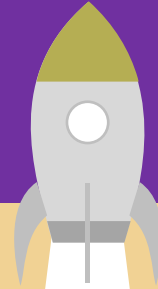


fatema dewji



**THE COMPLETE
GUIDE**

**TO DOMINATING
SOCIAL MEDIA**



I KNOW YOUR FRUSTRATIONS

You may have created the best designs, spent hours on choosing the right hash tags or perhaps invested a heavy amount in outsourcing your business platform to a self-claimed digital media expert. But you did not see results.

There is some good news for you!

Beyond the techniques, changing algorithms and the stiff competition, there are infinite opportunities for your business to grow on digital media by leaps and bounds.

YOU CAN START RIGHT NOW

**LEARN FROM THE
BUSINESS SECRETS
OF
THE MARKETING DIRECTOR
&
MASTERMIND OF
STREAMLINING 150 BRANDS
OF AN ECONOMIC
POWERHOUSE- MeTL**

*With my personal hustle to earn revenue
and make a mark on social media channels,
here is what I have been able to achieve...*



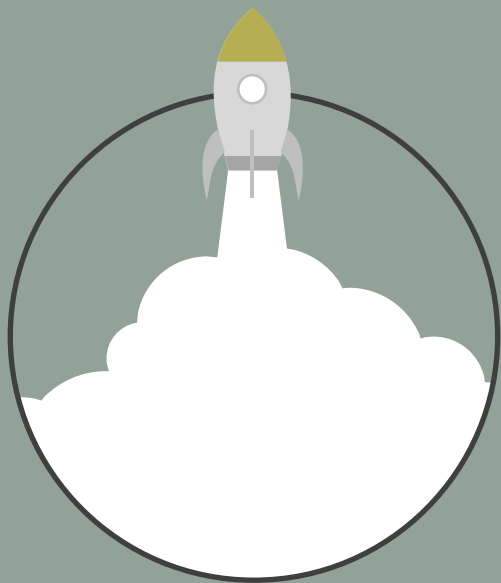
**BUILD A COMMUNITY OF MORE THAN
96,000 FOLLOWERS OF INSTAGRAM FOR
MY PERSONAL BRAND**



**EMPOWER 39,000
YOUTUBE
SUBSCRIBERS WITH
INTERVIEWS AND
COLLABORATIONS**

**ENGAGE WITH 537,000 LOYAL
FACEBOOK AND INSTAGRAM FANS
FOR MeTL – EAST AFRICA'S
RENOWNED BUSINESS GIANT**





AND NOW I AM EXCITED
TO GUIDE YOU



YOU WILL YOU LEARN HOW TO...

01

ENGAGE WITH THE AUDIENCE

Create persuasive techniques to attract customers

02

LISTEN TO YOUR TARGET MARKET

Increase sales by building a community

03

BUILD UNIQUE STRATEGIES

Create unique content true to your brand purpose

04

EXPONENTIALLY INCREASE SALES

Hook social media followers and convert fans to loyal customers

ADDRESSING THE CHALLENGES

Here are some common pain points that we are ignoring or unable to overcome

COUNTING EVERYONE AS OUR AUDIENCE

If you don't have a niche market, you will be busy pleasing everyone except your customers



IMITATING THE COMPETITORS

Define your own social media USP. Stop copying designs, stealing followers or copy, pasting strategies



IGNORING THE COMMUNITY PURPOSE

Social media is useful to build your fans who have faith in your voice. This platform is designed to engage rather than selling one-off



COUNTING LIKES AND NOT CONVERSIONS

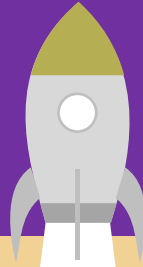
What was the outcome of your monthly campaign? 200 likes and 0 sales or 30 likes and 20 sales? Define your goals crystal clear



UNSURE OF PAID PROMOTIONS

Why are your boosted posts not working? Should you try again? Aiming blindly leads to unsatisfied results



