Social Media Management a Digital Marketing Agencys Secret Weapon

Category: SMM Blog
March 14, 2024





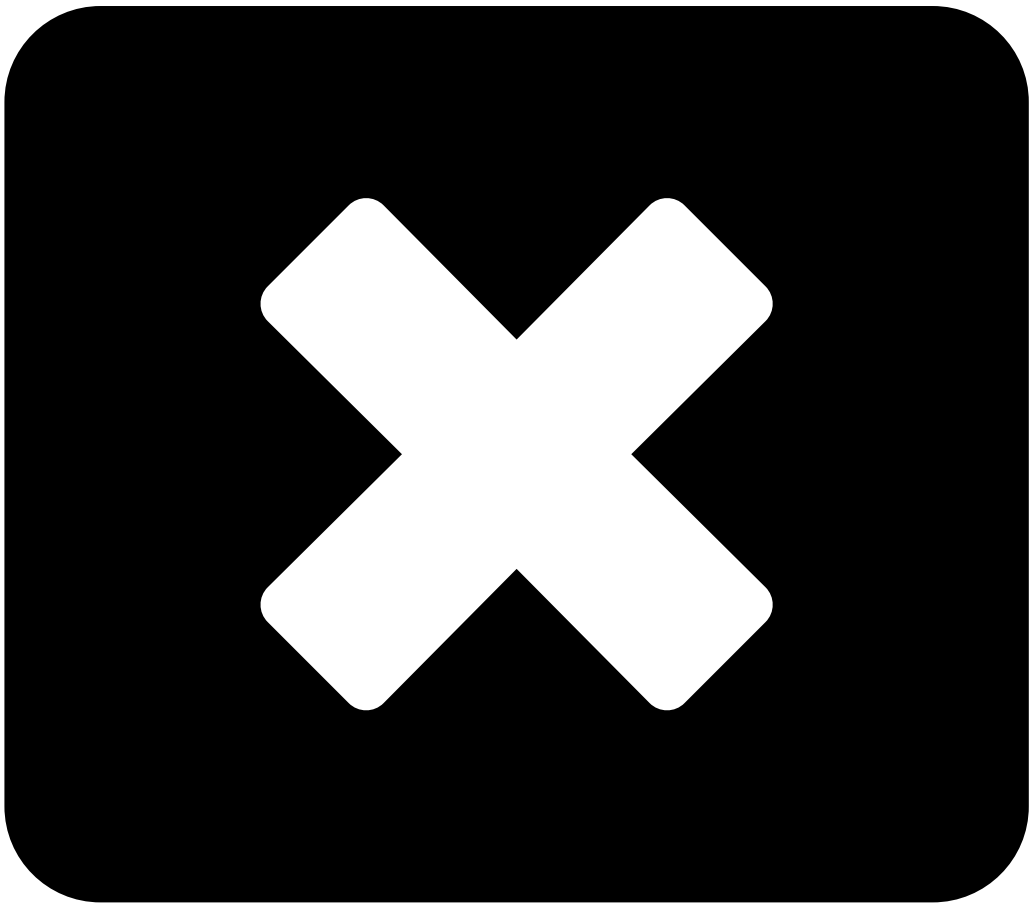
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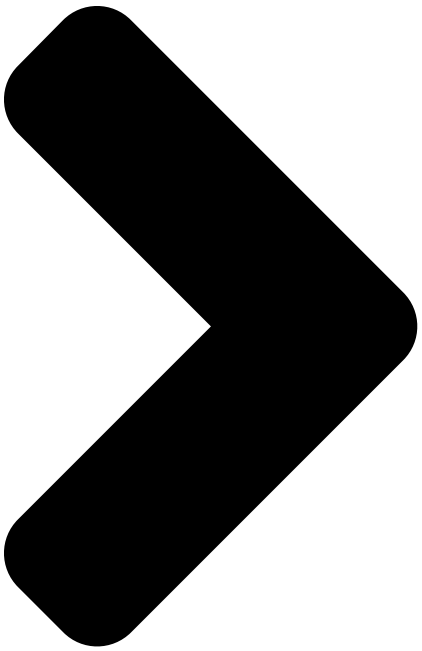
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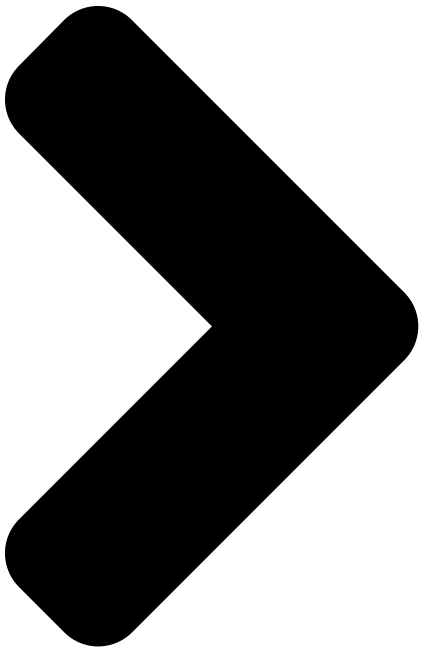


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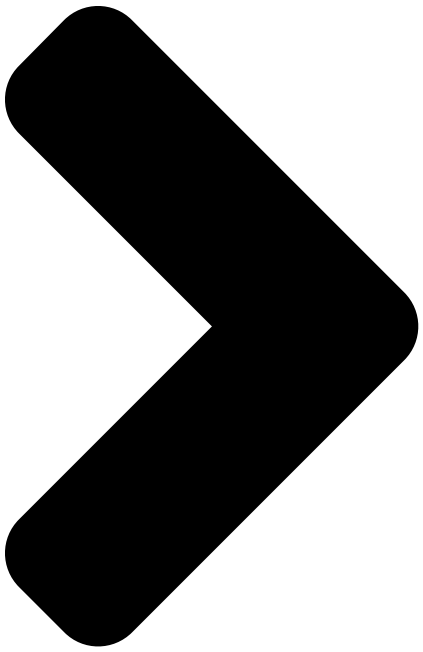
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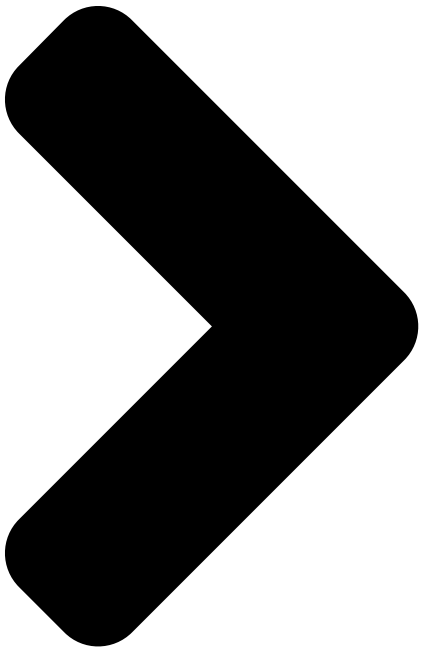


