

SMM specialist Marketer

Olena Hnativ

ID: 2027545

MODULE: ACADEMIC
AND EMPLOYABILITY SKILLS

PROFESSOR: ADESEWA AJAYI

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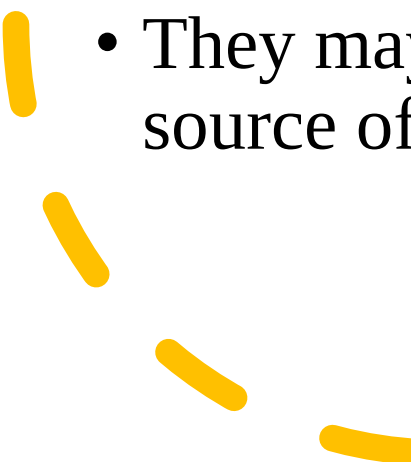




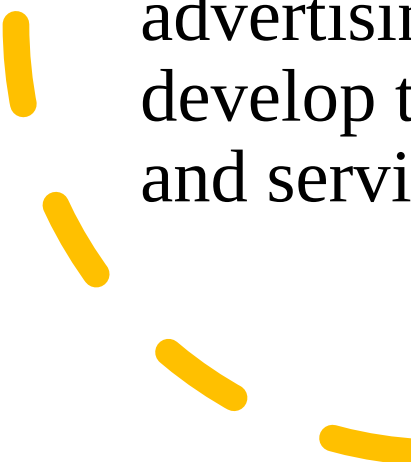
What is SMM

Social media marketing is a is an interaction that engages people to advance their sites, items, or administrations through online social channels and to speak with and tap into a lot bigger local area that might not have been accessible by means of conventional promoting channels. (Weinberg, Pehlivan 2011)



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- Social Media Marketing is marketing that focuses on people, not products. (Diamond, 2008).
 - Marketer can listen, track and measure
 - Nowadays, Social Media Marketing and more particularly
 - They may even become more important than advertising as a trusted source of information.
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- **What is a Marketer?**

- Marketer is a person who creates an atmosphere of sale or chain involvement between the consumer and the company's product or service. (Shaw, A., 2020)
 - Marketers are responsible for developing and executing strategies to promote brands, products and services, maximizing profits for the company. They monitor trends and develop pricing strategies and advertising campaigns. They also compile demographic data and develop targeting strategies to build greater awareness of the products and services that the company offers. (Indeed.com. 2021)
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SOCIAL MEDIA MARKETING SKILLS [3]

- Public Speaking
- Improvisation
- Communication Skills
- Listening
- Writing
- Creativity
- Relationship Building
- Flexibility & Ability to Learn

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- Statistical Analysis
 - Community Management
 - Content Curation
 - Pattern Recognition
 - Visual Thinking
 - Strategic Thinking
 - Marketing

SWOT

Strengths

- I can convince a lot people
- Have good cooking skills
- I can listen people and help them
- Quickly understand new information
- Mathematical thinking Ability to analyse

Weaknesses

- Gullible person
- Shy person
- I doesn't finish a lot of my undertakings
- Sensitive and emotional

Opportunities

- I can open my own online store
- I can write my own book (I already start)
- I can buy my own house

Threats

- Lazy
- Poor low-paying job
- Home staff
- Inability to save money

PDP

My goals

- Move to a new house
- Improve English to the next level
- Get the driving license
- Get a new job
- Finish university
- Buy own house
- Buy own car

Reference list

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