

SOCIAL MEDIA FOR WINNERS



FATEMA DEWJI

HOW WILL THIS HELP YOU!

Increase	Increase brand recognition
Improve	Improve brand quality
Better	Better customer satisfaction
Convert	Convert leads into sales
Increase	Increase engagement

WHAT DO YOU WANT TO ACCOMPLISH?

- **YOU NEED TO FIRST FIGURE OUT WHAT YOU WANT FROM SOCIAL MEDIA?**
- **ONCE YOU UNDERSTAND YOUR GOALS THEN YOU CAN CREATE A PLAN**

IN THIS DECK, I'M
GOING TO SHOW YOU
EXACTLY

How I've been able to
attract the attention
of followers quickly

— & —

How I've been able
create content that
drives engagement...



BUT...

- **At the end of the day its not about the followers you have... Its about the engagement**
- **Connection and loyalty with your audience**

First tactic is pretty simple...

USE OBVIOUS CALL TO ACTIONS



Pro Tip: Include them in your visuals
and in the caption.



IF YOU WANT TO HIT YOUR
DREAM, YOUR DESIRE, YOUR
GOAL DEEPLY ENOUGH, YOU
WILL ALWAYS FIND WAYS
TOWARDS IT. **WITH THE
RIGHT MIND-SET AND THE
RIGHT ATTITUDE, ANYTHING
AND EVERYTHING CAN BE
LEARNT.**

MY PASSION IN **REACHING
OUT TO OUR CUSTOMERS** IS
THE FUNDAMENTAL FUEL IN
MOVING ME FORWARD.

faterna dewji

IF YOU LIKE THIS, ❤️ IT.
IF YOU THINK PEOPLE CAN BENEFIT
FROM THIS ➡️ IT

USING A CALL TO ACTION IS GREAT BUT USING ONE THAT LEVERAGES YOUR FOLLOWERS CONNECTIONS IS

BRILLIANT



UNLOCK THE POWER OF
EMOTION

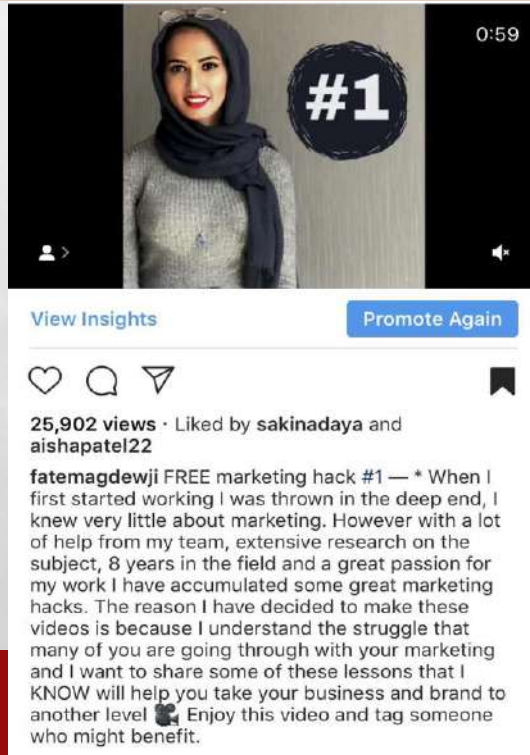
One trend I noticed early on when using Instagram was how often my friends would tag me under silly posts or unique content.

It was their way of sharing something with me that they thought I would be interested in.



LEVERAGE INSTAGRAM CONNECTIONS

Asking your followers to “Tag their loved ones” or “The person who inspires them” resulted in more exposure and the people tagged sometimes turn into followers.



**MANY TIMES
ITS JUST A
MATTER OF
ASKING**

IMPROVE YOUR CAPTIONS

The next thing to realize is that this looks spammy as a caption:

“Check out this shot. Let us know what you think in the comments below! #Instagood #InstaShot #POTD #Coffee #CoffeeShot #CoffeeArt #BeautifulPics #PicsOfTheDay #Great Pictures #Artistic #Art #Drinks”



IMPROVE YOUR CAPTIONS



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Liked by alijawaad and 5,155 others

fatemagdewji In order to achieve anything in life it takes a team, a great team. Leaders are nothing without their people. Organizations and communities work on forming relationship, we are not good by ourselves. It's all about connecting with people. To my team, thanks for shaping me into the leader I have become!



