

Social Media Optimization Course with AI Tools

Latest Edition

Leadgen

Traffic

Followers

Sales

By Janardhan Nagaiahgari

Janardhan Nagaiahgari

8+ Years Exp. Certified Growth Marketing Professional



✔ Worked for 150+ Global & Domestic Brands

✔ 1550+ Students Trained

✔ 50+ CR Budget Handled

✔ 16,000+ Leads generated

✔ 5X ROAS So far

✔ 2M+ App Downloads

Who Can Learn?



Students or Beginners

Business
Owners/Entrepreneurs

Web Developers & Designers

Content Creators Writers

Marketing Professionals

Work from Home Enthusiasts

Job Opportunities/Month



5000+ Jobs

Bangalore

6500+ Jobs

Hyderabad

4500+ Jobs

Chennai

8000+ Jobs

Mumbai

~Rs. 2,40,000/-
Fresher Avg. Salary

~Rs. 20,00,000/-
Social Media Head Avg. Salary

Digital Marketing



01

Existing Business Owner or
New startup Plans

Looking for Customers
or Sales

02

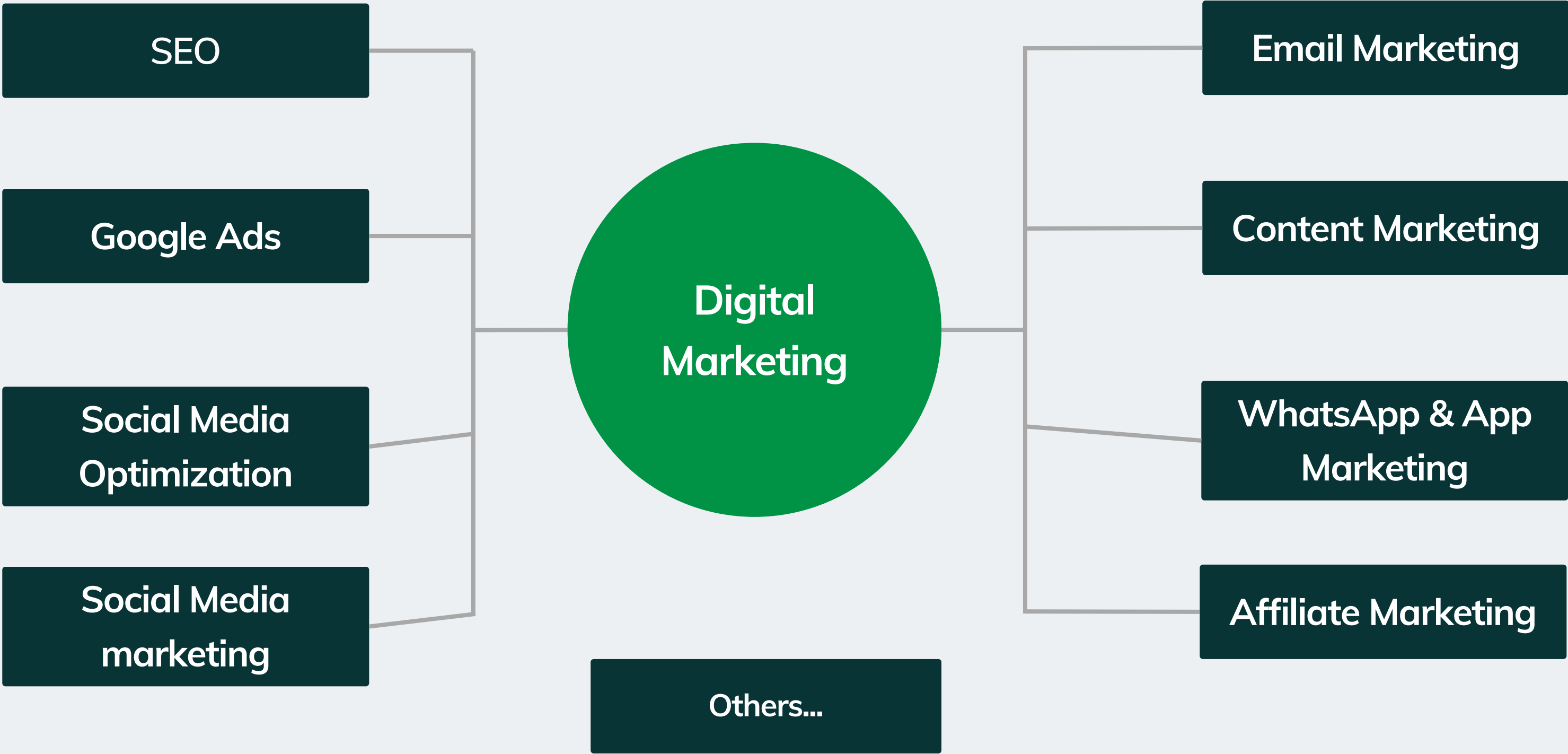
03

Digital Channels Such as
Google, social media & others

Leads or Sales

04

Digital Marketing Universe



Social Media Optimization

It using social media platforms to promote products, services, or brands.



Content Creation & Sharing

Giveaways

Audience Engagement

Analytics and Insights

Advertising

Social Listening

Influencer Marketing

Fan Base

Social Media Contests

Brand Advocacy

Personal Vs Business Profile

Key Differences Between them



	Feature 1	Feature 2	Feature 3	Feature 4
Personal	Intended for Individuals	Share personal updates, photos, videos, and other content	Control who can see their posts, friend requests, & other	Connect with others by sending & Accepting friend requests
Business	Intended for Businesses, Brands, or Organizations	Sharing information about products, services, industry updates, promotions,	Track performance metrics, audience engagement	Paid advertising and promoted posts, to reach a larger audience.

Significance of SMO

(SMO) holds significant importance in today's digital landscape for several reasons:



Enhanced Visibility

Website Traffic

Building Brand Authority

Improved SEO Ranking

Targeted Advertising

Customer Insights

Cost-Effective Marketing

Simple to Use & Manage

Aspect	SMO (Social Media Optimization)	SEO (Search Engine Optimization)	SMM (Social Media Marketing)
Definition	Focuses on optimizing social media profiles, content, and engagement to increase visibility and drive traffic.	Focuses on optimizing websites to improve search engine rankings and increase organic traffic.	Focuses on using social media platforms for advertising and promoting products or services to target audiences.
