

Adwizee Professional Social Media Strategy

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1. Social Media Marketing Fundamentals

What is Social Media Marketing?

Social Media Marketing (SMM) involves using social media platforms to connect with audiences, build brand awareness, drive website traffic, and generate leads and sales through strategic content creation and engagement.

Why Social Media Marketing Matters:

- **Massive Reach:** 4.9 billion social media users worldwide
- **Targeted Advertising:** Precise demographic and interest targeting

- **Brand Building:** Direct connection with customers
- **Cost-Effective:** High ROI compared to traditional marketing
- **Real-Time Engagement:** Immediate customer feedback and interaction
- **Competitive Advantage:** 77% of businesses use social media for marketing

Core Social Media Marketing Pillars:

1. **Strategy & Planning:** Goal setting and platform selection
2. **Content Creation:** Value-driven content development
3. **Community Management:**
Engagement and relationship building
4. **Advertising:** Paid promotion and targeting

5. **Analytics:** Performance measurement and optimization

Social Media Marketing Funnel:

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Awareness Stage:

- Brand discovery
- Content consumption
- Follow/Like/Subscribe

Consideration Stage:

- Engagement with content
- Website visits
- Lead magnet downloads

Conversion Stage:

- Purchase decisions
- Sign-ups/Registrations
- Service inquiries

Loyalty Stage:

- Repeat purchases
- Brand advocacy
- User-generated content

2. Platform-Specific Strategies

Facebook Marketing:

Audience Demographics:

- Largest user base: 2.9+ billion monthly active users
- Broad age range: 25-65+
- Equal gender distribution

Content Strategy:

- **Facebook Groups:** Community building
- **Live Video:** Real-time engagement
- **Stories:** Daily updates
- **Long-form Content:** Articles and blog links
- **Events:** Promotion and RSVP tracking

Best Practices:

- Post 3-5 times per week
- Optimal posting times: 1-4 PM weekdays
- Video content performs best

- Use Facebook Shops for e-commerce
- Leverage Facebook Groups for community

Instagram Marketing:

Audience Demographics:

- 2+ billion monthly active users
- Dominant in 18-34 age group
- Slightly female-skewed audience

Content Strategy:

- **Reels:** Short-form viral content
- **Stories:** Daily engagement and polls
- **Carousels:** Multiple image posts
- **IGTV:** Longer video content
- **Guides:** Curated content collections

Best Practices:

- Post consistently: 3-7 times per week
- Stories: 5-10 per day
- Use 10-15 relevant hashtags
- High-quality visual content essential
- Leverage user-generated content

LinkedIn Marketing:

Audience Demographics:

- 900+ million professionals
- B2B decision makers
- Higher income demographics

Content Strategy:

- **Thought Leadership:** Industry insights
- **Company Updates:** Business news
- **Long-form Articles:** Professional content
- **Video Content:** Educational and training
- **Document Posts:** PDFs and presentations

Best Practices:

- Post 3-5 times per week
- Professional tone and content
- Engage in industry groups
- Use LinkedIn Articles for long-form content
- Leverage employee advocacy

Twitter Marketing:

Audience Demographics:

- 450+ million monthly active users
- News-focused audience
- Strong in 25-49 age group

Content Strategy:

- **Real-time Updates:** News and events
- **Threads:** Longer content series
- **Spaces:** Audio conversations

- **Polls:** Audience engagement
- **Trending Topics:** Relevant commentary

Best Practices:

- Tweet 3-8 times per day
- Use 1-2 relevant hashtags
- Engage in conversations
- Monitor brand mentions
- Leverage Twitter Moments

TikTok Marketing:

Audience Demographics:

- 1+ billion monthly active users
- Dominant in 16-24 age group
- Highly engaged user base

Content Strategy:

- **Short-form Video:** 15-60 seconds
- **Trend Participation:** Viral challenges
- **Educational Content:** How-to videos
- **Behind-the-scenes:** Brand authenticity
- **Duets and Stitches:** Interactive content

