

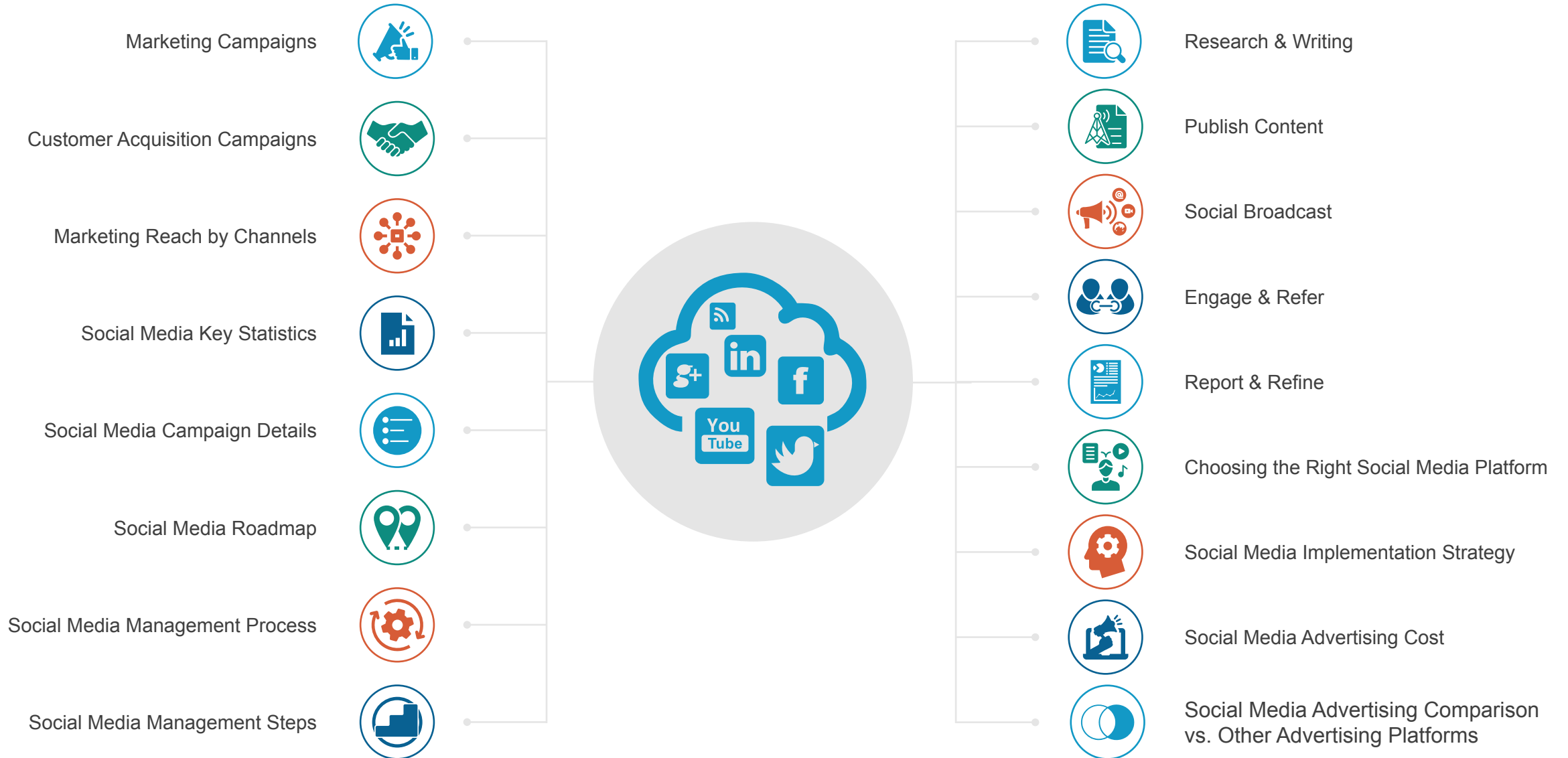


Social Media Management

Your Company Name

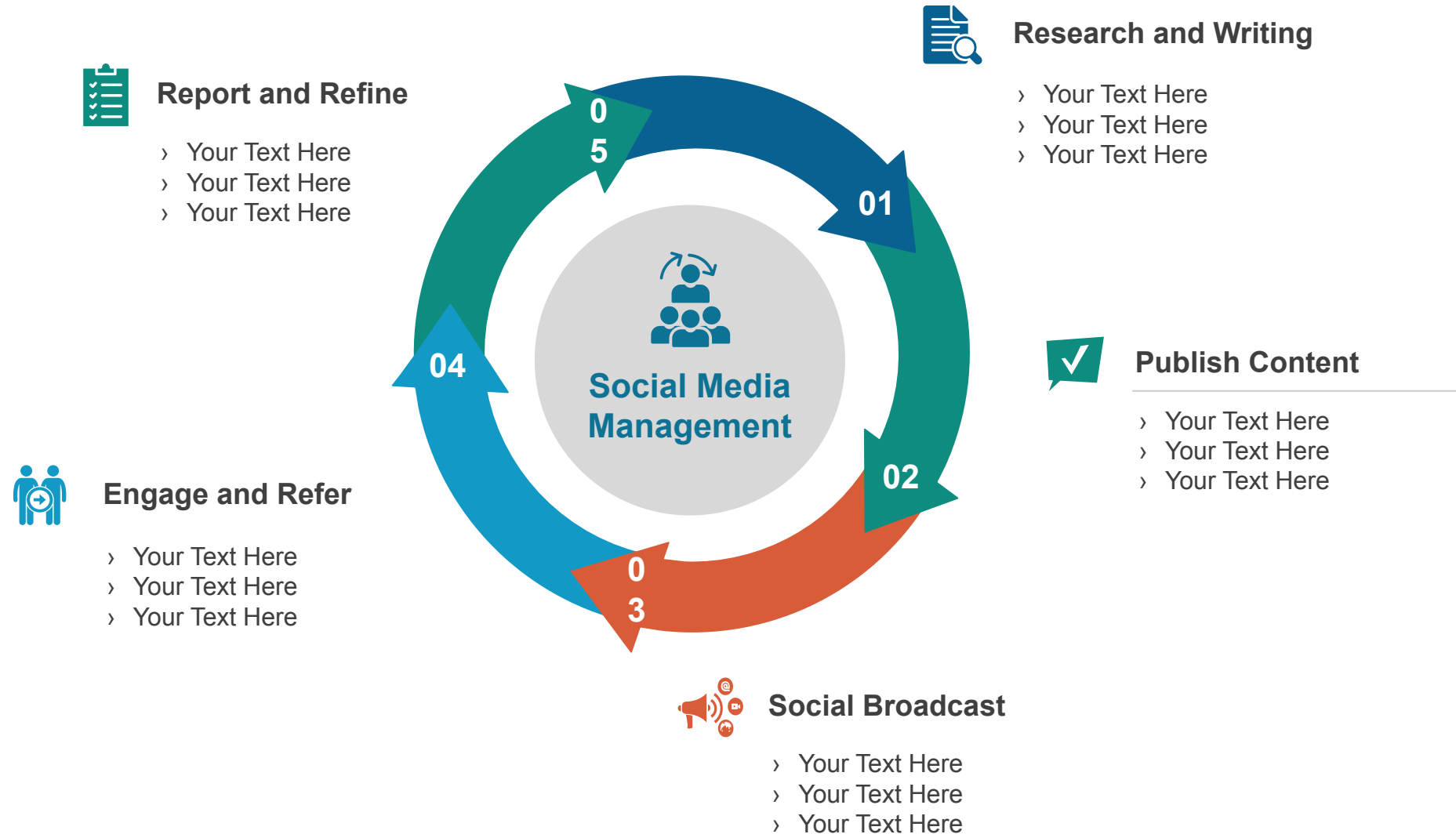
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Social Media Management Outline



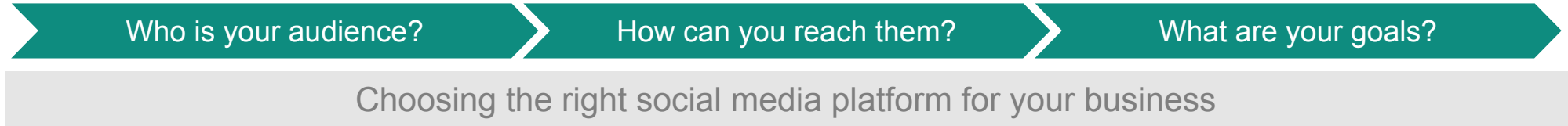
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Social Media Management Steps



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Choosing the Right Social Media Platform



