

SMO

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MEANING

SMO is Social Media Optimization use different strategies and techniques to promote our brand, product or services on social media.

SMO is a widely used to share and attract people to visit the particular page or website of that product, brand, service etc.

WHY WE NEED SMO?

- ◉ By using SMO , we can create a strong authority of our brand, product or services online.
- ◉ It helps to create a strong web presence through which people and prospective customers can directly interact with us.
- ◉ SMO introduces people to your brand, thus helping to create a brand image or to recall the brand. With the help of SMO, we can also reach out to your niche(target/fixed) audience.

HOW TO DO SMO ?

- ◉ Create Social Media Profile in Facebook, Twitter, LinkedIn and G+
- ◉ Create Content with Media rich elements Like Photos or Videos
- ◉ Make Sure that the content you are posting should be good enough so that people share it for others to know about it.

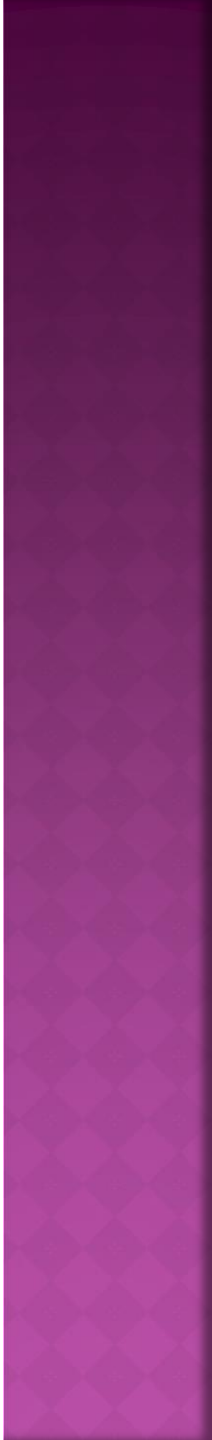
HOW TO DO SMO ?

- ◉ Post Your Content on regular basis.
- ◉ Share All Your New Blog links in Social Media as posts.
- ◉ Hash tag Your Friends or Other Similar Accounts in Your Niche
- ◉ Make Sure That Your Website Have Social Media Sharing Option
- ◉ Engage with User comments on your post or messages

SMO OBJECTIVE

- ◉ Increase brand awareness
- ◉ Generate maximum traffic on its website
- ◉ Lead generation
- ◉ Lead conversion

HOW TO CREATE SOCIAL MEDIA STRATEGY



STEP 1. CHOOSE SOCIAL MEDIA MARKETING GOALS THAT ALIGN TO BUSINESS OBJECTIVES

The first step to creating a winning strategy is to establish your objectives and goals. Without goals, you have no way to measure success and return on investment (ROI). Each of your goals should be S.M.A.R.T.

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

STEP 2. LEARN EVERYTHING YOU CAN ABOUT YOUR AUDIENCE

Knowing who your audience is and what they want to see on social media is key. That way you can create content that they will like, comment on, and share. It's also critical if you want to turn social media followers into customers for your business. When it comes to your target customer, you should know things like:

- ◉ Age
- ◉ Location
- ◉ average income
- ◉ Typical job title or industry
- ◉ Interests
- ◉ etc.

STEP 3. KNOW YOUR COMPETITION

- ◉ Your competitors are already using social media, and that means you can learn from what they're doing.
- ◉ Conduct a competitive analysis that allows you to understand who the competition is and what they're doing well .
- ◉ It Maybe one of your competitors is dominant on Facebook, for example, but has put little effort into Twitter or Instagram. You might want to focus on the networks .
- ◉ Do searches of the competition's company name, account handles, and other relevant keywords on social media. Find out what they're sharing and what other people are saying about them.

