



SMM specialist

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What is SMM

Social media marketing is a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels, (Weinberg, Pehlivan 2011) [1]





Social Media Marketing is marketing that focuses on people, not products. (Diamond, 2008).

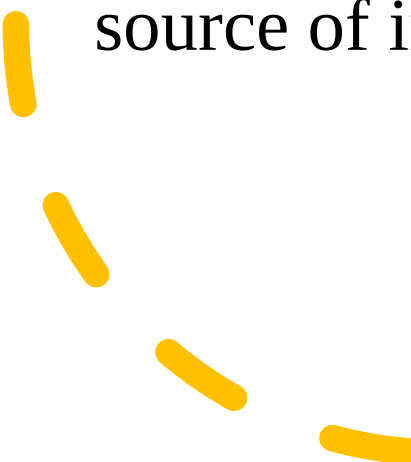
Marketer can listen, track and measure what is shared on the Social Media Sites to improve it and adapt it more to the customers' needs.[2]





Nowadays, Social Media Marketing and more particularly Social Networks are becoming increasingly important in consumers' purchasing decisions, mainly because they amplify word-of-mouth.[2]

They may even become more important than advertising as a trusted source of information.[2]





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

References

- [1] Weinberg, B.D., & Pehlivan, E., “Social spending: Managing the social media mix. Business Horizons”, 54(3), 2011, p275–282.
- [2] International Journal of Information, Business and Management, Vol. 7, No.4, 2015
- [3] New Skills for Managers in a Changing Digital World, 12th IBAB International Conference