	Facebook	Twitter	Pinterest	YouTube	LinkedIn	Instagram	Google+
Demographics	<ul style="list-style-type: none"> › 1.3 + Billion Users › Age 25-54 › 60 % Female 	<ul style="list-style-type: none"> › 600 Million Users › Age 18-29 	<ul style="list-style-type: none"> › 70 Million Users › Age 18-35 › 80% female 	<ul style="list-style-type: none"> › 1 Billion Users › All Ages 	<ul style="list-style-type: none"> › 600 Million Users › Age 30-49 	<ul style="list-style-type: none"> › 200 Million Users › Age 18-29 	<ul style="list-style-type: none"> › 200 Million Users › Age 23-34 › 67% Male
Purpose	Building Relationships	<ul style="list-style-type: none"> › News & Articles › Conversation 	“Scrapbooking”	Search “How To”	<ul style="list-style-type: none"> › News & Articles › Conversation 	<ul style="list-style-type: none"> › Building Relationships › Conversation 	News & Articles
Best For	Building Brand Loyalty	Public Relations	<ul style="list-style-type: none"> › Lead Generation › Clothing › Art & Food Businesses 	<ul style="list-style-type: none"> › Brand Awareness › Service Industry 	<ul style="list-style-type: none"> › Business Development › B2B Businesses 	<ul style="list-style-type: none"> › Last Generation › Retail › Art › Food › Entertainment › Beauty Businesses 	<ul style="list-style-type: none"> › SEO › Tech/Design Businesses
Downside	Limited Reach	140 Characters or Less	<ul style="list-style-type: none"> › Images only › Very Specific Demographic 	Resource Intensive	Limited Interactions	Images Only	Not as Widely Used

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Social Media Implementation Strategy

What Differentiates you?

- › What's your elevator pitch?
- › Gather best testimonials
- › What makes you unique?
- › Craft a compelling story?



How will you Execute?

- › What do you need to learn?
- › What tools are necessary?
- › Who is responsible?
- › How will you measure?



Who is your Customer?

- › What age bracket?
- › Gender?
- › Location?
- › College degree?



Where is your Audience?

- › Are they online?
- › Where do they shop?
- › Belong to associations?
- › Publications they read?



What are your Goals?

- › Establish your brand?
- › Increase visibility?
- › Generate traffic to website
- › Grow sales & revenue

