

MANGALORE UNIVERSITY



V SEMESTER BCA

DIGITAL MARKETING

UNIT –II SOCIAL MEDIA MARKETING

STUDY MATERIAL

2. Social Media Marketing

2.1 Overview of social media marketing

Social media marketing is the process of using social media platforms to promote a product, service, or brand. It has become increasingly important in recent years due to the growing popularity of social media and the increasing amount of time people spend on these platforms.

2.2 Social media platforms and their features

Social media platforms have evolved and expanded significantly over the past two decades. Each platform has its unique features tailored for different audiences and content types. Here's a breakdown of some of the most popular social media platforms and their primary features as of 2021:

1. **Facebook:**

- **Personal Profiles and Pages:** Users can create personal profiles or pages for businesses, celebrities, causes, and more.
- **News Feed:** A stream of updates from friends and pages that users follow.
- **Groups:** Communities of users with shared interests.
- **Marketplace:** A platform for buying and selling items locally.
- **Messenger:** A messaging app for private and group chats.
- **Stories:** Temporary photos or videos visible for 24 hours.

2. **Instagram (owned by Facebook):**

- **Photos and Videos:** Users share photos and videos with their followers.
- **Stories:** Temporary content that disappears after 24 hours.
- **IGTV:** Allows for longer video content.

- **Reels:** Short, 15-second video clips.
- **Shopping:** A feature for businesses to sell products directly.

3. **X (Formerly Twitter):**

- **Tweets:** Short messages of up to 280 characters.
- **Retweets and Likes:** Sharing and endorsing others' content.
- **Lists:** Curated groups of X (Formerly Twitter) users.
- **Trending Topics:** Real-time popular topics and hashtags.
- **X (Formerly Twitter) Spaces:** Audio chat rooms.

4. **LinkedIn:**

- **Professional Profiles:** Users showcase their professional experience, skills, and endorsements.
- **Companies & Jobs:** Businesses can post job openings, and users can apply.
- **News Feed:** Updates from connections and followed entities.
- **Groups:** Professional communities centered around industries or interests.
- **Learning:** A platform for professional courses and certifications.

5. **Snapchat:**

- **Snaps:** Photos and videos shared with friends.
- **Stories:** Collections of snaps that last 24 hours.
- **Discover:** Content from media partners and creators.
- **Snap Map:** A map showing friends' locations and public stories.
- **Filters and Lenses:** Augmented reality features for enhancing content.

6. **YouTube:**

- **Video Sharing:** Users upload, view, and comment on videos.
- **Channels:** Profiles for content creators.
- **Playlists:** Curated lists of videos.
- **Live Streaming:** Real-time video broadcasting.
- **YouTube Stories:** Short, mobile-only videos that last for 7 days.

7. **TikTok:** (Banned in India)

- **Short Videos:** Users create and watch 15-second to 1-minute videos.
- **For You Page (FYP):** Algorithm-driven content discovery.
- **Duet:** Users can create content alongside another user's video.
- **Sounds and Music:** Integrations for adding popular music and sounds.
- **Equivalents for TikTok are MOJ and ShareChat**

8. **Pinterest:**

- **Pins:** Images or videos saved from the web.
- **Boards:** Collections of pins around a theme or topic.
- **Shopping Pins:** Direct links to products available for purchase.

9. **Reddit:**

- **Subreddits:** Communities based on interests or topics.
- **Posts:** Text, links, photos, or videos shared within subreddits.
- **Upvotes/Downvotes:** Community-driven content ranking.