Goal	Enhance brand visibility and engagement on social media platforms.	Improve website visibility and ranking on search engine results pages (SERPs).	Increase brand awareness, generate leads, and drive conversions through targeted social media advertising.
Techniques	Profile optimization, content sharing, engagement with followers, social sharing buttons integration, etc.	Keyword research, on-page optimization, link building, website speed optimization, etc.	Ad campaign creation, audience targeting, content creation, influencer partnerships, etc.
Key Platforms	Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, etc.	Google, Bing, Yahoo, etc.	Facebook Ads, Instagram Ads, Twitter Ads, LinkedIn Ads, etc.
Metrics	Likes, shares, comments, followers, reach, social referral traffic, etc.	Organic search traffic, keyword rankings, backlinks, domain authority, etc.	Impressions, clicks, conversions, click-through rate (CTR), return on ad spend (ROAS), etc.
Longevity of Results	Results can be immediate but require ongoing engagement for sustained benefits.	Results may take time to manifest and require continuous optimization efforts.	Results can be immediate with paid advertising campaigns but may require ongoing investment for sustained impact.
Integration with Other Strategies	Often integrated with content marketing, influencer marketing, and community management strategies.	Often integrated with content marketing, website development, and user experience (UX) strategies.	Often integrated with content marketing, email marketing, and customer relationship management (CRM) strategies.

Overview of major social media platforms



2,900,000,000+ Active Users

Users to connect with friends, share updates, photos, and videos.



900,000,000+ Active Users

Professional networking platform for career development, business connections, & industry networking



2,000,000,000+ Active Users

Photo and video-sharing platform where users can post content & Engage



498000000+ Active Users

Discovering and saving ideas, primarily through visual content such as images & infographics.



528300000+ Active Users

Microblogging platform where users share short messages (tweets) & Engage



3,030,000,000+ Active Users

Multimedia messaging app known for its disappearing messages and short-lived photo and video Stories.