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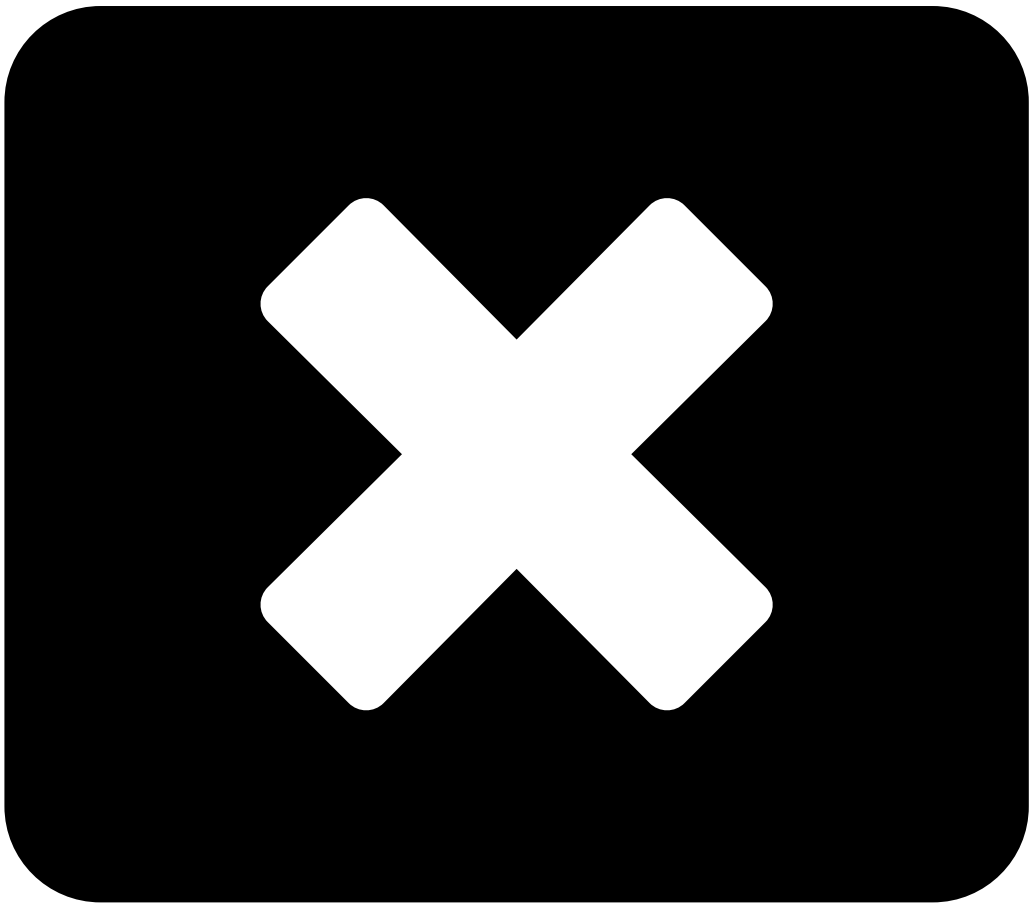
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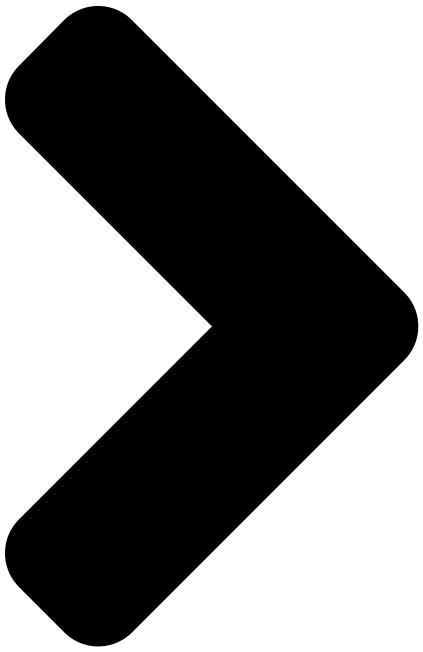


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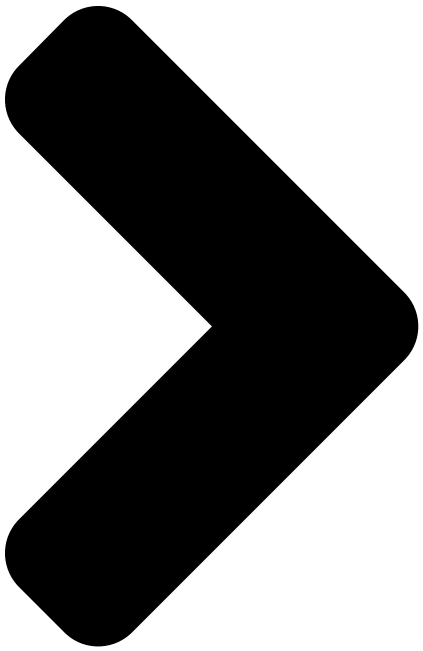


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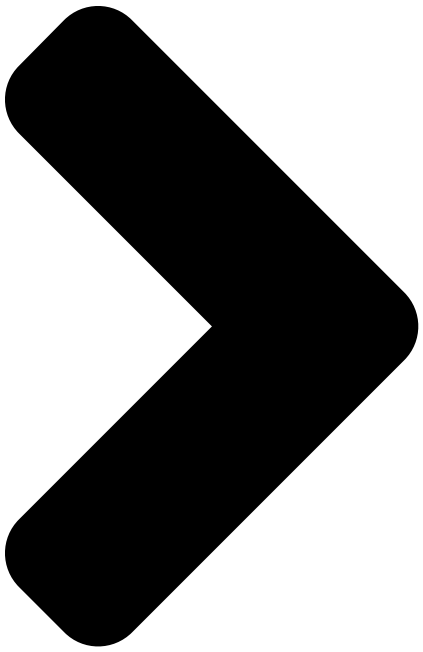


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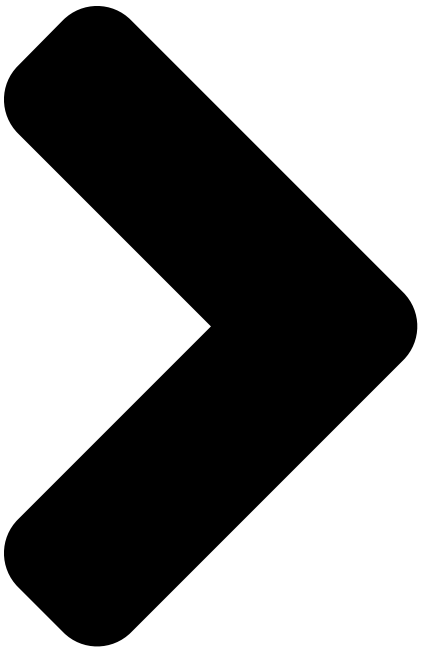
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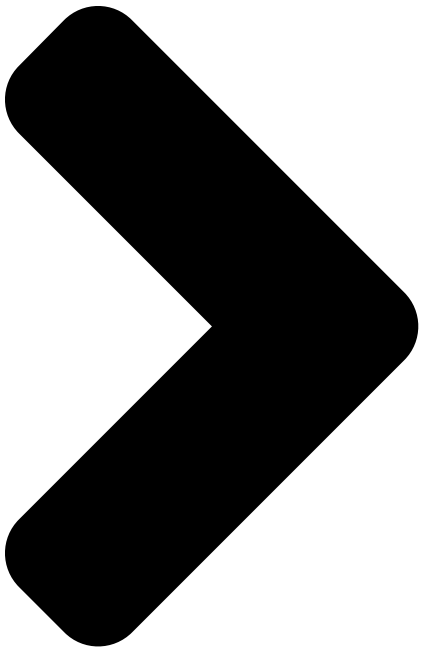


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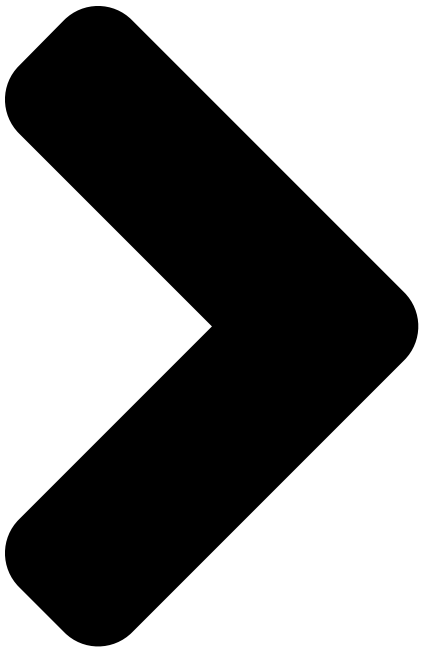


