

MY PERSONAL NAVIGATION GUIDE ON SOCIAL MEDIA MARKETING

Question :Why do I need Social Media ?

Answer:Do you have a company?

1. Yes

a. What kind of company is it ?

i. SMALL

- Occasional news
- Photos
- Videos
- Infographics
- Blog
- Web Presence – SEO tools
- Email campaigns
- Mail campaigns

ii. MEDIUM

- Promotions
- Events
- Photos
- Videos
- Infographics
- White Papers
- Blog
- Web Presence SEO tools
- Email campaigns
- Mail campaigns

iii. LARGE

- Media coverage
- Newspapers
- Magazines
- Testimonials
- Promotions
- Stickers
- Billboards
- TV ads
- News
- Photos
- Videos

- Infographics
- Whitepapers
- Industry standards
- Blog
- Web presence SEO tools
- Email campaigns
- Mail campaigns

2. No

a. Increase your Social Presence, Social Influence, and Social Footprint

- Are you ready for more?
- Get ready . . .
- Here we go . . .
- All this mentioned above
can be done for free,
without allocating a penny
for advertisement!