



SOCIAL MEDIA MARKETING

DIGITAL UPWARD

WHAT IS SOCIAL MEDIA MARKETING?

Social Media Marketing is the process of gaining website traffic or audience for your business through social media website such as Facebook, Instagram, Pinterest, LinkedIn, Twitter and more.

Benefits of Social Media Marketing

- Brand Awareness
- Brand Promotion
- Conversion through Website
- Increase Engagement
- Social media helps target audiences



HOW FACEBOOK ADS WORK

- Boost your posts
- Promote your page
- Send people to your website
- Increase conversions on your website
- Get people to claim your offer
- Increase engagement in your app



HOW AN EFFECTIVE FACEBOOK STRATEGY CAN HELP YOUR BUSINESS

- Increasing quality of sales

Through well planned Facebook marketing strategy , you can reach your target audience.

- Better pulse on the industry

With the help of social media monitoring, you can track what your competitors do in the industry.

- Smarter Growth

Through Facebook advertising you can check how much you have spent on your Ad then you can check how to target so that your business can grow smartly.

- Adding more values to the organization

Through Facebook marketing, you can improve awareness and this can add more values to your business.