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Liked by sakinadaya and 1,660 others

fatemagdewji A few weeks ago I had a a productive session with the Bajaj team. MeTL is now the dealer for Bajaj 🇹🇿 in Tanzania. So after few hours of hashing out all the important things on our agenda 📝 I got to asking questions (what I do best).... • One of the things I love ❤️ about my work is that I'm constantly learning, I'm learning through trial and error, I'm learning through failure (the kind where you hit your face straight on the ground) 😅 and most importantly (and gratefully) I'm learning from experts



fatemagdewji



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Liked by sakinadaya and 2,325 others

fatemagdewji Ready set..... JUST ... DO IT • This is the mantra I live by.

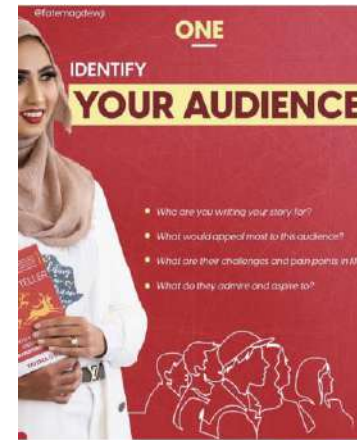
• When I was much younger I was often told I was just average, I was a pretty lazy kid. Besides golf I didn't pay attention to much else. One fine day I was tired of being average, I knew I could do better and be better. I stopped blaming the world for my problems and I realized I was the only one getting in my own

HOW TO WRITE A CAPTION

- **TELL STORIES**
- **EVOKE EMOTION**
- **KEEP IT REAL**
- **CONNECT TO YOUR AUDIENCE**
- **EXPLAIN YOUR WHY**

GIVE OUT FREE INFORMATION

- THIS SHOWS YOU ACTUALLY CARE ABOUT PEOPLE
- ESPECIALLY DURING A TIME LIKE THIS, PEOPLE WILL REMEMBER YOU AND WHAT YOU AND YOUR BRAND DO FOR THEM



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Liked by photographybismayam and 1,263 others

fatemagdeji SAVE | LIKE | SHARE

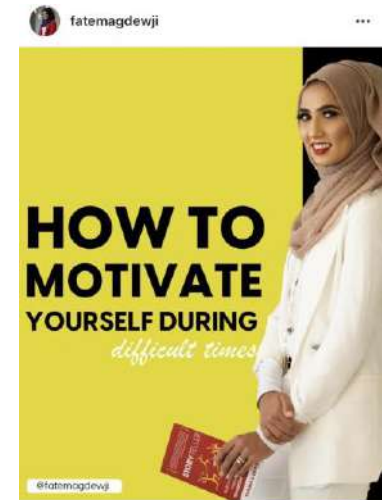
How to create your brand story in 3 simple... more



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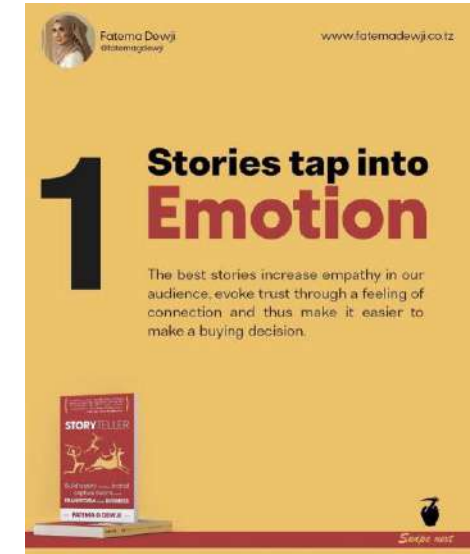
6,448 views · Liked by photographybismayam and aishapatel22

fatemagdeji How you should market your brand during uncertain times! · Tag three people who might find this useful



