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Digital Skills for Entrepreneurs

Topic 7 Social Media Managament

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7 Social Media Management



In this topic, participants will learn how to leverage different social media platforms to regularly engage with their intended audience. They will learn to create sales funnels, convert “likes” into purchases, and maintain customer loyalty. It will enable the participants to plan, carefully implement and post engaging conversation pieces and topics for their audience. They will also learn to use data analytics to maximise their social media efforts and improve their overall digital marketing performance. Overall, it will guide the participants to manage their social media accounts, update and add fresh contents regularly using platform-specific features and traffic analysis of digital marketing metrics to evaluate campaign performance and identify improvements.

Topic 7: Social Media Management (SMM)

Course Objectives and Learning Outcomes:

At the end of this workshop, participants will be able to:

- Understand the importance of social media management
- Perform some key SMM activities
- Differentiate between different social media platforms and be able to decide best fit for business
- Engage and grow an audience or community using social media best practices



Video 1: What is Social Media Management?

1 Introduction to Social Media Management

Social media refers to online platforms that enable users to create, share, and interact with content in virtual communities and networks. Social media allows individuals, businesses, organizations, and communities to connect,

communicate, and engage with each other in real-time through various forms of digital content such as text, images, videos, and links.

Social media management (SMM) is a form of digital marketing that utilizes social networking platforms to increase brand or product exposure and cultivate relationships with consumers.

SMM also refers to the process of creating, scheduling, analyzing, and engaging with content posted on social media platforms to build and maintain an online presence for a business, brand, or individual in an organic way (with running Ads).

2 Overview of Social Media Management (SMM) and Platforms

Social Media Management involves:

- Content Strategy:** Developing a content strategy that aligns with the brand's goals, target audience, and overall marketing objectives.
- Content Creation:** Creating engaging and relevant content for social media posts, including images, videos, text, and other multimedia elements.
- Scheduling and Publishing:** Using social media management tools to schedule and publish content across various social media platforms at optimal times to reach the target audience.

- d. **Community Management:** Monitoring social media accounts for comments, messages, mentions, and interactions from followers and responding in a timely and professional manner.
- e. **Analytics and Reporting:** Analyzing social media performance metrics such as reach, engagement, click-through rate, and conversions to evaluate the effectiveness of social media efforts.

Examples of Major Social Media Platforms:

- (i) **Facebook**, the largest social platform, is a highly effective channel for audience reach.
Its mission is to enable people to share information and content with others who work, study, and live around them, all around the world.
- (ii) **X (formerly Twitter)** is a social network that enables its users to send and read short posts called ‘tweets’ on a public platform. Part of what differentiates X from the other social platforms is that it’s very conversational in nature, due to the fast-paced, real-time dimension of its users’ timelines.

Facebook	➤
Twitter	➤
LinkedIn	➤
Instagram	➤
Snapchat	➤

Figure 1: Examples of Social Media

Like Facebook and most social media platforms, X also has and uses hashtags (#) to discover content and trending matters.

(iii) **LinkedIn** is a social media platform that’s used for building and developing professional connections, as well as reinforcing the mission and vision of a company. The tone you use on LinkedIn is very important. It’s a business channel, so

- communication tends to be less whimsical and more professional than on other social channels
- (iv) **Instagram** is a visual platform that’s used to share moments and to communicate your point of view to the world via photos and videos. It’s owned by Facebook and it integrates very effectively with the Facebook advertising platform.
- (v) **Snapchat** is an image and video messaging, multimedia mobile app that can be used by marketers for effective, temporary storytelling, as well as for showcasing products and services.
interface is centered on the vertical orientation of your phone screen and ephemeral or transient storytelling content.
- (vi) **TikTok** is a video-sharing app that allows users to create and share short-form videos on any topic. It’s mainly mobile-based, although you can still watch TikTok videos using the web app. The platform allows users to get creative with their content using filters, stickers, voiceovers, sound effects, and background music. With more than 4.5 billion downloads now, TikTok is

the leading destination for short-form mobile video. Their mission is to inspire creativity and bring joy¹.