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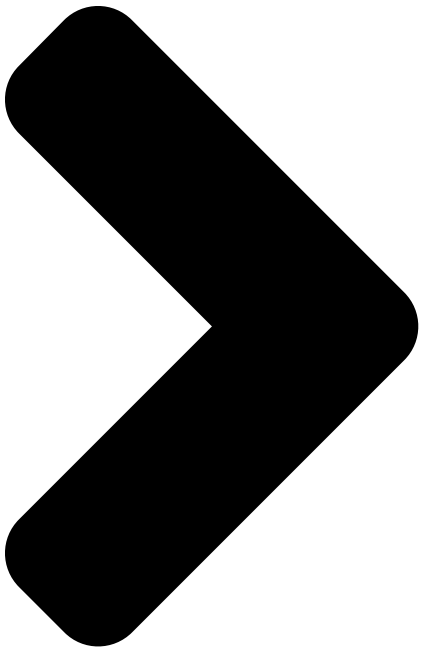
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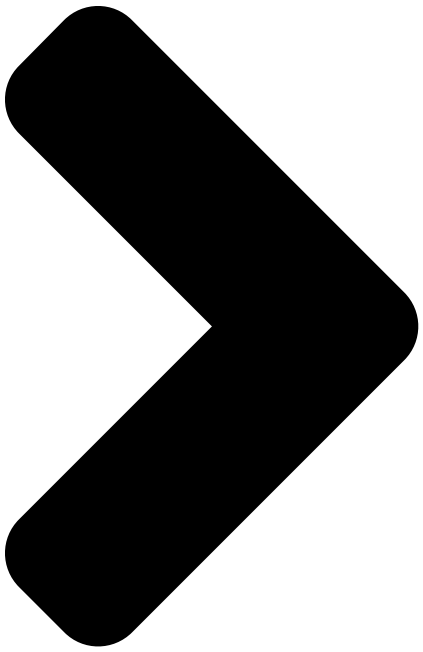
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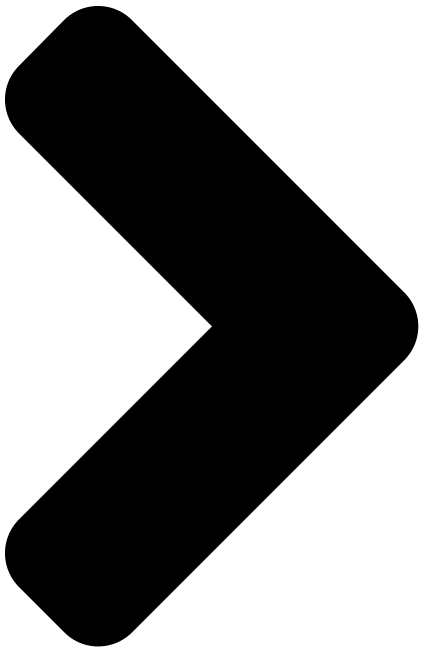
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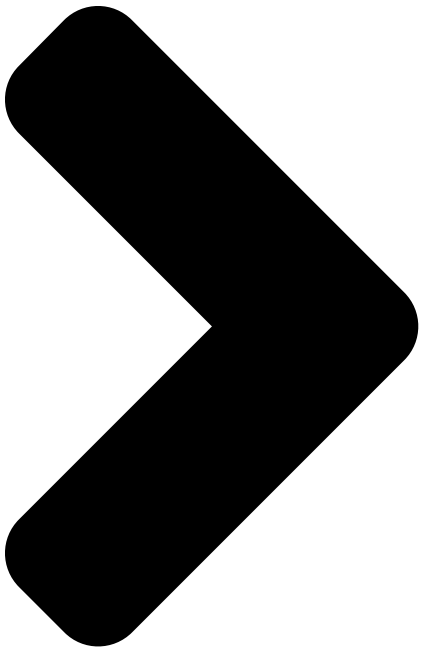
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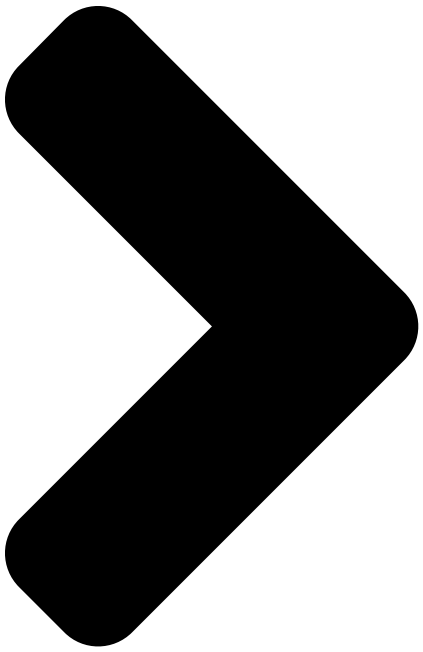
- Branding



- Social Media & Content Creation



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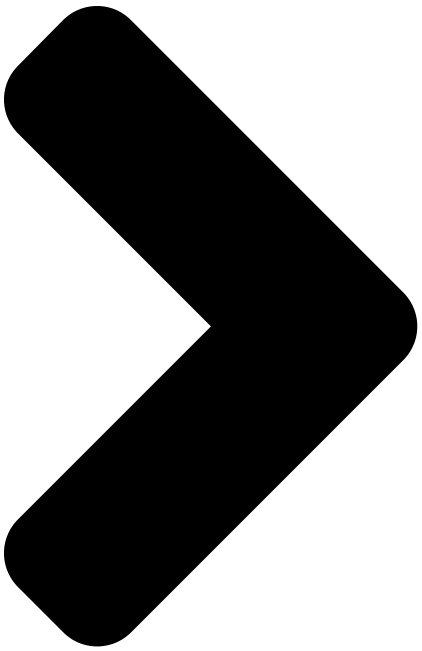


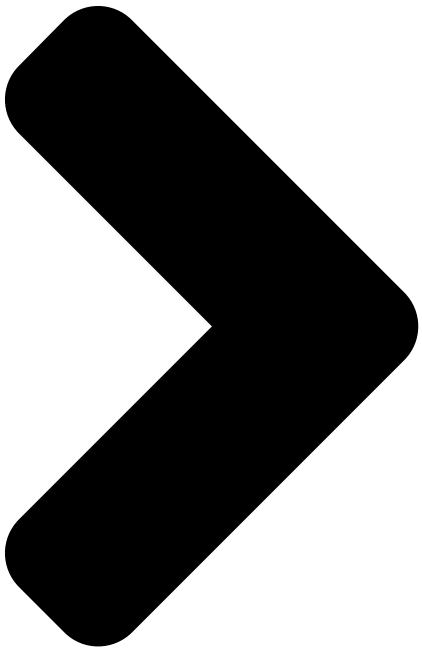
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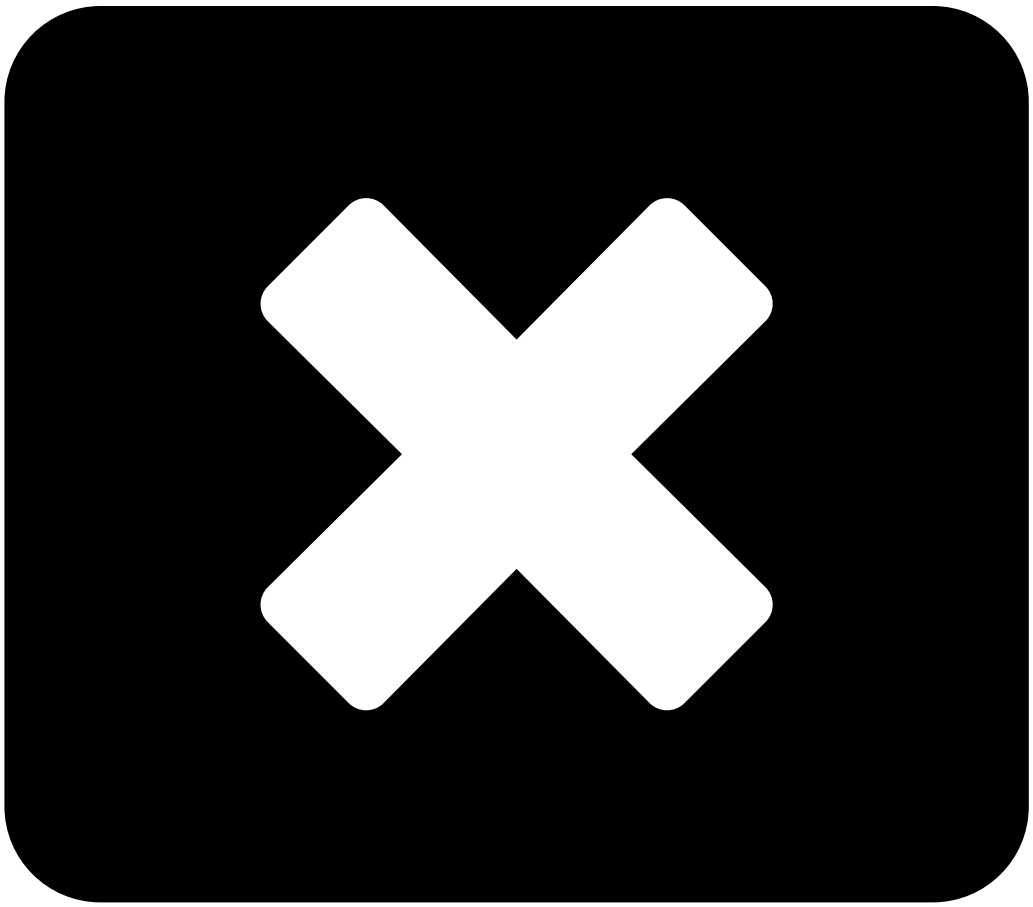
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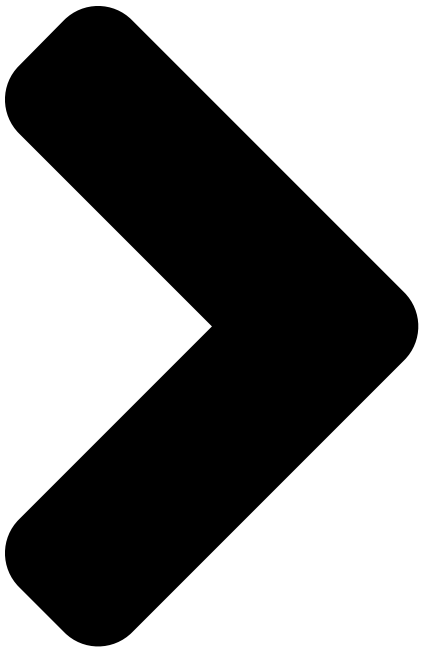