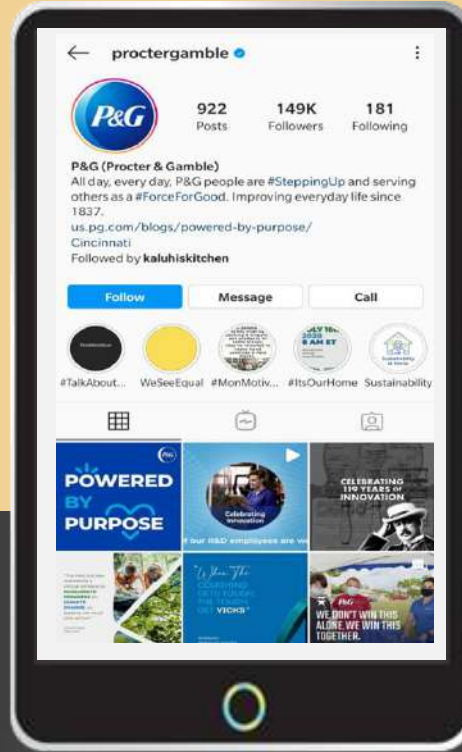


**HERE IS HOW TO
BEGIN AND NEVER
STOP**

YOUR BIO

SAYS EVERYTHING or NOTHING AT ALL

If you fail to define your business effectively, the social media audience will have no reason to follow you. Your Bio creates the first impression of your business and with the short attention spans of online visitors, you will win or lose customers in seconds.



- Use a catchy brand slogan that effectively states your purpose
- Highlight the most important information such as location or hours of operation
- Use emojis to add personality and earn customer empathy
- Mention accolades or awards to make your business stand out

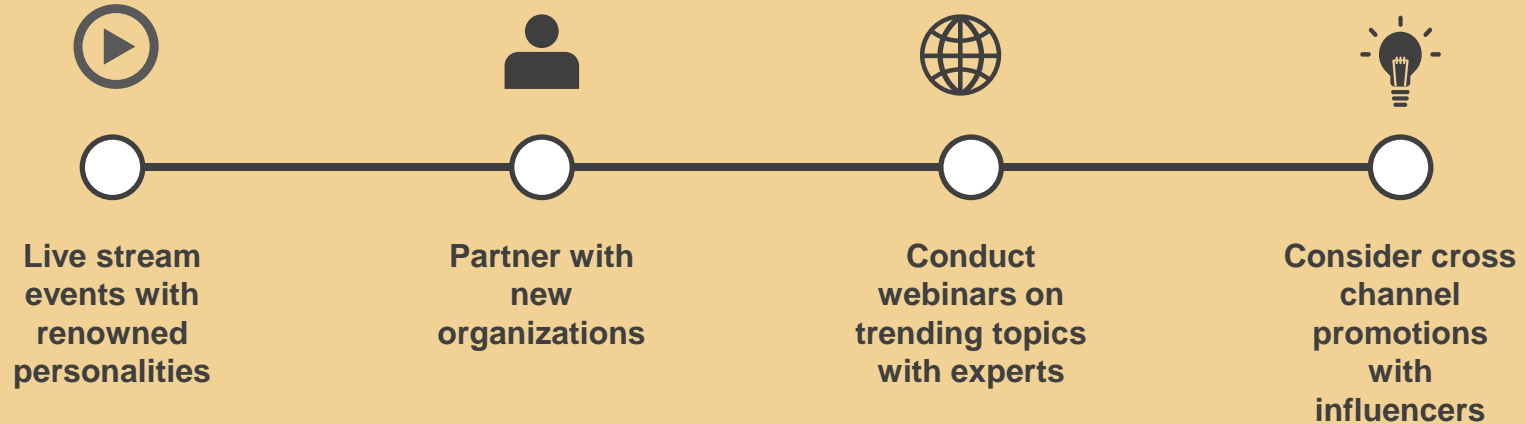
HAVE YOU CONSIDERED KNOWLEDGE SHARING?

Honest businesses care to educate their customers. Your sincere actions on social media gain customer empathy and add value to your brand identity.

General Electric measures its success on social media by raising awareness rather than evaluating its sales figure alone. This innovative company promotes its science and technology content such as Badass Machines on Pinterest and Lessons in Science on Facebook to educate and inspire its audience.



COLLABORATIONS CREATE NEW OPPORTUNITIES



Collaborations on social media with partners, experts, and influencers create excitement and attract a large pool of audience. Your actions to involve the community by partnering with brilliant people shows that you want to offer the best information and give a new perspective to the audience.