- (vii) [YouTube](#) is a free video-sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others. Created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month. Despite its humble beginnings, YouTube has become *the most popular website for uploading videos* and the second most viewed website after Google. It is also owned by Google.

3 Social Media Management Basics

1. Understand which platform is best for you or your business
2. Know the customer or buyer's Journey and Social Media Management
3. Develop an authentic, consistent brand voice.
4. Be responsive.
5. Engage with your followers.
6. 80% of shared content should be helpful to your audience.
7. 20% of shared content should be promotional.
8. Be known for a theme. Have recurring topics.
9. Use a personal identifier
10. Pay attention to content that resonates with your audience.
11. Grab attention in the first 3 seconds
12. Create for sound off
13. Align videos to how majority prefers to view them
14. Build in a "play more" function.
15. Use "Live" to capture live events, announcements and/or new arrivals.
16. Use relevant hashtags.

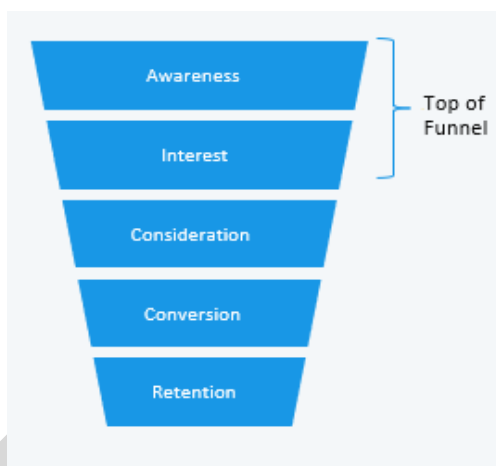


Figure 2: customers buying journey

4 Creating a digital marketing strategy

What is a digital strategy? The establishment of a set of practices and goals that guide your long-term digital objectives and operate across all digital channels that your customer utilizes. “

Objectives:

- Awareness: the measure of how memorable and recognizable a brand is to its target audience or the degree to which consumers recognize your product by its name

¹ [What Is TikTok? – Everything You Need to Know in 2024](#)

- **Consideration:** The consideration stage of the buyer's journey is the phase that helps your target audience consider your product or service as an option to resolve their problem. This is a key part of converting these leads to customers
- **Conversion:** An action that's counted when someone interacts with your ad or free product listing (for example, clicks a text ad or views a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone.

Channel Strategy: A channel strategy is an understanding of what is possible with channels but choosing to utilize either a specific channel or a feature of a channel because you know it is pertinent to your target audience. Some examples of channels are Facebook, LinkedIn, WhatsApp, etc.

Content Strategy: A content strategy is deciding what you're going to put in those channels, and it is informed by your overarching digital strategy. Some examples of content are pictures, videos, podcasts, infographics, articles, etc

Media Strategy: A media strategy is how you're utilizing your paid activity. There are 3 types of media in digital marketing:

Tactics: Tactics are the individual executions that are a part of making up our strategy

5 Content Creation for Social Media Management

Content creation is a crucial aspect of modern social media management. Engaging content is the cornerstone of any successful marketing campaign. It captivates the audience's attention, resonates with their interests, and encourages them to take desired actions.

Here's why engaging content matters:

1. **Audience Connection:** Engaging content establishes a meaningful connection with your target audience by addressing their needs, concerns, and aspirations. It fosters trust and loyalty, driving long-term relationships with customers.
2. **Increased Brand Visibility:** When your content resonates with your audience, they are more likely to share it with others, expanding your brand's reach organically. This amplifies your online presence and enhances brand visibility.
3. **Higher Conversion Rates:** Engaging content has the power to influence purchasing decisions. By providing valuable information, addressing pain points, and showcasing the benefits of your products or services, you can drive conversions and boost sales.

4. **Improved SEO Performance:** Search engines prioritize content that is relevant, informative, and engaging.