10. **WhatsApp (owned by Facebook):**

- **Messaging:** Private and group chat messaging.
- **Voice and Video Calls:** Individual or group calls.
- **Status:** Temporary status updates similar to Stories on other platforms.
- **WhatsApp Pay:** Payment Gateway

There are many other platforms, each with unique features catering to different demographics and content preferences. Moreover, these platforms frequently update and introduce new features, so it's essential to keep an eye on their official channels or updates for the latest functionalities

There are some basic features that commonly available in most of a social media apps:

1. **Push Notifications:** Notifies users whenever a message or a call is missed or received.
2. **Single and Group Video Calls:** Offers one-to-one and group video chats for users to converse with one another.
3. **Typing Indicators:** Lets users know when their peer is typing to keep chats on.
4. **Online presence indicators:** Allows users to learn when the other user is online or not.
5. **UI Kits:** Gives full control of the look and feel of communication apps to easily integrate UI components.
6. **Delivery and read receipts:** Lets users know when their messages are delivered and read.
7. **End-to-end encryption:** This feature allows users to engage in a secure and encrypted communication with other users. Some of the common E2E encryption protocols include AES-256, SSL, and TLS.

2.3 Benefits of social media marketing

1. Increased brand awareness: Social media platforms provide a wide reach, which allows businesses to promote their brand, among different categories of buyers.
2. Targeted audience: One of the key benefits of social media marketing is its ability to reach a large and diverse audience. Social media platforms offer a wealth of data on their users, which allows businesses to create targeted marketing campaigns that reach specific demographics and geographic locations. Additionally, social media marketing allows businesses to target specific groups of people based on their interests and behaviours, which can help to increase the effectiveness of marketing efforts.
3. Cost-effective: Social media marketing is often less expensive than traditional forms of advertising, such as television or print ads.
4. Interaction with customers: Another key benefit of social media marketing is the ability to engage with customers and potential customers in real-time. Social media platforms provide businesses with an easy way to interact with customers, receive feedback, and respond to complaints or concerns.
5. Measurable results: Social media platforms offer a wealth of data and analytics, which allows businesses to track the success of their marketing campaigns and adjust as needed.
6. Create a community: Social media platforms allow businesses to create a community around their brand, which can lead to increased customer loyalty and advocacy.
7. Building relationships: Social media platforms provide an opportunity for businesses to build relationships with their customers, which can lead to increased customer loyalty and repeat business. Social media platforms offer businesses to interact with their followers using live reviews, video reviews, chatbots, customizable products etc

Overall, Social media marketing is a powerful tool that can help businesses reach their target audience, increase brand awareness, and drive sales. It is important for businesses to have a well-

defined strategy and goals in order to be successful in social media marketing.

2.3 Creating and optimizing social media profiles

2.3.1 Creating Social Media Profiles

A decade ago, social media was purely a way to keep in touch with our old college or school friends or to communicate to some groups of people who has similar interests and hobbies. Today, social media has become a powerful marketing tool that any business, big or small, should harness to reach its customers of various social status and become more reachable, customer loyal and thus successful. With social media platforms such as Instagram, Facebook, TikTok/Sharechat/Moj, YouTube, Pinterest, and many more, there are countless creative and innovative ways brands can connect with their existing customers and convert new ones. On social media, companies can achieve high-quality brand recognition even on a limited budget. An awesome social media profile of a business firm helps to improve sales, gaining more and more traction and rapidly establishing itself as a staple of any effective marketing strategy.

2.3.2 Tips on How to Create the Best Social Media Profile

Here is a list of doable tips which helps to create an expertly crafted social media profile no matter which channel you plan on using.

- 1. Name the Social Profile same as Business Firm's name:** When you craft your social media page, you should use your business name as the name of the page. While this might seem like common sense, there are many businesses that will create a different profile page for various products, hoping to gain likes and follows for that specific product. They end up hoping to get likes on several different product profiles, but customers aren't that keen on following hundreds of different pages for just *one* business. Knowing this, always make sure you create *one* page for your business and utilize only your business's name for the page name. This will help create a central location for your followers and allow you to promote more than just one product on the page.