Goals & Objectives

Here's a breakdown of typical SMO goals and objectives:



Increase Brand Visibility

Drive Website Traffic

Boost Engagement

Build Brand Authority

Customer Satisfaction

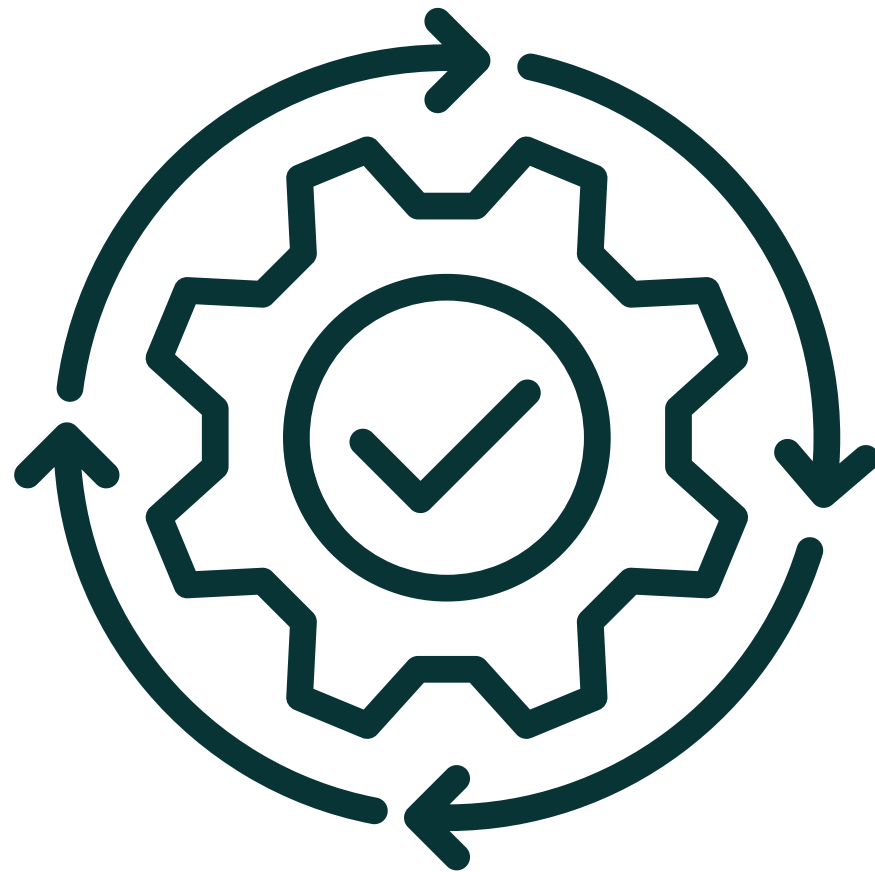
Leads and Conversions

Monitor & Analyze
Performance

Stay Ahead of
Competition

