





## Module III. Business

Digital  
Marketing  
for  
Orange  
Economy

Topic 6. "Social Media"

Lesson 1. Social Media  
Marketing



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# Social Media Marketing



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*In this lesson, we will learn...*

*steps we should take before we start posting on social media, what kind of media can it be, and what are the benefits of using social media marketing.*



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Once the topic is completed and approved, learners will be able to...

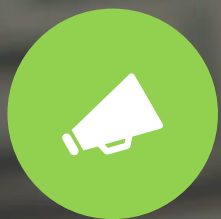
**Understand steps that they need to take before they start posting on social media, and also to recognize types of social media.**



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# Benefits of using social media marketing



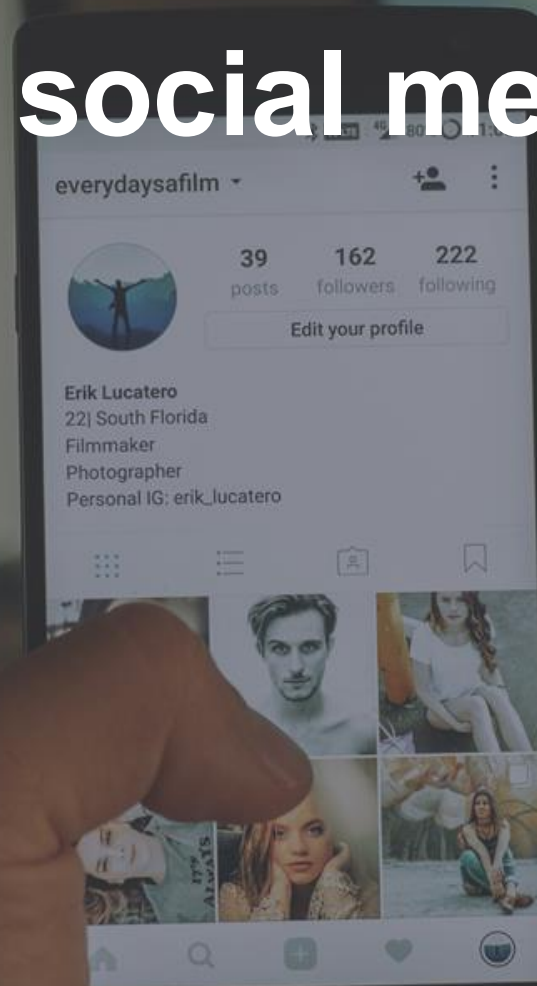
Brand awareness



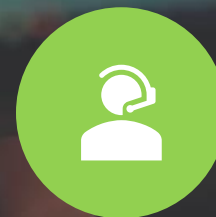
Interaction with  
loyal customers



Influence



Expanding your  
network



Better customer  
information



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# Steps you should take before posting on social media.

Set clear goals and the purpose of your presence on the platform

Create a strategy for the content you will place

Determine which platforms you will be visible on

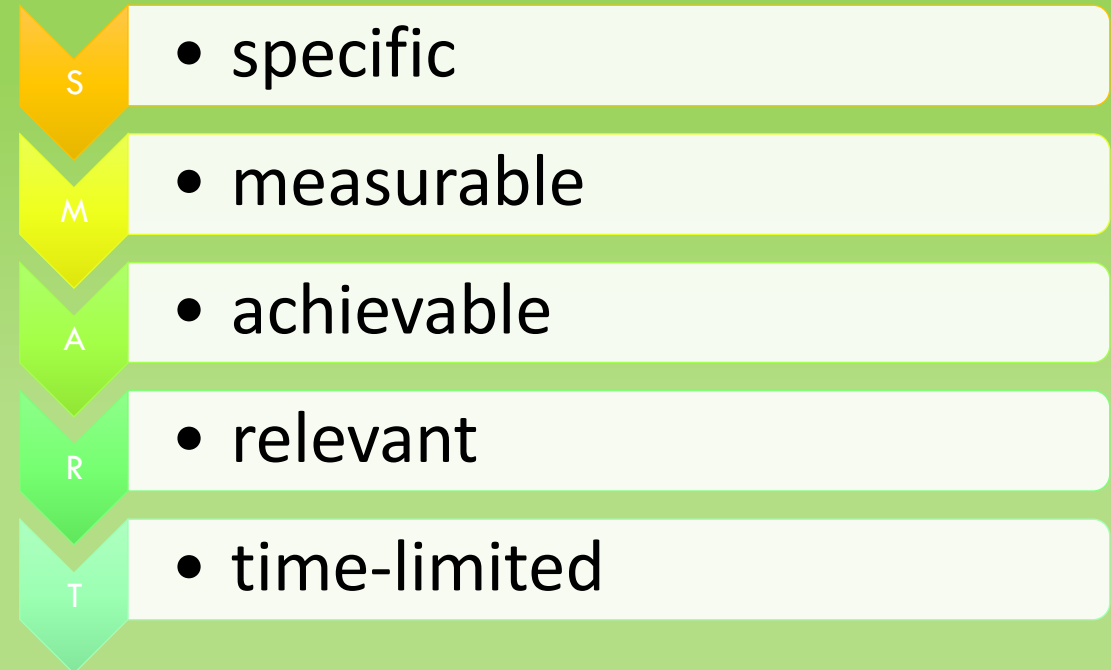


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# Set clear goals and the purpose of your presence on the platform

It is necessary to define **SMART** goals.





# Create a strategy for the content you will place

The content you publish on social networks must be:

- interesting, interactive
- consumer-oriented
- provide a certain value



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## Determine which platforms you will be visible on



Based on the content you want to place, and on which platforms your target audience is located

# What kind of media can it be?



**Paid  
media**

**Earned  
media**

**Owned  
media**



# What kind of media can it be?

You have no SMM strategy

You only sell your products

One-way communication without listening

You talk to the wrong people

You send identical messages through all channels

Irregular publishing

Don't follow what people say



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## Conclusions

**“The best advice for anyone trying to grow on social media is to be real and to be consistent. People will connect more with you if you stay true to yourself and who you are. Create a schedule where you have a balance of pictures and videos that people will love. Just have fun with it and don’t be afraid to take risks.”**

- Lele Pons, Venezuelan-American artist and social media creator



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## CREDITS

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