Figure 4: content creation tips for social media management

By creating high-quality content that

satisfies user intent, you can improve your search engine rankings and attract more organic traffic to your website.

5. **Enhanced Brand Authority:** Consistently producing engaging content establishes your brand as an authority in your industry. This builds credibility and positions your brand as a trusted source of information, leading to increased customer loyalty and advocacy.

6 Email Marketing Essentials:

Email marketing in business It's still one of the top ways to market to your audience. According to the State of Email Report from Litmus, [41 percent of marketers](#) say email marketing is their most effective channel.

What Is Email Marketing?

Email marketing is a digital marketing strategy that involves sending promotional messages or content to subscribers via email. This entrepreneurs and social media marketers to nurture relationships, generate leads, and drive sales.

Email pays off big time in several ways. It allows you to segment and personalize campaigns. It works with every stage of the customer journey. And it's a trusted channel for building connections and developing relationships.

Five tips to make your email marketing campaign work

1. Subject line

Many people will choose whether to read an email by looking at the subject line in their inbox. Keep your subject line short, ideally no more than 50 characters. Front-load with keywords and use language that generates a sense of urgency and offers an incentive e.g. 'Women's Kinomo Gowns - 20% Discount - Ends July 2024'.

2. Keep it relevant, engaging and consistent

Use email marketing to tell people about things they'll be interested in. You should keep it simple, front load your sentences with keywords and consider personalising by including the recipient's name. You could segment your marketing lists based on customer preferences and interests so that they receive emails from you that are relevant to them.

3. Clear call-to-action

Identify from the start what you want the customer to do when they open your email. Maximize the chances of successful conversion by placing your call-to-action in a prominent position and using language that encourages action eg book an appointment now

4. Opting out

You're legally required to allow recipients to stop receiving your newsletter. You must have an 'unsubscribe' option on every edition you send out.

5. Measure your campaigns

It's very important to monitor and measure the performance of your email campaigns to ensure you establish what works and what doesn't in terms of content, subject line, time of issue etc. You should track a number of metrics including open rates, click-through rates and conversion rates.

7 Search Engine Optimization (SEO) Fundamentals

Search Engine Optimisation, or SEO, is often referred to as "organic marketing" and uses natural processes to promote your website on the search engine results page. SEO ensures that your website complies with search engine best practices to deliver the most relevant content and best user experience.

Some SEO Best Fundamentals

The following practices help boost the authority of your site:

- Submit your business to [Google My Business](#)
- Incorporate keywords into your site
- Keep your site structure as flat as possible to facilitate crawling.
- Build internal links across your site to reinforce the relevancy of pages and enable crawling.
- Properly name each image & optimize image size and other factors impacting page load times.
- Manually submit your site to Google Search Console; so, your site can be easily found and indexed.
- Add your site and list your products to other appropriate directories and local listings – marketplaces, yellow pages, directories, online forums etc

8 Pay Per Click (PPC) Advertising

Pay Per Click (PPC), also known as Search Engine Marketing (SEM). This digital marketing strategy will help you get high-value traffic and clicks from interested audiences from Search Engines, especially Google Search Engine. The audience are typically actively searching for keywords related to their issues or interests. Using paid search helps to bring your products or services top of the search engine results when prospective customers or users are searching the web. In most cases, the user is ready to buy or take action.

9 Managing Influencers and Micro Influencers

Influencer marketing is a collaboration or partnership between popular social-media users and brands to promote brands' products or services. Influencer management is seeing, and directing of influencer-based marketing strategies are created to guarantee that consistently put out high-quality content that furthers your management also relies on balancing the needs of the company. In practical terms, influencer management working with influencers to ensure everything is progressing be seen as an extension of the company's native

Influencer Marketing Strategy Checklist

- Define your goal
- Identify and define your audience
- Choose a type of campaign
- Find your brand influencer

Strategies for working with Micro Influencers as an MSME:

- Choose an influencer that aligns with your business vision and goals and also carries your interested target demography.
- Set clear goals and expectations
- Give them the freedom to be creative
- Continuously track followers and engagement
- Keep track of campaign success metrics and ROI
- Keep an open line of communication and treat them well
- Don't change influencers very often
- Trust their processes
- Pay fair compensation
- Stay on top of legal requirements

Benefits of Influencer Management

- Influencer management helps brands reach new people, increasing their popularity and awareness.
- It connects brands with the right audiences who are likely to be interested in their products or services.
- Proper influencer management ensures that influencers can effectively endorse a brand. Also, in doing so, build trust with potential customers.
 - This approach makes influencer marketing more affordable than traditional ads., especially when working with [micro-influencers](#).
 - It also keeps brands up-to-date and in tune with the latest trends and changes in what people like or do

10 Creative Brand Building for social media

Figure 5: influencer marketing strategy checklist

Business Branding – What is branding?

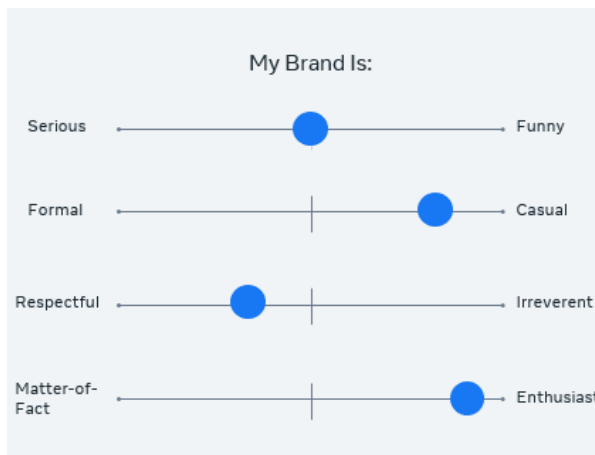


Table 6: my brand

The collection of associations that people have about a product or business. People have personalities. Businesses have brands.

Your brand helps determine how people feel about your business, and how they would describe it to others.

Why is Branding Important?

Brand trust is a deal breaker for 81% of consumers when they

consider a purchase online. Use the K-L-T (Know-Like- Trust) framework to increase your engagements and conversions

0.5 Secs

The amount of time the human brain needs to engage with mobile advertising and trigger a reaction - Source: MMA, Mobile Marketing Association Reveal Brands Need a "First Second Strategy", 2019

Creative Brand Building – Purpose, Visual Identity and Voice:

Your purpose includes what you do and why you do it. It's the meaning behind the existence of your business

Brand Purpose exercise:

Hi, we're _____. Our _____ is located in _____ and we provide _____. We're really fond of _____, _____, _____ and we really care about _____, _____, _____, _____ and _____.

What is your brand visual identity:

Your brand's visual identity is the look and feel of your business. This includes the visual cues that help people remember and recognize it. It also includes your logo and colour. It has to be unique and consistent across your social media handles.

What is your Brand Voice:

It's important to think about the voice you use for your brand online and across social media platforms. Is it serious or funny? Formal or casual, or maybe somewhere in between? Respectful or irreverent? Matter-of-fact or enthusiastic?

The Creative Challenge

- (i) **Customers** - Who are you talking to? What are they interested in? Why should they care about your product or service?

- (ii) **Creative & Copy** - What do you want to show your customers? Does it relate them? Does it relate to your copy.
- (iii) **Call To Action (CTA)** - What do your customers need to know? What do you want them to do? Call? Shop Now? Learn More? Like, Follow, Comment or Share, Tag Someone, DM for Price, Click the link in bio?, etc

Branding and Content Objective

- (i) **Engage** - Engage your audience to get them interested and following along with your business
- (ii) **Educate** - Teach your audience about your product or service, your business and your industry
- (iii) **Excite** - Get your audience excited and motivated to purchase from you

11 Telegram as a Messaging App Platform

Telegram is a multi-platform messaging service founded by Russian-born entrepreneur Pavel Durov, although it was temporarily banned in Russia and has no affiliation with any government or company. It first rolled out on iOS and Android in late 2013, and now has an estimated [700 million monthly users](#). Telegram's user base tends to increase whenever a [privacy scandal](#) hits one of its larger competitors.