- 2. Choose a Memorable Username.** Another great tip, according to Kissmetrics (An analytics software like Google Analytics) , is to choose a username that reflects your business, but is also memorable for clients. This can help you gather more followers and likes if you give your profile username out, and it can also help clients remember what your page is called. You may even find they are more willing to mention your business in a comment if they can remember the username easily. Most businesses simply choose their own name for this, but if you can't do that or have to limit the amount of characters in the username, find something that works perfectly.
- 3. Keep the Same Username Across All Platforms.** When you create your username, it is a good idea to check its availability on all platforms you plan on using. You will most likely start out on Facebook, X (Formerly X (Formerly Twitter)), Instagram and YouTube. However, you should think about other sites you might want to use in the future and claim your username before it is taken. A few other sites to consider using are, Pinterest, LinkedIn, Snapchat, Twitch, Quora and Reddit. Decide if these platforms are for you, and go ahead and claim your username. You can always make the profile private until you are ready to publish to it. If you can't keep your username the same across all platforms, try to make them as similar to each other as possible.
- 4. Always Use a Profile Image.** You don't want to be a faceless Facebook user, do you? Then upload a profile image on all of your social profiles. This is a great way to help clients find your social sites quickly and easily while also making sure people know your site is not a spam site. The Profile image for your various profiles can be a brand logo. This also depends on the business you are running. If your business is more of a personal one such as a musician or motivational speaker, then you can use an image of yourself or of a person people will connect with. However, it is usually a good idea to brand your profile photograph and use a company logo or design for other businesses. You do not need to put your company name into the image, however just come up with a clever design!

5. Use Attractive Cover Images. The majority of social media sites are making way for cover photos now, which helps add a great flair to your site. Many businesses just opt for a stock photo, which can always work, it is advised to use a company logo or you might be able to use your company's name in the design, but try to find images that are more spacious and aren't very busy with type. Get together with a graphic artist to come up with a great image!

6. Add Your Website Link to the Profile Page. Always post your company's website link on your profile page. The great thing about most of the major social media platforms is that they provide the ability to put the links of all other platforms in a prominent place on the profile. This makes it easier for followers to click the link and head to your site. However, don't just use it in the designated slot on profile page; use it several times by posting various links to blogs and products or services when you post updates. This will help promote more clicks/views to your site, giving your audience the ability to read more from your company and directing them to specific locations, encouraging them to purchase items from you.

7. Write a Professional Biography on All Social Sites. A bio is an important part of any social site, whether you can write a lengthy one or one with a character limit such as X (Formerly X (Formerly Twitter)). Write a creative professional bio, which includes the following features:

- a. Lines that show the people what you have accomplished instead of telling people about yourself.
- b. Consider the keywords, which are specific to your audience.
- c. Avoid using overused words in the bio, and design something that is fresh and professional.
- d. Always answer a question for the reader to encourage them to follow your social page.
- e. Make sure you look over your bio regularly and make changes as needed. A fresh bio is a great idea, just like having fresh web contents. Keep things new for your readers.

- 8. Take utmost care about the photographs:** Make Sure All Images follow the Sizing Rules for the Site. Each social channel has different photo sizing rules for their profile photos, cover images, and any photographs you load on the site. Sometimes, the channels might resize the image for you, which can cause blurriness or other problems, so you should always aim to stick to the rules. It can be hard to remember the image sizes you will need for each, but these specialized companies like Hootsuite that offers a great guide at the end of their social media template guide. Take a look and make sure all of your social platforms have images that fit the sizing rules.
- 9. Search Engine Optimization:** Utilize SEO (or SMO) tactics for Social Media Profiles. When it comes to your social profiles, you have an incredible chance to further SEO for your site. According to Search Engine Examiner, this is called social media optimization or SMO. Remember, each online element you utilize is just one more way to help you rank. You know the keywords that will help people find your website and blogs, and you've already implemented them. Now it is time to implement those same keywords into your social profile, and your social media markup tags. Use them in your bio, and use a few throughout the posts you use. However, you should always remember to avoid keyword stuffing. It can still get you a penalty if you stuff your social profile with keywords.
- 10. Link to Your Other Social Media Platforms.** When you create a new social profile, let people know and link to the other social site. This will also work if you have one site that doesn't have very many followers. For example, if you have several followers on Facebook and only a handful of followers on X (Formerly X (Formerly Twitter)), then make an update on Facebook encouraging people to follow your X (Formerly X (Formerly Twitter)) account. Include links within your profile, if possible, to other social channels or regularly promote the different channels. You should definitely do this if you have just started up an Instagram or Pinterest profile to get people to follow quickly.