Best Practices:

- Post 3-5 times per week
- Use trending sounds and effects
- Authentic, unpolished content
- Engage with comments quickly
- Leverage TikTok Shopping

Pinterest Marketing:

Audience Demographics:

- 450+ million monthly active users
- 70% female audience
- Strong in home, fashion, food niches

Content Strategy:

- **Idea Pins:** Multiple page content
- **Product Pins:** E-commerce focus
- **Video Pins:** Tutorial and inspiration
- **Rich Pins:** Enhanced product information
- **Boards:** Themed content collections

Best Practices:

- Vertical images (2:3 aspect ratio)
- Keyword-rich descriptions
- Consistent pinning schedule
- Use Pinterest Analytics
- Leverage shopping features

YouTube Marketing:

Audience Demographics:

- 2.5+ billion monthly active users

- Broad age range coverage
- Second largest search engine

Content Strategy:

- **Educational Content:** How-to and tutorials
- **Entertainment:** Engaging video series
- **Vlogs:** Personal brand building
- **Live Streaming:** Real-time interaction
- **Shorts:** Short-form vertical video

Best Practices:

- Consistent upload schedule
 - SEO-optimized titles and descriptions
 - Custom thumbnails
 - Engage with comments
 - Use YouTube Analytics
-

3. Content Strategy & Planning

Content Pillars Framework:

Example for Digital Marketing Agency:

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Pillar 1: Educational Content

- SEO tips and tutorials
- Social media best practices
- Case studies and results
- Industry updates

Pillar 2: Brand Storytelling

- Company culture
- Team introductions
- Client success stories
- Behind-the-scenes

Pillar 3: Engagement Content

- Questions and polls
- User-generated content
- Contests and giveaways
- Industry discussions

Content Types Mix:

Educational Content (40%):

- How-to guides and tutorials
- Industry insights and trends
- Tips and best practices
- Webinars and live Q&A sessions

Engaging Content (30%):

- Polls and questions
- Contests and giveaways
- User-generated content features
- Interactive stories and reels

Promotional Content (20%):

- Product/service announcements
- Special offers and discounts
- Client testimonials
- Event promotions

Brand Building Content (10%):

- Company culture showcases
- Team member spotlights
- Behind-the-scenes content
- Corporate social responsibility

Content Calendar Template:

Weekly Content Plan:

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Monday: Educational Content

- Industry tip or tutorial
- Blog post promotion

Tuesday: Engagement Content

- Question or poll
- User-generated content feature

Wednesday: Brand Content

- Team spotlight
- Company culture

Thursday: Promotional Content

- Service highlight
- Client testimonial

Friday: Community Content

- Industry news discussion
- Weekend engagement post

Weekend: Light Content

- Inspirational quote
- Behind-the-scenes

Content Creation Process:

1. Ideation Phase:

- . Audience research
- . Competitor analysis
- . Trend monitoring
- . Brainstorming sessions

2. Planning Phase:

- . Content calendar creation
- . Resource allocation
- . Platform-specific optimization
- . Scheduling and automation

3. Creation Phase:

- . Content production
- . Visual asset creation

- Copywriting and editing
- Quality assurance

4. Distribution Phase:

- Platform publishing
- Cross-promotion
- Community engagement
- Performance monitoring

5. Analysis Phase:

- Performance review
- Engagement analysis
- ROI calculation
- Strategy adjustment

4. Audience Building & Engagement

Audience Research Framework:

Demographic Analysis:

- Age range and gender
- Location and language
- Income and education level
- Job titles and industries

Psychographic Analysis:

- Interests and hobbies
- Values and beliefs
- Pain points and challenges
- Goals and aspirations

Behavioral Analysis:

- Platform usage patterns
- Content consumption habits
- Engagement preferences
- Purchase behavior

Growth Strategies:

Organic Growth Tactics:

- Consistent quality content
- Hashtag strategy implementation
- Cross-platform promotion
- Engagement with industry accounts
- User-generated content campaigns
- Collaboration with micro-influencers

Community Building:

- Facebook Groups creation
- LinkedIn Industry groups
- Instagram Engagement pods
- Twitter Chats participation
- Discord or Slack communities

Engagement Best Practices:

Response Protocol:

- Respond to comments within 4 hours
- Personalize each response
- Address negative feedback professionally
- Like and respond to user-generated content
- Use polls and questions to encourage interaction

Engagement Rate Benchmarks:

- Facebook: 0.15% - 0.25%
- Instagram: 1.5% - 3.0%
- Twitter: 0.05% - 0.15%
- LinkedIn: 0.50% - 1.50%
- TikTok: 5.0% - 15.0%

Hashtag Strategy:

Hashtag Categories:

- **Branded Hashtags:** #AdwizeeMarketing
- **Industry Hashtags:** #DigitalMarketing
- **Campaign Hashtags:**
#MarketingMastery2024
- **Community Hashtags:**
#MarketingCommunity
- **Location Hashtags:**
#DelhiMarketingAgency

Optimal Hashtag Count:

- Instagram: 10-15 hashtags
 - Twitter: 1-2 hashtags
 - Facebook: 3-5 hashtags
 - LinkedIn: 3-5 hashtags
 - TikTok: 3-5 hashtags
-

5. Advertising & Paid Social

Social Media Advertising Platforms:

Facebook & Instagram Ads:

- **Audience Targeting:** Demographics, interests, behaviors
- **Ad Formats:** Image, video, carousel, collection
- **Placements:** Feed, stories, reels, marketplace
- **Budget Options:** Daily or lifetime budget

LinkedIn Ads:

- **Professional Targeting:** Job title, company, industry
- **Ad Formats:** Sponsored content, message ads, text ads
- **B2B Focus:** Lead generation and brand awareness

- **Higher CPC:** Premium pricing for professional audience

Twitter Ads:

- **Conversation Targeting:** Keyword and interest-based
- **Ad Formats:** Promoted tweets, trends, accounts
- **Real-time Engagement:** Event and trend-based campaigns
- **Cost-effective:** Lower CPM compared to other platforms

TikTok Ads:

- **Creative-focused:** Video-first platform
- **Ad Formats:** In-feed, top view, brand takeovers
- **Young Audience:** Gen Z and Millennial focus

- **Viral Potential:** High engagement rates

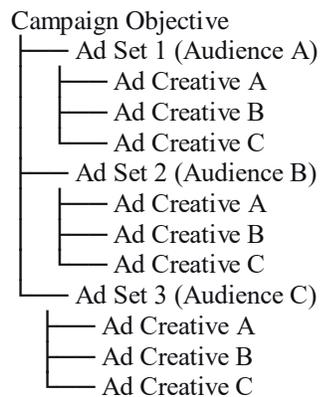
Advertising Strategy Framework:

Campaign Structure:

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Budget Allocation Guide:

Testing Phase (Month 1-2):

- 60% to audience testing

- 25% to creative testing
- 15% to placement testing

Optimization Phase (Month 3-4):

- 70% to best-performing audiences
- 20% to scaling opportunities
- 10% to new testing

Scaling Phase (Month 5+):

- 80% to proven performers
- 15% to incremental improvements
- 5% to innovation testing

Key Advertising Metrics:

Performance Metrics:

- **CPC (Cost Per Click):** Cost per link click

- **CPM (Cost Per Mille):** Cost per 1,000 impressions
- **CTR (Click-Through Rate):** $\text{Clicks} \div \text{Impressions}$
- **Conversion Rate:** $\text{Conversions} \div \text{Clicks}$
- **ROAS (Return on Ad Spend):** $\text{Revenue} \div \text{Ad Spend}$

Industry Benchmarks:

