

# Social Media Marketing and Digital Advertising

## Lecture Title: Integration and Management of Digital Platforms



Lecturer: PIERRE PORTELLI

Date: 03.05.2025

Undergraduate Diploma in  
Digital Marketing

# Advanced Advertising Strategies

## SWOT Analysis: Managing Social Media Platforms

Conducting a SWOT analysis helps in managing social media platforms by identifying **strengths**, **weaknesses**, **opportunities**, and **threats**.

This strategic planning tool aids in understanding the internal and external factors that can impact the effectiveness of social media marketing efforts.



# Advanced Advertising Strategies

## GROUP ACTIVITY: 40 min

Conduct a SWOT analysis of Social Media Platforms

For each window, make sure to cover at least 3 points (you can have more but not less).

Give examples by citing a social media platform for each point you raise.



# Advanced Advertising Strategies

## **Strengths** in Social Media Management

- Strong brand presence,
- High engagement rates
- Dedicated social media team.

Leveraging these strengths can enhance content quality, foster community engagement, and drive successful campaigns.



# Advanced Advertising Strategies

## **Weaknesses** in Social Media Management

- Limited resources,
- Inconsistent posting,
- Lack of clear strategy.

Identifying these weaknesses allows marketers to address them by optimising resource allocation, improving content planning, and developing a cohesive social media strategy.



# Advanced Advertising Strategies

## Opportunities in Social Media Management

- Expanding to new platforms
- Leveraging emerging trends
- Collaborating with influencers

Capitalising on these opportunities can help brands reach new audiences, stay relevant, and enhance their social media presence.



# Advanced Advertising Strategies

## Threats in Social Media Management

- Increased competition,
- Platform algorithm changes,
- Negative publicity.

Understanding these threats enables marketers to develop contingency plans and adapt their strategies to mitigate potential risks.



# Advanced Advertising Strategies

**GROUP ACTIVITY: 30 min**

Use your previous analysis to conduct a SWOT analysis of KFC's presence on Social Media.

Take screenshots to back your arguments.





# Advanced Advertising Strategies

## Ensuring Synergies for Maximum Campaign Effectiveness

Ensuring synergies across digital platforms involves integrating efforts to create a cohesive and unified campaign.

This integration maximises the impact of each platform, enhances user experience, and drives better overall results. Coordinated messaging, consistent branding, and cross-promotion are key elements.



# Advanced Advertising Strategies

## Coordinated Messaging

Coordinated messaging ensures that all digital platforms communicate a consistent message.

This alignment helps reinforce the brand's value proposition, making it more memorable and impactful for the audience. Consistent messaging across platforms enhances brand recognition and trust.



# Advanced Advertising Strategies

## Coordinated Messaging

A beauty brand launched a campaign promoting its new product line using coordinated messaging across Instagram, Facebook, and YouTube.

By maintaining a consistent message and visual style, they increased brand recognition and saw a 30% increase in engagement.



# Advanced Advertising Strategies

## Consistent Branding

Consistent branding across digital platforms involves using the same logos, colour schemes, and brand voice.

This visual and tonal uniformity helps create a cohesive brand identity that audiences can easily recognise, regardless of the platform they are using.



# Advanced Advertising Strategies

## Consistent Branding

An athletic apparel company used consistent branding for their new collection launch.

By using the same logos, colour schemes, and tone of voice across their website, social media, and email marketing, they reinforced their brand identity and improved customer loyalty.



# Advanced Advertising Strategies

## Cross-Promotion

Cross-promotion involves using one digital platform to promote content or activities on another platform.

For example, promoting a YouTube video on Facebook or sharing an Instagram post on Twitter. This strategy helps drive traffic across platforms and increases overall campaign reach.



# Advanced Advertising Strategies

## Cross-Promotion

A tech startup used cross-promotion to boost their app downloads.

By promoting their app on their blog, social media channels, and email newsletters, they drove traffic from multiple sources and achieved a 50% increase in downloads within the first month.



# Advanced Advertising Strategies

## Integrating Social Media Platforms

Integrating social media platforms involves connecting different accounts and enabling seamless sharing of content.

Tools like Hootsuite, Buffer, and Sprout Social help manage multiple platforms from a single dashboard, simplifying the process and ensuring consistent posting.





# Advanced Advertising Strategies

## Integrating Social Media Platforms

Integrating social media platforms involves connecting different accounts and enabling seamless sharing of content. Tools like Hootsuite, Buffer, and Sprout Social help manage multiple platforms from a single dashboard, simplifying the process and ensuring consistent posting.

Platform integration offers several benefits, including streamlined management, consistent posting, and unified analytics. It allows marketers to schedule posts, track performance, and respond to engagement from one place, improving efficiency and effectiveness.



# Advanced Advertising Strategies

## Hootsuite Overview

Hootsuite is a popular social media management tool that allows users to manage multiple social media accounts from one dashboard.

It offers features like post - scheduling, analytics, and team collaboration, making it ideal for businesses of all sizes.



# Advanced Advertising Strategies

## Buffer Overview

Buffer is another widely-used social media management tool known for its user-friendly interface.

It provides features like post-scheduling, performance analytics, and social engagement tracking, helping marketers maintain a consistent social media presence.



# Advanced Advertising Strategies

## Buffer Overview



# Advanced Advertising Strategies

## Sprout Social Overview

Sprout Social offers comprehensive social media management features, including scheduling, analytics, and customer relationship management (CRM) integration.

It's particularly useful for businesses looking to engage with their audience and measure the impact of their social media activities.



# Advanced Advertising Strategies



# Advanced Advertising Strategies

## Managing Multiple Platforms

Managing multiple social media platforms requires a strategic approach to ensure consistency and efficiency.

Using social media management tools, setting clear goals, and maintaining a content calendar are essential practices for effective platform management.

## Setting Clear Goals

Setting clear goals for each platform helps in tracking progress and measuring success.

Goals should be specific, measurable, attainable, relevant, and time-bound (SMART).

This approach ensures that social media efforts align with overall business objectives



# Advanced Advertising Strategies

## Maintaining a Content Calendar

A content calendar helps in planning and organising social media posts, ensuring a consistent posting schedule. It allows marketers to plan content around key dates and events, coordinate cross-platform efforts, and avoid last-minute rushes.

A travel agency created a content calendar for their summer campaign, planning posts around key travel dates and holidays.

This organised approach helped them maintain a steady flow of content, resulting in higher engagement and increased bookings.





# Advanced Advertising Strategies

## Facebook Insights

Facebook Insights offers detailed metrics on page performance, including likes, reach, and engagement.

It helps marketers track the effectiveness of their posts and ads, identify trends, and optimise content strategies to improve results.



# Advanced Advertising Strategies



# Social Media Marketing and Digital Advertising

**THANK YOU FOR TODAY**



**Lecturer: PIERRE PORTELLI**

**Date: 03.05.2025**