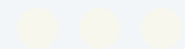
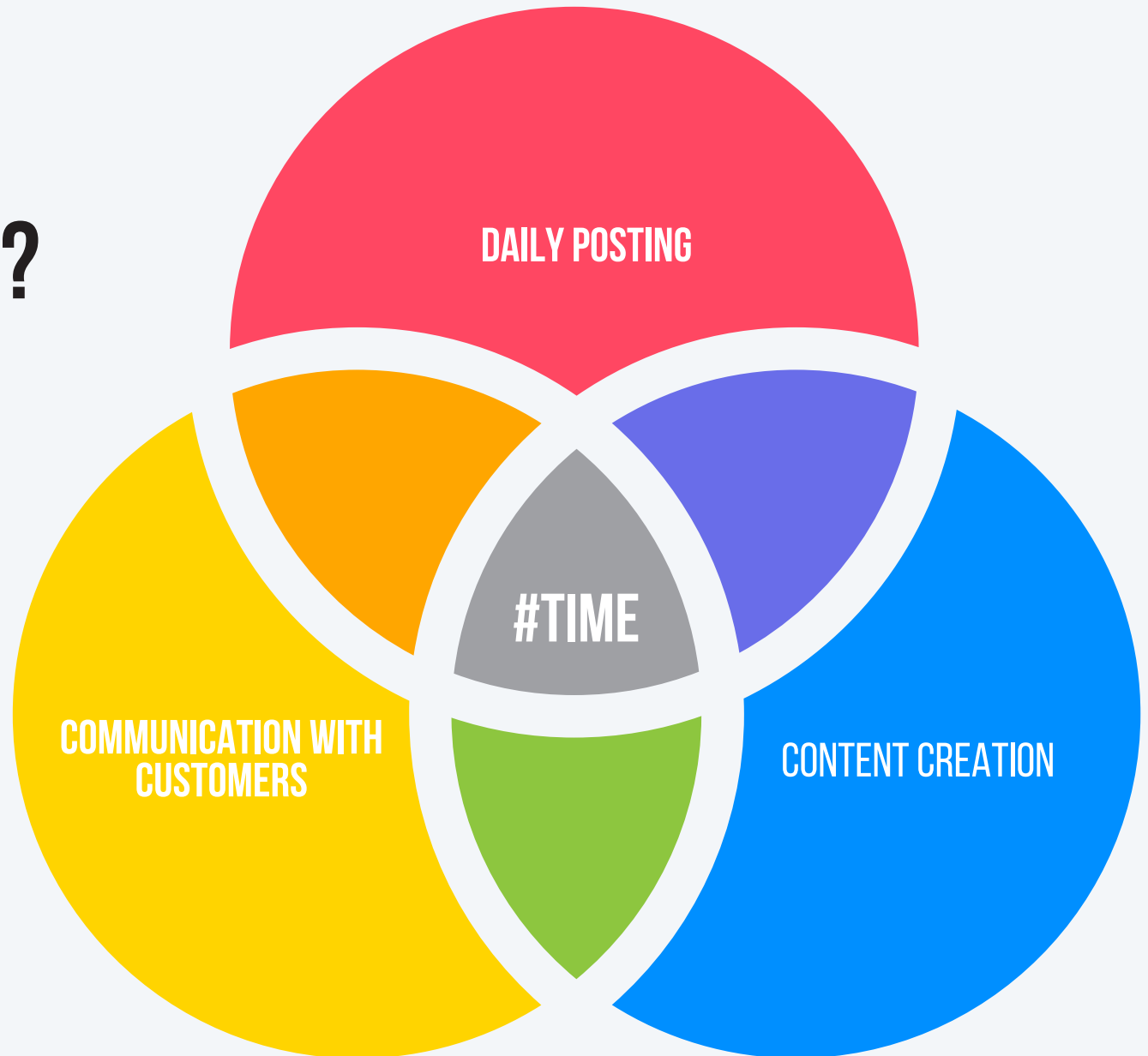