Telegram's core functionality is the same as most other messaging apps: You can message other Telegram users, create group conversations, call contacts, make video calls, and send files and stickers. However, there are a few specific features that make it work differently from other chat apps.

First and foremost, Telegram's headline feature is privacy, and to ensure this it employs end-to-end encryption. This is what stops those outside a two-way conversation — be it a company, the government, hackers, or someone else — from seeing what has been sent.

However, Telegram only uses this encryption in calls and its “secret chats” feature, not in regular chats.

Important Tips for Using Telegram

1. Keep Your Chats Organised:

Number 1 tip for using Telegram effectively is to organize messages. Messaging apps can get messy owing to the sheer volume of personal chats and group chats one may be part of. Chat Folders in Telegram is an extremely nifty feature that allows you to keep your personal chats, group chats, and Telegram channels organized.

2. Edit Sent Messages:

Unlike many popular messaging apps, Telegram allows you to edit an already sent message, to maybe fix a typo or something similar. You can use this feature to use Telegram effectively.

3. Send Silent Messages:

There are some instances where you want to send a message to someone without necessarily disturbing them with the message notification tone or vibration, especially in situations where the receiver is in an important meeting or sleeping. To this end, Telegram allows users to send Silent Messages that will not make any sound or vibration even if the recipient hasn't turned on Do Not Disturb.

4. Add Nearby People:

Telegram allows you to add people based on location. Telegram also has a pretty helpful feature that allows you to find Telegram users and groups based on your location. It's a pretty nifty feature, from the security standpoint as well, since you don't need to share your phone number to add someone

5. Secret Chats:

While normal Telegram chats have user-to-server encryption, you can take this one step further by enabling something called Secret Chats, which provide user-to-user encryption, so they aren't even stored on Telegram's servers.

6. Self-Destructing Chats and Images:

Self-destructing message feature enables its users to use Telegram effectively. Much like Signal, you can add a self-destruct timer for your chats. Unfortunately, this feature is only available in Secret Chats. Here, you can set a self-destruct timer for chats for a duration varying from one second to one week. Once the timer has ticked down, the chat will disappear for both parties.

7. Lock Your Chats:

Telegram not only provides end-to-end encryption for your chats but also allows users to lock them. This is great for handing out your device to someone else.

8. Using Bots:

Bots have been considered one of the best ways to use Telegram effectively. Telegram allows users to access a plethora of [bots](#) as per their needs. To activate and use a bot, simply enter @ and the name of the bot you want to use. Examples of bots on Telegram include @gif, which searches for GIFS, @vid to searches for videos, @imdb to searches for information about movies and TV shows, @bing for normal searches and others.

9. Set Up Slow Mode for Group Chats:

If you're a group admin on Telegram, you can enable Slow Mode on groups to stop unnecessary spam and make the conversation less chaotic. You can set the time restriction as per your requirement, so if you choose 10 seconds as the time interval in Slow Mode, group members will only be able to send messages every 15 seconds, making group chats with several members more orderly.

10. Set Timestamps for Videos:

Just like we can share YouTube videos with pre-defined time stamps, Telegram allows you to send a video with a specific timestamp as well. All you need to do is select a video you want to share with a contact in the corresponding chat and then mention the timestamp in this format: 00:00. For example, you could ask someone to “Check out what happens at 1:40”. Now, the timestamp becomes clickable, and the recipient can simply click it to check what happens in that particular timestamp in the video.

Telegram allows up to 200,000 members in a group.

12 Introduction to WhatsApp and WhatsApp Business

Introduction

WhatsApp is a widely-used messaging application that allows users to send text messages, voice messages, make voice and video calls, share images, documents, user locations, and other media files. Launched in 2009, it has become one of the most popular communication platforms globally, connecting billions of users across different countries and cultures.

