



Chapter 9

Social Media Marketing

Understanding How to Do Online Marketing



In today's world, everyone is familiar with Facebook, Instagram, Twitter, and even TikTok. These are all social media platforms with millions of users forming online communities. They allow people to converse, exchange opinions, and express themselves

making them a golden opportunity for business owners to reach and connect with potential customers. As a result, Social Media Marketing (SMM) plays a vital role in digital-era marketing.





What is Social Media Marketing and Why is it Important?

Even though many people are used to social media, that doesn't guarantee they can effectively use it for marketing.

- **Social Media Marketing** is the process of creating content tailored to each platform to communicate with customers and promote brand awareness.
 - **In short:** delivering the right message to the right audience.
 - Some also refer to it simply as a **marketing strategy through social media**. Today, if you're not skilled in it, you can hire professionals to help.



Social Media Marketing Strategies

Strategies vary depending on the platform, but they focus heavily on content creation to reach target customers. Due to high competition, paid advertising is often used. However, deep understanding of each platform can reduce advertising costs. Agencies like Rocket Digital also offer ad services.



Advantages of Social Media Marketing



- Social media use is rising rapidly. In 2021, over 57% of the global population used it (source: wearesocial.com).
- It offers numerous advantages and also some points of caution.



Key Benefits



1 Gather Customer Insights

Brands can observe behaviors like likes, shares, and comments to analyze customer preferences.

2 Study Competitors

Competitors are active online too. You can analyze their strategies and improve upon them.

3 Build Brand Awareness

With effective content, your brand can be recognized and remembered widely.

4 Foster Engagement

Likes, comments, and shares build relationships and loyalty with customers.

5 Generate Leads and Drive Conversions

Content—both organic and paid—can turn viewers into customers.

Cautions in Social Media Marketing



If you're not experienced, advertising might become expensive and ineffective. Hiring a full marketing team involves budget for salaries and equipment. Therefore, it's wise to either develop strong in-house skills or hire a professional agency.



Best Platforms for Social Media Marketing



1. Instagram

- Great for visual storytelling via images and videos.

2. Facebook

- A massive platform with diverse media formats and business tools.

3. Twitter

- Ideal for real-time content and hashtag engagement.

4. LINE

- Popular in Thailand for direct communication and business interaction via LINE Official Account.

Best Platforms for Social Media Marketing



5. YouTube

- The top platform for video content, perfect for long-form storytelling.

6. LinkedIn

- Best for B2B and building professional brand credibility.

7. TikTok

- Perfect for short, creative video content with viral potential.

Steps in Social Media Marketing

1. Know Your Business
2. Know Your Audience
3. Set Goals & Objectives
4. Plan & Curate Content
5. Use Tools
6. Analyze & Optimize

These steps help form a strategic foundation that can lead your brand to success. If you need support, a digital agency like Rocket Digital can make a big difference.



Summary

Engaging in social media marketing offers numerous benefits: customer engagement, brand recognition, direct communication, and multi-platform adaptability. With the right strategy, your brand can grow alongside the digital landscape. If needed, you can contact Rocket Digital Marketing Agency for professional support anytime.





Thank You