Profile Optimization

Here's a breakdown of typical SMO Optimizations



Fill out all the
Necessary Information

Incorporate relevant
keywords

Right Profile & Cover Photo

Craft a Compelling Bio

Include Relevant Links

Integrate Call to Actions

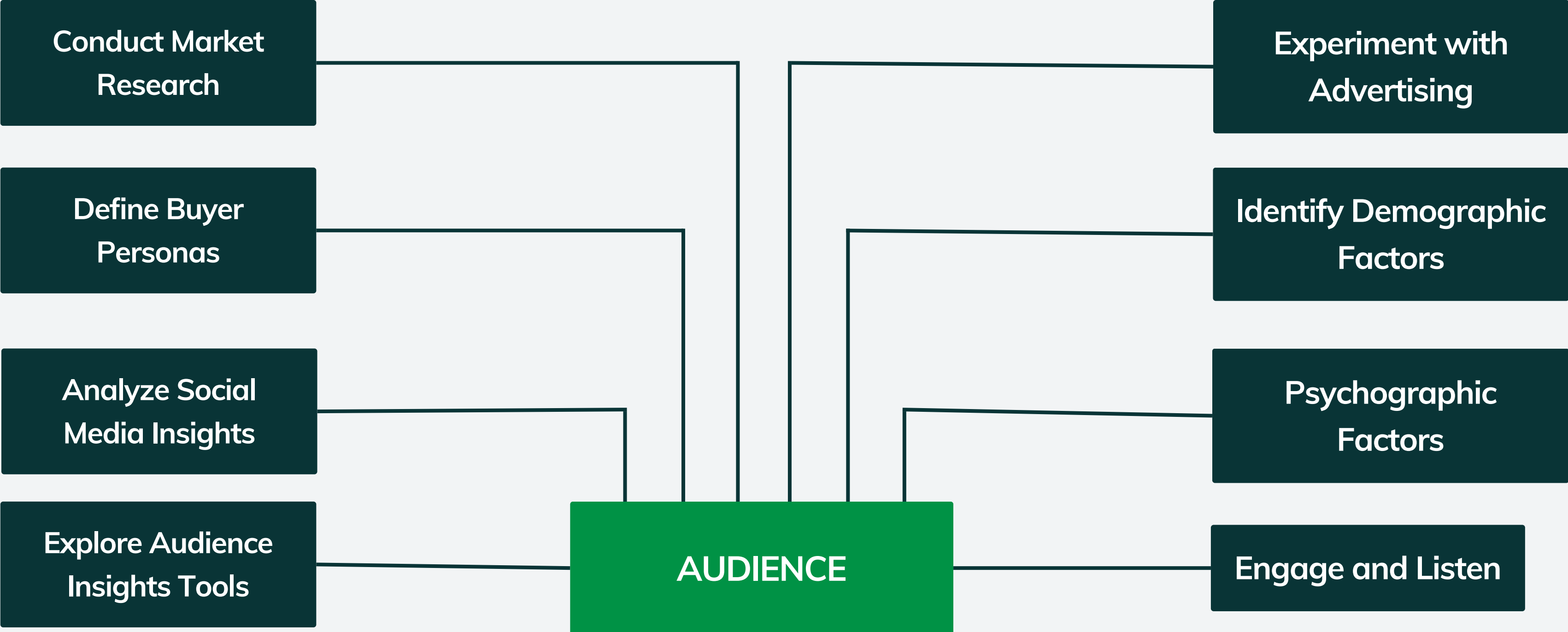
Messaging Apps

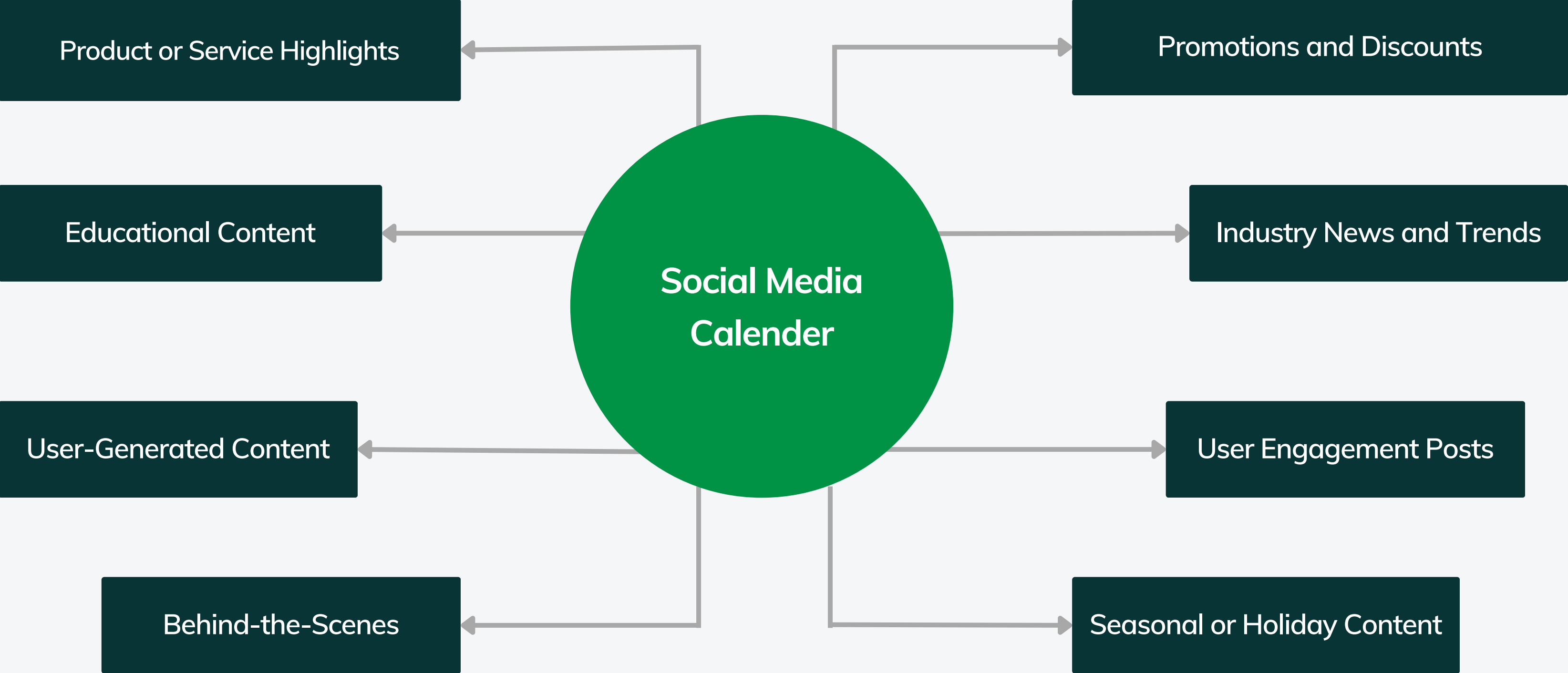