The way we work

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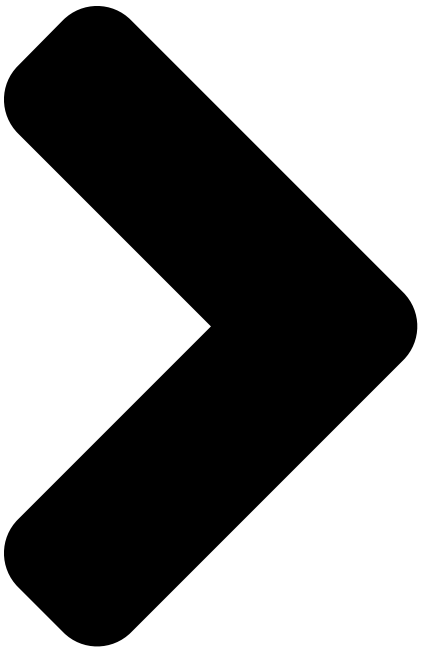


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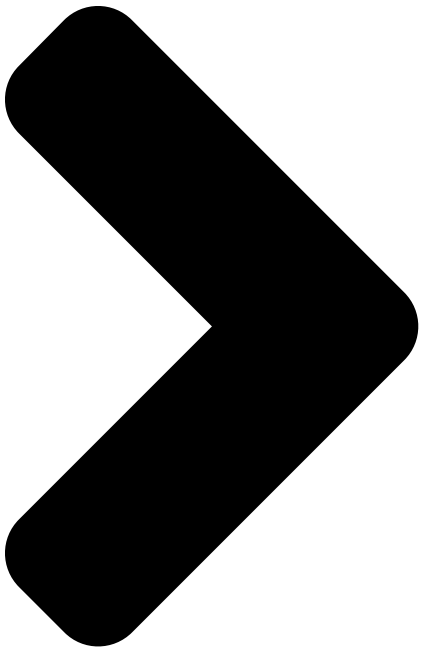
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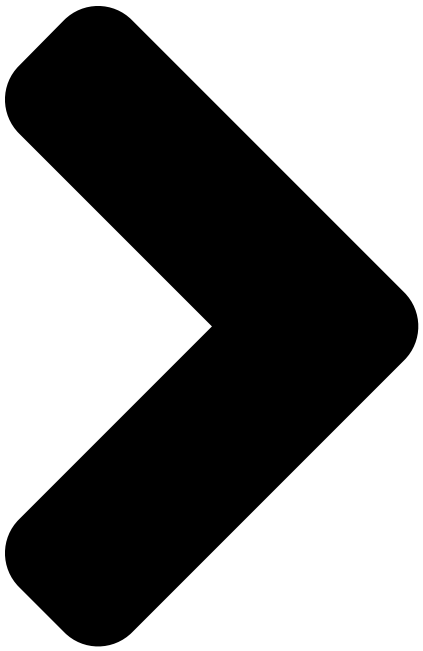
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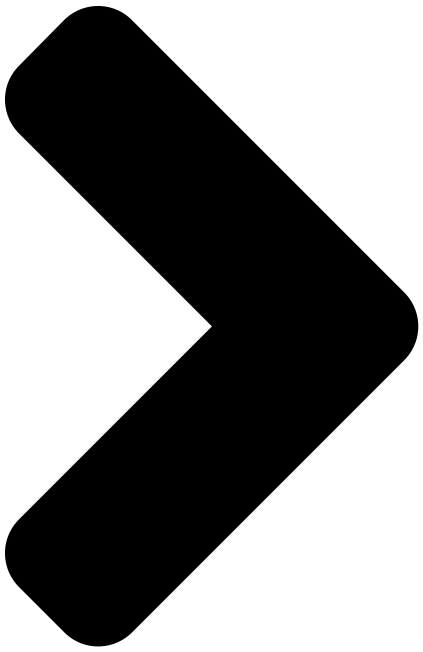
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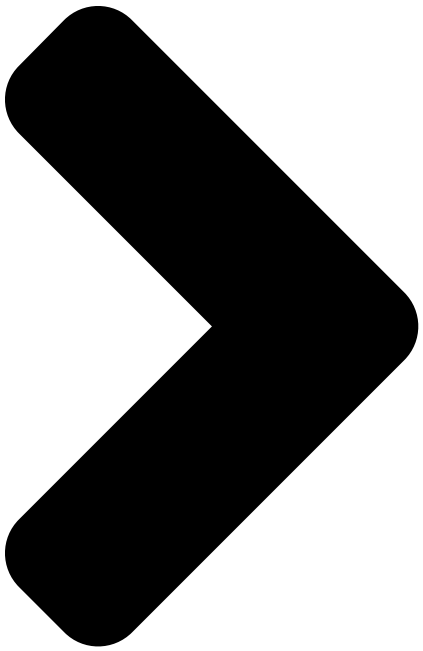
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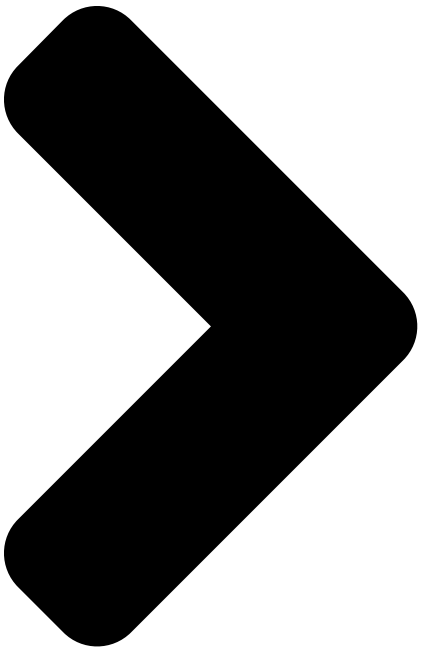
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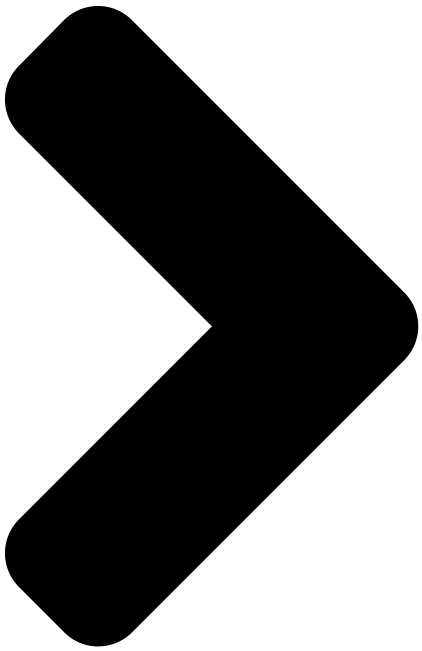
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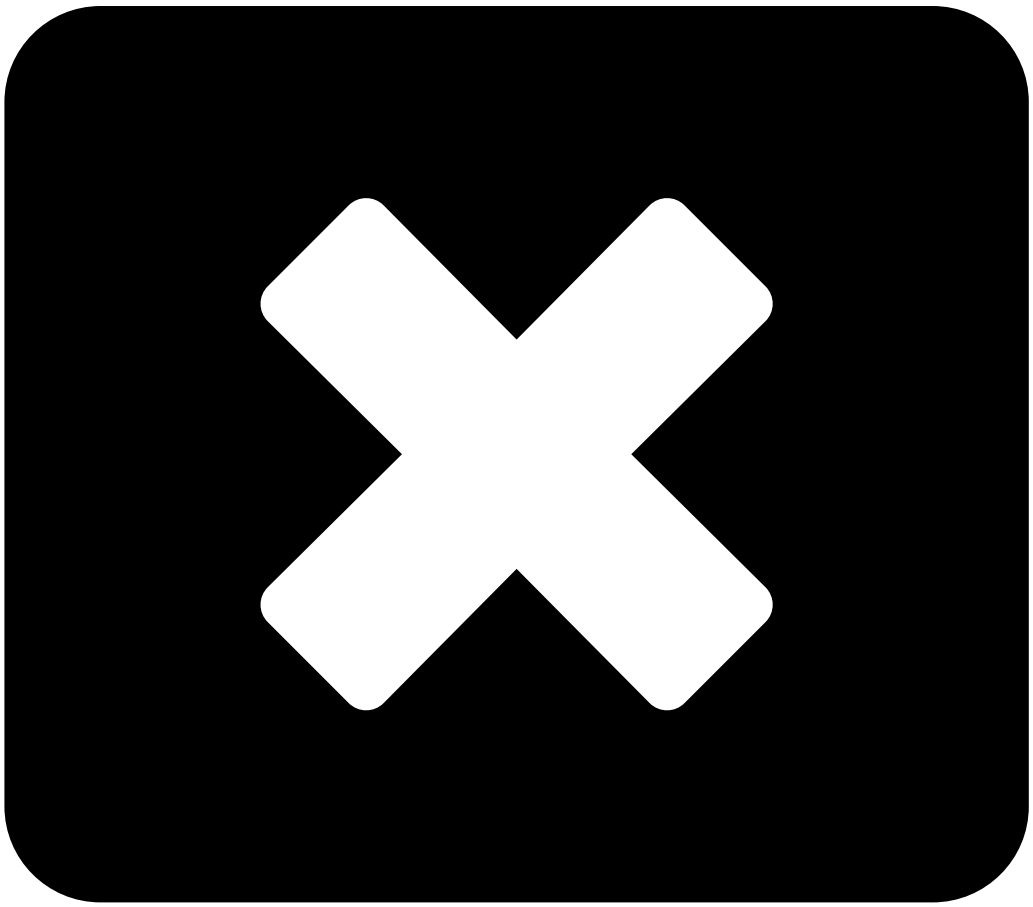
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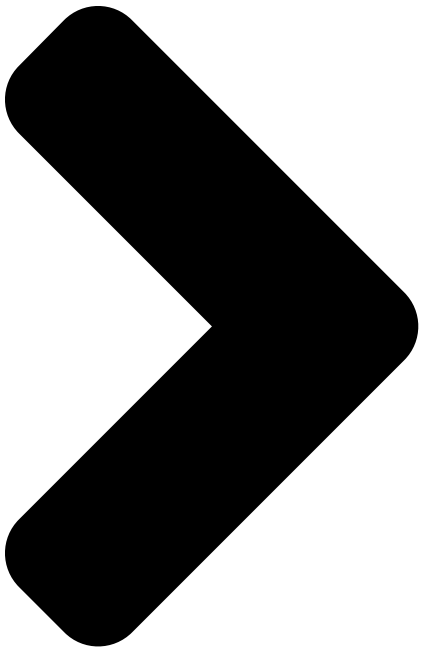