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Liked by alijawaad and 5,113 others

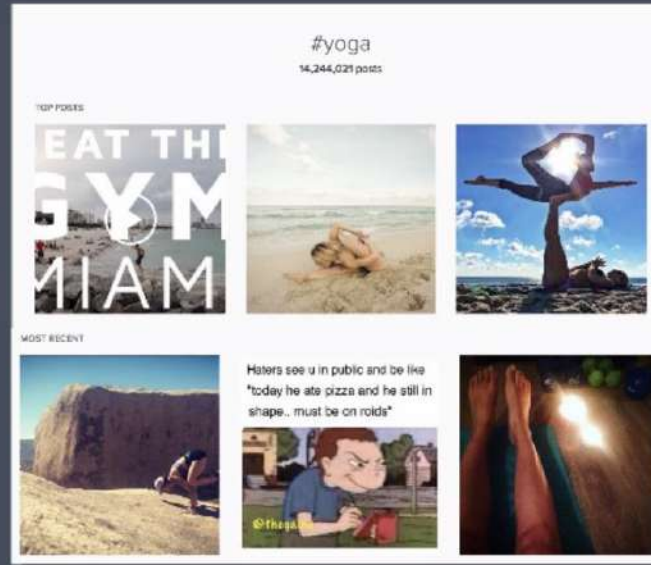


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HASHTAGS

Hashtags help organize and categorize images and video content, which aids in the process of content discovery.

If a user searches for #Yoga, they'll be met with the top posts and recent posts that used that hashtag:

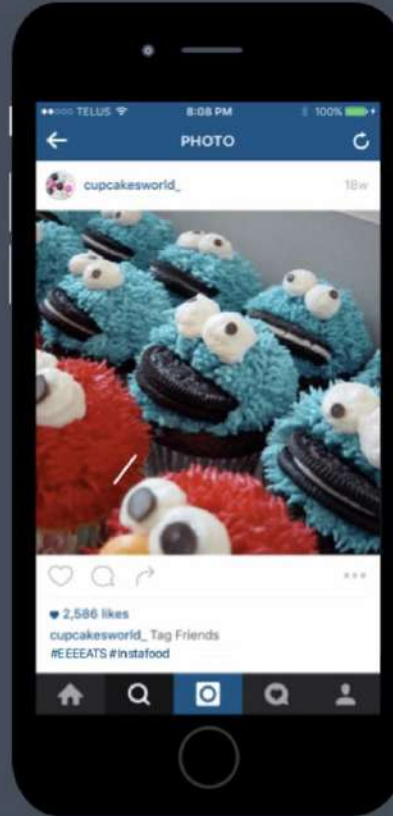


HASHTAGS

Make sure to use Instagram hashtags that are relevant to the audience you're attempting to reach.



A cupcake company should add Instagram hashtags that are specific to their industry, like #EEEEATS or #Instafood, rather than hashtags like #Inspiration or #Fitspiration. No one likes a brand that stuffs posts with unrelated hashtags. #PartyFoul



Keep it relevant



8,229 views · Liked by sakinadaya and aishapatel22

fatemagdewji **HAPPY INTERNATIONAL WOMENS DAY** —

What does it mean to be a woman today - it means taking risks, it means pushing boundaries, it means putting your heart, sweat and soul no matter what. It means Disrupting imbalances and sometimes fighting through chaos, overcoming adversity and turning your challenges into opportunities. It means taking a stand.

Every single day women and girls are working hard to pave the way for a better future.

so to all you beautiful women, Know your power, know your worth and know your greatness.

and for those that say women cant do it, let's show them just what women can do.

because....This is our time

#internationalwomensday #strongwomen #happyinternationalwomensday #womenentrepreneurs #women #empower #empoweringwomen #empowered #womenpower #inspired #education #educatedwoman #education #inspiration #inspire #empower #empowerment #womenempowerment #leadership #femaleboss #youth #youthgroup #passion #purpose #success #business

Ina maana gani kuwa Mwanamke leo hii - Inamaanisha kua na uthubutu, kusukuma matabaka, kupiga moyo konde bila kujali.

