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DIGITAL MARKETING SERVICES

Social Media Management



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INTRODUCTION

Gone are the days when using social media for business was optional. Today almost every company is using social media to market their products or services. If you're not, maybe you have not yet seen the benefits and importance of putting your business on the social media platform.

Popular social media platforms like Facebook, Instagram and LinkedIn have become marketing giants, giving businesses an effective way to engage with customers, but most importantly a costless way to reach them.

Here are some of the benefits of social media marketing:

- Social media posts can be used to drive targeted traffic.
- Using social media for business boosts your site's SEO.
- If you're doing it right, social media will lead to real relationship building.
- Users are receptive to your messages.
- Social media ads allow targeting and retargeting.
- Social media can help you get noticed at events, and even generate earned media coverage.
- You can respond to problems immediately.
- A strong social media presence builds brand loyalty.
- A strong social media presence helps you craft your personal brand.

SOCIAL MEDIA MARKETING

Small businesses that are considering online marketing strategies will find this booklet useful. This booklet focuses on using social media marketing techniques to advertise your business. You may want to read this booklet in conjunction with other booklets in this series that profile other online marketing strategies. These booklets are entitled: "Increasing Traffic to Your Website through Search Engine Optimization" and "Successful Online Display Advertising".



Successful **SOCIAL MEDIA MARKETING** is not built on **IMPRESSIONS**, it is built on **RELATIONSHIPS**



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ABOUT US

Image Building and Etiquette Mapping delivers quality service to corporates and professional start up organisations. We started out with the intent to ensure that entrepreneurs and corporate houses achieve their business goals, irrespective of the current market situation. We are catalysts in the process of transforming names into strong brands and helping them create a strong digital presence.

Since we began, at Image Building and Etiquette Mapping we continue to learn and refine our process as the industry evolves. Along the way we developed advanced quality control and reporting, intimal and enteral continuing education to our staff and a cutting edge content development and marketing team.

Image Building and Etiquette Mapping has amongst the largest pool of experienced internet marketing professionals you will find at an agency. Image Building and Etiquette Mapping is led by experienced management team, which provides strategic direction and support for your company and helps you creating a strong market digital presence.

Social Media Marketing Techniques

Some examples of social media marketing techniques are:

- Joining relevant online communities or social networking sites to help promote your business.
- Adding Value Content to your website
- Blogging (where you add content to blogs).
- Creating your own business blog.



In a world of **Algorithms, Hashtags, and followers**, know the true importance of Human connection



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- Website Development
- Brand Identity Kit
- Content Development
- Content Marketing
- Social Media Marketing
- Digital Marketing

Top 8 Reasons Showcasing Importance of Digital Marketing for Small and Large Businesses

Now that we have understood the scope of digital marketing in India, let us look into why it is important for small and large-sized businesses. The focus for small businesses is brand awareness and development.

1. Cost-Effective

Digital marketing efforts require barely any initial investment. This is great for small businesses. Most digital marketing tools offer basic features free of cost. It is up to the businesses to make the best use of them.

2. High Reach

With digital marketing, the reach is global. Hence, you can take orders for your product or service from all over the world and it need not be limited to one area. And when you go global, you can still niche your audience to selected individuals. Thus, it's a win-win.

3. Brand Awareness

If a customer has no awareness of your brand then he cannot make a conversion. To tackle this, brand visibility is extremely important. With pay-per-click and other kinds of paid promotions, you can really attract customers to your small business.



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4. Building a Customer Base

The challenge with small businesses is that one needs to build a customer base. This is based on building a rapport with a strong customer relationship. With CRM tools such as Hub Spot and Oracle, you can manage this easily.

The challenges for big businesses are slightly different. They need to retain existing business and focus on brand reputation, client retention and on the growth of the business.

5. Brand Image

An established company's image is everything. The right campaign strategies can make or break a company's brand image. Through digital marketing, effective campaigns can be designed and the scope fixing any glitches immediately is there.

6. Measurable Results

With digital marketing, big companies can have real-time measurable results. With this, they can analyse the effectiveness of the campaign and accordingly formulate strategies. Today, the significance of analysing data is very important to evaluate the effectiveness and success of your campaigns.

7. Increase in ROI

Companies can increase their revenue with digital media by investing in ads and thus, increasing conversions. The investment in digital media is much lesser than traditional media and the returns are also higher. Did you know? You can run ads on certain digital platforms for as low as 1\$.

8. Retaining Loyal Customers

The main goal of digital marketing for big businesses apart from increasing their business is ensuring that their customer base is loyal and satisfied.



