




de Asra

Powering businesses. Creating jobs.



Social Media Marketing Checklist

Need assistance? Reach out to our team

Contact us on :  +91 93730 35540 or +91 75017 50153

We work from Monday to Friday 10 a.m to 6 p.m



de **Asra**

Powering businesses. Creating jobs.

Social Media Marketin

What is Social Media Marketing?

In a nutshell, Social Media Marketing means marketing on social networks or the promotion of goods and services through digital media. It could be Facebook, Instagram, Twitter, LinkedIn or Youtube.

Why is Social Media Marketing important?

Not all businesses are aware of the benefits of social media marketing. In fact,

50% of small businesses aren't using social media to promote their business

Social media marketing requires both strategy and creativity. Its importance cannot be overstated. It's so important that 97% of marketers are using social media and 78% of salespeople outsell their peers by using social media for their business.

Plus, its benefits extend far beyond increasing sale

Benefits of Social Media Marketing

1. Growing your brand awareness: Social media marketing will make it easy to spread the word about your products and mission
2. Increasing your traffic: Using social media and linking it to your website will increase your traffic tremendously.
3. Promoting your products and services: This is ultimately why you invest in marketing, right?

Here's a social media marketing checklist tailored for small businesses:

1. **Define Your Goals:** Determine what you want to achieve with your social media efforts. Whether it's increasing brand awareness, driving website traffic, or generating leads, having clear objectives is crucial.

2. **Know Your Audience:** Understand who your target audience is. Consider factors like demographics, interests, and online behavior to create content that resonates with them.



de **Asra**

Powering businesses. Creating jobs.

3. Choose the Right Platforms: Select social media platforms where your target audience is most active. For Indian businesses, platforms like Facebook, Instagram, YouTube, LinkedIn, and WhatsApp are popular choices.

For example, if your target audience is young, i.e. in the age range of 18-35, You can use Instagram, if your target audience is in the age range of 30-50, you can use Facebook. If your product or service requires you to explain it to your audience, you can create videos and upload them on YouTube.

4. Optimize Your Profiles: Ensure your social media profiles are complete and consistent across all platforms. Use your business logo as your profile picture, include a brief yet compelling description, and provide relevant contact information.

5. Create Engaging Content: Develop content that educates, entertains, or inspires your audience. Mix up your content with images, videos, infographics, polls, and contests to keep your audience engaged.



6. Plan Your Content Calendar: Map out a content calendar with a consistent posting schedule. Plan your posts in advance, considering holidays, events, and trending topics relevant to your audience and industry.

7. Utilize Hashtags Wisely: Research and use relevant hashtags to increase the discoverability of your posts. Use a mix of popular and niche hashtags to reach a broader audience while targeting specific interests.

8. Encourage User Engagement: Prompt your audience to engage with your content by asking questions, running polls, and encouraging comments and shares. Respond promptly to comments and messages to foster a sense of community.

9. Leverage Influencer Partnerships: Collaborate with influencers or micro-influencers in your niche to reach a larger audience and build credibility. Choose influencers whose values align with your brand and whose followers match your target audience.



de **Asra**

Powering businesses. Creating jobs.

10. **Run Targeted Ads:** Invest in social media advertising to reach specific demographics, interests, and behaviors. Experiment with different ad formats like image ads, video ads, carousel ads, and sponsored posts to see what resonates best with your audience.

11. **Monitor Analytics:** Keep track of your social media performance using analytics tools provided by each platform or third-party tools like Google Analytics. Monitor metrics like engagement, reach, clicks, and conversions to measure the effectiveness of your efforts.

12. **Adjust and Improve:** Regularly review your social media strategy and performance metrics to identify what's working and what's not. Adjust your approach accordingly, experimenting with new tactics and optimizations to improve results over time.

13. **Stay Updated with Trends:** Keep yourself updated with the latest social media trends, algorithm changes, and best practices. Follow industry blogs, attend webinars, and participate in relevant online communities to stay informed and adapt to changes effectively.

14. **Engage with Local Community:** Engage with your local community by participating in relevant events, supporting local causes, and collaborating with other businesses. Building strong relationships offline can also translate into stronger online connections.

15. **Provide Excellent Customer Service:** Use social media as a platform to provide excellent customer service. Respond promptly to customer inquiries, address concerns and feedback professionally, and strive to exceed customer expectations.