**SMM - LEARN TO PLAN AND
REDUCE YOUR TIME OF WORK ON
SOCIAL MEDIA.**



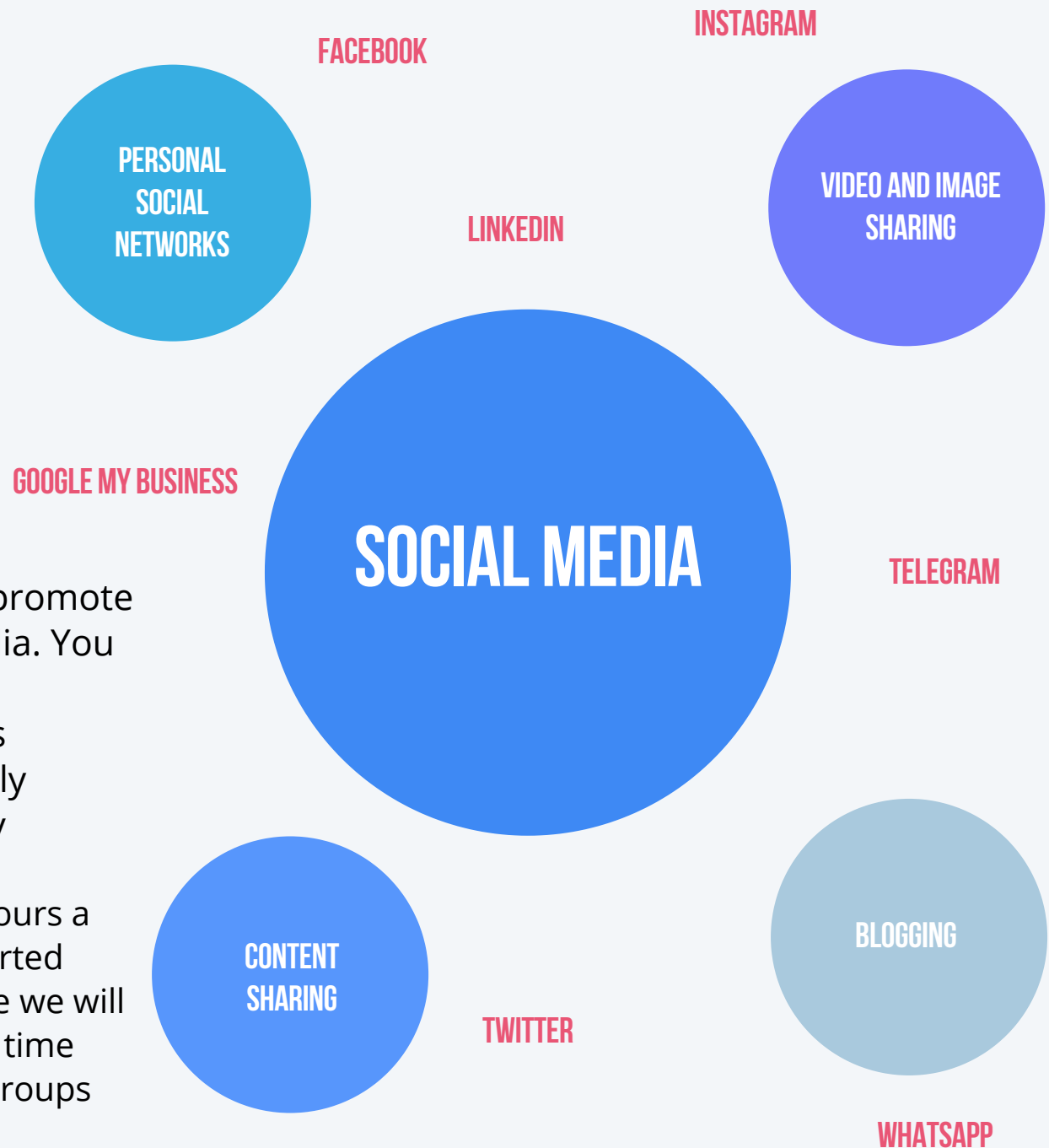
WHAT IS TAKING UP YOUR TIME?



LEARN TO PLAN AND REDUCE YOUR TIME OF WORK ON SOCIAL MEDIA.

