



Social media is one of the most important platforms used by marketers today. From selling your product to growing your brand to gaining customers and making money, social media works wonders. Social media is a dynamic weapon in the field of marketing which used the right way generates more traffic and boosts the conversion rates for your business.

Social media requires diligent planning which builds customer relationship and increases traffic for your website.

Do you want to enhance your business marketing through social media? Here is a great social media plan:

## 1. Set out your objectives

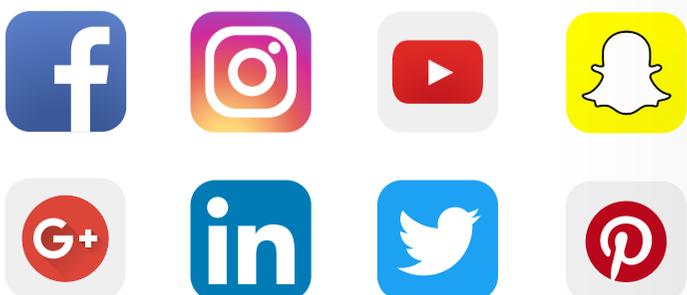
Prevalence of various social media channels may confuse you in choosing the right kind of platform. First list out your targeted priorities like; whether you want to increase sales, drive more traffic, enhance customer engagement, build your brand.

## 3. Choose the right social media channel

Each social media channel is good for some unique features. Choosing the right kind of platform related to your product is very important. Like

- **LinkedIn** is used exclusively by professionals,
- **Pinterest** is for the fashion business,
- **Twitter** for engaging with audience using short message
- **Facebook** is to promote business with friends, groups and more.

Observe what your audience is searching for, whether it's related to personal, entertainment, business or fashion and post content accordingly in the relevant social media channel.



## 2. Segregate your viewers

Today social media channels are viewed by millions of people. To achieve success through social media, targeting the right kind of audience is important. The best way to do this is to segregate your customers according to their age group, their interests and so on.

## 4. Build superior and engaging content

(Write Engaging Content better than competitors)

Content is supreme for any business to gain success. Engaging viewers with the content that builds trust and can answer their queries is important. See what your competitors are writing and posting and write content which is a class ahead of them. Develop a content strategy which:

- **Attract** a wider audience with interesting blogs, articles, images, etc.
- **Engage** your customers by building the trust with content which adds value by answering their queries.
- **Convert** followers to customers with sales oriented posts and content rich with keywords.

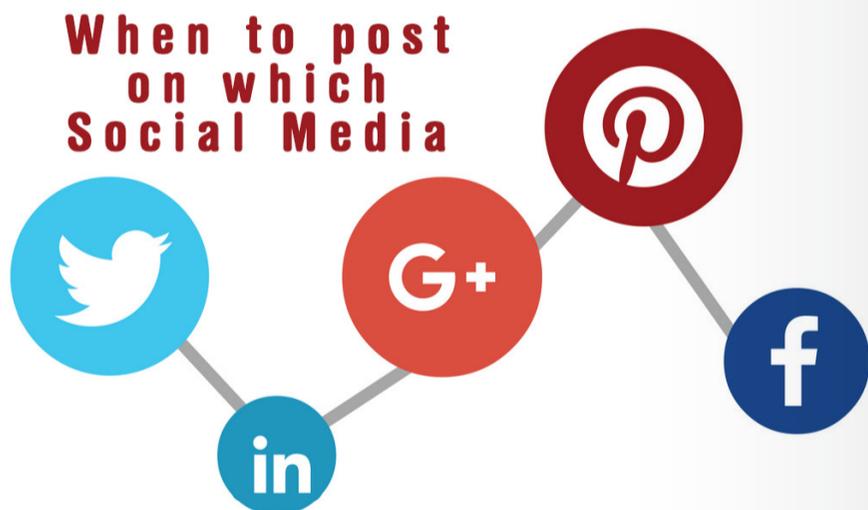


## 5. Add rich media with content

Sharing of text form content is always an important marketing strategy but, to stand out in this digital age, content with high quality images and video is more liked and shared by audience as a visual representation speaks more than words.

## 7. Content sharing to be well-organized

Observe keenly on the number of times people visiting your social media channel. Make sure that your shared content is in par with the taste and needs of your targeted customers. Timings, frequency of posting and sharing content in related websites (social channels) apart from your own website is key to build a successful social media strategy.



## 6. Be Different by doing Updates

People engaging in social media get bored of the same stuff. They want something new and unique which creates a strong impact. Add attractive profile designs, background images in your social media channels.

## 8. Assess your success

You need not spend tons of money to check the success of your business in social media. To track your business performance in social media use certain parameters like:

- **Google analytics**
- **Pinterest analytics**
- **Facebook insights**
- **Twitter Analytics**



Social media strategy implemented the correct way will eliminate your competition by making you a brand for your target audience.

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