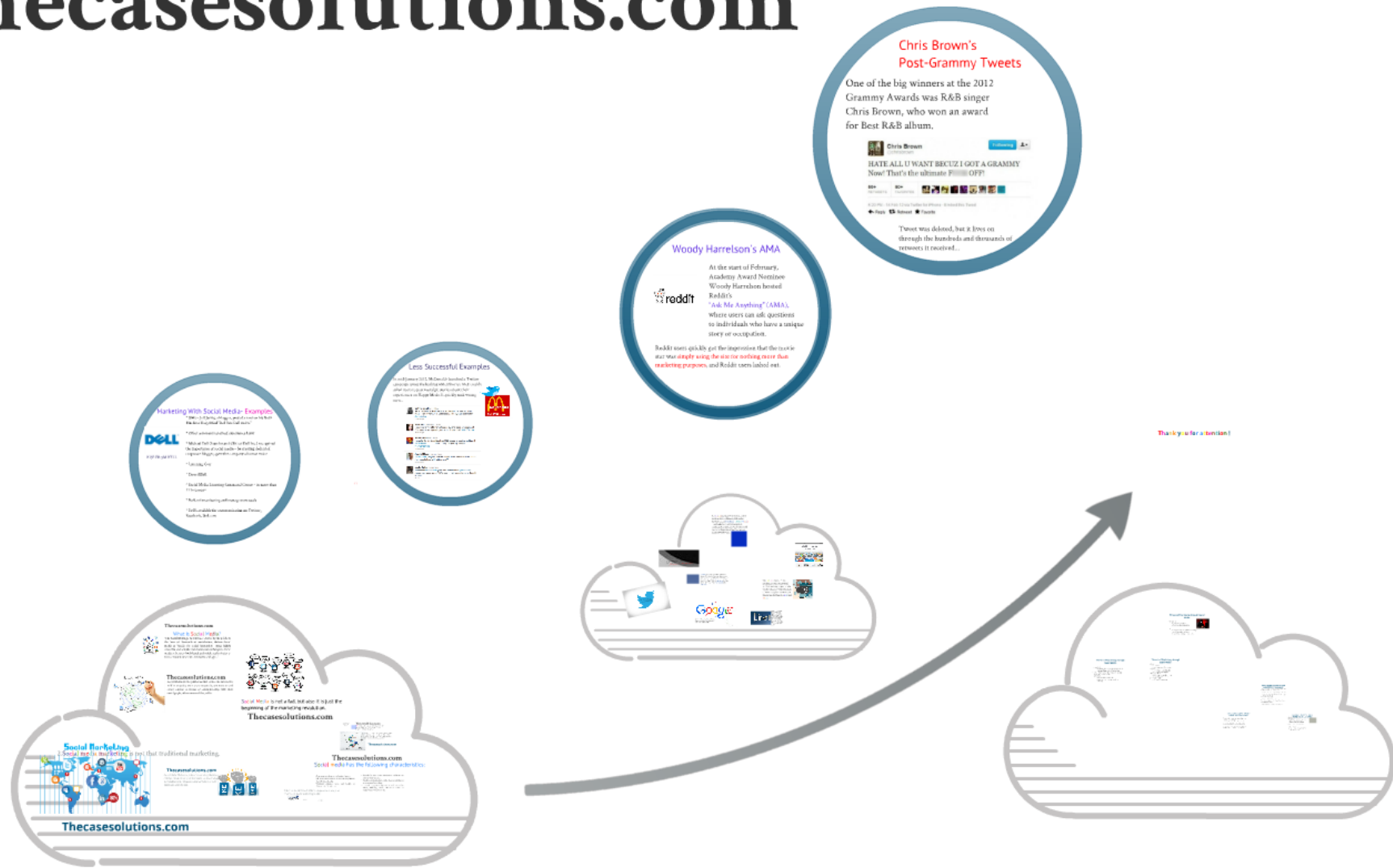