By following this checklist, small businesses can effectively leverage social media to increase their online presence, engage with their audience, and ultimately grow their business.



de **Asra**

Powering businesses. Creating jobs.

FAQs

Q: What skills should a social media marketer have?

- First and foremost, social media marketers should possess the skills of listening, communicating and problem-solving.
- Should be a good storyteller.
- Should be able to read and interpret data and should be able to understand the return on investment.

Q: What should I post?

A - You should post relevant content that is interesting and/or entertaining to your potential customers. If you are stuck for ideas, you can always ask customers directly what they would like to read about. You can also follow influencers in the niche to get inspired and to share their valuable content. Truth is, the more you write, the more you discover unexplored topics or topics that can be looked at from a different angle. Create videos or reels as they tend to get more engagement.

Q: When should I post?

A - Knowing the best time to post is an art to master when active on social media.

Do remember that time of posting varies from business to business, depending on the time when your audience is active.

However, a business that has an international audience needs to keep this in mind while posting on social media. After detailed research, look for the possible time when a majority of your audience would be available to engage with your posts. Posting at a time when they are offline will do your business no good.

Q: Which social media platforms should my business have a presence on?

- It is advisable to be on Facebook, Instagram, LinkedIn, YouTube and Google My Business.
- If your product is visually appealing, consider Instagram and Pinterest.



de **Asra**

Powering businesses. Creating jobs.

Q: Should I prefer paid advertising?

A - Many businesses are already leveraging the benefits of paid advertising. However, many businesses are in a fix, whether to initiate paid advertising or whether to advertise without any paid services.

This depends on your budget & whether your business is well established or a startup. A startup with a small budget may or may not consider paid advertising. On the other hand, established businesses might prefer paid advertising over organic reach.

Q: How to engage with the audience?

A - You must interact with your audience in the most humane way possible. Do not focus only on selling your products or services, as this comes across as aggressive marketing.

The aim should be to engage with your audience and not to self-promote your business. What is the ideal way to interact with an audience? An audience will interact only when they find something of importance and something that interests them.

Q: What is the difference between an ad and a post on social media?

A - Organic and paid social media both have their place in a marketing campaign. Anything that happens on social media without paid promotion is organic. Posts, shares, comments, likes, or messages are easy ways to track your organic social media efforts.

Paid social media is influenced by advertising money spent. If a social media post says "Sponsored", this means any reaction to it is considered a paid reaction. Paid social media includes boosted posts, ads optimized for clicks, lead generation forms, and video ads.

A successful social media marketing strategy is one that utilizes both organic and paid social media. A mix of both organic and paid ensures a larger reach and following.

Q: Is it ok to post the same content on each platform every day? Or should we post



de **Asra**

Powering businesses. Creating jobs.

different updates on different sites?

A - No. People follow your brand on different platforms for different reasons. This means that you can't expect to have exactly the same audience across all platforms.

Q: How to handle negative comments on social media?

- Don't ignore negative comments
- Apologize sincerely
- Don't make false promises
- Be polite
- Personalize your message
- Reply instantly
- Explain yourself

Q: What common social media marketing mistakes should my business avoid?

A - Spamming, having multiple profiles on each platform, and not interacting at all with the audience are some of the practices you should steer clear of. Some of these actions cause confusion, while others will determine your audience to downright unfollow and/or even report you.

Inconsistency is one of the main traps you could fall into. That could mean starting on a platform and abandoning it just to try another one. It could also mean publishing updates in a frantic manner. Putting some logic into how, when and where you post the social media posts could tighten the relationship with your audience. If not for anything else, your audience could learn when to expect your updates.

Check out our different checklists for your business here!

Here are some services from deAsra Foundation which you might find useful -

List your business on Google Maps

Social Media Management

Get leads / increase the sales of your business


Thank you so much for choosing our tool! We genuinely hope it becomes your guiding star on your exciting journey into the world of entrepreneurship.



Wish you All the Best for your journey! 

Should you require any further assistance, please feel free to reach out, and we will be delighted to assist you!

Need assistance? Reach out to our team

Contact us on :  **+91 93730 35540 or +91 75017 50153**

We work from Monday to Friday 10 a.m to 6 p.m