11. Stay Consistent With All of Your Information. A great tip that many social media experts give is to keep all of your information consistent across all platforms. Consistent information and branding across different platforms creates a very professional look and feel, especially if it is consistent with your website as well. This can create a sense of familiarity with your followers and can even bring in new customers. On that note, you should also always make sure your content and information is up-to-date. Yes, it can be time-consuming to keep your profile current, but it is a great idea.

These tips will help make your entire social media profiles look complete, and professional.

2.3.3 Optimizing social media profiles

Social media optimization is the process of improving the social media posts (or social media strategy) to achieve better results, faster follower growth, higher levels of engagement, more clicks/views or conversions, etc. Social media is not only a great way to connect with the audience and promote the brand name, but also a powerful tool to boost the SEO (Search Engine Optimization) efforts for the company. By optimizing the social media profiles and pages for SEO, one can increase the visibility, traffic, and conversions on both social platforms and search engines.

Social media optimization or SMO is a marketing discipline that emphasizes a holistic approach to social media and website content management. SMO is used to drive traffic to a Company's website or to raise awareness of a product, a promotion, or an event. Due to its close ties to websites and search engine optimization, SMO includes efforts to improve a website's social media effectiveness with techniques such as content optimization and social sharing [1]. Effective SMO requires the following things, at minimum:

- Social media profiles on the appropriate channels
- Access to the publishing controls for the social media channels
- Administrative access to the website

- Access to analytics data for your website
- Access to analytics data for your social media channels, such as Facebook Insights
- Willingness to make the effort needed to interact with your audience [2]

Search engine optimization focuses on tweaking the content of a website in order to win a coveted high-level position in the results displayed by a search engine, particularly Google Search.

Social media optimization involves creating unique content for a social media site that attracts followers to the website for more information or to purchase.

The creation of any social media profile starts with soul-searching vis-à-vis determining the objective or the goal you would like to achieve through your social media program. Business objectives and projected outcomes require complete clarity in what you are trying to achieve in social media. Some of the potential objectives that can be framed by companies from all industries of all sizes utilize social media are as follows:

1. Establish an infrastructure to govern internal social media efforts going forward.
2. Generate new business for your established company or a new brand or product line within your existing company.
3. Generate more traffic to either your website or your brick-and-mortar store.
4. For some start-up companies, especially in e-commerce, use social media as your primary marketing channel.
5. Build a greater social media audience or nurture a large social media community as part of your corporate marketing and communications infrastructure.
6. Scale usage of social media internally as an organization.
7. Integrate social media into your current digital properties.
8. Engage customers wherever they are, realizing that social media is a viable new communication platform.
9. Attract more business from your current customers by engaging with them via social media.
10. Further, extend your brand into the social media communities of your customers to improve public goodwill.

11. Attract social media influencers in order to better amplify your social media messages.
12. Attain thought leadership in your industry through social media engagement.
13. Provide distributors, resellers, and other partners with social media content they can reuse for their own social efforts.
14. Proactively approach social media in preparation for an inevitable crisis and understand what to do in terms of crisis management from a social media perspective. [3]

Benefits of social media optimization

Here's what the right social media optimization tactics can do for your social media efforts:

- Grow your followers at a faster rate
- Understand your audience on a deeper level
- Increase brand awareness on social media
- Improve reach on social media
- Improve the quality of your leads from social media
- Sell more of your products and services through social channels
- Increase your engagement rate

2.4 Social media content strategy

A social media content strategy is a plan that contains all the ins and outs of how you will use content to grow your brand and reach your goals on social media platforms. A content strategy for social media is a strategy that focuses on the content that you will share on social media. It has a clear purpose that acts as a guide throughout the process. It can be anything from a short text update to an update containing graphics, images and links. There may be links to blog posts, articles, reports, info-graphics, picture galleries or videos. The strategy is based on a vision or a purpose that sets the course for the future.