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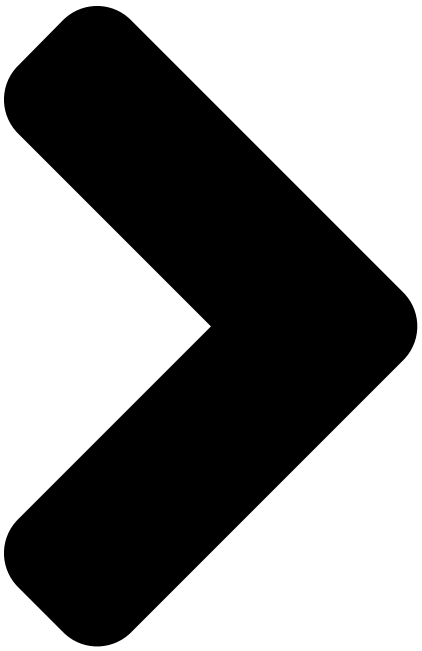


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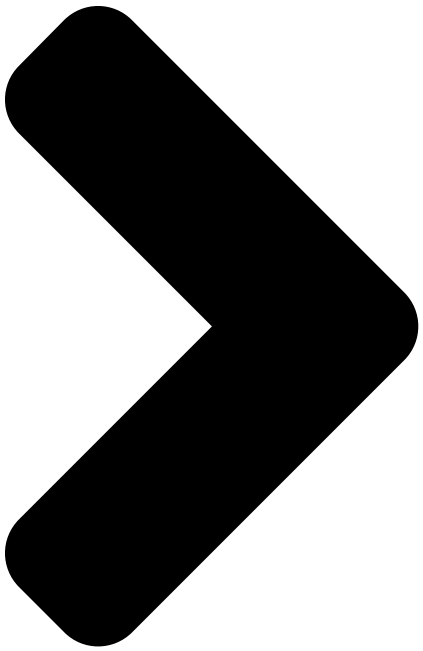
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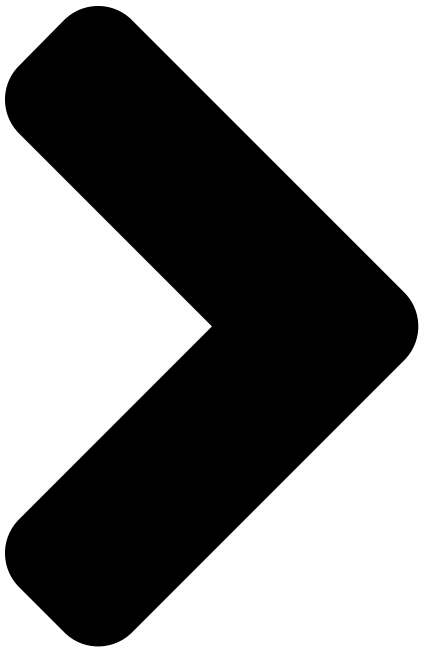
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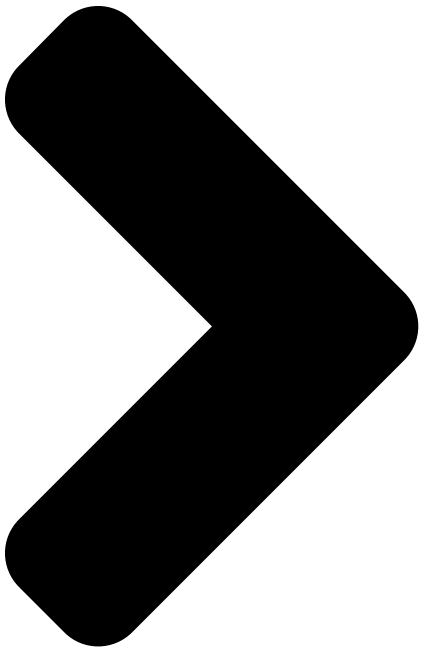
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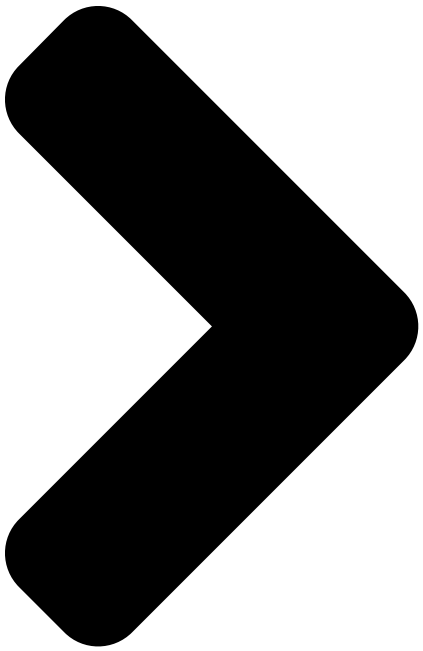
- Cheap Website vs. High Performance



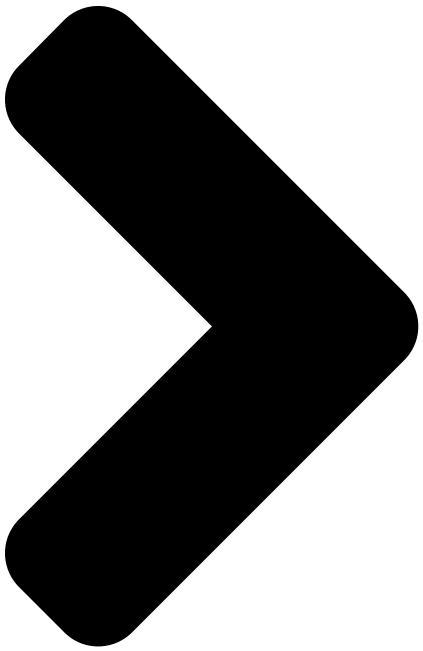
- What Is an AI Agent?