STEP 4. DO A SOCIAL MEDIA AUDIT

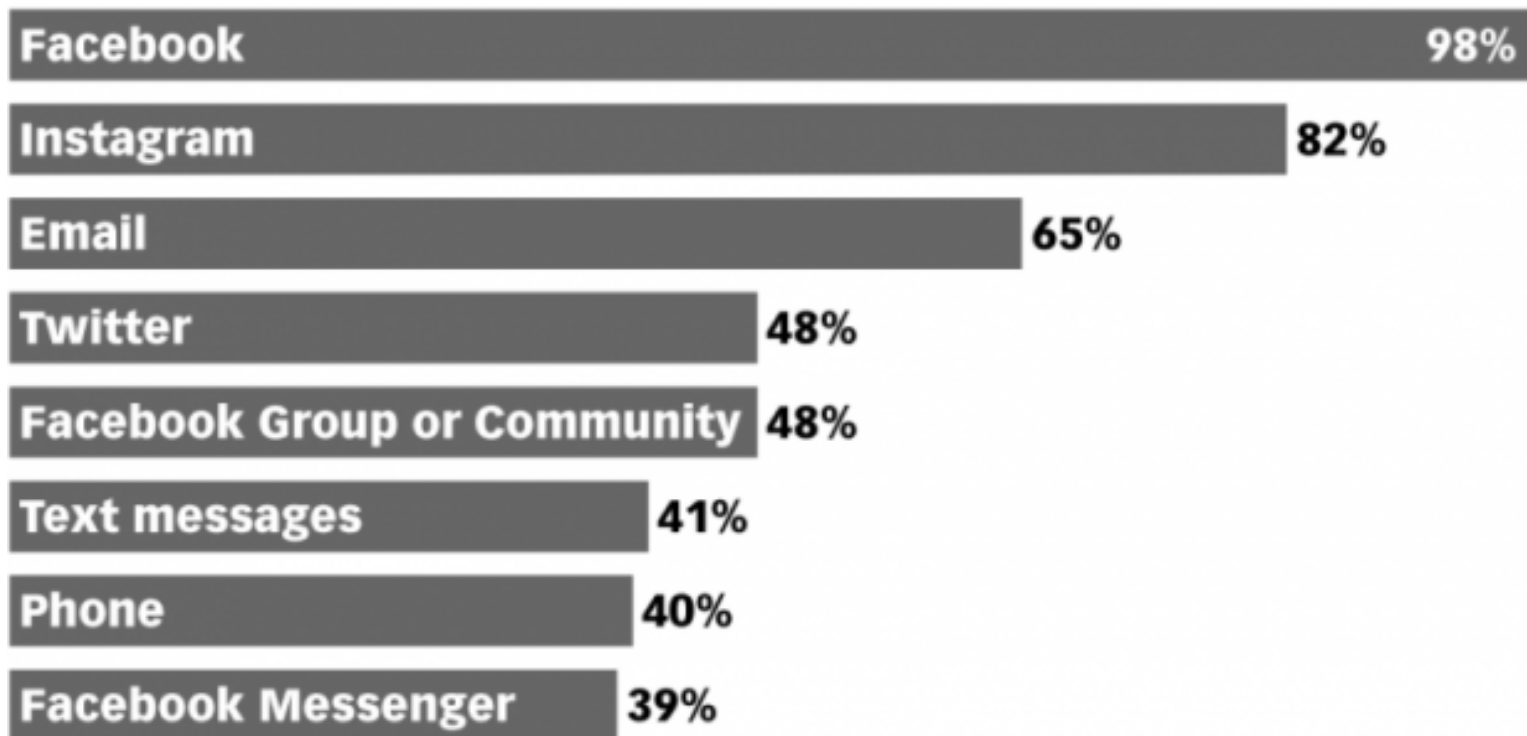
If you're already using social media, take stock of your efforts so far. Ask yourself the following questions:

- ◉ What's working, and what's not?
- ◉ Who is engaging with your?
- ◉ Which networks does your target audience use?
- ◉ How does your social media presence compare to the competition?

STEP 5. SET UP ACCOUNTS AND IMPROVE PROFILES

Methods Used to Communicate with Customers According to US SMB Professionals, Sep 2017

% of respondents



Source: Ripl, "Q3 2017 U.S. Small Business Social Media Marketing Research Survey,"

STEP 5. SET UP ACCOUNTS AND IMPROVE PROFILES

Here is a quick recap of the major platforms and who is using them.

- ◉ Facebook is currently the most popular site, with more than 1.86 billion active monthly users. A survey by the Pew Research Center showed that 68% of online adults in the U.S. use Facebook. The survey also noted that more online women (83%) than online men (75%) use the site.
- ◉ YouTube is the second most popular social media platform, with 167.4 billion unique users every month, which according to the Pew study, include 94% of men aged 18 to 24.
- ◉ Instagram has 600 million monthly users and is growing rapidly. According to the Pew study, more women use Instagram than men (38% of online women versus 26% of online men).
- ◉ Twitter has 381 million monthly users, most of whom use the platform on their mobile device.
- ◉ LinkedIn has 106 million monthly users and remains the go-to platform for B2B online networking, especially among recent college graduates and high-income households.

STEP 6. CREATE A SOCIAL MEDIA CONTENT CALENDAR

- ◉ **Set your posting schedule**
- ◉ **Determine the right content mix**
 - ◉ 50% of content will drive traffic back to your website
 - ◉ 25% of content will be come from other sources
 - ◉ 20% of content will support lead-generation goals
 - ◉ 5% of content will be about your company culture

If you're starting from scratch and you're not sure what types of content to post, try the 80-20 rule:

- ◉ 80% of your posts should inform, educate, or entertain your audience
- ◉ 20% can directly promote your brand.

SOCIAL MEDIA IMAGES SIZE

- ◉ FACEBOOK = 828*315
- ◉ INSTAGRAM = 1025*1025
- ◉ TWITTER = 1500*500
- ◉ LINKED IN = 646* 220
- ◉ GOOGLE PLUS = 1500 * 500

REFER THESE SITES FOR HD IMAGES

- ◉ Unsplash
- ◉ Pexels
- ◉ Pixabay
- ◉ Shutterstock