

Lesson no. 1: Introduction of Social Media Marketing

1. WHAT IS SOCIAL MEDIA?

Websites and applications that enable users to create and share content or to participate in social networking.

Social media is a phrase that we throw around a lot these days, often to describe what we post on sites and apps like Facebook, Twitter, Instagram, Snapchat and others. But if we use the term to describe a site like Facebook, and also a site like Digg, plus a site like Wikipedia.

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks



2. UNDERSTANDING THE EXISTING SOCIAL MEDIA PARADIGMS & PSYCHOLOGY

- Social media is eating the world.
- Facebook alone has over 1.5 billion users – nearly 50% of the entire internet's population.
- Throw in LinkedIn, Pinterest, Twitter, Instagram, and region specific social networks like Vkontakte and Sina Weibo and Wechat, and you'd be hard pressed to find anyone who's online but isn't on social media.
- What has led to the rise of these social networks? What kind of people do they attract?

3. HOW SOCIAL MEDIA MARKETING IS DIFFERENT THAN OTHERS

First let's look at the basic meanings of the acronyms and then how each applies to a basic website.

- a) Search engine optimization (SEO): following some of the Google rules in order to increase the chances of the Google search engine listing your site near the beginning of a list for particular keyword searches.
- b) Search engine marketing (SEM): in addition to doing SEO to get to the "top" a website owner can now buy advertising or pay to have an ad at the top of a search engine results list; these can be things like pay per click or Yahoo or Bing ads.
- c) Social media optimization (SMO): basically when using social media (Facebook, Twitter, etc.) you are making your profile more visible, your social network activity and published content can then be found more easily by people searching for resources and information that matches your content.
- d) Social media marketing (SMM): in addition to the SMO, you guessed it, you pay to have an ad on the social media. This is how the Facebook ads show up on your page.

SMM broadens your customer reach and allows you to build your brand like you used to with bulk mail outs. SMM is the digital version of the old neighborhood shopper's guide, only better. Notice that you get an ad right after you searched for an item on the internet. That is because the internet keeps no secrets and what you are looking for lines up with what someone else is advertising. It works out for both parties. You can easily "window shop" for items you want or need and the seller builds his client base within the designated area of his business.