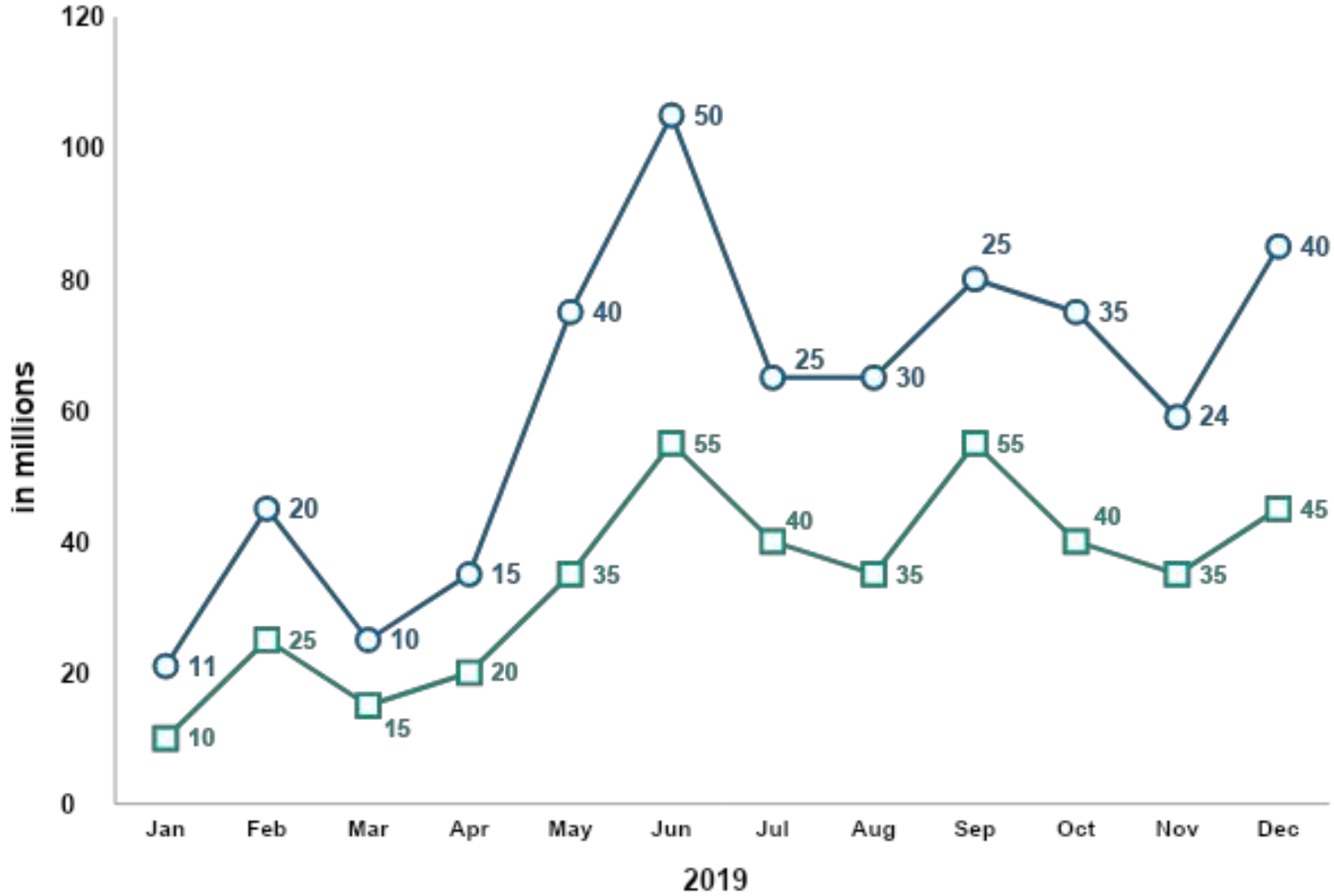


When will you Communicate?

- › What social networks??
- › How often will you post?
- › Will you blog??
- › Will you use visuals/video?

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Stacked Line with Markers



1

Product

This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

2

Product

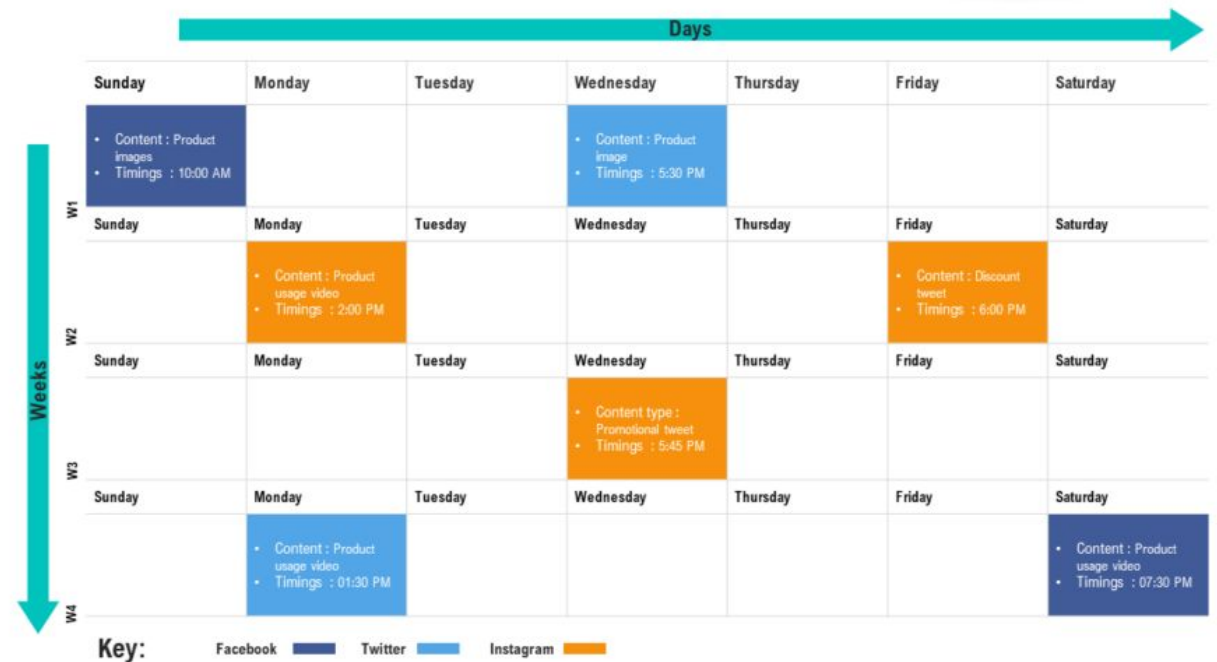
This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

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- **A marketing strategy** is a long-term strategy to accomplish a company's goals through customer understanding and the creation of a distinct and sustainable competitive advantage.
- It includes everything from determining who your customers are to deciding how to reach those customers.

