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Creating your social media marketing strategy doesn't need to be painful. Here's an eight-step guide on how to create an effective plan for your business. A social media strategy is a summary of everything you plan to do and hope to achieve on social media. It guides your actions and lets you know whether you're succeeding or failing.

Social media marketing is strategic. It's not just random sharing posts or tweets and hoping for the best. It's efficient and targeted. Create a social media budget for your marketing campaigns to know exactly where the money's going and why. Social media marketing (SMM) refers to techniques that target social networks and applications to spread brand awareness or promote particular products. Social media marketing campaigns usually center around: Establishing a social media presence on major platforms Creating shareable content and advertorials

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To the general public, social media often gets a bad rap for being a time-sink. More importantly, measuring your ROI from social media can be difficult versus more straightforward marketing channels (think: PPC, email marketing, etc). So you may be asking yourself "What are the benefits of social media?" Well, we have an answer.

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