Ina maanisha kuvunja matabaka na kuambana na tofauti za nene changamoto kuigeuza na kuifanya kua fursa.

Hii maanayake ni kua na msimamo.

kila siku Wanawake na Wasichana wanafanva kazi



0:59

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4,298 views · Liked by aishapatel22 and minishah

fatemagdewji How did YOU get your ❤️ rate up today? •

Tag a workout buddy? •

Wishing you all the love, strength and energy for this week 🙌 •

Feel free to adjust the exercises demonstrated above to your own ability. I use a 5kg medicine ball, you can use more for extra resistance or less!

#health #fitness #fit #fitnessaddict #fitspo #workout #bodybuilding #cardio #gym #train #training #health #healthy #instahealth #healthychoices #active #strong #motivation #determination #lifestyle #diet #getfit #cleaneating #eatclean #exercise #nike #motivation



fatemagdewji



0:59

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12,422 views · Liked by alijawaad and aishapatel22

fatemagdewji Follow @fatemagdewji for more FREE marketing hack #2 — * People often think marketing is about forcing your products to your customers. Marketing is about understanding customer needs and wants. It's about doing the right market research and analysis, understanding your user, understanding your audience and being authentic. Always ask yourself, is your product and service bringing value to someone else's life? 🙌 Enjoy this video and tag someone who might benefit.

#leader #entrepreneur #leadership #motivation #success #business #inspiration #entrepreneurship #hustle #mindset #marketing #leaders #garyvee #sales

UNDERSTAND HUMAN PSYCHOLOGY

- PEOPLE ENGAGE WITH POSTS THAT MAKE THEM FEEL GOOD ABOUT THEMSELVES
- MAKE THEM FEEL LIKE THEY CAN DO ANYTHING



The image shows a screenshot of an Instagram post from the user 'fatemagdewji'. The post features a video of a woman wearing a grey hijab and a dark jacket, sitting in what appears to be a news studio with multiple monitors in the background. The post has 10,679 views and is liked by 'photographybymaryam' and 'sakinadaya'. The caption reads: 'fatemagdewji Want to change your life? Change your narrative'.