Benefits of Using WhatsApp

There are many reasons why WhatsApp has become the go-to communication tool:

- **Free and Easy to Use:** No hidden fees, just download the app and start chatting!
- **Cross-Platform:** Works on smartphones (Android, iPhone), computers (web browser), and even tablets.
- **Fast and Reliable:** Messages are delivered instantly, as long as both you and the recipient have an internet connection.
- **Group Chats:** Connect with multiple people at once, perfect for families, friends, or work teams.
- **Secure Communication:** WhatsApp uses end-to-end encryption for messages and calls, ensuring privacy.
- **Multimedia Sharing:** Share photos, videos, documents, and voice notes to add life to your conversations.



Table 7: Whatsapp

Features of WhatsApp

Let's explore some key features that make WhatsApp so versatile:

- **Text Messaging:** Users can send text messages to individuals or groups, with options for formatting text, adding emojis, and more.

- **Voice and Video Calls:** WhatsApp supports voice and video calls, allowing users to make high-quality audio and video calls over the internet.
- **Status Updates:** Users can share photos, videos, and text updates as their status, visible to their contacts for 24 hours.
- **Media Sharing:** WhatsApp enables users to share photos, videos, documents, contacts, and location information with their contacts.
- **WhatsApp Web/Desktop:** Users can access their WhatsApp account from a web browser or desktop application, syncing their messages and chats across devices.
- **End-to-End Encryption:** WhatsApp offers end-to-end encryption for messages and calls, ensuring that only the sender and receiver can access the content.
- **Group Chats:** Users can create and participate in group chats, with options for adding or removing participants, setting group icons, and more.

Differences Between WhatsApp Business and WhatsApp

While WhatsApp is ideal for personal use, there's also WhatsApp Business, which caters to businesses of all sizes. Here are some of the differences between them.

- **Purpose:** WhatsApp is primarily for personal use, while WhatsApp Business is designed for businesses to communicate with customers and clients.
- **Business Profiles:** WhatsApp Business allows businesses to create profiles with essential information such as business description, contact details, and website links.
- **Messaging Tools:** WhatsApp Business offers additional messaging tools like automated greetings, quick replies, and labels to streamline customer communication.
- **Statistics and Insights:** WhatsApp Business provides businesses with analytics and insights into message delivery, read receipts, and customer engagement metrics.
- **Verification:** WhatsApp Business accounts can be verified to confirm the authenticity of the business, enhancing trust and credibility among customers.



Table 8: Whatsapp Business

Introduction

WhatsApp Business is a dedicated app designed for small businesses to communicate with their customers easily and efficiently. It offers features such as business profiles, messaging tools, automated responses, labels, and statistics to streamline customer interactions. WhatsApp Business allows

businesses to create a professional presence on the platform, build customer trust, and provide personalized support.

How to Use and Setup WhatsApp Business App:

- Download and install the WhatsApp Business app from the Google Play Store or Apple App Store.
- Verify your phone number and set up your business profile by adding your business name, logo, description, contact information, and website URL.
- Customize your settings, such as business hours, automated greetings, and quick replies, to enhance the customer experience.
- Organize your contacts by labeling them based on their status (new customer, pending payment, etc.) for better management.
- Explore additional features like catalog showcasing products and services, automated away messages, and message templates for quick responses

Whatsapp Business Marketing Features of WhatsApp Business:

- **Business Profile:** Create a professional profile with essential business information and contact details.
- **Messaging Tools:** Use messaging tools such as quick replies, automated greetings, and away messages to streamline communication with customers.
- **Labels:** Organize and categorize your contacts with labels to prioritize conversations and track customer interactions.
- **Statistics:** Access insights and analytics to track message metrics, including the number of messages sent, delivered, and read.
- **Catalog:** Showcase your products or services in a digital catalog format with images, descriptions, and prices to facilitate sales.

