



# Welcome To Broadway Infotech

The Best Company For Your Social Media Marketing





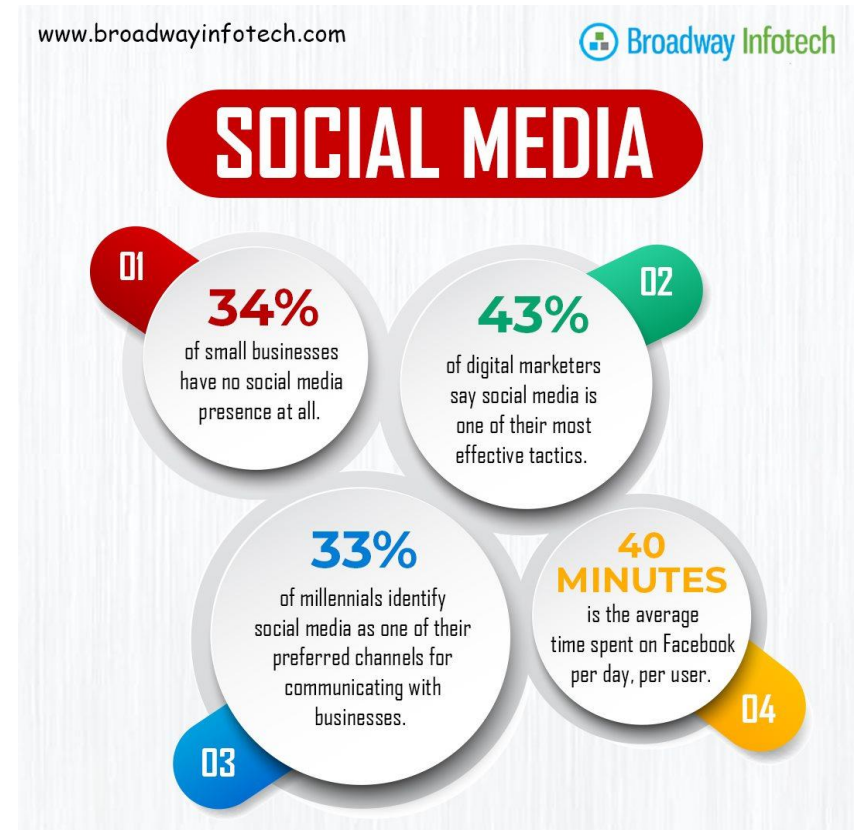
# About Social media marketing

*Social media marketing* is a branch of digital marketing but independent from others. It involves employing social media tools like sharing business details, updating social media users about new things, making followers, increasing shares, and getting likes.

# What Are The Benefits Of Social Media Optimization?

Social media is one of the most effective media for business marketing and branding. With [social media advertising](#), you can take your business to a new height. The popularity achieved on social networks will help achieve high ranks on search engines.

- Turn your business into an active partner in marketing by creating accounts on social networks
- Drive targeted traffic to your site
- Increase awareness about your brand



## SOCIAL MEDIA TIPS

1

STICK TO 1  
PLATFORM

2

GENERATE  
ENGAGING CONTENT

3

POST  
FREQUENTLY

4

FOLLOW  
BRAND GUIDELINES



# Studying Social Media Statistics

[Social media marketing services](#) are beneficial for every business and this is evident from statistics. These are the latest statistics collected from reliable sources.

- An average user in the US spends 2.25 hours on social networks every day
- Over 70% of businesses have a positive experience with marketing and branding on social networks
- Facebook users click 12 ads on average every month
- 81% of people rely on Instagram for information on products
- 4 out of 5 people on LinkedIn take business decisions
- 46% of TikTok users visit the app without any distraction

# Essential Of Social Media Optimization

While SMO services are different for every business but there are some factors common in every business. These are called essentials and the optimization of social networks is incomplete without these factors.

- ❖ Knowledge of the targeted audience
- ❖ Creating brand identity
- ❖ Creating a content strategy
- ❖ Getting insights from analytics
- ❖ Maintaining regular activity



The infographic features the Broadway Infotech logo at the top left. The main title 'SMO SERVICES' is displayed in large blue letters. A central illustration shows a smartphone with a pink screen and a yellow megaphone with a blue handle. To the right of the phone are four horizontal bars, each representing a service: 'Brand Image Building' (yellow), 'Brand Promotion' (pink), 'Customer Engagement' (purple), and 'Targeted Traffic' (teal). The website URL 'WWW.Broadwayinfotech.com' is located at the bottom right. The graphic is decorated with green corner accents and yellow starburst icons.

**SMO SERVICES**

- Brand Image Building
- Brand Promotion
- Customer Engagement
- Targeted Traffic

[WWW.Broadwayinfotech.com](http://WWW.Broadwayinfotech.com)

# FACEBOOK MARKETING



## Strategy For Social Media Optimization

Whether it is Facebook marketing or any other social network, you need a detailed strategy to push your brand in the media. You need to study how others are doing on that media and try to outperform them with your strategy.

- ✓ Choose a suitable platform for marketing
- ✓ Set your goals and objectives
- ✓ Monitor the performance and make necessary changes in your campaigns

# Tips For Social Media Optimization

Whether you are running [LinkedIn marketing](#) campaigns or targeting any other media that you find useful for your business, you need expert tips to make your social media campaigns more meaningful.

- Create diverse content
- Don't just post – participate
- Repurpose, repost, and recycle content
- Try paid social media ads

## LINKEDIN MARKETING



## Social Media Marketing



# Choose The Best Social Media Platforms For Business

Before starting *social media advertising*, you should choose the platforms that can help reach out to your targeted audience. There are many social networks and every media caters to different needs.

- Facebook – photos, links, live videos
- YouTube – how-tos, webinars, explainers
- LinkedIn – long-form content, core values
- Twitter – news, discussion, humor



For more information: Visit us:

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