It usually takes a long time to promote a brand on popular social media. You must always stay in touch with customers, accept and process applications, as well as regularly publish useful and high-quality content.

In general, it can take up to 10 hours a day for people who have just started working on social networks. Here we will tell you how you can reduce this time and work more effectively with groups and pages on social networks.



WHAT TO DO?

CHECKLIST

COMMUNICATION WITH CUSTOMERS:

Set up an auto-reply to all incoming messages

Collect all chats in one place to have quick access to any of them at any time

CONTENT POSTING:

Create a content plan with posts for several weeks in advance

Choose the best time for posting and schedule your posts.

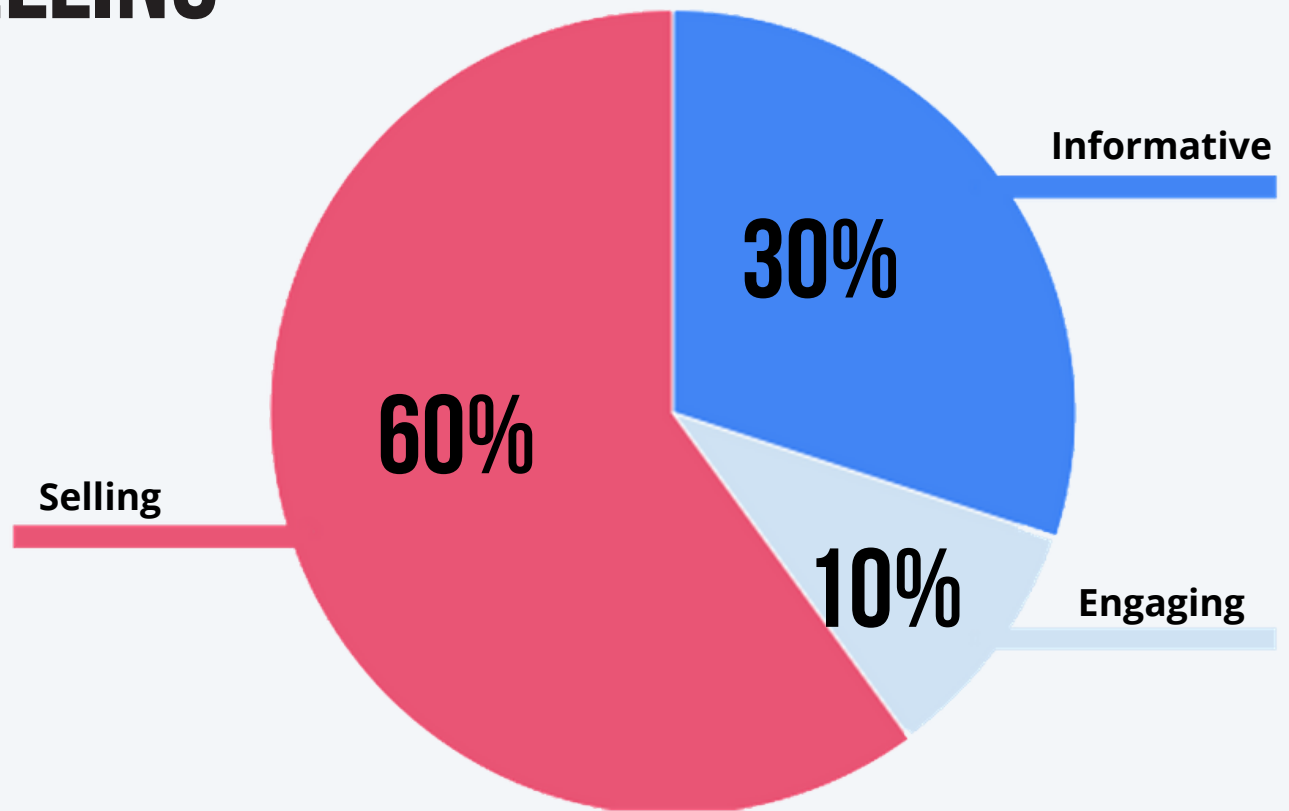
CONTENT GENERATION:

Divide content into parts: informative, selling, and engaging

Out of content ideas? Follow the trends, schedule the post to a significant date or holiday

CONTENT: INFORMATIVE, ENGAGING, SELLING

All content is divided into informative 30%, selling 60%, and engaging 10%. Informative content consists of a description of the work schedule, ordering method, "What to do if ...", delivery, location, and work nuances. Selling posts speak directly about a product or service. Engaging posts are used for contests, sweepstakes, or promotions if your business allows it.



