



SMM4WIN

Social media marketing skills for fostering the inclusion and employability of young people with disabilities

Project KA205-AEF89D3BP

How to get started with Social Media Marketing



e-marketing

e-marketing is any type of marketing activity that needs some forms of interactive technology for its implementation. There are three forms of interactive marketing:

- marketing over the Internet Protocol (IP)
- interactive marketing
- mobile marketing



Marketing over IP

Marketing over IP encompasses all forms of marketing that make use of any part of the internet.

Interactive marketing focuses on the use of non-internet and non-mobile systems. This allows marketers to consider options outside of the standard internet or mobile phone frameworks to make use of other technologies such as sample media, e.g., DVD and CD, preloaded demonstration devices, e.g., iPod or USB sticks, in-store devices (e.g., electronic kiosks), and even the interactive capacity of digital television.



Mobile marketing

Mobile marketing uses a distinctive suite of communication protocols and tools, such as wireless access, Bluetooth devices, multimedia messaging, and short messages systems.

Usually, marketers integrate these forms of marketing in their marketing plans and actions.

It has been observed that e-marketing created a fundamental shift in business and consumer behaviors similar to that associated with the introduction of automobiles and telephones that reduced the need for channel immediacy



Social media marketing

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.



Social media marketing

Strategy

**Planning and
Publishing**
Buffer Publish

**Listening and
Engagement**

**Analytics and
Reporting**
Buffer Analyze

Advertising



2. Establish a presence on social media

Your social media accounts reveal a lot about you—and prospective employers are likely to seek that information out, looking for clues about your qualifications for the job or your fit with the corporate culture based on what you post online.



3. Know your stuff

Social media professionals wear a lot of hats, with responsibilities ranging from writing to revenue tracking, often all wrapped up into one position. They also need to have their finger on the pulse of the industry, knowing about the latest developments in social that can have a big impact on social media strategy.



4. Get hands-on experience

It may be frustrating to browse social media job postings, only to find that they all require at least some level of experience. So, how do you get that experience if you're seeking out your first social media job?



5. Use social media to find positions

Job seekers in all fields are turning to social media to connect with companies and look for work. In fact, watching for posts about employment opportunities is the most common reason for internet users in Spain to follow brands on social, while the amount of time U.K. internet users spent on LinkedIn jumped 87 percent between December 2016 and March of this year.

LinkedIn is the obvious choice when it comes to searching out jobs using social media—the network currently has more than 10 million job listings. But beyond its job search functionality, LinkedIn offers important networking opportunities for social media professionals, especially through LinkedIn Groups.



6. Create a standout resume

Here's the simple truth: A hiring manager is unlikely to read through your entire application before making an initial yes-or-no decision about you.

They might not even see all the resumes submitted, as an HR person, recruiter, or even software might conduct an initial screen to match applicants against the job requirements.

In fact, a recent study found that recruiters spend on average only six seconds screening each resume.