Don't use social media to **impress people**; use it to **impact people**



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STARTUP CONTENT STRATEGY



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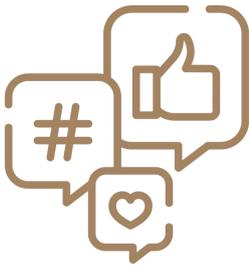
Although **social media** is a relatively new form of communication, it has become the primary



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DESCRIPTION OF SERVICES



SOCIAL MEDIA MANAGEMENT

Our Social Media Marketing Services help your business develop Brand Awareness (followers), build Relationships (engagement) and increase Website Exposure (Traffic)



SOCIAL MEDIA ADVERTISING

We help your business advertise through social media to target your exact demographics and get leads faster at a low cost.



Social media is addictive Precisely because it **gives us something which the real world lacks**; it gives us immediacy, direction, and value as an individual.



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SOCIAL MEDIA MANAGEMENT SERVICES

Type of Internet Marketing Strategy	Description
Content Marketing Services	A well-written content increases brand awareness and enhances conversion potential. Content marketing services is a brilliant form of link building that increases the chances of gaining better visibility of your portal on search engines. We curate varied types of content like website content, social media content, blog content, article content, marketing campaign content, info graphic content, video content, eBook content, module content, presentation content and all other types of marketing material content for websites and apps based on the type of business (B2B or B2C), industry, competition in the market, and algorithmic requirement.
SMM - Social Media Marketing	Our integrated Social Media Marketing services approach towards developing and sharing content in the form of texts, images, and videos on various social media channels like Facebook, LinkedIn, Instagram, Twitter etc. to gain user attention and achieve your branding goals. We develop creative and location-centric paid campaigns to attract the viewers. With proper hashtags and relevant filtering, we ensure to boost quality traffic to your website and social media handles. Note: Engagement with audience is the real marketing tool required to be handled by our esteemed clients.



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Online Reputation Management	Online reputation management (ORM) helps to evoke and sustain a positive brand image. We focus on improving user interaction, post user engaging content on different channels, and we recommend our client to reply to the comments to improve awareness, reach, and sales. There, your clients can post reviews and establish your brand credibility.
Affiliate Marketing	A business contracts with other individuals or companies ("affiliates") who market the company's products for a commission (on sales or leads). Affiliate marketing overlaps with other Internet marketing methods because affiliates can use a variety of marketing strategies. Those methods include influencer marketing, bloggers collaboration, SEO, paid search engine marketing, email marketing and display advertising. A common type of affiliate marketing occurs where a Web advertiser or merchant recruits webmasters to place the merchant's banner ads or buttons on their own website.
SEO – Search Engine Optimization	Organic SEO plays a huge role in generating the marketing outcome of any business. The prime focus of our SEO services is to make sure that your website's architecture meets the standards of Google's latest algorithm. We create optimized content, design creative, use the right hashtags, use the right keywords, build high-quality backlinks, and practice strategic content marketing to boost your website and social media handles rank on the search engine and drive quality traffic to your website.



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PPC Management Services	For higher and faster market penetration, we recommend you to avail PPC management services. Once it comes to launching a new product or floating a lucrative offer, paid channels generate instant leads. With our optimized Google search ads, display and shopping ads, and Bing ads, you may expect to reach a wide audience and ensure that your investment sprouts maximum returns.
E-commerce SEO Services	Our ecommerce SEO service involves a thorough technical SEO audit on your website. Some of our key services include keyword research, meta tags optimization, traffic analysis, broken link fixing, page speed analysis and enhancement, custom 404 error page setup, off-page SEO, setting up product schema, ensuring cross device responsiveness, and many more. We take every step to ensure a brilliant user experience (UX) on your website.
Mobile App Marketing	Our 360-degree approach to mobile app marketing increases brand awareness and drives more installation. Adept with the knowledge of the latest trends in Google Play and Apple App Store algorithms, our experts offer superb app store optimization service to boost your app's organic discoverability. We also create paid ad campaigns to promote your app-on-app stores & social media channels and maximize your reach in a short time span.
Local SEO Services	Our efficient SEO professionals run a thorough demographic research before optimizing your online presence in a specific region. Other than drawing customers to your store, our local SEO services also help to boost your brand visibility in geo-targeted search. Optimizing keywords based on the target location, listing your business in different business directories, creating & maintaining Google My Business page, NAP verification – we do it all.