TALK TO YOUR AUDIENCE

73% of marketers believe that their efforts through social media marketing have been “somewhat effective” or “very effective” for their business

Design

Dynamic and interactive content unlike static flyers and boring ads

Observe

Audience behavior and reaction to your posts .



Respond to comments

Share user content

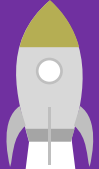
Ask questions

Use analytics

Understand user demographics and preferences



DO WHAT OTHERS ARE NOT DOING



Social media for business is not about making your posts look attractive with hundreds of likes and comments, and if you are unable to convert leads into customers, it's time to consider a new strategy.

The tactic of 'imitation is the sincerest form of flattery' does not work for the social media business



Redbull's exclusive content strategy of connecting sports, music, and stunts to its energy drink is matchless. This brand today has more than 10 million Instagram followers, 9 million YouTube subscribers, and 48 million Facebook fans.

YOUR ONLINE PRESENCE HAS A VOICE AND TONE

Do you pay attention to your brand voice and tone? Your business has a brand personality, and if that fails to convey your message to the audience, you will soon notice a declining brand preference

01

Is your persona **FUN** or **PROFESSIONAL**?

02

Is your tone **DIRECT** or **HUMBLE**?

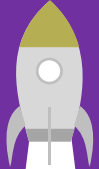
03

Is your purpose to **EDUCATE** or **ENTERTAIN**?

Social media users prefer conversations over straight forward messages, therefore consider humanizing your brand with a consistent voice and tone for all your online channels.



BE SELECTIVE OF YOUR CHANNELS



Analyzing your audience demographics helps to build your business content and strategies based on a specific target market. Platforms like LinkedIn and Twitter are best suited for B2B models, while Instagram and Facebook have diverse tools to enhance customer engagement



GoPro chooses a unique engagement strategy across its selected social media platforms. While Instagram and Youtube offer live product experiences and tutorials, product announcements are made on Twitter, and Facebook enhances product promotions for new and existing clients.

“Don't use social media to impress people;

USE IT TO IMPACT PEOPLE”

- *Dave Willis*



EVOKE EMOTIONS

Instead of sharing negative or controversial content, evoke emotions that connect your brand to the audience; joy, courage, determination, or any positive feeling that compels the audience to share or talk about your brand.

Customers will simply pass by you if your social media content lacks emotions. Make the audience think and compel them to express their feelings

BE A GREAT LISTENER

According to the [HubSpot Report](#), social listening is one of the first tactics used by marketers in 2020



Competition is at its peak on social media and if you don't pay attention to your audience, you are less likely to succeed



Measure results based on what works against what does not

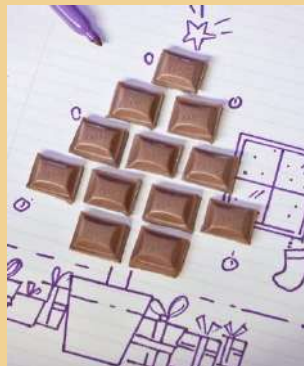


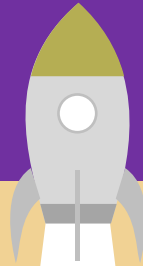
Take your audiences' comments seriously, and evaluate their preferences

BE COMMITTED



Consistency is the key to succeed in every aspect of the business, including social media. No matter how much money you invest, there is no overnight success in the digital space. Staying committed to your audiences' preferences helps to achieve rewarding returns of your time and money.





IT'S TIME TO TAKE ACTION

By 2023, there will be 3.43 billion global social media users. This is nearly 50 percent of the world population today. It is about time to step up your online marketing strategy to meet the growing expectations of your social audience while living true to your business goals.

FATEMA DEWJI

DIRECTOR OF MARKETING - METL GROUP

+255 769 570 591

fatema@metl.net

www.metl.net

PUBLISHED AUTHOR - CONSULTANT

fatema@fatemadewji.co.tz

www.fatemadewji.co.tz



LET US CONNECT TO
SOLVE YOUR SOCIAL
MEDIA QUEST