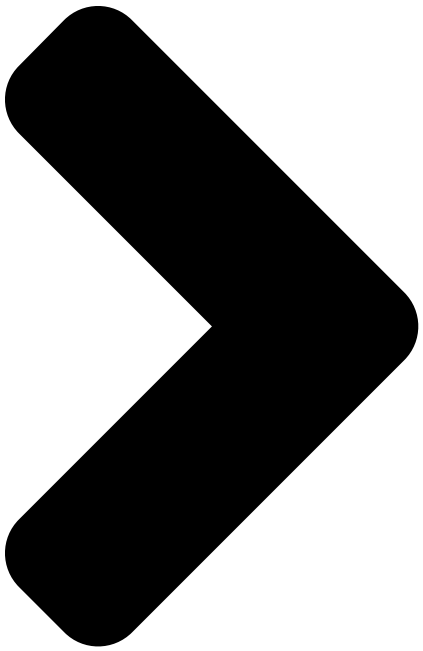
Client Communication in Digital Marketing



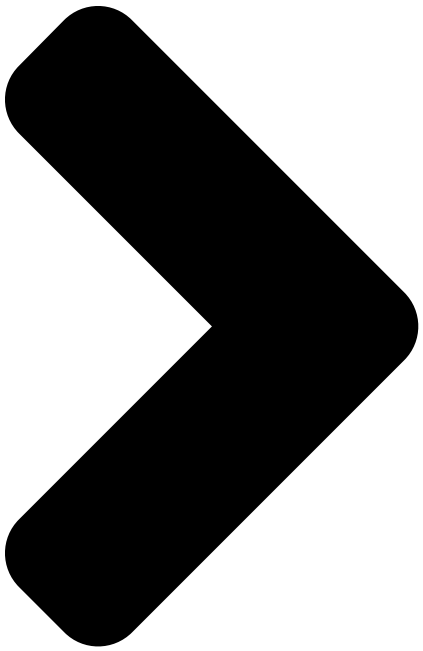
- Human Made Websites vs AI Websites



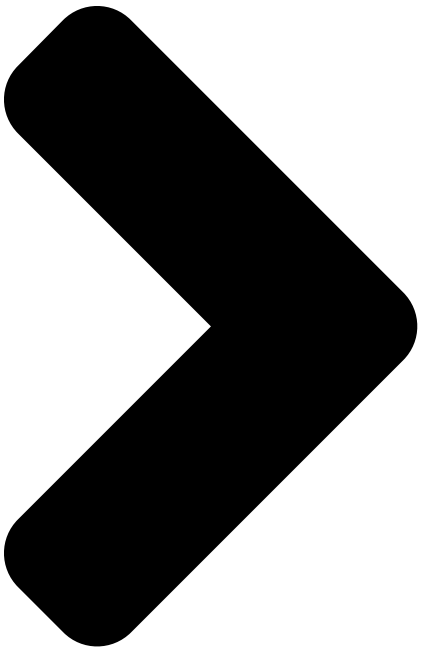
Your Digital Marketing Ecosystem Explained



- Mastering Answer Engine Optimization (AEO)



- Beware the Template Trap

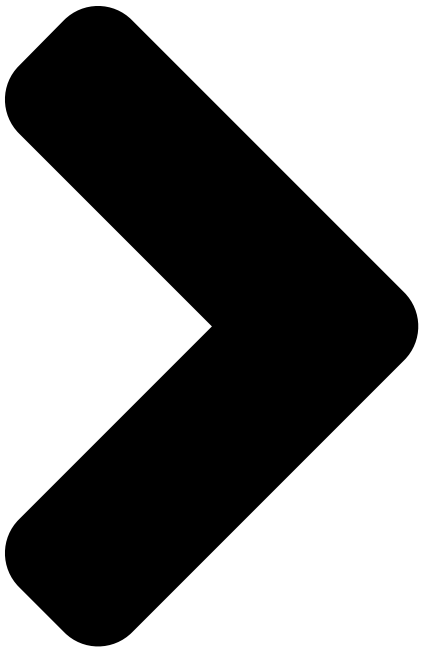


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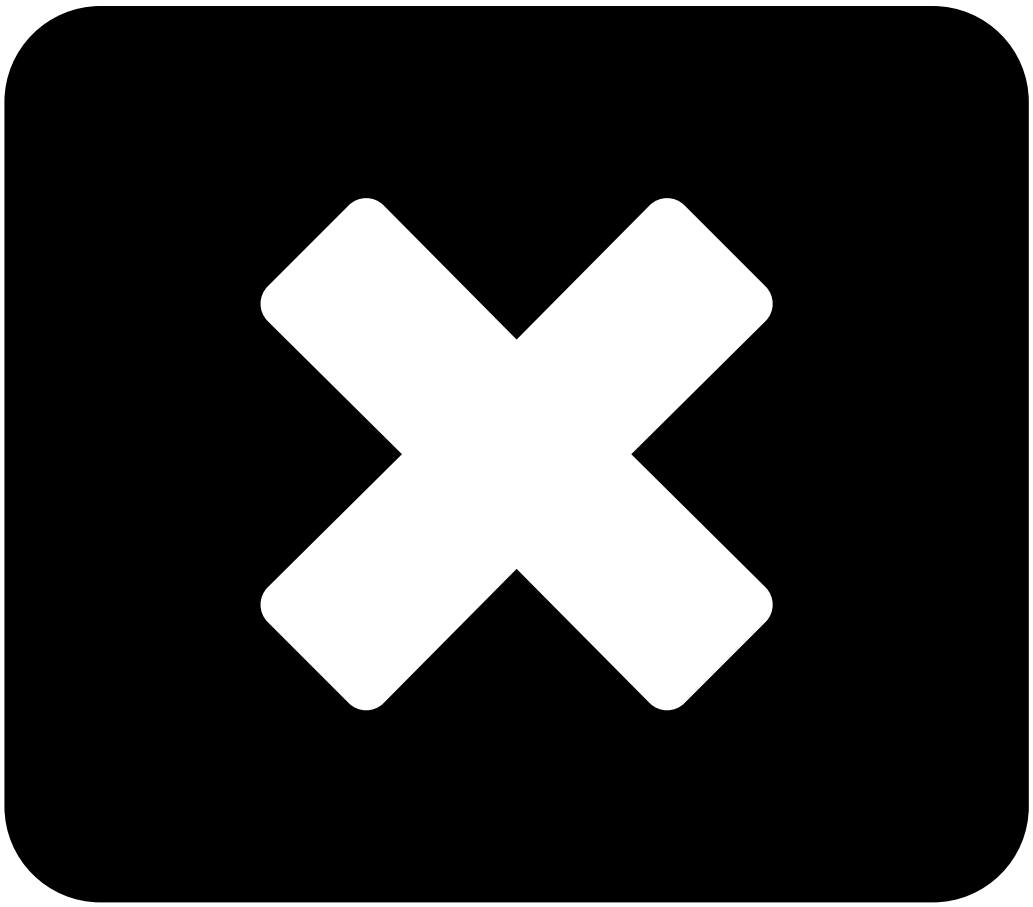
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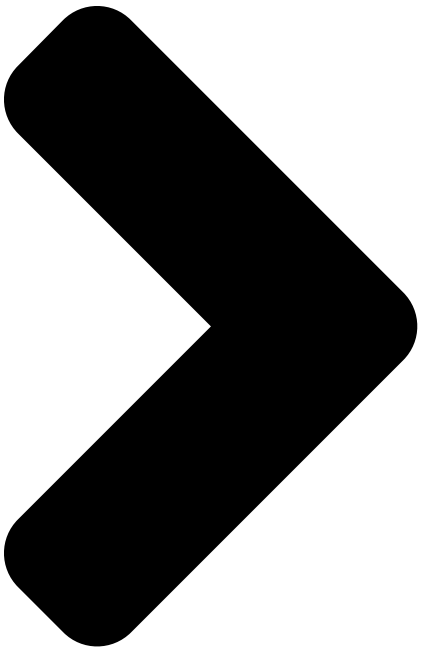