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SOCIAL MEDIA MANAGEMENT SERVICES

Creation and submissions strategic content (Include profiles, business listings, articles, press releases, blog posts)

- Optimize all content for SERPs, populate and promote exist social assets as well as new ones created using a mix of SEO, content and social media strategies.
- Development of Micro Sites.
- Increase genuine likes and followers in Social Media Profiles (Facebook, Twitter, LinkedIn, Flickr, and YouTube).
- Social Bookmarking and increase voters.
- Setup, Linking and Promotion of Profiles
- External Blog Setup and Social Commentary
- Wikipedia Profile Setup & Linking
- Photo Sharing
- Slide share Submission
- Create Blog with our main domain name and share it in social account.
- Explore Guest Posting

- Tracking and monitoring our Reputation of with our main keywords that represents our brand.
- Evaluate Your Competition
- Focus where we can get the best results (like social bookmark).
- Search relevant forums and start discussion over there.
- We will change our social accounts banner every 6 months (Facebook, Twitter, and LinkedIn) and when we launch any new thing we will create a banner like that and change it.
- Info graphic Submission.
- Grow our YouTube channel subscriber and viewers.
- Create more channels like Vimeo, Myspace etc. and expand our video in other channels.
- Online forums and communities Discussion

SOCIAL MEDIA MARKETING TOOLS

- ✓ Manage social media campaigns and day to day activities
- ✓ Manage presence in social networking sites
- ✓ Brand advocacy
- ✓ Community Outreach
- ✓ Manage a Blogger outreach program
- ✓ Build a brand ambassador network
- ✓ Post and comment on relevant blogs
- ✓ Seed content into social networks
- ✓ Create and upload videos
- ✓ Engage in conversations and answer questions
- ✓ Create and maintain a social media additional calendar and posting schedule



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Five Reasons Small Businesses Should Use Social Media

1. You can reach a large number of people in a more spontaneous way without paying large advertising fees.
2. The use of blogs and social and business networking sites can increase traffic to your website from other social media websites. This in turn may increase your Page Rank, resulting in increased traffic from leading search engines.
3. Social media complements other marketing strategies such as a paid advertising campaign.
4. You can build credibility by participating in relevant forums and responding to questions.
5. Social Media sites have information such as user profile data, which can be used to target a specific set of users for advertising.

How to Use Social Media Techniques to Your Advantage

Are You Ready to Use Social Media Marketing Techniques?

Review the following checklist to assess whether you are ready to use these marketing techniques.

Checklist: Are You Ready for Social Media Marketing?	Yes	No
Have you assessed your business and marketing needs? Have you prioritized these needs?		
Have you considered whether social media is appropriate for your business? For your target audience? Is your target audience online?		
Have you identified the goals you are trying to accomplish by engaging in social media marketing?		
Have you considered how social media marketing fits with your other marketing strategies – both offline and online?		
Do you have a plan in place to help guide your use of social media marketing? Do you have a timeframe and budget in place?		

If you have answered “yes” to all these questions and have determined that social media marketing techniques are suited to your business needs then you should begin to learn more about these techniques and how they can be used to your advantage.



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Tips for Using Social Media Sites to Promote your Business

1. Contribute, collaborate, inform, educate but do not sell. Social Media marketing is different from paid advertising. Rather than taking a sales approach (i.e. directly promoting your product), instead consider how you can help and inform your target audience..

2. Create high quality content. Whether you are part of a social networking site, have established your own blog, or are contributing to a blog, you need to develop interesting and high quality content. What information will your target audience find helpful?

3. Start with Small Steps and Build on Your Success. You can get a feel for how social media sites work by commenting on other blogs, or setting up your own blog. If you have a service based small business you can try "Yahoo! Answers". This website provides a way for you to share your knowledge with people who are looking for that specific information.

4. Leave your name and URL when you comment on other blogs. This will help drive traffic to your website, particularly if you have provided useful or interesting information.

5. Consider video and/or photo sharing. If you are handy with a video camera you may want to consider "how to" videos or tours of your business. These videos can be shared on appropriate social media websites (e.g. YouTube). You can also take photos of your products and share these photos with people who are interested (using for example, Flickr). A word of caution though – avoid aggressive or invasive sales tactics on these websites.

6. Join online groups or mailing lists that are related to the products and services you offer. Connect with these groups and offer information and assistance.

7. Understand how social media websites work. These sites are all about connecting and collaboration. Adopt a collaborative, helpful approach and be an active contributor. These sites generally have rules against aggressive sales tactics.

Social Media Sites Listed as Effective for Marketing your Business by Image Building and Etiquette Mapping

Please note that the usefulness of a social media site to your business will depend upon your industry, your target audience, and product or service.

