



Business skills for the workplace

Social media and marketing

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INTRODUCTION TO SOCIAL MEDIA

**Social media is hottest and latest buzz word in the world of internet marketing .
This includes using the new generation of social media platforms such d
Facebook , Twitter etc.**

**This is because these channels have changed the way we shop , socialise and
interact with people which also introduced new channels to digital marketing.
There are numerous social media agencies in Sydney and around the whole world**

**To understand the importance of this here's a fact: Facebook has more than 500
million active users.**



ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA



Increase the visibility of a brand



Help to improve the reputation of your business online



Attract more traffic to our web page or blog



Open new possibilities to the market



Make communication between enterprises and clients easier



Create corporate centrism and just talk about us



Reputation problems for your business



Problems with security or privacy



They calm too much time or dedication

FACEBOOK MARKETING TOOLS

Facebook marketing tools are solutions to manage Facebook paid and organic campaigns with less overall effort. From detailed analytics to autoresponders, Facebook tools just make the process of marketing on Facebook easier. Who doesn't want that ?

Since Facebook is so ubiquitous, Facebook marketing tools are a must in any social marketer's toolbox



BENEFITS OF FACEBOOK MARKETING TOOLS

Create, schedule, and collaborate on Facebook posts in advance.

Analyze and report on Facebook performance.

Organize, sort, and respond to Facebook messages alongside other DMs.

Social media recruiting

% of organic social recruiting with No engagement



CONCLUSION

I found this fact as compared to traditional marketing, social media marketing is a smart and often more affordable way to quickly find and interact with customers and fans of your brand and/or products online .



References

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