

أساسيات إستراتيجية التسويق علي وسائط التواصل الاجتماعي

The basics of marketing strategy on social media

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Abstract:

The research focuses on the basics of building social media marketing strategy, There are a lot of theories that can be relied on to create a brand digital market plan, PR Smith's SOSTAC strategy is one of the best models that deals with the most of strategy's aspects, from the construction stage up till pursuing objectives and applying it, It consists of six steps (Situation Analysis - Objectives - Strategy - Tactics - Actions - and Control). the research also focus on the basics of creating a paid advertisement on Facebook, The practical side of the research focuses on applying the SOSTAC theory on the marketing strategy of Sound Publishing House on Facebook, The researcher made a Paid advertisement on Facebook and compared the results of the campaign to the printed advertisement campaign, Hence, the importance of the social media in increasing the effectiveness of the prints marketing campaigns was concluded.