From the studies performed by the researcher Danah Boyds on teenagers, it's found out that most people use social media to hang out with friends they already know. People look for things they are interested in, and this is generally neither news nor politics. This fits well with the way social media are designed – in other words, to be about “me and my friends.” Social media are organized around the individual. They are heliocentric, since you are the sun in your own Facebook universe. Everything you see points back at you, your friends, your interests, and advertisements targeted at you. To improve business using Social Media Marketing, Companies must consider this while creating Social Media Contents. The question, then, is how do you create good content on social media in the long run? The key word is relevance.

The starting point for this process is, understanding that the traditional target group concept is changing. Largely than ever before, we organize ourselves by interests, and a target group like 15-39 year-olds is a poor basis for an initiative. It would make more sense to define people based on whether they like World of Warcraft, Homeland, or Justin Bieber. The “niche” concept should be based on the common interest, which enables you to make relevant content for this group. It may be hard to create relevance for a large, heterogeneous target group.

You are the only one who can determine what good content means to your users, and the best way to do this is through trial and error. However, there are some general characteristics of good content that generate user engagement:

- It can be passed along.
- It is emotionally-charged, relevant, surprising, entertaining or important.
- Ideally, it is visual.
- It has the right timing.
- It should help people to do something.

There are four general types of content: text, picture, audio and video. They can be combined in different ways, leading to hybrids like graphics and video with text. [4]

For every company, its social media strategy is critical to stand out from its competitors and make a mark on social media. There are some concrete methodologies that must be followed to create the ultimate social media marketing plan that will help the company to reach its business goals. Here is a quick overview of the info-graphics that may help to create great Social Media Contents

Define the Goal: The first step to create a social media strategy is to define the end goals. Without a goal in mind, it will be difficult to channel the efforts to reach it. These goals can be related to the website traffic, lead generation, or sales. They should be SMART, i.e., Specific, Measurable, Achievable, Realistic, and Timely.

Some of the goals can be:

- Increase the reach
- Increase the number of leads
- Improve the revenues
- Drive more traffic to the company's website

Define the Target Audience : It is critical to figure out the target audience before starting the social media marketing campaigns. If you don't know who your target customer is, you won't know who to advertise to him. Define your target audience based on their demographics, location, and interests. Try to find out their pain points so that one can create marketing campaigns that show how your product can solve their problems. You should also know what sort of content they consume regularly. This will help you plan your content in a better manner.

Choose the Social Media Platform: After defining the Target Audience, you need to figure out which social media platform to use to reach them. Based on the target audience, you should then narrow down your choices of social media networks. For that, you need to determine which social media platform is used by your target audience the most. Choose those social networks where your target audience is the most active. Find out the top 1-2 social media platforms and ensure that you make your presence felt on those platforms. Make sure that your content naturally fits in their

feed. For example if a company needs to sell Branded Sport Shoes, its Target Audience are the youths who are crazy about sports. Usually the daily feeds flowing in their social media account would be related to Sports leagues, Championships, sports personalities etc. In such scenario, this particular company must create a content that is endorsed by any leading sports person.

Audit Your Performance

Once you have started posting content regularly on social media, you should start analysing performance. See what sort of content works and what does not. Find out the engagement on different forms of content as well. You should also figure out the time when your audience is the most active on social media so that you can schedule your posts for that time. [4]

Lastly, you should audit your performance against that of your competitors as well. Compare their follower bases, engagement, reach, etc. with yours. You should also consider auditing your competitors using tools like Union Metrics , Socialbakers, SEMrush, Ahrefs, BuzzSumo, Hootsuite, Sprout Social, Klear, Squarelovin, HypeAuditor, Listen etc

2.5 Social media advertising and analytics

2.5.1 Social media advertising

Social media advertising is a type of digital marketing strategy that uses social networks, such as LinkedIn, YouTube, Facebook, X (Formerly X (Formerly Twitter)), TikTok and Instagram, to deliver paid ads to your target audience. Ads on social media can influence advertisements' effectiveness because one can reach a larger audience, target specific demographics, reach the target audience on their favourite social media platform, and interact with the customers/prospects.

