

Module 2 – Overview of a Social Media Manager

- Companies benefit from hiring these consultants because they can:
 - Increase the customer base and demand
 - Predict the longevity of the product in its prospective market
 - Understand the market trends
 - Notice popular trends - the kinds of sites which are frequently visited by users
 - Help improve the business profile of the advertiser

So how would companies benefit from hiring a social media manager?

A social media manager is able to aid in increasing the customer base and demand, in addition to helping to predict the longevity of the product in its prospective market. He or she is also able to analyze and understand the market trends, furthermore notice the kind of sites frequently visited by users.

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- Increase the visibility of the brand
 - Generate leads which result in business development
 - Penetrate the untapped market which exists in the virtual world of the Internet

Engaging in advertising over social media networking also aids in improving the business profile of the advertiser.

Social Marketing can not only increase the number of clients, but also goes to a great extent in increasing the visibility of the brand. Apart from gathering followers, a social media manager is also able to discover leads which could generate business for the brand.

The prime reason why a social media manager is hired would be to penetrate the untapped market which exists in the virtual world of the Internet. This population is most essential since it gives an overview about the kind of people who exist across the globe and could be potential clients. Various social networking sites such as Facebook, LinkedIn, MySpace and Twitter include a plethora of users who use these sites for both professional and personal networks.

Criteria Of A Social Media Manager:

- To monitor the activities of the business over the networking sites
- Run various campaigns which fit the product needs
- Post services, products and businesses which would be shared with the audience
- Be familiar with various sorts of businesses
- Have technical knowledge
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If you're wondering what it takes to become a Social Media Manager, you must be prepared to have an open mind and willingness to learn. In truth with dedication and hard work, the task to become an expert at this area is relatively simple. This will be discussed in further detail in Module 3, and summarized into three main services. Here is an overview of what a Social Media Manager must do:

The activities of a social media manager would consist of developing and implementing a strategy which revolves around monitoring the activities of the business over these networking sites, apart from running various campaigns which fit the product needs. (Such campaigns are necessary for creating a platform to increase the customer size.) The role involves regularly interacting with the potential base of clients and a daily set of activities which are outlined for maintaining the clientele.

He/she is also responsible for posting services, products and businesses which would be shared with the audience, and also raising the number of potential users on a regular basis. The manager would be in charge of posting blogs and snippets about the products and services offered. There are various sites which could be used for advertising the product such as Youtube, Twitter, Facebook, LinkedIn and Twitter.

Apart from understanding the end users, it is also essential for the social media manager to be familiar with various types of businesses. This assists in applying various tactics in advertising which fall in line with the type of business. Knowledge about the technicalities in their line of business is also a secret to success. Most of the social media managers, despite their expertise in product knowledge, are not able to deliver the best because of their inexperience in the field of technical knowledge in running social networking campaigns.

- Understand the product well
- Have knowledge of all the forums on which the services can be advertised
- Initiate conversation with potential clients to increase customer loyalty
- Have an in depth understanding of the vision, online presence, practices and pricing policies of company
- Target the right audience – according to usage of sites and age group

The social media business is open for experts who have an in-depth understanding of not only the nuances of the Internet and its users, but also the details of the firm and products which are to be marketed by the company.

Apart from that, it is important to know about all the forums on which the services can be advertised, as this boosts the customer base through the diverse factions of people who could be potential clients for the product. He or she is responsible in initiating conversation amongst customers to retain customer loyalty. It is also essential for the manager to have an in depth understanding of the vision, online presence, practices and pricing policies adopted by the company.

A social media manager must be apt in analyzing the kind of users who can be differentiated on the basis of the usage of sites and the age group. This can be considered as one of the prime ways of identifying the most appropriate audience for the products and services.

