



**Mohammed Kheider- Biskra- University**  
**Faculty of Economics and Management**  
**Level: I<sup>st</sup> Year Master marketing**

***Use of different social media platforms in marketing***

**By: Dr.Manel Hani**



# The content :

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## What is a Social Media Marketing?

**A social media platform** is an interactive communication strategy that facilitates immediate feedback, real-time two-way interactions, high engagement among people with common interests, a sense of closeness, and anonymity. These aspects distinguish social media from other communication channels, such as traditional broadcasting and print media

**Social media marketing** involves using social media platforms to connect with an audience, promote products or services, and build brand awareness. By leveraging tools and content strategies unique to each platform, businesses can engage audiences, drive website traffic, and boost conversions.

# Why is social media important?


Today is the age of digitization. In this contemporary world, everything is getting digitalized day by day. Marketing is not an exception to that. Nowadays, people mostly attach their lives to social media presence on different platforms.

86% of marketers say that social media has helped increase exposure followed by increasing traffic at 73% and lead generation at 64%, according to Statista. This means that if you're not using social media effectively, you could be missing out on a huge opportunity.

The use of social media has continued to grow over time. It's now so popular as a channel that over 5 billion people spend an average of 2 hours and 20 minutes per day scrolling or engaging. People also go between platforms - an average of 6.7 each month

# Popular social media platforms


**Facebook** is one of the favorite free social networking websites that allows registered users to make profiles, share photos, and videos, send messages, and stay connected with friends, family, and colleagues. It is an online community that allows individual users to create personal profiles, share photos and videos, and post on each other's profile pages or "Timelines."




**WhatsApp** (also called WhatsApp Messenger) is an internationally available freeware, cross-platform, centralized instant messaging (IM), and voice-over-IP (VoIP) service owned by American company Meta Platforms (formerly Facebook).

WhatsApp is so popular because, unlike SMS, it uses end-to-end encryption, which means nobody other than the message recipients can view messages. When someone calls on WhatsApp, third parties cannot listen to one's conversation.






**YouTube:** YouTube is a video-sharing service that permits users to view videos posted by other users and upload their videos. The service was started independently in 2005 and was acquired by Google in 2006. Videos uploaded to YouTube may appear on the YouTube website and be posted on other sites. The slogan of the YouTube website is "BroadcastYourself." Although several companies and organizations use YouTube to promote their business, most of the YouTube videos are created and uploaded by amateurs.



**Twitter (X):** An internet service that allows people to publish quick updates and see posts or "tweets" of other users they follow in real-time.

**TikTok:** TikTok is a social app used to create and share videos. Many videos tend to be music-focused, with creators leveraging the app's vast catalog of sound effects, music snippets, and filters to record short clips of them dancing and lip-syncing. However, there is an untold number of videos to discover, with varying topics.





**Pinterest:** It is a professional networking website that allows users to create profiles, post resumes, and communicate with other professionals and job seekers. This virtual community allows users to share ideas and photos with others by "pinning" items and describing them on their profile pages.

**MySpace:** It is an online community that allows friends to stay connected and meet new people. It started as a website that bands could use to promote their music but has since grown into a more general community of friends.

**Instagram:** It is an online photo-sharing service. It allows the application of various photo filters to pictures with a single click and then sharing them with others.



The data for the most popular social media websites as of November 2022 are as follows:

- i. Facebook (2.74 billion users)
- ii. YouTube (2.29 billion users)
- iii. WhatsApp (2 billion users)
- iv. Facebook Messenger (1.3 billion users)
- v. Instagram (1.22 billion users)
- vi. WeChat (1.21 billion users)
- vii. TikTok (689 million users)

# types of content on social media

Content marketing with organic social media posts focuses on building meaningful relationships with your audience by sharing valuable and relevant content consistently. This type is the foundation of most social media marketing strategies.

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- **Blog posts** - Blogs are a great way to inform and drive traffic to a website or landing page. They also help with SEO as you can write blogs based on keywords or key phrases that people search for and want answers to.
  - **Podcasts** - Collaborate with industry leaders to tap into their audience on social networks and use hashtags when sharing to increase reach
  - **Testimonials** - Your customers are your most important asset, so make sure to use their opinions and experiences to promote your brand.



- Webinars and live streams - Live video is great for audience engagement and learning more about your buyers, particularly through a Q&A session at the end.
- Ebooks - This type of long-form content can provide huge value to potential customers and is great for data capture and lead generation.
- Whitepapers - The perfect content to demonstrate industry knowledge, show thought leadership and generate leads through downloads.
- Videos - The ultimate in content, videos can expand your reach widely if something you create goes viral
- Photographs - Using photos to showcase the inner workings of your business, your team or even something humorous can help drive engagement and traffic.

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