, and even some of the younger platforms like TikTok. With a strong social media strategy and the ability to create engaging content, marketers can engage their audience.





2.Sales

Social selling is a strategy that uses social media platforms like Facebook, LinkedIn, and Twitter to connect and engage directly with your target sales prospects

3.Marketing

social networking is the use of Internet-based social media platforms to stay connected with friends, family, or peers. The most popular social networking sites in the U.S. include Facebook, Instagram, and Twitter.



4. Market research

Social media market research is the process of gathering quantitative and/or qualitative data from social media platforms to understand social, consumer, or market trends.

SOCIAL MEDIA IN MARKET RESEARCH



Social Media Trends and the Impact on HR

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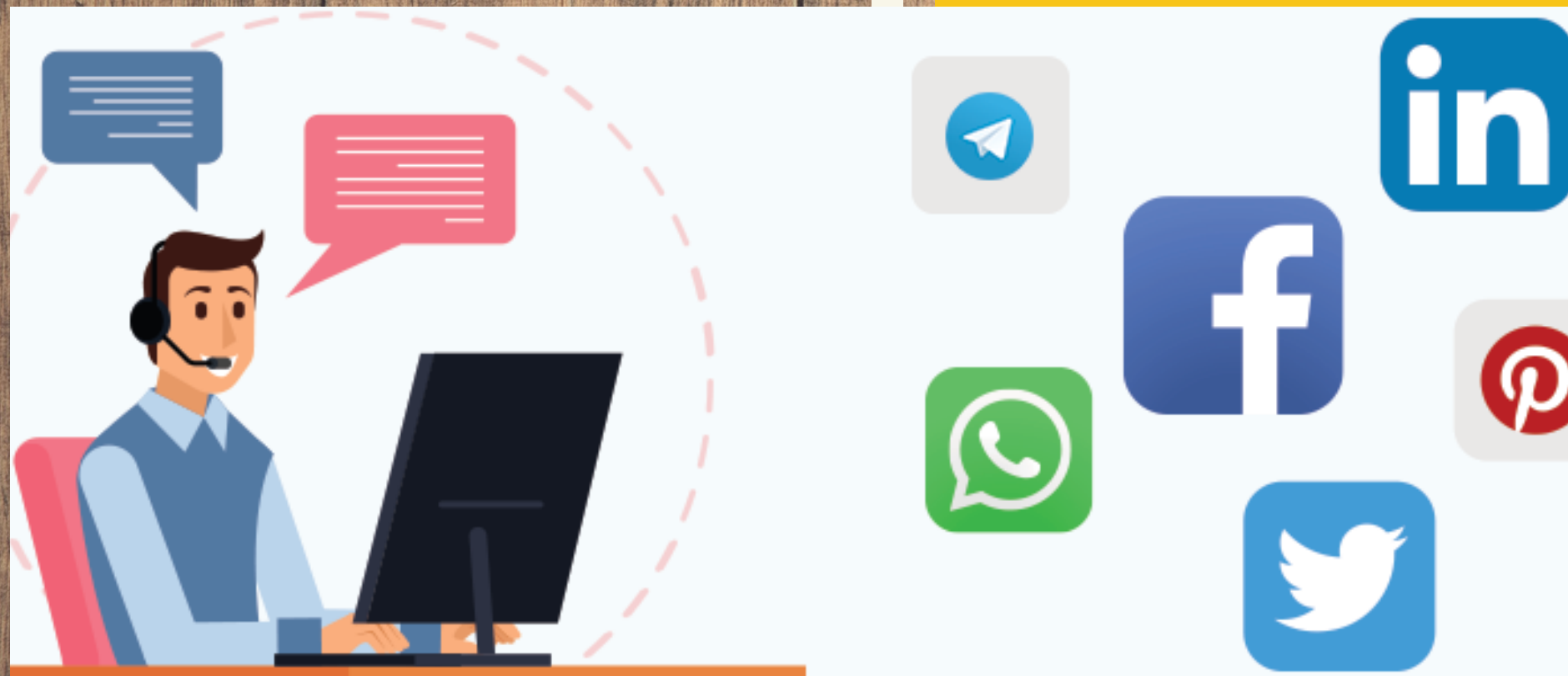


5. HR

Social HR refers to the use of social media tools/platforms (Facebook, LinkedIn, Twitter, etc.) to conduct and fulfill human resource activities (recruiting, employment branding, employee engagement) with the aim of aligning HR goals to the company's business goals.

