



Register office address:

I-17/204, Akashdeep App,
B/H Akhabar nagar,
Nava Vadaj, Ahmedabad-13,
Gujarat, India.

Part I - Get success in Social Media Marketing

Goal + Target + Strategies + Interaction + Identify = Success in Social Media + Up your Brand + Generate a Sell

iVory Web Design getting a tons of inquiries for digital marketing every day, so we have decided to provide basic digital marketing guideline to our user's. It's a total 10 part of social media guideline and will post one by one on every week.

Ask few questions to you before start a social media activities or finding a digital marketing agency:

1. Why social media is necessary for your business?
2. What is goal in social media marketing?
3. What are your target audience / industries?
4. What is your strategies for interact with people
 - a. Best time to post or share
 - b. Content strategies
 - c. Identify the right person and start engaging them with your company brand
 - d. Group discussion
5. Is your [website](#) user friendly?
6. Do you have a [blog](#) in your website? Or are you using [Free WordPress blog](#) or [Google blog](#)?



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How to start [Social Media Marketing](#)?

1. Identify your social media marketing budget
2. Identify your location
3. Create industry specific content
 - a. Company introduction
 - b. Product or Services information
 - c. Images
 - d. Video
 - e. Achievements'
 - f. Client testimonials
4. Start a analysis of social market
5. Keyword Research
6. Local business registration in Google+
7. Time allocation

Step 1: Start with FaceBook for 3 weeks

- Create your [FaceBook business page](#)
- Create profile image with proper call to action
- Follow the target audience
- Interact with target audience in their post or discussion
- Post a relevant content with proper image
- Highlight your website in your post
- Highlight your keywords in your post
- We suggest you to add at least 2-3 new post every day
- We suggest you to share and follow the respective person
- Don't invest money in advertising

Company Name: iVoryWebDesign Pvt.Ltd. | **Website:** <http://www.ivorywebdesign.com/> |
Contact: 91.955.880.9234 | **Office:** 079-2762.2039 | **Registered Address:** I-17/204 -
Akashdeep App, Nava Vadaj, Ahmedabad-13, Gujarat, India.



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Step2: Analysis of FaceBook

- Start engagement after 1st week
- You need to analysis of your target keyword every week
- Find a best time to post
- You need to target at least 100+ likes and 250+ industries specific users

Step 3: Start with LinkedIn for 4 weeks

- Create your [LinkedIn profile page](#)
- Add your skill in to it
- Create your company profile page
- Join the group
- Connect with respective people
- Post at least 1 activity daily basis
- Interact with people's activity

Step 4: Analysis of LinkedIn

- You can also connect your Twitter account with LinkedIn so it will sync.
- Analysis of target people – check their engagement with LinkedIn, check their post, check their connections and groups
- You can target at least 200+ target industries people

Step5: FaceBook & LinkedIn Groups after 6-7 weeks

- Start a conversation with group and highlight your products or services

If you need any assistance then free feel to call us at India - 91.792.762.2039, USA - (480) 409-1416 and UK - +44 (0) 203 290 4456 or email us at info@ivorywebdesign.com