Influencer Social Media Calendar for Marketing Strategy Implementation

This slide is 100% editable. Adapt it to your need and capture your audience's attention.



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- Blogs, micro-blogs, wikis, social networks, social bookmarking services, user rating services, and any other online collaboration, sharing, or publishing platform.
- Whether accessed via the web, a mobile device, text messaging, email, or other existing or emerging communications platforms, are examples of **Social Media Channels**.

Weekly Calendar for Social Media Channels

Current Week	Person	Channel	Category	Designer	Design	Writer	Copywriting	Publication Status	Publication Date
Promotional campaign and poll	Jacob John	Facebook	Poll	Richard	Done	Stewart	Done	In Progress	5Jan 2021
Text here	Robert	Facebook Group	Tips and Tricks	Noah	Done	Thomas	Done	Published	6Jan 2021
Text here	Peter	You Tube	Digital Marketing	Daniel	In Progress	Charlie	Done	Published	7Jan 2021
Text here	Paul	Blog	What if	Edward	Done	Chris Brown	Done	In Progress	9Jan 2021

Next Week	Person	Channel	Category	Designer	Design	Writer	Copywriting	Publication Status	Publication Date
Upload video on fashion tips	Jacob John	Instagram	Tips and Tricks	Richard	In Progress	Stewart	In Progress	Published	10Jan 2021
Text here	Arthur	Twitter	Quiz	George	In Progress	Fredrick	Done	Pending Review	11Jan 2021

■ In Progress
■ Done
■ Pending

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- **Customer engagement** is the process by which a company establishes a relationship with its customers in order to foster brand loyalty and awareness.
- Marketing campaigns and web content, as well as outreach via social media, mobile devices, and wearable devices, can help achieve this.

Weekly Social Media Calendar for Customer Engagement

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Platform	Monday	Tuesday	Wednesday	Thursday	Friday
 Facebook	<ul style="list-style-type: none">› Post promotional images and videos› Text here	<ul style="list-style-type: none">› Reminder post to join mailing list and its benefits› Text here	<ul style="list-style-type: none">› Share heart touching story› Text here	<ul style="list-style-type: none">› Text here	<ul style="list-style-type: none">› Text here
 Google Plus	<ul style="list-style-type: none">› Post community content› Text here	<ul style="list-style-type: none">› Text here	<ul style="list-style-type: none">› Text here	<ul style="list-style-type: none">› Text here	<ul style="list-style-type: none">› Text here
 Pinterest	<ul style="list-style-type: none">› Post blogs or articles› Text here	<ul style="list-style-type: none">› Text here	<ul style="list-style-type: none">› Text here	<ul style="list-style-type: none">› Text here	<ul style="list-style-type: none">› Text here
 Twitter	<ul style="list-style-type: none">› Text here	<ul style="list-style-type: none">› Text here	<ul style="list-style-type: none">› Text here	<ul style="list-style-type: none">› Text here	<ul style="list-style-type: none">› Text here

FAQs



What exactly does a social media manager do?

- Social media managers are in charge of developing strategies for maintaining and growing a social presence, in addition to administrative and team development responsibilities.
- Every day could include content creation, campaign strategies, career planning, analytics reporting, and so on.

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What does a social media strategy entail?

- Your social media strategy is your overarching plan for creating, posting, and engaging with social media content.
- It includes your social content guidelines, posting cadence, social media marketing campaigns, creative plans, and engagement strategy, all of which promote your company and brand.

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What is the goal of a social media strategy?

- Customer engagement
- Increased revenue
- Improved customer experience
- Positioning the company as a thought leader are common social media marketing goals.

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- With a large team comprising of Research Analysts, Statisticians, Industry Experts and Designers spread over 6 countries, SlideTeam now hosts the world's largest collection of Ready to Use PowerPoint templates on all topics and industries.
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