6.Customer services

The use of social media plays a significant role in customer service. The mutual benefits of easy brand accessibility via Twitter, Facebook, YouTube, and others allow easy customer contact and engaging social interaction, providing brand building and widescale contact through multiple channels.





Explanation of types

NEW



POST

1. Social news

Social news is the occurrence of online news mixed with a form of social interaction, and is entirely reliant on social media websites. It can include sharing, voting, or user input, and what is presented depends on recorded trends relating to how users interacted with similar content in the past

2.Social networking

Social networking is the use of Internet-based social media sites to stay connected with friends, family, colleagues, customers, or clients. Social networking can have a social purpose, a business purpose, or both, through sites like Facebook, Twitter, LinkedIn, and Instagram.



Share

3.Video sharing

Video sharing sites allow you to upload your own videos as well as watch, comment, and like videos created by other users. A form of social media, they encourage back and forth and discussion on content.

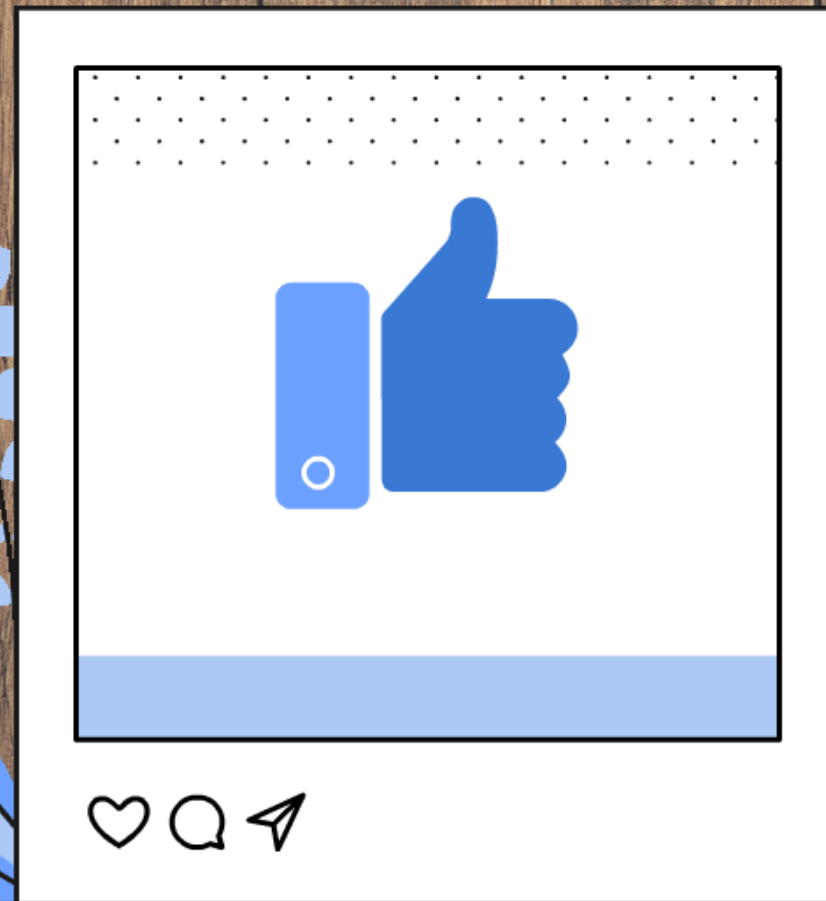
4. Review

Social media reviews help consumers determine whether a product or service is right for them. But it helps to read reviews first because it allows consumers to get a real sense of what to expect when they make a purchase.



5. Bookmarking

Social bookmarking is a way for people to store, organize, search, and manage “bookmarks” of web pages. Users save links to web pages that they like or want to share, using a social bookmarking site to store these links.



Conclusion

Social media marketing is way for success marketing. Marketers are well known about the potential for business growth by using the social media platforms.

Thank you
for
watching