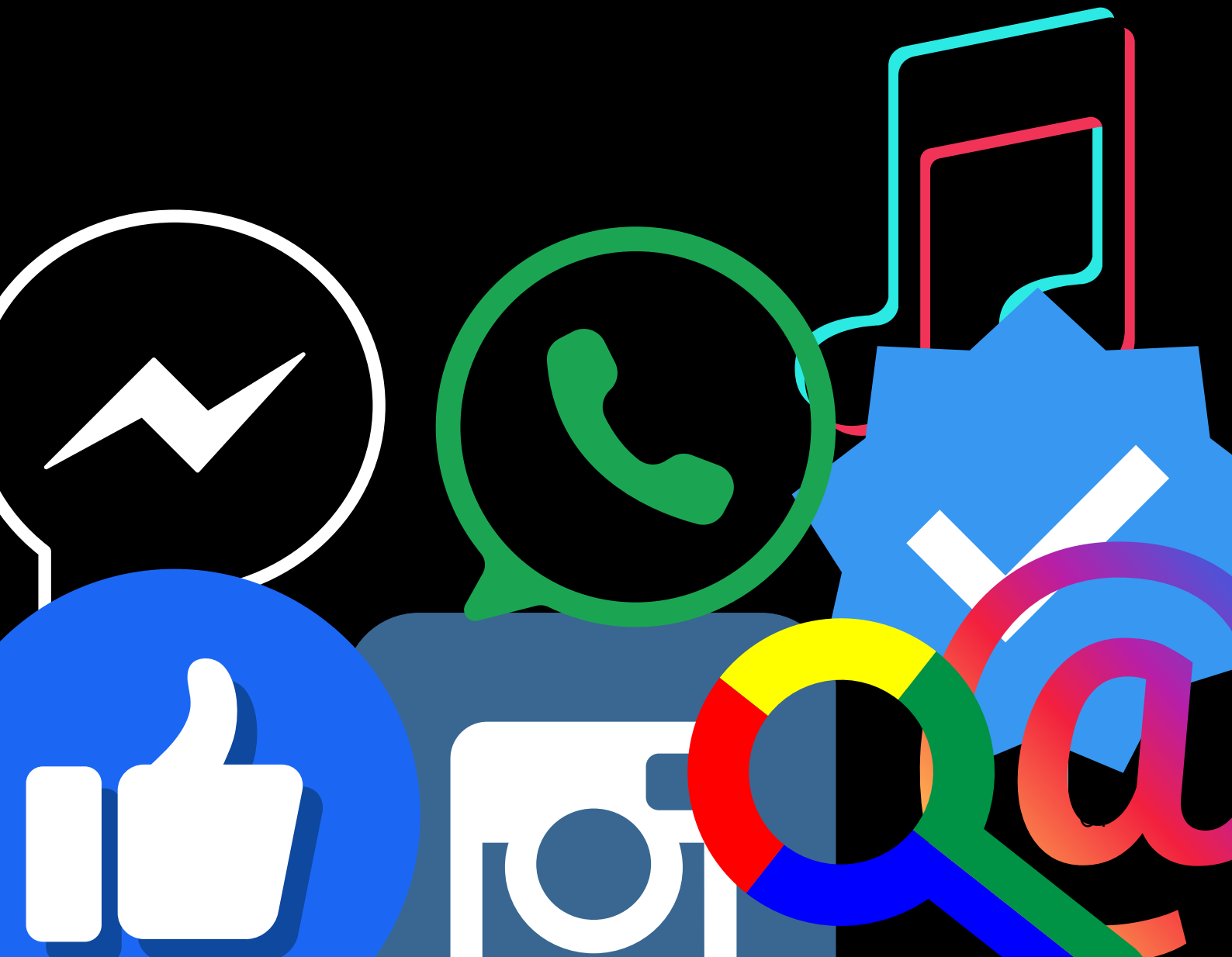


FUNDAMENTAL
MARKETING STRATEGIES

Starting With Socials.

What? Why?



Facebook Business Page

1. Reach a Huge Audience

Facebook has almost 3 billion users. A business page helps you reach a local or global audience easily.

2. Boost Visibility

With a business page, people can find your company through Facebook searches. It also helps your business show up in Google results.

3. Free Marketing

Setting up a page is free. By posting regularly, you can engage your audience without paying for ads.

4. Run Targeted Ads

Facebook Ads let you target specific groups based on age, interests, or location. You can choose from different ad types like image, video, or carousel ads.

5. Engage with Customers

A business page helps you interact with customers through comments, posts, and Facebook Groups. You can also do live sessions with tools like Facebook Live.

6. Drive Website Traffic

Link your website to your page, share blog posts or promotions, and drive more people to visit your site.

7. Offer Customer Support

Facebook Messenger allows direct communication with customers. You can also set up automated replies for common questions.

8. Integrate with Other Platforms

Connect your Facebook page with Instagram and WhatsApp, or use features like Facebook Shops to sell products directly.

Instagram Page

1. Reach a Massive Audience

Instagram has over 1 billion users, especially younger ones (Millennials and Gen Z). You can reach both local and global customers with a business page.

2. Showcase Your Brand Visually

Instagram's focus on visuals makes it ideal for displaying your products, services, and brand personality with high-quality images, videos, and stories.

3. Engage with Customers

Use interactive features like polls, Q&As, and direct messaging to engage customers. Regular posting helps build a loyal community around your brand.

4. Work with Influencers

Instagram is perfect for influencer marketing. Collaborating with influencers helps boost your reach, while encouraging customers to share their experiences promotes authentic content.

5. Build Brand Awareness

Posting regularly and engaging with followers increases your brand's visibility. Sharing valuable content can also establish your business as an expert in your field.