fatemagdewji

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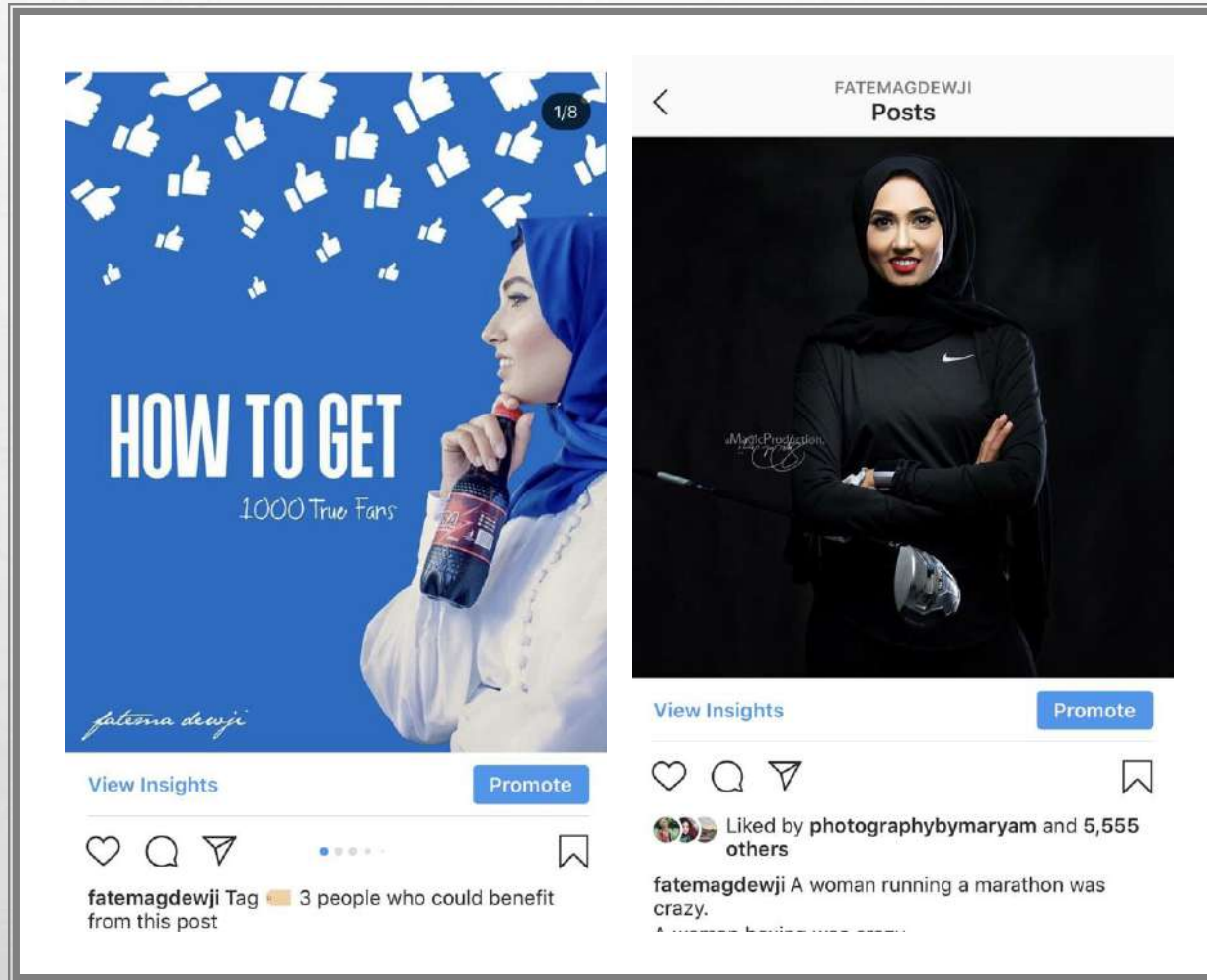
10,679 views · Liked by photographybymaryam and sakinadaya

fatemagdewji Want to change your life? Change your narrative

Often we focus on the final product and not the process of things. Sometimes we are so quick to judge what people are like because they have it all together on the outside but we don't know the kinds of hurdles and challenges they have crossed to become what they have become. You need to climb the mountain, push yourself, struggle in order to get to the top! But don't forget you also have to love the journey otherwise nothing is worth it! So make sure you are always enjoying the process!

UNDERSTAND HUMAN PSYCHOLOGY

- PEOPLE ENGAGE WITH POSTS THAT ARE REMARKABLE
- THAT ARE FILLED WITH THE RIGHT KIND OF EMOTION
- THAT DELIVER VALUABLE INFORMATION



