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## **Promoting Your Brand on Social Media**

We have been listening to the term “social media” quite a lot these days. But what really is so fascinating and intriguing about the social media and what does that actually mean? Well, it’s simple. Social media is a name given to the technological platform and a group of web 2.0 based internet application that allow users to dynamically interact with each other by creating, sharing, and discussing the information. The key examples of social media website are Facebook and Twitter. Facebook is the most popular social network with over 1 billion users. It ranks #2 most visited website in the world according to Alexa.com top sites. Twitter is a social networking and micro-blogging platform which ranks #10 in the same list. Both these sites serve as the two most frequently visited websites for a wide range of internet users.

For marketers and affiliate managers, social media can serve as a tool for maximizing the potential of their company and reach to masses around the world. Internet users spend more time of social media websites than on any other site. It provides the opportunity to brand promoters to make lots of other people aware of their brand as well as fortifying the relations with existing loyal customers. Social media also serves as a good tool to driving traffic to your brand’s page and helps in creating a better conversion rate of your website by inviting more quality audience to your website. Some of the ways of making your brand’s online presence count are discussed here.

### **Your Brands very own Page**

Making an online presence of your brand is the first step in promoting your brand online. This can be done by, for example, creating a Facebook page of you brand. This is a great way to establish a connection with your customers as they will be keen to learn about new products and all the details. Customers can also have the opportunity to freely express their thoughts and ‘liking’ or not liking a particular product. This serves as the basis for making the customers stay in touch with the brand and explore it on regular basis. Provoking customers to take part and express their views on the Brand page through this connection is the basis of social media marketing.

### **The Use of Viral Promotional Media**

Viral promotion is a buzzword in connection with the social media marketing tools and techniques. It involves the use of promotions in the form of images, video clips, informatory pictures, flash video games, online apps, text messages and so on. Some brands offer rewards in return of sharing their product news and images with your social networking friends. Sometimes the value for the customer is increased when they achieve a certain

level of promotions. Discount deals and promotional offers can also be offered to attract more users to your page.

## **Rich Promotional & Non-Promotional Material**

The idea is not making your users bored and goes elsewhere. Doing this is simple but requires regular efforts. You have to make sure you post only the highest quality of photos and videos and other material on your brand page as they serve as the foundational ideas for your customers. They are most likely to notice a new product on your Facebook page or through your tweet than through a TV commercial or billboard. The promotional material should be rich and conform to all the rules of completeness and relevance of information etc. If the users find your message interesting they may choose to share them with their followers and friends. Therefore your material automatically gets publicized.

Occasionally non-promotional posts should also be made in order to attract audience to take part in page activities. The non-promotional material or news should be, however, interesting to your readers and customer base. It shouldn't be just a random joke or meme. If the users get bored, they may choose to turn off your posts in their news feed.

The key to promote your brand is to create and share compelling, attractive and creative content which attracts users. Social media is a perfect channel for achieving this. Your customers will not only be able to express their opinions and views but also share your content with others. Be polite, tactful and respectful in all means of online communications. If utilized properly social media could serve as a great tool for maximizing your company's true potential.