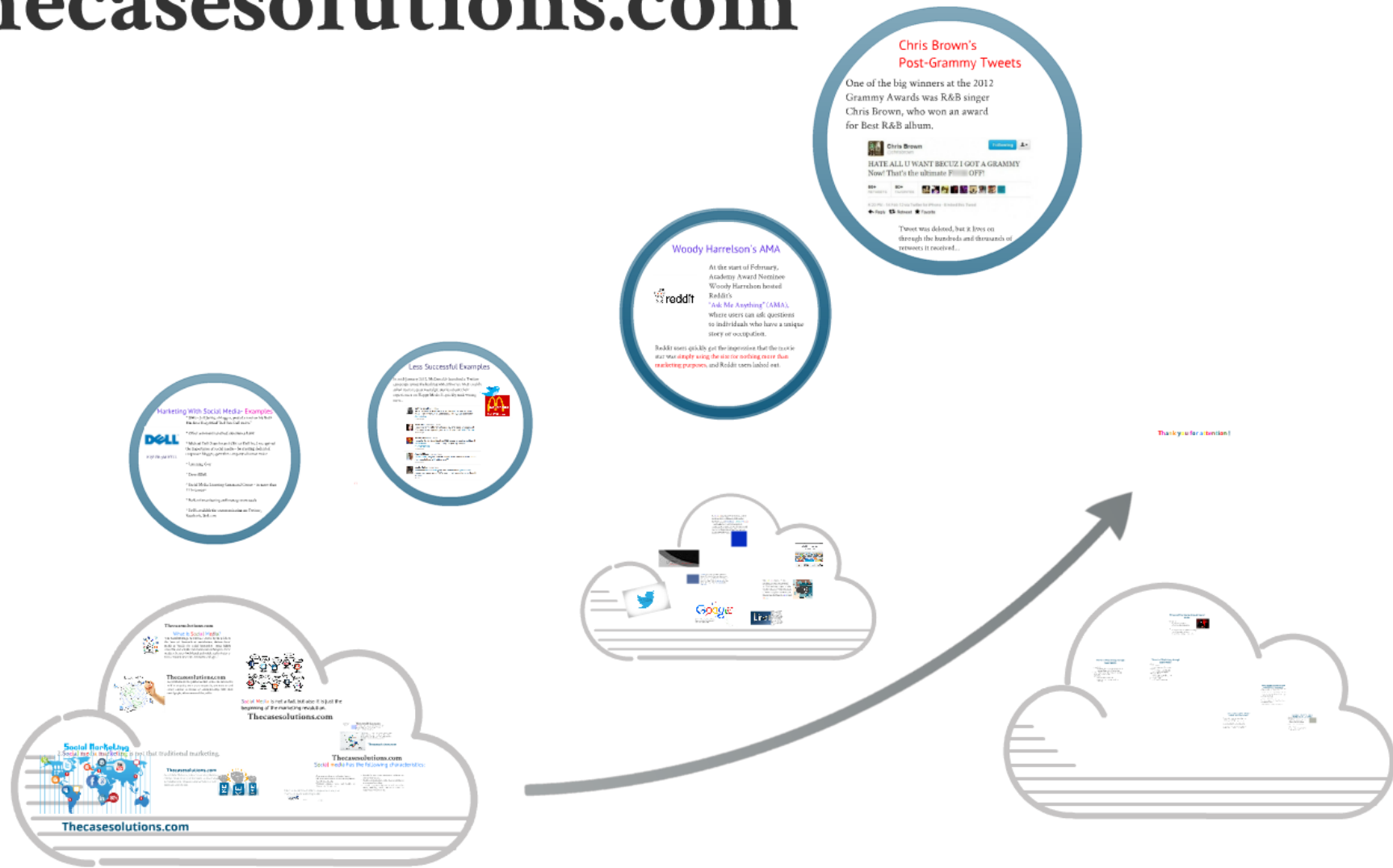


