

The three most important things to know about social media

INTRO

ONE

TWO

THREE

?

WEBIZZY

# Social Media

According to Wikipedia Social media marketing is the use of social media platforms and websites to promote a product or service.

Definition of Marketing

Social

Engaging

# Social Media

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Facebook    Twitter    LinkedIn  
Whatsapp    Instagram    Snapchat  
YouTube    Blogs  
Pinterest

Definition of  
Marketing

Social

Engaging

## Definition of Marketing

The process of identifying, anticipating and satisfying customer needs.

It is NOT selling!

# Social

The word social comes from the Latin socius meaning "friend." When you're being social, you're everyone's friend.

If you are social, you like to be around people.

# Engaging

Engaging is describe as tending to draw favourable attention or interest

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# Have a Business Goal

The first thing you should have before diving into the vast competition within social media is to have a goal.



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# Know Your Customers

One of the biggest reasons any social media marketing strategy crumbles to ruins is because of insufficient information on their targeted customers.

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## **DEDICATE AND USE A PRIMARY SOCIAL MEDIA CHANNEL**

Stick to one or two, three being the highest, especially if you've just started.

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**Any questions?**

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