Contact Details

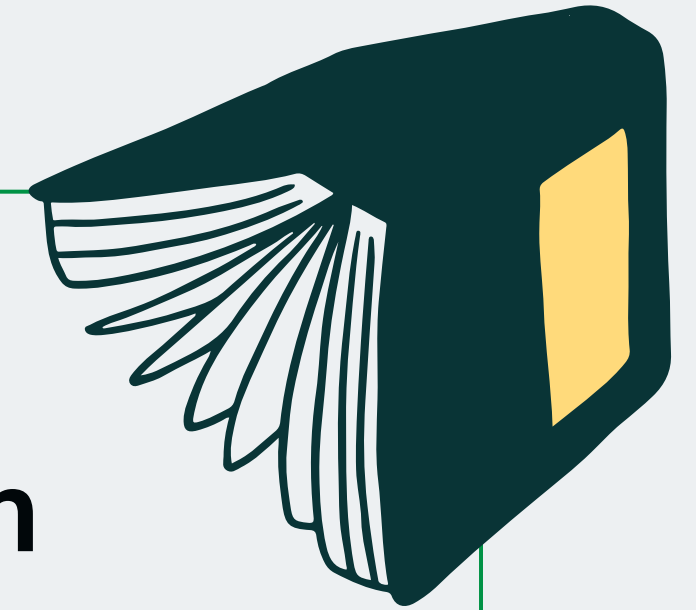
Auto Replies

Access Management

Target Audiences & Key Demographics







Optimal **Posting Times** for each platform

Time to Post

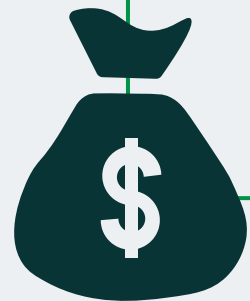
- Consistent Ad Delivery
- Flexible Management
- Efficient Performance