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Social Media Marketing (SMM)

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What is Social Media?

“The Social Media go-to reference created by the public in the form of thousands of contributors, defines Social media as “media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.”



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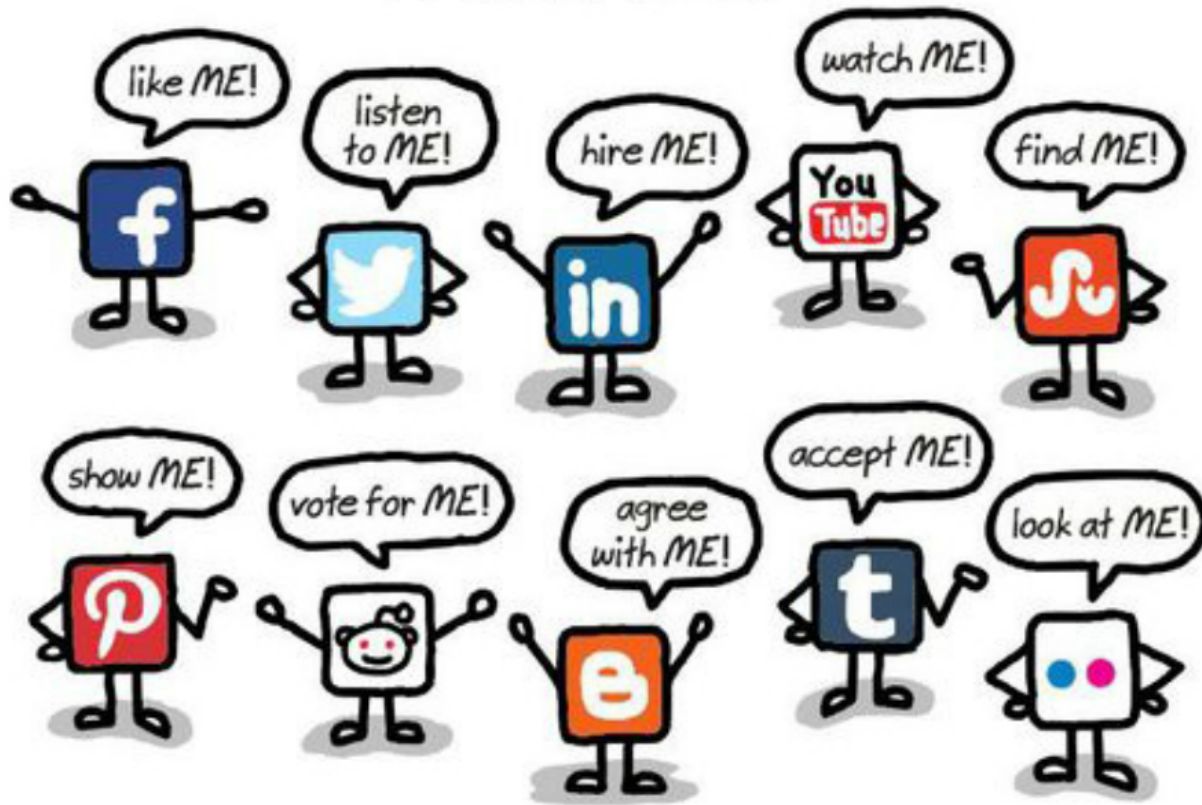
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SOCIAL MEDIA



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Social Media are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, other users and the public.



Social Media is not a fad, but also it is just the beginning of the marketing revolution.

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Understanding the process and knowing which social camping is helping is the key to getting higher conversation rates. Explore how your social media leads enter, leave, and spend their time on your site.