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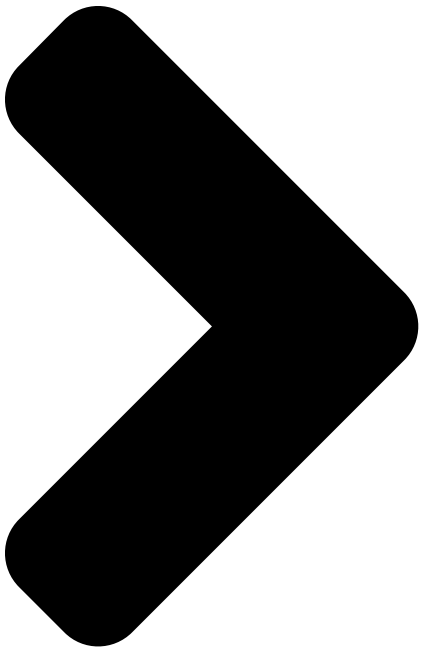


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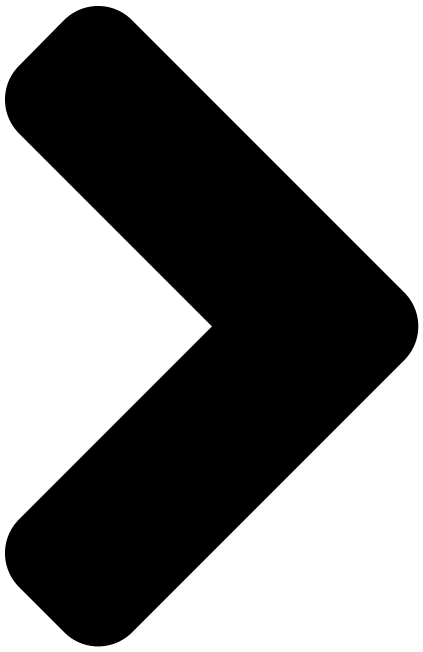
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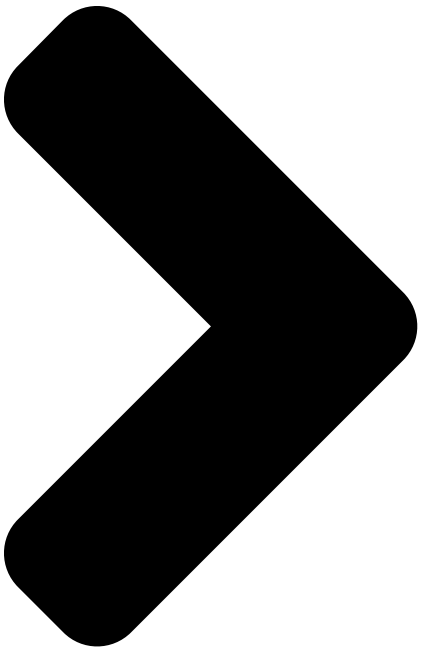
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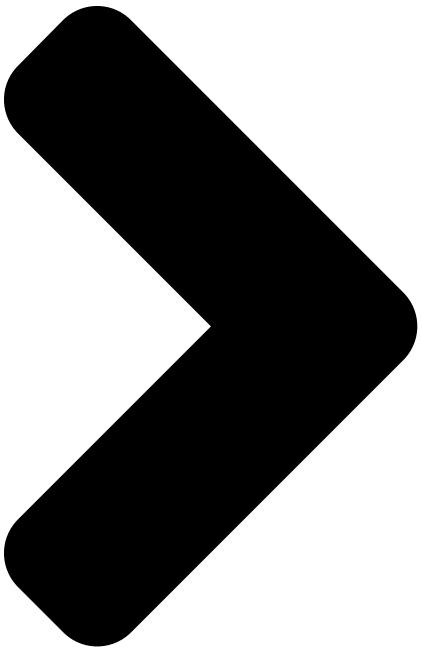
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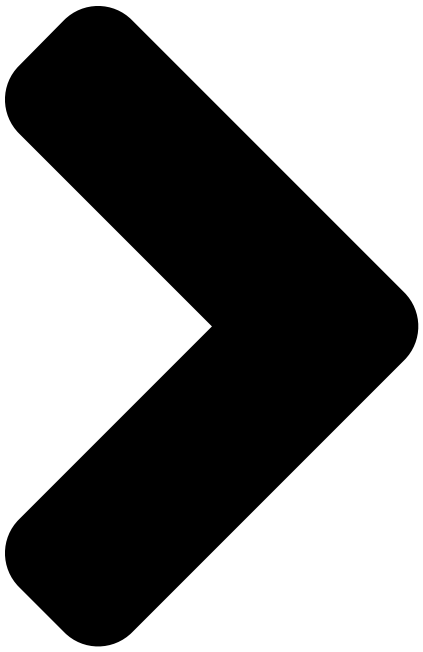
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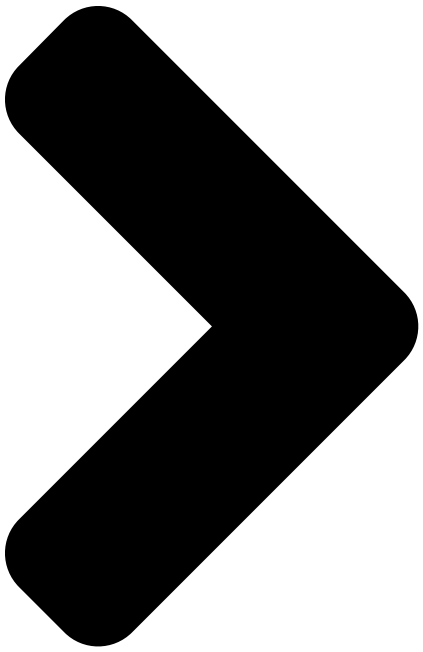
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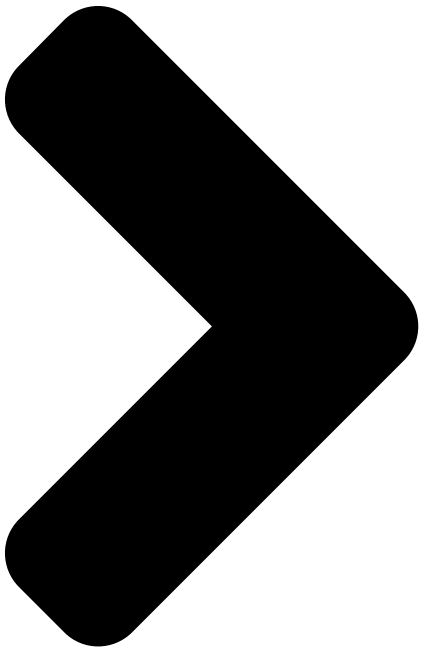


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Social Media Management: A Digital Marketing Agency’s Secret Weapon

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Why Social Media Management Matters: A Digital Symphony of Connectivity

In our digital era, where every click matters, harnessing the power of social

media has become a game-changer for businesses. The advent of social platforms has transformed the way we connect, communicate, and consume information. For businesses aiming to thrive in this competitive landscape, Social Media Management (SMM) emerges as a pivotal strategy, and the expertise of a digital marketing agency is the secret sauce for success.

1. Brand Visibility and Recognition

In the vast expanse of the internet, standing out is non-negotiable. Social Media Management ensures that your brand is not just a needle in the haystack but a shining star. Consistent, engaging content across platforms not only enhances visibility but fosters brand recall.

2. Audience Engagement and Interaction

Social media is not a one-way street, it’s a dynamic conversation. A digital marketing agency orchestrates meaningful interactions, turning your brand into a participant rather than a mere spectator. This fosters a sense of community and trust.

3. Targeted Marketing and Audience Segmentation

Understanding your audience is the cornerstone of effective marketing. Social Media Management allows for precise targeting based on demographics, interests, and behaviors. This ensures that your content reaches those most likely to convert into customers.

The How’s of Social Media Management: A Symphony of Strategy

1. Content is King, Strategy is Queen

Crafting compelling content is just the beginning. A digital marketing agency develops a comprehensive content strategy, aligning your brand message with the preferences of your target audience. From blog posts to visually stunning graphics, every piece serves a purpose in the larger narrative.