CHOOSE THE BEST TIME TO PUBLISH YOUR POSTS

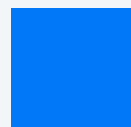
Publish your posts at the right time to maximize engagement.

The best time to post on Facebook is between 12:00 and 15:00 on Monday, Wednesday, Thursday, and Friday.

On weekends, this time changes: the best time is from 13:00 to 16:00.

facebook

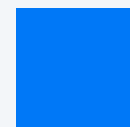
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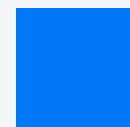
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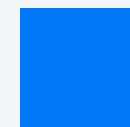
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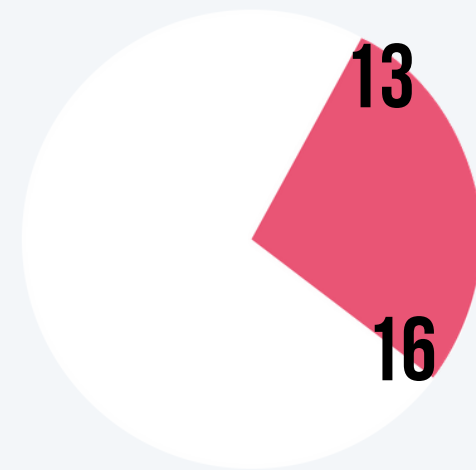
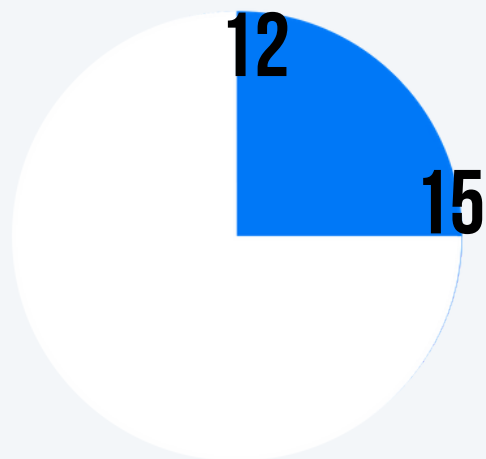
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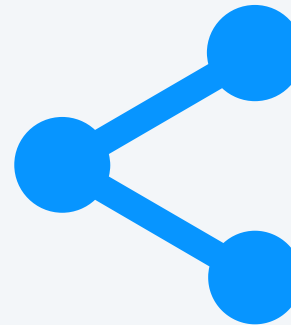


SAT-SUN



WHAT ELSE CAN I DO TO IMPROVE MY PERFORMANCE?

When creating content, make references to publications hosted on other platforms. For example, redirect users from Instagram to Facebook to get acquainted with the entire assortment in the store on FB, or if you've made a stunning video about your product/service, post it on one of the most suitable platforms, and on others ask users to follow the link and rate it.



CONCLUSIONS

What you need to know when promoting your products and services on social media:

- Smart SMM can significantly increase brand awareness, attract potential buyers, and increase sales.
- When setting goals and objectives, do not forget to set aside the time required to achieve them. It will help track progress and see that the strategy is delivering real, measurable results for the brand.
- The task of your page is to interest and retain users and transfer them to the category of customers. And also to make it easier for customers to find your services or goods.
- Automate your work. 62% of people surveyed say they became more interested in a brand or product after seeing the brand in stories; 80% of all active Instagram users watch stories daily, even more often than they check the feed.
- Tell your subscribers important information, show the "behind the scenes" of the work, and tell about the features and benefits of your products or services.
- Also, do not forget to show your satisfied customers and tell them how exactly you helped to solve their problem.