- | | |
|---|--|
| 1. www.facebook.com | 11. www.Newsvine.com |
| 2. www.twitter.com | 12. www.technorati.com |
| 3. www.linkedin.com | 13. www.scribd.com |
| 4. www.wikipedia.org | 14. www.techmeme.com |
| 5. www.myspace.com | 15. www.slideshare.net |
| 6. www.digg.com | 16. www.kaboodle.com |
| 7. www.youtube.com | 17. www.epinions.com |
| 8. www.StumbleUpon.com | 18. www.care2.com |
| 9. www.reddit.com | 19. www.fark.com |
| 10. www.yelp.com | |



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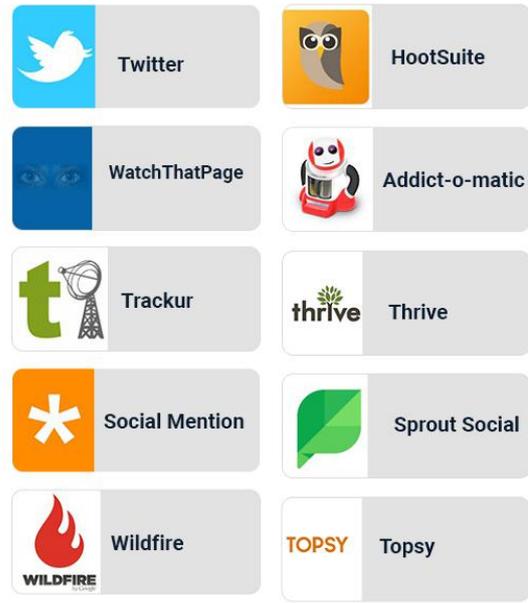
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MONITORING AND REPORTING

Prove Your Value with Social Media Monitoring

Social Media Monitoring that shows your brand's performance across media channels, customer sentiment, and the ROI your team delivers.

Our news monitoring tool tracks keywords connected to the topics that matter for you and aggregates all public online and editorial content that mentions your keywords.



We need to measure the results as we run the campaigns. We will measure and report on the following social KPI's:

- Number of followers
- Number of mentions
- Likes, shares, comments
- Time spent
- Use sentiment
- Lead conversion rate, etc.

The following tasks will be taken up as part of social media monitoring:

- Develop benchmark metrics to measure the results of social media programs
- Analyse and evaluate social media campaigns and strategies
- Report on effectiveness of campaigns at the end of every month
- Monitor trends in social media



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WORK PROCESS

1



Discovery
Session

2



Market
Research

3



Strategize

4



Execute

5



Engagement

6



Track
Efficacy

Discovery Session

Image Building and Etiquette Mapping, we hold a Discovery Session with every single one of our new clients. It helps us to get an understanding of your business, goals and objectives of your branding project. The Discovery Session also allows the whole team to pitch in, making sure everybody is on the same page with the project

Market Research

We conduct a holistic analysis of your domain trends, competition, target audience, and business potential. Our data-driven strategy helps you to make the most of the marketing efforts. Our R & D team shall further research the correct hashtags and current trending topics according to your business domain and share a marketing report. On the basis of our research our content team shall draft the content for your business micro niche.

Strategize

We create a conversion-centric strategy and select the right marketing channel. It helps to craft an optimized brand presence on the social media handles. We shall plan your social media calendar on a monthly basis and implement the posts on your feed as per the calendar. Our strategic marketing plan shall be your visible brand plan. Our social marketing strategic plan shall help you in achieving a strong brand across all digital platforms.



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Execute

Our collaborative work approach comprises our marketing strategy and your business insights. Our creative campaigns reflect your brand aesthetics and produce a strong impact on the audience. Our team shall post the creative on your various social media handles as per the calendar shared with you. Our execution of posting creative, blogs, articles and other digital marketing content shall be executed according to the calendar shared to our client by our team.

Engagement

Social media engagement is an important metric to consider when building an online brand. While most want to increase the size of their audience, they often fail to increase their social media engagement as well. When you engage with your followers on social media you can turn them from followers into customers. The time you devote to building relationships with your audience can lead to a higher number of sales, increase in customer loyalty, and higher positive reviews. Our content will help you to increase engagement on your social media handle. NOTE: We recommend our client to engage with their audience on a daily basis to build solid relationships with customers.

Track Efficacy

We monitor and measure our marketing efforts so as to optimize future campaigns and improve ROI. You can rest assured that your investment is on good hands. If you would like to increase followers and sales, of your product or service we recommend to follow the organic method of digital networking and engagement. If you are looking for leads than we recommend to avail the services of PPC and Instagram Ads along with a landing page.



Everything you post on **social media impacts your Personal Brand**. How do you want to be known?



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INDUSTRIES WE CATER

Every business niche - regardless of its size, should leverage the power of digital marketing. We extend our solution to the following domains:

- Products
- Services
- Healthcare
- Retail
- E commerce
- Education
- E Learning
- Hospitality
- Entertainment
- Travel & Tourism
- Sports & Fitness
- Wellness
- Science and Technology

- Consultancy
- Logistics
- Transportation
- Real Estate
- Food
- Food Catering
- Agriculture and allied
- Banking
- Financial Services
- Infrastructure
- Insurance
- Banking
- Gems and Jewellery



Bring on the DIGITAL MARKETING with
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and so the ADVENTURES begin

Thank You

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We've got you covered for all your needs
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