- Facebook/Instagram CTR: 0.5% - 1.5%
 - LinkedIn CTR: 0.3% - 0.8%
 - Twitter CTR: 0.5% - 1.2%
 - Average CPC: \$0.50 - \$2.00
 - Average CPM: \$5 - \$15
-

6. Analytics & Performance Tracking

Key Performance Indicators:

Awareness Metrics:

- Reach and impressions
- Follower growth rate
- Brand mentions and tags
- Share of voice

Engagement Metrics:

- Engagement rate
- Likes, comments, shares
- Story engagement rate
- Video completion rate

Conversion Metrics:

- Click-through rate
- Conversion rate
- Cost per conversion
- Return on ad spend

Audience Metrics:

- Audience demographics
- Follower growth/loss
- Best-performing content types
- Optimal posting times

Social Media Reporting Template:

Monthly Performance Report:

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Executive Summary:

- Key achievements and challenges
- Major campaigns and results
- Next month priorities

Platform Performance:

Facebook:

- Followers: [Number] ([Change]%)
- Engagement Rate: [Percentage]
- Reach: [Number]
- Top Performing Post: [Post Details]

Instagram:

- Followers: [Number] ([Change]%)
- Engagement Rate: [Percentage]
- Reach: [Number]

→ Top Performing Reel: [Reel Details]

Advertising Performance:

→ Total Spend: [Amount]

→ Conversions: [Number]

→ ROAS: [Ratio]

→ CPC: [Amount]

Content Insights:

- Best-performing content types

- Optimal posting times

- Audience feedback summary

- Competitive analysis

Next Month Strategy:

- Content calendar highlights

- Advertising budget allocation

- Growth targets

- Testing initiatives

Analytics Tools:

Native Platform Tools:

- Facebook Insights
- Instagram Insights
- Twitter Analytics
- LinkedIn Analytics
- TikTok Analytics
- Pinterest Analytics
- YouTube Analytics

Third-Party Tools:

- **Hootsuite Analytics:** Multi-platform reporting
 - **Sprout Social:** Advanced analytics and listening
 - **Buffer Analyze:** Performance tracking
 - **Google Analytics:** Website traffic from social
 - **Brandwatch:** Social listening and sentiment
-

7. Influencer Marketing

Influencer Partnership Strategy:

Influencer Tiers:

- **Nano-influencers** (1K-10K followers): High engagement, authentic

- **Micro-influencers** (10K-50K followers):
Niche expertise, good ROI
- **Mid-tier influencers** (50K-500K followers):
Balance of reach and engagement
- **Macro-influencers** (500K-1M followers):
Broad reach, higher cost
- **Mega-influencers** (1M+ followers): Mass awareness, premium pricing

Partnership Framework:

1. Identification:

- Relevance to brand and audience
- Engagement rate analysis
- Content quality assessment
- Audience demographic match

2. Outreach:

- Personalized approach

- Clear value proposition
- Campaign details and expectations
- Compensation structure

3. Collaboration:

- Content guidelines
- Brand messaging alignment
- FTC compliance and disclosure
- Performance tracking

4. Measurement:

- Engagement metrics
- Reach and impressions
- Conversion tracking
- ROI calculation

Campaign Types:

Content Creation:

- Sponsored posts and stories
- Product reviews and unboxing
- Tutorials and how-to guides
- Brand ambassador programs

Event Promotion:

- Event coverage and live streaming
- Guest appearances and takeovers
- Contest and giveaway hosting
- Behind-the-scenes content

Performance Benchmarks:

Engagement Rate Expectations:

- Nano-influencers: 5% - 10%
- Micro-influencers: 3% - 7%
- Mid-tier influencers: 1.5% - 3%
- Macro-influencers: 1% - 2%
- Mega-influencers: 0.5% - 1%

Cost Structures:

- Per post/story pricing
 - Commission-based arrangements
 - Product gifting and exchanges
 - Long-term partnership contracts
-