Whatsapp Business Marketing How to Use WhatsApp for Marketing:

- **Build a contact list:** Collect and organize customer phone numbers to create a database for sending marketing messages.
- **Send personalized messages:** Use WhatsApp's messaging tools to send personalized greetings, offers, promotions, and updates to customers.
- **Create engaging content:** Share compelling content such as product images, videos, stories, and updates to engage your audience and drive conversions.
- **Encourage interaction:** Encourage customers to interact with your business by asking questions, soliciting feedback, running polls, and hosting contests.

- Provide customer support: Use WhatsApp to provide real-time customer support, answer inquiries, resolve issues, and build stronger relationships with customers.

Broadcasts, Communities & Group Messaging

1. Broadcasts

Broadcast messages enable you to send a single message to multiple contacts simultaneously without the recipients seeing each other. Use broadcasts sparingly for important announcements, promotions, or updates to avoid overwhelming your audience.

2. Communities

WhatsApp Business offers the option to create and manage communities where like-minded customers can engage with each other and with your business. Foster a sense of belonging and encourage discussion by sharing relevant content, hosting exclusive events, or facilitating Q&A sessions.

3. Group Messaging

Group messaging allows you to communicate with smaller groups of customers or team members. Use groups to facilitate discussions, collaborate on projects, or provide personalized support to select segments of your audience.



Video 2: WhatsApp Link for Website

Tips and Strategies to Generate More Awareness:

- Create WhatsApp groups: Create groups based on customer interests, preferences, or demographics to foster community engagement and facilitate discussions.
- Use broadcast lists: Create broadcast lists to send mass messages to multiple contacts simultaneously without revealing recipients' identities.
- Share valuable content: Share informative and relevant content such as articles, blog posts, tutorials, and tips to provide value to your audience and position your business as an industry expert.
- Offer exclusive deals: Provide special offers, discounts, and promotions exclusively for WhatsApp subscribers to incentivize them to engage with your business and make purchases.
- Leverage WhatsApp integration with websites: Integrate WhatsApp with your website by adding a click-to-chat button, enabling customers to initiate conversations directly from your site.

Whatsapp Integration with Websites: Use the WhatsApp API documentation

Let's start with the most "technical" solution (it's actually very easy). This solution allows us to integrate the click-to-chat link in any part of the website. In fact, you will just have to add your personalized link to an image, a button or any call-to-action in order to allow WhatsApp to open to your users.

To create your personalized link, just enter your phone number at the following link: <https://api.whatsapp.com/send?phone=> If your number is, for example, 3456789715 and your country code +39, your link will be: <https://api.whatsapp.com/send?phone=393456789715>
 N.B .: just remember to remove the + that you find before the country code.

13 Introduction to Meta Business Suite

Undoubtedly, the Meta Business Suite offers remarkable benefits; however, it also comes with its own set of advantages and disadvantages. Whether it's the right choice depends on individual needs and business goals.

One of the major advantages of Meta Business Manager is the convenience it provides by consolidating all of Facebook's tools and features into one platform. Additionally, it allows you to manage administrative rights for all employees and partners.

Furthermore, it enables you to centralize your company's Facebook resources and data in one location. With Facebook Manager, you can efficiently manage resources such as

The social media metrics marketers track regularly

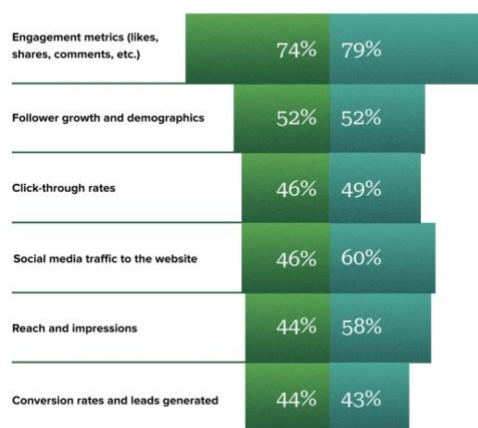


Figure 7: Social media metrics marketers tracks

employees and business assets, ensuring appropriate access and permissions for specific Facebook pages and ad accounts. Using Facebook Manager, you can:

- Easily access and manage resources, ad accounts, and Facebook pages.
- Operate multiple Facebook pages and ad accounts simultaneously through a single interface and business account.
- Improve control over managing your Facebook pages and ad accounts.
- Delegate tasks to employees for each ad account and page effectively.
- Establish profitable collaborations with other companies and partners.
- Separate personal and professional activities, allowing for better focus on work without distractions from the newsfeed.
- Maintain control over Facebook tools without having to share full admin rights.
- Any company using the Facebook Business Suite account can efficiently manage all resources, including employees, ad accounts, and pages.

How to set up a meta business suite account

- Make sure you have a Facebook Page for your business. If not, [create one](#).
- Visit Meta Business Suite on desktop at business.facebook.com or download and open the Meta Business Suite app on [iOS](#) or [Android](#)

- If you'd like to manage your Facebook Page and your Instagram account from Meta Business Suite, connect them in Meta Business Suite on [desktop](#) or in the [mobile app](#).

14 Measuring and Analyzing Social Media Performance

There are various metrics you can track to measure the performance of your social media efforts. Some of the key metrics to consider include:

- **Reach:** This measures the number of people who have seen your content.
- **Engagement:** This includes likes, comments, shares, and clicks on your posts.
- **Conversions:** This tracks the number of people who took a desired action, such as making a purchase or filling out a form, after seeing your social media content.
- **Click-through rate (CTR):** This measures the percentage of people who clicked on a link in your post.
- **Cost per click (CPC):** This tracks the average cost of each click on your social media ads.
- **Cost per conversion (CPC):** This measures the average cost of each conversion from your social media ads.

It's important to track a combination of these metrics to get a comprehensive understanding of your social media performance. Also leverage the insight to adapt and improve overall performance.

Some Social Media Analytics Tools

There are various social media analytics tools available that can help you track and analyze your social media performance. These tools provide in-depth insights and reports on your social media metrics, making it easier to measure your results and make data-driven decisions.

Choose the tool that best fits your needs and budget and use it to track your social media performance regularly.

15 Demo of Appropriate Digital Tools

Digital Tool	Description	Subscription
Hootsuite	This is an advanced social media analytic tool that show paid, organic and web metrics side by side.	Professional \$99/month 30 days free trial for 1 user and 10 social media account
Sprout Social	A powerful solution for social media management. An all-in-one social media management platform that unlocks the full potential of social to transform not just the marketing strategy—but every area of an organization.	Standard \$199 per month for 5 social media accounts

Buffer	Buffer helps build an audience organically by distributing content to all the different marketing channels.	Free version Essential \$5 per month
Google Analytics	Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.	Standard version is free
Facebook Insights	It enables you create ad. find new customers to grow your business. Access tools, get support and discover how Meta ads can deliver results that matter	Running ad is not free
Meta Business Suite	Meta Business Suite is a one-stop shop where you can manage all of your marketing and advertising activities on Facebook and Instagram. It centralises tools that help you connect with your customers on all apps and get better business results. Whether you're using it on desktop or mobile, Meta Business Suite makes it easy to view notifications and respond to messages quickly. You can also create or schedule posts, stories and ads for your business, and you'll find helpful insights to optimise your efforts as you go	It offer variety of tools to manage online presence free
X for Business Analytics	Analyze your post data to understand your followers. Every word, photo, video, and follower can have an impact. X Analytics shows you how your audience is responding to your content, what's working, and what's not. Use this data to optimize your future X campaigns and get better results.	Free for viewing
Instagram Insight	Instagram insights give overall insight on trends across your followers and your content's performance with your audience. You can also view insights for specific posts, Stories, videos, reels, and Live videos you've created to see how each one performed and how people engaged with them.	Free for viewing activities
LinkedIn Analytics	LinkedIn analytics is a collection of metrics that measure the effectiveness of your posts, updates and strategy on the platform. It's statistical data that enhances your LinkedIn marketing efforts	Analytics viewing tools are free