

SOCIAL MARKETING FOR SMALL BUSINESSES



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SOCIAL MARKETING FOR SMALL BUSINESSES

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The publication explaining how social media are profoundly transforming marketing practices and why this matters for Small and medium-sized enterprises (SMEs) in developing countries - provides background information on the origins of social media; reviews main tools and methods such as blogging, social networks including Facebook, LinkedIn, Twitter and Google+, and content sharing methods; discusses importance and benefits of using social media by exporting SMEs; suggests that strategies need to be developed to take advantage of social media in the export-marketing context and describes how to design such strategies; discusses how to measure the impact that investment in social media has on the business, offers a set of indicators and targets, and the ways to measure performance; includes examples from various social media platforms and case studies from selected developing countries.

Descriptors: **Internet, Marketing, SMEs, Competitiveness, Information Networks, Information and Communication Technologies.**

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English

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Contents

Acknowledgements	iii
Abbreviations	xi
Preface	xiii
Chapter 1 Background	2
1. The origins of social media	2
2. Social media: the main tools and methods	3
2.1. Blogging and news creation tools	4
2.2. Social networks	7
2.2.1. Facebook	8
2.2.2. Twitter	8
2.2.3. LinkedIn	9
2.2.4. Google+	9
2.3. Content sharing	10
3. The importance of social media for exporting SMEs	12
3.1. Transparency	13
3.2. Amplification	14
4. The benefits of different types of social media	14
4.1. Blogging	14
4.2. Facebook	14
4.3. LinkedIn	16
4.4. Twitter	17
4.5. Bringing it all together to form a full social-marketing strategy	17
5. The traps to avoid: Is it really for me?	18
5.1. Do not spam	18
5.2. Do not leave abuse unanswered	18
5.3. Do not publish incorrect information in your company's name	19
5.4. Your account has been hacked	19
5.5. Addressing fake accounts	20
6. Case studies	21
6.1. Case study 1: Ark Development (Egypt)	21
6.2. Case study 2: Wicked Innovations (Philippines)	22
6.3. Case study 3: Evalueserve (India)	23
6.4. References	24

Chapter 2: Integrating social media in your business strategy	26
1. Social media strategy, the main considerations	26
1.1. Market research	27
1.2. Competitive intelligence	27
1.3. The competition	28
1.4. Marketing and branding	28
1.5. Reputation management and personal branding	28
2. Mapping your strategy	30
2.1. Mobile	30
2.2. Engagement	31
2.3. Tactical goals	32
2.4. Additional tools	32
3. Case studies	34
3.1. Case study 4: Postcards of success	34
3.2. Case study 5: CI&T (Brazil)	34
3.3. Case study 6: Surge Dynamics (Kenya)	35
3.4. Case study 7: Cambodian Rural Development Tours (CRDTours) (Cambodia)	35
4. Key resources	36
Chapter 3: Promoting products and services	38
1. Using social media to drive traffic to websites and improve search engine rankings	38
1.1. Blog more often	38
1.2. Search engine optimization	39
2. Using social media to increase exposure to specific customer segments and communities	40
3. What methods can be used to improve quality of service and customer responsiveness?	41
4. Improving sales through leads generated through social media	42
5. Can social media help find new buyers?	43
5.1. New partnerships	43
6. Case studies	44

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