8. Crisis Management & Community Building

Social Media Crisis Management:

Crisis Prevention:

- Social media policy development
- Employee training and guidelines
- Monitoring and listening tools
- Response protocol establishment

Crisis Response Protocol:

1. **Acknowledge:** Respond quickly and acknowledge the issue
2. **Assess:** Gather facts and understand the situation
3. **Activate:** Implement crisis response plan
4. **Address:** Provide transparent communication
5. **Analyze:** Learn and improve from the experience

Community Management Best Practices:

Daily Community Tasks:

- Respond to comments and messages
- Monitor brand mentions and tags
- Engage with relevant industry content
- Share user-generated content

- Address customer service inquiries

Community Guidelines:

- Clear rules of engagement
- Moderation policies
- Response time expectations
- Escalation procedures

Building Brand Advocacy:

Loyalty Programs:

- Exclusive content for engaged followers
- Early access to new products
- Special discounts and offers
- Recognition and featuring

User-Generated Content Strategies:

- Branded hashtag campaigns

- Photo and video contests
 - Customer spotlight features
 - Testimonial collection
-

9. Social Commerce

Social Shopping Features:

Instagram Shopping:

- Product tagging in posts and stories
- Shop tab on business profile
- Collections and product categories
- Checkout on Instagram

Facebook Shops:

- Customizable online store

- Cross-platform integration
- Messenger and WhatsApp integration
- Live shopping events

Pinterest Shopping:

- Product pins with pricing
- Shop the look features
- Catalogs and collections
- Rich pin implementation

TikTok Shopping:

- Product links in bio
- Live stream shopping
- Video product demonstrations
- Partnership with e-commerce platforms

Social Commerce Strategy:

Funnel Integration:

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Discovery Phase:

- Social media content
- Influencer partnerships
- User-generated content

Consideration Phase:

- Product demonstrations
- Customer reviews
- Live Q&A sessions

Conversion Phase:

- In-app purchasing
- Limited-time offers
- Social proof elements

Retention Phase:

- Loyalty programs
- Exclusive content
- Community building

Best Practices for Social Commerce:

Content Strategy:

- Show products in use
- Customer testimonials and reviews
- Behind-the-scenes manufacturing
- User-generated content features

Conversion Optimization:

- Clear call-to-action buttons
 - Streamlined checkout process
 - Multiple payment options
 - Trust signals and security badges
-

10. Social Media Management Tools & Resources

Content Management Tools:

Scheduling & Publishing:

- **Hootsuite:** Multi-platform scheduling
- **Buffer:** Simple scheduling and analytics
- **Sprout Social:** Enterprise-level management
- **Later:** Visual content calendar

- **Meta Business Suite:** Facebook/Instagram management

Design & Creative Tools:

- **Canva:** Graphic design templates
- **Adobe Creative Cloud:** Professional design
- **Remove.bg:** Background removal
- **Unsplash:** Stock photography
- **Lumen5:** Video creation from text

Analytics & Listening Tools:

- **Google Analytics:** Website traffic analysis
- **Brandwatch:** Social listening
- **Mention:** Brand monitoring
- **Keyhole:** Hashtag tracking
- **Socialbakers:** AI-powered analytics

Resource Allocation Guide:

Small Business (1-2 people):

- Content creation: 40% of time
- Community management: 30% of time
- Strategy and planning: 20% of time
- Analytics and reporting: 10% of time

Medium Business (2-4 people):

- Content strategy: 1 dedicated person
- Community management: 1 dedicated person
- Advertising management: 0.5 dedicated person
- Analytics and strategy: 0.5 dedicated person

Enterprise (5+ people):

- Content creation team
- Community management team
- Advertising specialists

- Analytics and strategy team
- Influencer partnership manager

Budget Planning Template:

Monthly Social Media Budget:

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Content Creation: \$XXX

- Photography and videography
- Graphic design
- Copywriting

Advertising Budget: \$XXX

- Facebook/Instagram ads
- LinkedIn campaigns
- Testing budget

Tools and Software: \$XXX

- Management tools
- Analytics software
- Design tools

Influencer Partnerships: \$XXX

- Micro-influencer collaborations
- Content creation partnerships

Training and Development: \$XXX

- Team training
- Industry conferences
- Certification courses

Total Monthly Budget: \$XXXX

Common Social Media Mistakes to Avoid

Strategic Mistakes:

1. **No Clear Strategy:** Posting without goals or plan
2. **Ignoring Analytics:** Not tracking or learning from data
3. **Inconsistent Branding:** Mixed messaging and visuals
4. **Over-promotion:** Too much sales-focused content
5. **Platform Neglect:** Not utilizing platform-specific features

Content Mistakes:

1. **Poor Quality Visuals:** Low-resolution images and videos
2. **Irrelevant Content:** Not aligned with audience interests
3. **Inconsistent Posting:** Irregular content schedule
4. **Ignoring Trends:** Not participating in relevant conversations
5. **No Call-to-Action:** Missing engagement opportunities

Engagement Mistakes:

1. **Slow Response Times:** Delayed customer service
2. **Ignoring Comments:** Not engaging with audience
3. **Automated Responses:** Impersonal interactions

4. **Deleting Negative Comments:** Instead of addressing concerns
5. **No Community Building:** Focusing only on broadcasting

Advertising Mistakes:

1. **Poor Targeting:** Wasted ad spend on wrong audience
 2. **Weak Creative:** Unengaging ad content
 3. **No A/B Testing:** Not optimizing campaigns
 4. **Ignoring Mobile:** Not optimizing for mobile users
 5. **No Retargeting:** Missing conversion opportunities
-

Social Media Success Measurement

Short-Term Goals (1-3 months):

- Consistent posting schedule established
- Basic audience engagement initiated
- Platform-specific profiles optimized
- Initial content strategy implemented
- First advertising tests completed

Medium-Term Goals (3-6 months):

- Steady follower growth achieved
- Consistent engagement rates maintained
- Advertising ROI optimized
- Content performance patterns identified
- Community building initiatives launched

Long-Term Goals (6-12 months):

- Strong brand presence established
- Predictable lead generation system
- Loyal community of brand advocates

- Significant ROI from social efforts
 - Industry authority position achieved
-

Final Social Media Success Principles

Continuous Optimization:

- Regularly test new content formats
- Stay updated with platform changes
- Monitor competitor strategies
- Adapt to audience feedback
- Embrace new features and trends

Data-Driven Decisions:

- Base strategies on performance data
- Use A/B testing for optimization
- Track ROI for all activities

- Measure what matters to business goals
- Learn from both successes and failures

Authentic Engagement:

- Build genuine relationships with followers
 - Show brand personality and values
 - Respond personally to interactions
 - Create value for your community
 - Be transparent and trustworthy
-

**Professional Social Media Marketing by
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This comprehensive Social Media Marketing guide is provided by Adwizee Digital Marketing Agency. For customized social media strategies and professional management, contact our certified social media experts today.

Implementation Timeline:

Month 1: Foundation Building

- Platform setup and optimization
- Audience research and analysis
- Content strategy development
- Tool setup and integration

Month 2-3: Content & Engagement

- Content calendar implementation
- Consistent posting schedule
- Community engagement initiation
- Initial advertising testing

Month 4-6: Growth & Optimization

- Performance analysis and optimization
- Advertising strategy refinement
- Influencer partnership initiation
- Community building acceleration

Month 7-12: Scaling & Authority

- Advanced strategy implementation
- ROI optimization
- Industry authority establishment
- Team scaling and process refinement

This guide provides a complete framework for developing and executing a successful social media marketing strategy. Remember that social media success requires consistency, adaptability, and genuine engagement with your audience.