As the field of digital marketing grows, choosing the best paid social media ad for a business is a tedious task. There are six different types of social media ads one should consider investing in to build brand awareness and increase conversions.

1. Image Ads: These are perhaps the most common types of social media ads. Almost every social media platform supports image ads. We find them on news feeds, sidebars, and banners. Image ads immediately grab the audience's attention, which makes them great for creating awareness about a brand or a product. One can include a link to a specific page on their website on the ad or a call-to-action like "Shop Now".

To get the most out of social media image ads:

- Use high-quality images
- Keep text on the image to a minimum
- Try to match the style of content found in the posts, as it helps the audience associate the ad with the business faster.

2. Video Ads: Video is a powerful marketing tool. Every major social media platform supports video ads. They are visually captivating, which makes them particularly effective in gaining the attention of your target audience. For example, Marketers now are using videos as a shopping tool in live stream shopping events. The best available live-stream video shopping platforms are helping them to boost their sales in their live shopping events.

Make sure that every video has a single powerful message. Short videos, preferably under one minute, tend to perform better. However, do not be afraid to make it a little longer to convey a compelling message.

Ensure that the video ads can be understood without the sound on for two reasons:

1. Most mobile users watch videos on social media with the sound off.
2. When a user has enabled auto-play, most videos will auto play with the sound off.

3. Carousel Ads: Carousel social media ads show multiple marketing videos and/or images in one ad. Each video or image can have a headline, description, link, and CTA(Call To Action). These types of social media ads are most popular on Facebook

and Instagram. One can use carousel ads to advertise real estate, show different features of a product, tell a brand story, show behind-the-scenes shots, or any other product or promotion that fits.

4. Stories Ads: Story ads are supported on Instagram, Snapchat, and Facebook. These ads allow to advertise your products or services in between users' Stories. The short duration of Stories makes these types of social media ads ideal for time-sensitive promotions. Stories have higher visibility as they are at the top of users' feeds, which makes them great for building awareness.

5. Message Ads: While most types of social media ads appear in a user's news feed or Stories, Facebook Messenger ads and LinkedIn Sponsored InMail appear as a message. Facebook Messenger ads appear in a user's Chats tab in between their conversations. Interested users can tap on the ad and carry out an automated conversation with the brand or the message can redirect them to the product's page or service pages.

Keep your messages simple and direct to get the most out of these types of social media ads.

6. Collection Ads: Collection ads are among the best types of social media ads. These ads include a cover photo or video, followed by smaller product images that show the details of the products' or services' pricing and features. It is a form of a storefront, which allows the users to buy the products without leaving the social media platform. You can link each image to a separate URL. These ads nurture the users' interest in a particular brand and provide good results for the small business social media marketing campaigns. These types of social media ads are highly effective on Instagram, Facebook, and Snapchat.

To know which types of ads are most suitable for your business, you need to use social media analytics tools, generate social media reports and hone in for better results. [5]

2.5.2 Analytics in Social Media

Analytics is indeed a very broad term. In the digital marketing world, it is as broad of a term as it gets. It becomes even more

confusing when we go beyond marketing and start noticing that there are analytics available for any business process.

The type of analytics in social media varies by data sources and search patterns that feed each process. The analytics types are divided into the following categories.

- Analytics
- Listening
- Advertising analytics
- CMS analytics
- CRM Analytics

Analytics: When the source of the data is exclusively the social channels that we add into an analytics tool, that data falls into the analytics category. Data sources that are included here are the content that the channel publishes, interactions related to the content published, number of followers, and some information on these followers.

Listening: Social media listening received this name because it relates to the analyst being able to “hear” what the market is saying about the brand via social media channels. Many marketers also refer to it as social media monitoring.

