Social Media Marketing

SMM

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- Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and services."
- But this definition is missing something really important. Let's make it more simple and clear:
- "Social media marketing is the process of creating tailored content for each social media platform to drive engagement and promote your business."
- Social media marketing is all about connecting with your audience or customers and helping them understand your brand better. It is incredibly beneficial to your business growth.

Types of SMM

- Facebook.
- Instagram.
- Twitter.
- Pinterest.
- LinkedIn.
- Snapchat.
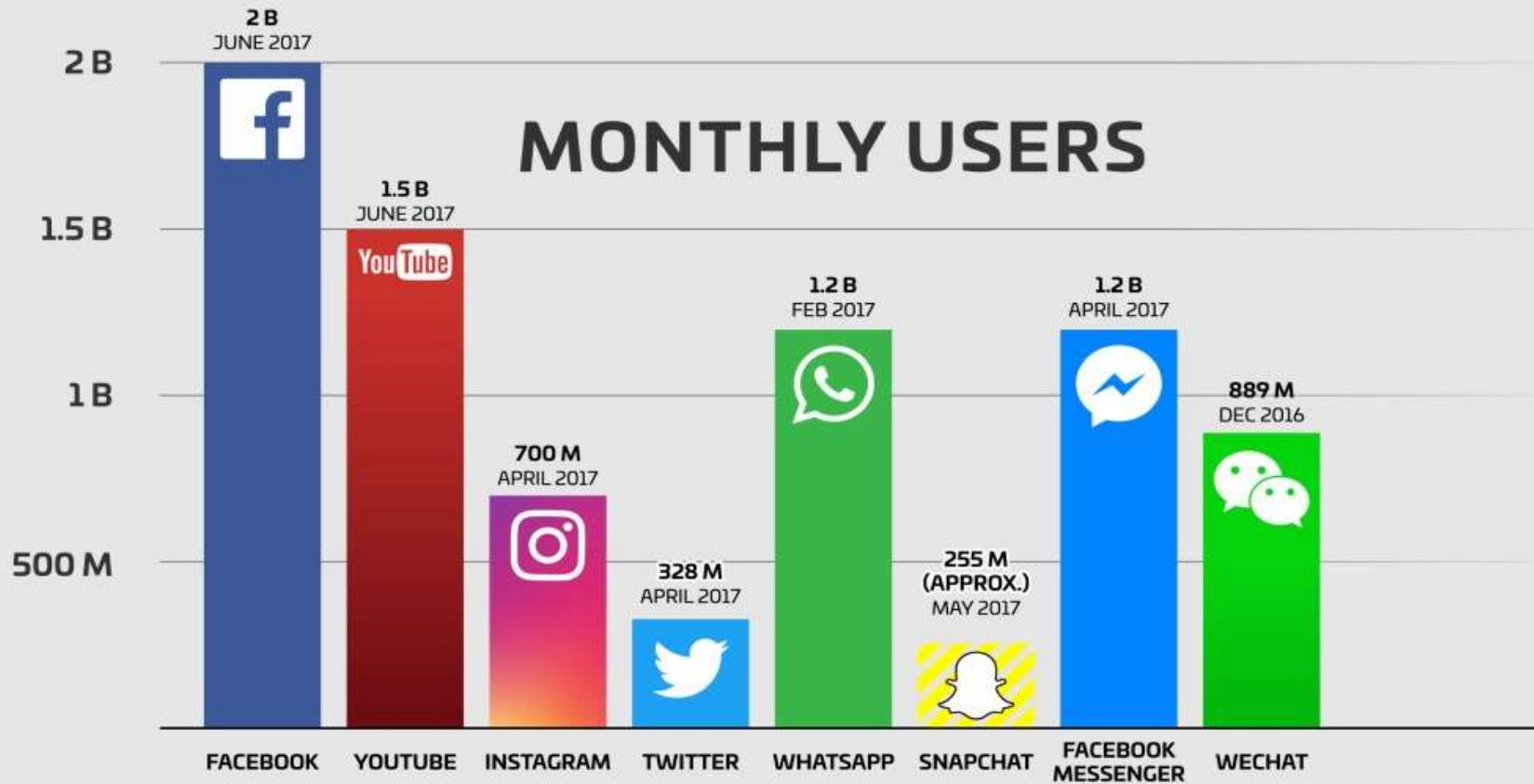
Importance

- Take a look at these stats from Oberlo to have a feel of why having a sound social media marketing strategy is imperative to business success in 2020 and beyond:
- 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.
- 90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers are active social media users.
- Facebook alone has over 2.7 billion monthly active users.