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SOCIAL MEDIA MARKETING

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Welcome!

- Importance of Social Media
- What is Social Media Marketing
 - Strategy
 - Branding
 - Technology
 - Experience Design
 - Digital Marketing
- Financial Implications
- Social Media Marketing Plan
- Technical Tools
- Evaluation

PARTICIPATE AND ASK QUESTIONS

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IMPORTANCE OF SOCIAL MEDIA

- Establishing a Brand and Increasing awareness
- Keeping pace with your Competitors
- Interaction with your Customers
- Attract Attention to your products or service
- Increase customers loyalty and trust
- Listen to your Customers
- Conduct Market Research
- Strengthen Customer Service

BENEFITS of having your BRAND on SOCIAL MEDIA

LFStudio.com

You can monitor general opinion about your product.

Your websites can get more views if you work smart.

You can create a good perception from your clients.



You can easily develop a target market.

You can keep your customers updated and engaged.

You can enjoy unlimited opportunities.



80%

of Internet users prefer to get online discount and coupons.



43%

of Internet customers are Social Media fans and followers.



20%

of Facebook users have been influenced to purchase by seeing ads.



85%

of Internet users have Facebook accounts.



49%

of Internet users have Twitter accounts.



42%

of Internet users have endorsed a brand at least once in their status update.



67%

of Twitter users are likely to buy brands they follow.

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HANDS ON DEMONSTRATION: SOCIAL MEDIA MARKETING FOR BEGINNERS

- What is Social Media Marketing Strategy
- Branding
- Technology
- Experience Design
- Digital Marketing



SEO DEFINITION, MEANING & MARKETING

DEFINITION

FACTORS

- CONTENT MARKETING
- ON PAGE SEO OPTIMIZATION
 - TITLE TAG
 - META DESCRIPTION
 - SUB-HEADINGS
 - INTERNAL LINKS
 - IMAGE NAME AND ALT TAGS
- OFF-PAGE SEO OPTIMIZATION
 - TRUST
 - LINKS
 - SOCIAL

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EXAMPLES

- GOOGLE

- FACEBOOK

- YOUTUBE



SEO STRATEGY

What Is an SEO Strategy?

- 1.Step #1:** Create a List of Keywords.
- 2.Step #2:** Analyze Google's First Page.
- 3.Step #3:** Create Something Different or Better.
- 4.Step #4:** Add a Hook.
- 5.Step #5:** Optimize For On-Page **SEO**.
- 6.Step #6:** Optimize For Search Intent.
- 7.Step #7:** Make Your Content Look Awesome.
- 8.Step #8:** Build Links to Your Page.



Financial Implications

- The average asset **gain** for **financial** advisors using **social media** was \$1.4 million in the 12 months before the Putnam survey. The most effective advisors using **social media** in **financial** services increased assets under management by 10% in just a year.

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Developing Social Media Marketing Plan

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.



Social Media Marketing Software

- HubSpot
- Sprout Social
- Loomly
- Meitgy
- Sociamonitorials



SOCIAL MEDIA MARKETING BUDGETING

Comparison

Content Creation

- Writing
- Graphics
- Video

In house budget

Outsource

Social Advertising

- Social Channel 1
- Social Channel 2
- Social Channel 3

Social Engagement

- Social Channel 1
- Social Channel 2
- Social Channel 3

Software/Tools

- Monitoring
- Scheduling
- Analytics

Promoting/Contest

- Campaign

SEARCH ENGINE OPTIMIZATION



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SEARCH ENGINE OPTIMIZATION QUESTIONNAIRE

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QUESTIONS