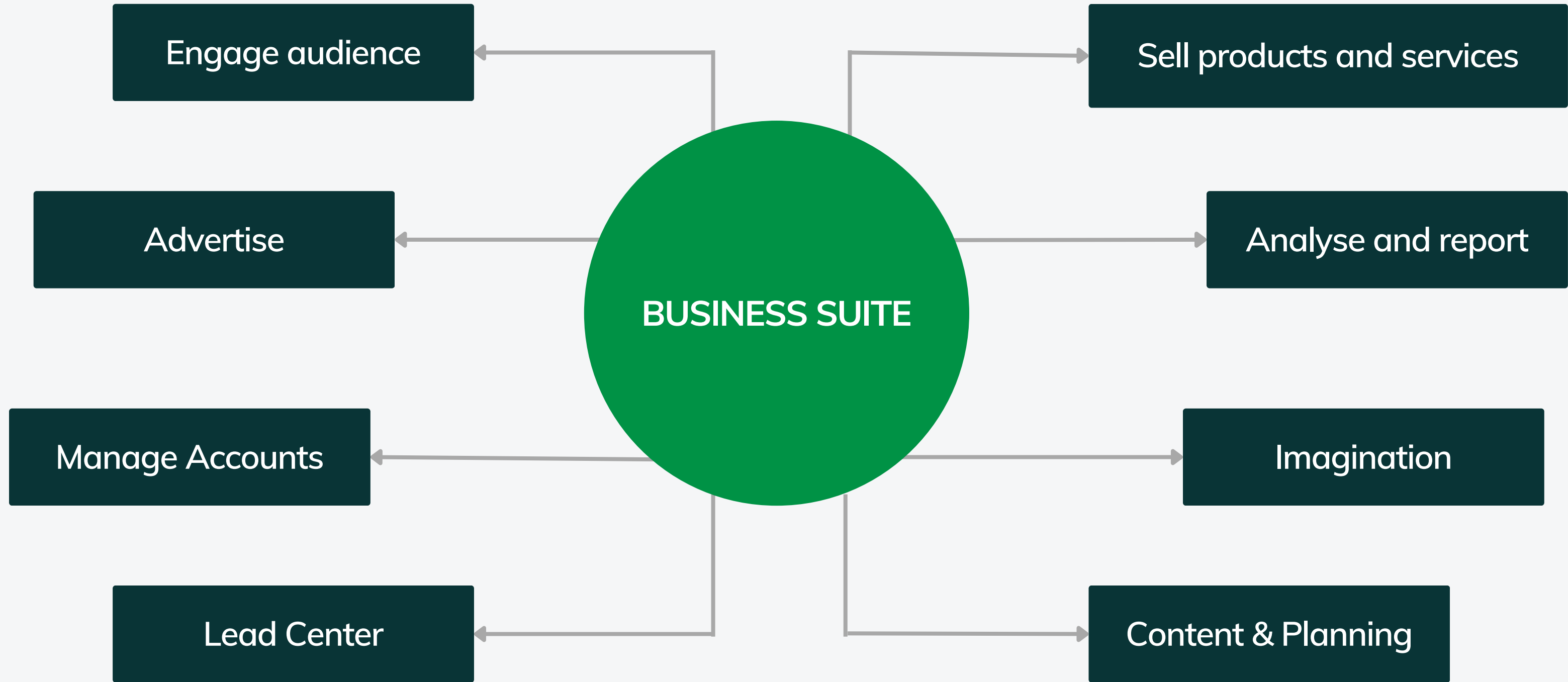
Post Frequency

- Ideal for Short Campaigns & Promos
- Avoid overspending
- Ensuring you stay within your allocated budget.

