

# What is social media marketing?

What is social media marketing SMM social media marketing is the process of promotion of a brand or tovaryshi through social networking platforms. The social media marketing is promotion using social media. The main difference of SMM from other types of marketing is that users of social platforms independently distribute pre-designed advertising content without the participation of the organizer. This allows you to promote Your company and services to Your target audience without affecting people not interested in Your company's products. The social media marketing is a very dynamic process therefore it is necessary to track new trends and interests of the target audience. In Russian language the number of sites for SMM is very limited - social network Vkontakte Odnoklassniki Facebook etc. - professional social network Professionals.ru My Circle. blogs, Twitter, LiveJournal, Ya.ru, etc. - Photos and video blogs Youtube Instagram Pinterest etc. The most popular marketing tools in social networks - work with the above mentioned social networks - create viral advertising campaigns - targeted advertising - involvement of opinion leaders First and foremost, a strategy is determined by TSA and explores her interests selected area with the greatest concentration of the target audience and the most appropriate tools optimally solves the problem developed a content plan suitable options of communicating with potential customers establishes the criteria for evaluating performance Further work on selected platforms, there is a gradual placement of content and constant interaction with the target audience Who is the social media marketing It's safe to say that SMM is suitable for each company. We advise you to try social media marketing primarily to companies operating in the B2C segment. It is also the company whose services or products anyone can use the beauty banking and insurance companies, travel agencies, etc.. We recommend SMM to producers of consumer goods FMCG. In addition, SMM is becoming popular among political leaders and parties seeking to score points in a political race. Why Your company needs social media marketing Marketing in social networks - this is only among the TA of Your company without spending your advertising budget on people who will never be interested in Your goods. SMM is an effective way to make the brand recognizable and attract potential customers Price From 5 000. Copyright © COPYRIGHT 2011-2016 Ways

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