Advertising Analytics: Social media commonly is an advertising channel for many brands. Many marketers treat it as simply that, and are very oriented to conversions and the return on investment (ROI) of their campaigns.

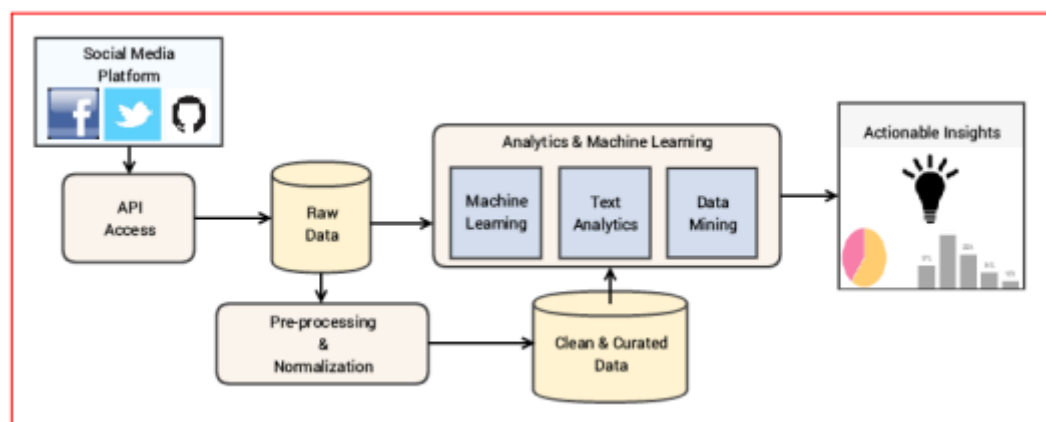
CMS Analytics: Another big aspect of social media is the management of content in a professional level. When we have a brand identity to maintain, many different social media channels to publish into, and an ongoing significant amount of very specific content that we wish to publish, we need tools to help us get it done. These content management systems (CMS) also come with metrics of their own. These metrics typically display the performance of each team member, and allow you to mark content to better analyse the progress of each campaign.

CRM Analytics: Nowadays, Customer Relationship Management does not remain in its old format and nor does it follows any prescribed guidelines. Companies are creating bots to interact with people through social media channels. These bots can do many things, from selling products to directing customer support requests and even entertain people with games. Also known as chat bots, these virtual entities rely on different kinds of technologies to interact. They range from simple and basic sets of possibilities to systems that learn from the interactions and evolve into delivering more. [6]

A typical social media analytics workflow:

The main steps involved in the analytics workflow as follows:

- Data access
- Data processing and normalization
- Data analysis
- Insights



Data access

For access to social media data, you can usually do it using standard data retrieval methods in two ways. The first technique is to use official APIs provided by the social media platform or organization itself. The second technique is to use unofficial mechanisms, like web crawling and scraping. The data we obtain is the raw data that can be further processed and normalized as needed.

Data processing and normalization

The raw data obtained from data retrieval using social media APIs may not be structured and clean. In fact most of the data obtained from social media is noisy, unstructured and often contains unnecessary tokens such as Hyper Text Markup Language (HTML) tags and other metadata.

Data analysis

This is the core of the whole workflow, where we apply various techniques to analyse the data: this could be the raw native data itself, or the processed and curated data. Usually the techniques used in analysis can be broadly classified into three areas:

- Data mining or analytics
- Machine learning
- Natural language processing and text analytics

Insights

The results from our workflow are the actual insights that act as facts or concrete data points to achieve the objective of the analysis. This can be anything from a business intelligence report to visualizations such as bar graphs, histograms, or even word or phrase clouds. Insights should be crisp, clear, and actionable so that it can be easy for businesses to take valuable decisions in time by leveraging them. [7]

Case Studies Suggested:

1. Study the Analytics Tools used by Facebook
2. Study about the founder/developers, year of starting, values of Social Media metrics for the following Social Media Platforms.



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