Ad Set Budgets

- Set the budgets for each ad set
- Product/Service Preference

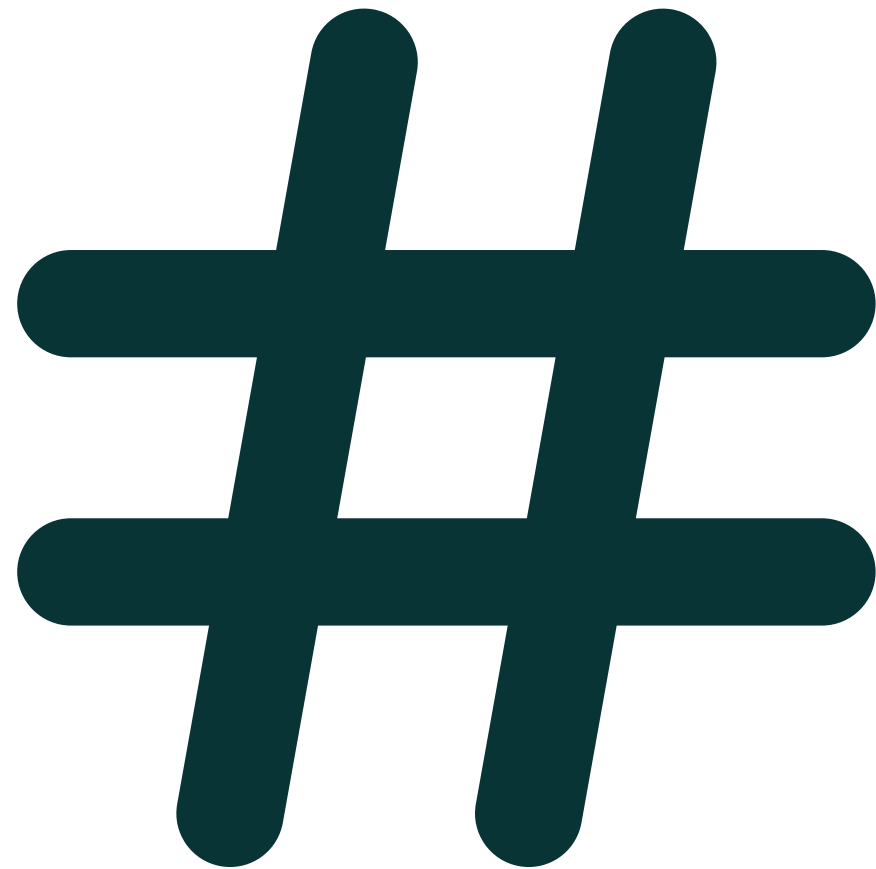




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Hashtag Optimization

Let's Understand the need of it.



Importance of hashtags in social media



Researching & Choose Relevant hashtags



Creating branded hashtags

Social Media **Communities**

Building and Managing Social Media
Communities



Followers Base

Comment Replies

Likes Base

Automation

Comments

Conversion Assign

Shares

Leads Centre

Increasing Followers & Engagement

01	Define Audience	Understand your target audience's demographics, interests, behaviors, and preferences
02	Consistent Posting Schedule	Maintain a consistent posting schedule to keep your audience engaged and interested.
03	Create High-Quality Content	Use a mix of formats such as images, videos, articles, infographics, and user-generated content
04	Utilize Hashtags	Relevant hashtags into your posts to increase their discoverability and reach
05	Run Contests and Giveaways	Host contests, giveaways, or challenges to incentivize engagement and attract new followers.
06	Collaborate with Influencers	Partner with influencers or industry experts who have a similar target audience to reach

Increasing Followers & Engagement

07	Optimize Your Profile	Profiles are complete, consistent, and optimized for search engines.
08	Share User Generated Content	Feature content created by your followers or customers to show appreciation and build trust.
09	Monitor Analytics	Regularly track your social media metrics to measure the effectiveness of your strategies
10	Promote Your Profiles	Cross-promote your social media profiles on your website, email newsletters, other social platforms
11	Stay Current with Trends	Stay informed about current trends, news, and conversations in your industry or niche.
12	Buy Followers	We can Buy Bot or Fake Followers from third party sources to increase the base

Social Media Analytics

Review performance results and more.



[Adsmanager.facebook.com](https://adsmanager.facebook.com)

Overview

Results

Plan

Audience

Messaging

Benchmarking

Content

Earnings

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Using analytics to refine SMO strategies

01	Track Key Metrics	Follow growth, engagement rate, reach, clicks, conversions, and return on investment (ROI).
02	Top Performing Content	which types of content (e.g., videos, images, articles) perform best in terms of engagement and reach.
03	Audience Insights	Demographic information about your audience, including age, gender, location, interests, and behavior patterns
04	Engagement Patterns	Times and days when your audience is most active.
05	Competitor Performance	An eye on your competitors' social media activities and performance metrics.
06	Plan New Experiment	Based on Insights from Social Analytics we can plan new experiments

Influencer Collaboration

Let's Understand the need of it.



✓ Identifying and collaborating with influencers

✓ Optimizing influencer partnerships for max impact

✓ Measuring the success of influencer campaigns

Social Media Advertising

Let's Understand the need of it.



[Adsmanager.facebook.com](https://adsmanager.facebook.com)

✓ Understanding Paid social media advertising

✓ Paid Campaigns to Boost Organic Presence

✓ How to Measure Effectiveness of Ads

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Thank you

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