6. Run Targeted Ads

Instagram's ads allow you to target specific audiences based on interests and behaviors. You can choose from various ad types like photo, video, or Stories ads.

7. Improve Customer Experience

Instagram offers real-time interaction through features like Instagram Live. You can also use direct messages for quick customer support and feedback.

Google My Business

1. Boost Local SEO

GMB helps your business appear in local search results, like Google Maps or the "Local Pack," making it easier for people to find you. A well-optimized page also improves your ranking on Google.

2. Increase Visibility

Your business will show up on Google Maps, helping customers easily locate you. When people search your business name, Google often displays a detailed profile with key information, reviews, and photos.

3. Attract Customers

Provide key details like your address, contact info, website, and hours. You can also post updates, offers, and events to engage potential customers and keep them informed.

4. Build Trust with Reviews

Customers can leave reviews, which boosts your credibility. Responding to reviews shows that you value feedback and care about customer satisfaction.

5. Improve Customer Experience

You can upload photos and videos that showcase your business and answer customer questions through the GMB Q&A feature, helping customers make informed decisions.

6. Drive Traffic and Sales

GMB links directly to your website, helping you get more visitors. It also has buttons for easy calls and directions, making it simple for customers to reach you.

LinkedIn Profile

1. Build a Professional Network

LinkedIn helps you connect with colleagues and industry peers. Even if you're not job hunting, building a network now can open up future opportunities for partnerships or collaborations.

2. Strengthen Your Personal Brand

Your LinkedIn profile lets you showcase your skills, achievements, and experience, helping you stand out as an expert in your field. It also gives you control over what people see when they search for you online.

3. Stay Informed and Keep Learning

You can follow industry leaders, join groups, and stay updated on trends. LinkedIn also offers LinkedIn Learning, where you can take courses to develop new skills or deepen your expertise.

4. Visibility to Colleagues and Clients

A LinkedIn profile helps you maintain relationships with colleagues and clients. If you work directly with clients, a polished profile builds trust by showcasing your background and experience.

5. Highlight Your Achievements

Use LinkedIn to create a digital portfolio of your accomplishments—projects, certifications, and more. Endorsements and recommendations from colleagues add credibility to your profile.

6. Establish a Professional Identity

Your LinkedIn profile sets you apart by highlighting your unique skills and career path. You can also create a personalized URL to easily share your profile in professional settings.

LinkedIn Business Page

Why Your Business Needs a LinkedIn Page

A LinkedIn business page helps boost your company's visibility, credibility, and authority. It's a powerful tool for networking, recruitment, branding, and marketing, offering valuable features for engagement and analytics.

1. Connect with Professionals and Generate Leads

With over 900 million users, LinkedIn gives your business access to a global professional network. It's ideal for B2B marketing, helping you connect with decision-makers and generate valuable leads.

2. Build Brand Awareness and Credibility

A LinkedIn page increases your company's visibility and positions you as an industry leader. Posting regular updates and content shows your business is legitimate and professional, attracting clients and partners.

3. Attract Top Talent

LinkedIn is a go-to platform for job seekers. Use your page to post job openings, showcase your company culture, and attract skilled professionals who align with your values.

4. Share Content and Build Authority

LinkedIn is perfect for sharing industry insights, company news, and thought leadership articles. This boosts your authority and keeps your audience informed and engaged.

5. Use Analytics for Better Decisions

LinkedIn's analytics tools help you track page performance, audience engagement, and demographics, allowing you to make data-driven marketing decisions and refine your strategies.

6. Boost SEO and Online Presence

LinkedIn pages are indexed by search engines, helping your business appear in search results beyond LinkedIn. Your page also acts as a hub for all your business information, making it easier for people to find you online.

TikTok

1. Reach a Huge, Engaged Audience

TikTok has over a billion active users, especially Gen Z and Millennials. It's a highly engaging platform where users frequently like, share, and comment, allowing your content to reach more people organically.

2. Boost Brand Awareness

TikTok's algorithm promotes content based on engagement, not follower count, meaning even small businesses can go viral. The short-form video format is great for showcasing your brand's personality in a fun and creative way.

3. Connect with Younger Audiences

TikTok is a go-to platform for younger generations. If your target audience includes Gen Z or Millennials, TikTok is a must. You can stay culturally relevant by participating in trends and challenges that resonate with these groups.

4. Be Authentic

TikTok thrives on unpolished, real content. Sharing behind-the-scenes clips or day-in-the-life videos can help your brand seem more relatable and build trust with your audience.

5. Stay Competitive

Many businesses are already on TikTok, so having a presence keeps you competitive. It's also a hub for influencer marketing, making it easier to collaborate with creators who can promote your products to their followers.

Whatsapp Business

1. Direct Customer Communication

With over 2 billion users, WhatsApp is perfect for real-time, direct communication with customers. It's a faster and more personal way to answer questions, handle concerns, or confirm orders compared to emails.

2. Professional Business Profile

You can create a professional business profile with your name, address, and website, helping customers learn more about you and boosting trust.

3. Efficient Customer Service

WhatsApp Business has built-in tools like automated messages and quick replies, which make it easy to answer common customer questions even when you're not around. This improves customer satisfaction by offering quick responses.

4. Marketing and Promotions

You can send promotions and updates to multiple customers at once through broadcast lists, and WhatsApp lets you share images, videos, and more, making your marketing more engaging and personal.

5. Easy Integration

For bigger businesses, WhatsApp can connect with other tools like customer support systems, making it even more efficient to handle customer interactions. You can also use WhatsApp on your computer or mobile device.

6. Cost-Effective Communication

WhatsApp Business is free to use, saving you money compared to traditional SMS or phone calls, and you can send promotions directly to your customers, cutting down on expensive marketing.



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