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Social media has the following characteristics:

- Encompasses wide variety of content formats .
- Allows interactions to cross one or more platforms through social sharing.
- Facilitates enhanced speed and breadth of information dissemination.
- Provides for one-to-one, one-to-many and many-to-many communications.
- Enables communication to take place in real time or asynchronously over time.
- Extends engagement by creating real-time online events, extending online interactions offline, or augmenting live events online.

which companies are using in
ing works:

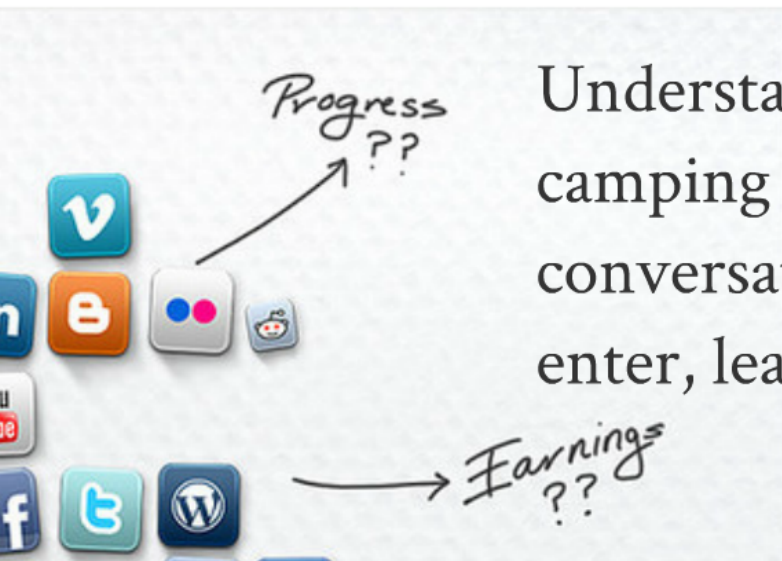


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SMM it is not only some tools for business , it is come to be linked as main part of the company strategy, business relations and development.



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It is five distinct things:

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- It is a strategic tool for uncovering business insights.
- It is managing the influences who are driving the conversation around your brand.
- It is marketing that provides value and turns customers into evangelists.
- It is a critical component customer care.
- It is transforming your organization to meet the transparency and humanity customers now expect of brands.

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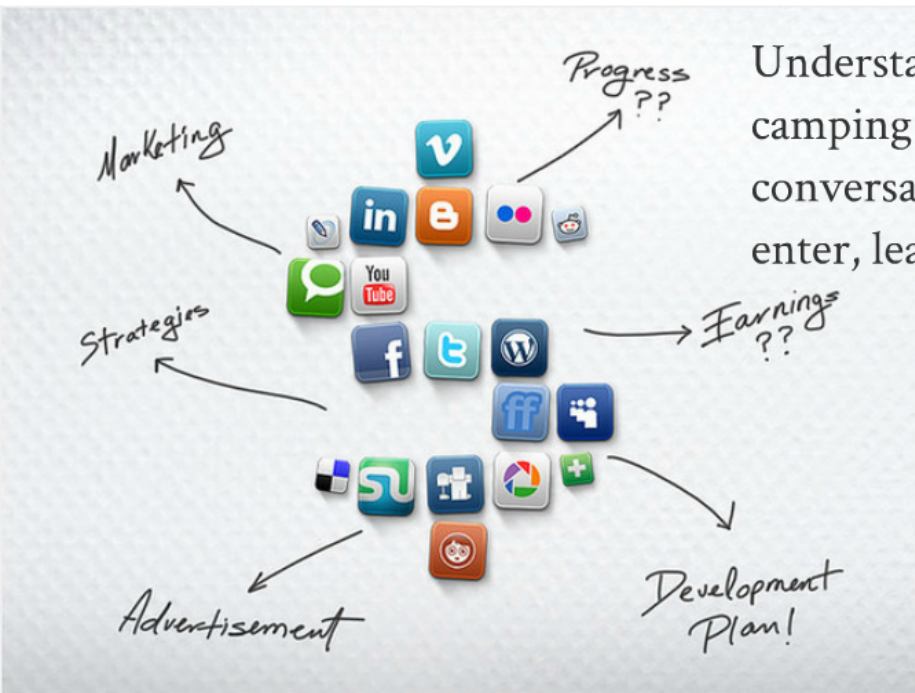
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