HOW TO GET
1000 True Fans

fatema dewji

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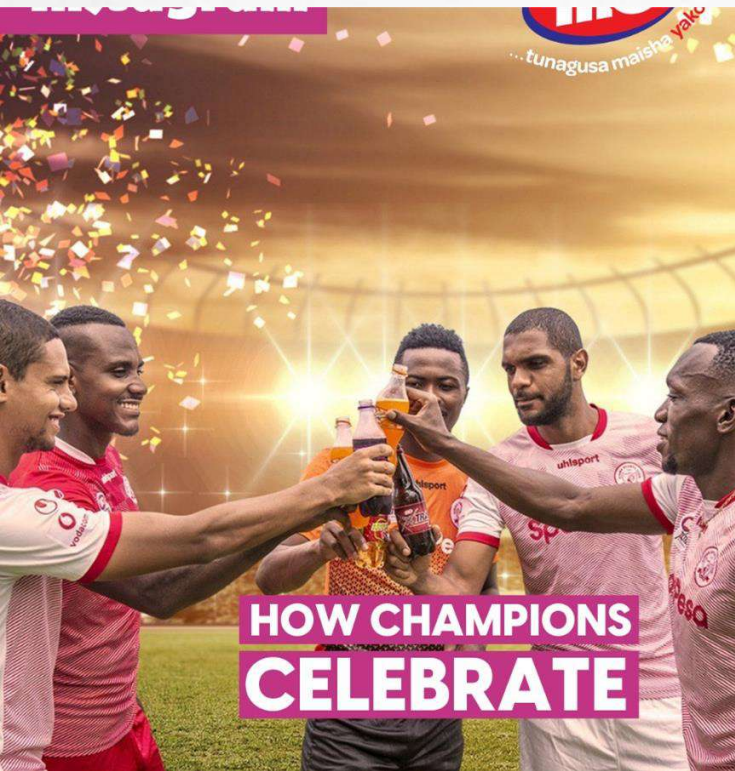
fatemagdeewji Tag 3 people who could benefit from this post

FATEMAGDEWJI Posts

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Liked by photographybymarjam and 5,555 others

fatemagdeewji A woman running a marathon was crazy.



www.rutenadeviji.co.tz

SOCIAL MEDIA EXPLAINED

f @ t in v

Esthera Dewji



EACH SOCIAL MEDIA PLATFORM IS UNIQUE

Twitter

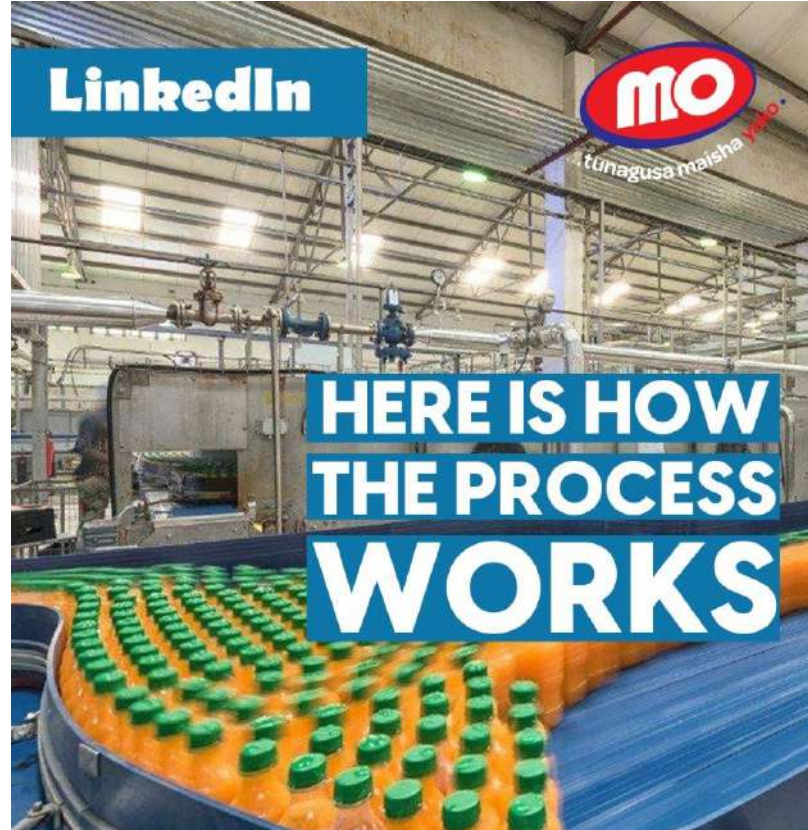


Facebook



WE TOUCH

LinkedIn



**HERE IS HOW
THE PROCESS
WORKS**

**YOU ARE SPEAKING
TO A DIFFERENT
AUDIENCE**

**WHAT ARE SOME OF THE CHALLENGES YOU
ARE FACING?**