INTRODUCTION TO SOCIAL MEDIA MARKETING

(WHAT IT IS AND HOW IT WORKS)

1.WHY SMM?

- **The demand is increasing**
- **0 birr**
- **No degree**
- **No office**
- **No trade license**
- **No PC**
- **Transferable skills like:**

-Marketing -sales

-psychology -communication

2.WHAT IS SMM AND HOW IT WORKS?

Social media marketing (SMM) is helping businesses or clients use social media platforms to reach the right person ,build trust and get more customers.

SERVICES WE PROVIDE

- social media management
- content creation
- paid Ads

CAN WORK AS

- freelancer
- full time employee
- Agency

3.WHAT SKILLS SHOULD I DEVELOP IN THESE 3 MONTHS?

- **UNDERSTANDING PLATFORMS**
- **LEARNING ABOUT PAID ADS**
- **BASICS SKILL ABOUT :**

  -VIDEO EDITING

  -GRAPHICS DESIGNING

  -COPYWRITING

4.WHAT IS THE DIFFERENCE BETWEEN SMM AND DIGITAL MARKETING?

DIGITAL MARKETING is the broad category of all marketing done online including **SMM.**

SMM is A subset of **DIGITAL MARKETING** that focuses specifically on promoting a business or brand using social media platforms.

Think of 'DIGITAL MARKETING' as a big shopping mall And 'SMM' is one store inside the mall

5.THE ONE SECRET MODEL THAT HELPS YOU GROW FAST

“ THE MIDDLE MAN BUSINESS MODEL “

HOW IT WORKS?

I bring in clients who need social media marketing then I give the projects to skilled independet contractors , I manage everything , make sure the work is done and keep the profit clients are happy, contractors are happy and I build a business

REMEMBER

You`re not alone in this journey
Am always here to share you what I know

KEEP LEARNING AND STAY CONNECTED!