2. Data-Driven Decision Making

Numbers tell a story, and a good digital marketing agency is fluent in that language. They leverage analytics to track the performance of campaigns, identify trends, and refine strategies accordingly. This ensures that your brand is always evolving to meet the dynamic demands of the digital landscape.

3. Adaptability in the Face of Change

Social media platforms evolve rapidly. What works today might not be effective tomorrow. A digital marketing agency stays ahead of the curve, adapting strategies to align with platform changes, algorithm updates, and

emerging trends.

The Why’s of Partnering with a Digital Marketing Agency

1. Expertise in the Digital Jungle

Navigating the digital landscape requires expertise. A digital marketing agency is well-versed in the ever-evolving nuances of social media platforms, ensuring that your brand capitalizes on the latest features and trends.

2. Time is Money

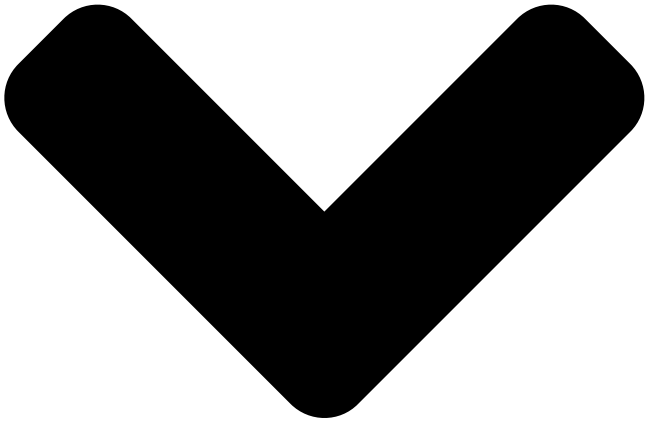
Every penny spent on marketing should contribute to your bottom line. A digital marketing agency not only maximizes your budget but also provides measurable results. From lead generation to conversion tracking, every aspect of the social media strategy is geared towards tangible outcomes.

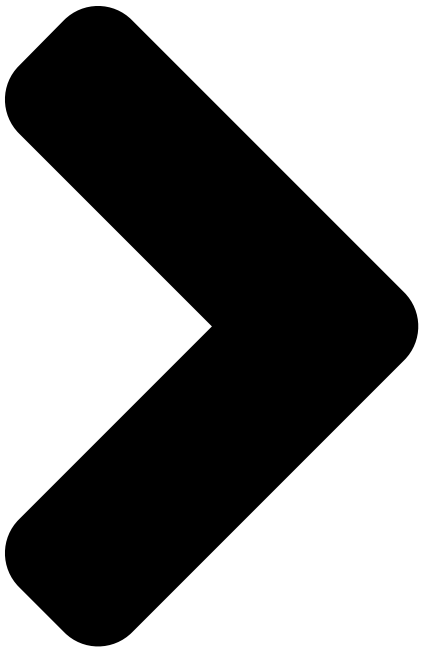
Conclusion: Elevate Your Brand with Social Media Management

In the symphony of digital marketing, Social Media Management is the crescendo that can elevate your brand to new heights. Partnering with a digital marketing agency transforms this complex task into a seamless, strategic endeavor. As your brand becomes a prominent player in the social sphere, the ripple effect on your business growth will be nothing short of phenomenal. Embrace the power of Social Media Management, and let your brand’s melody be heard in the digital symphony.

Frequently Asked Questions (FAQ)

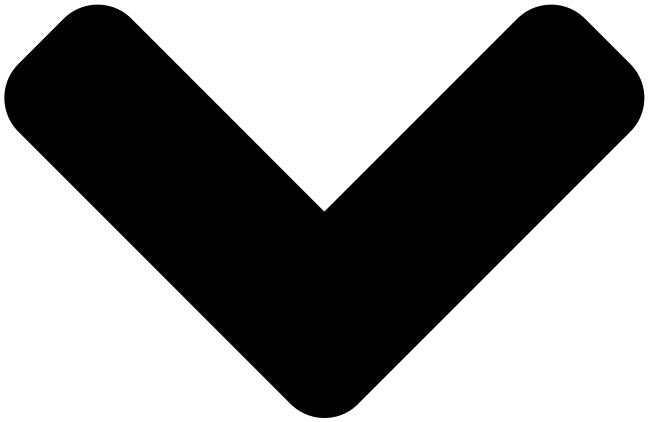
What are the main benefits of Social Media Management for my brand?

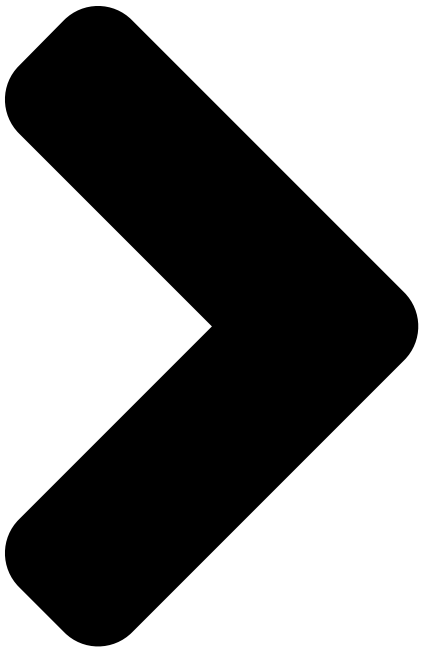




Social Media Management enhances brand visibility and recognition, ensures consistent and engaging content, and fosters audience engagement and trust by turning your brand into an active participant in conversations.

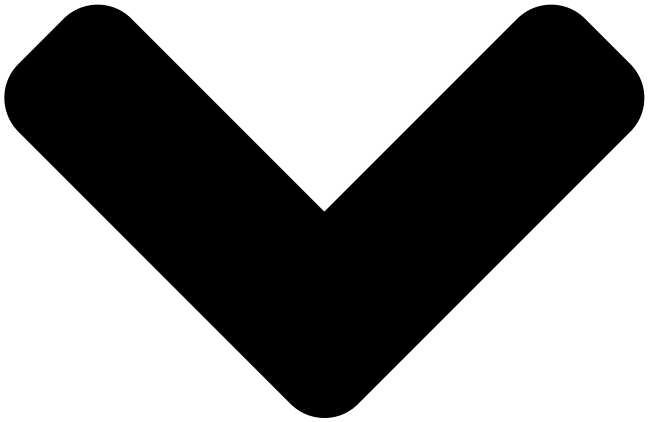
How does Social Media Management help target the right audience?

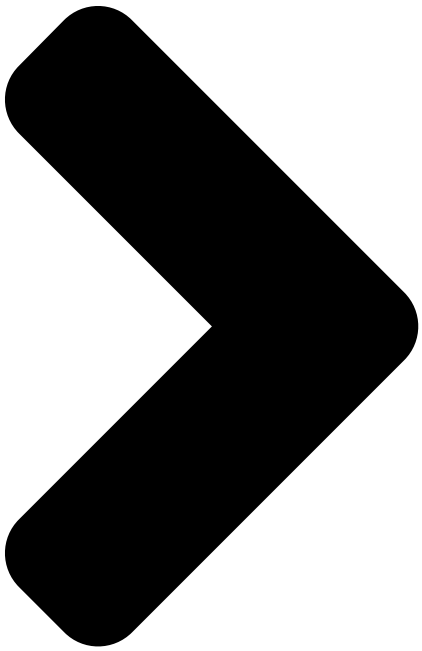




It allows for precise targeting and audience segmentation based on demographics, interests, and behaviors, ensuring your content reaches those most likely to become customers.

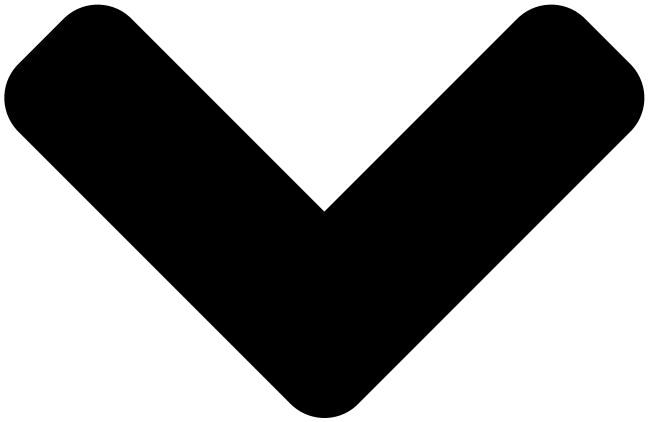
Why is strategy important in Social Media Management?

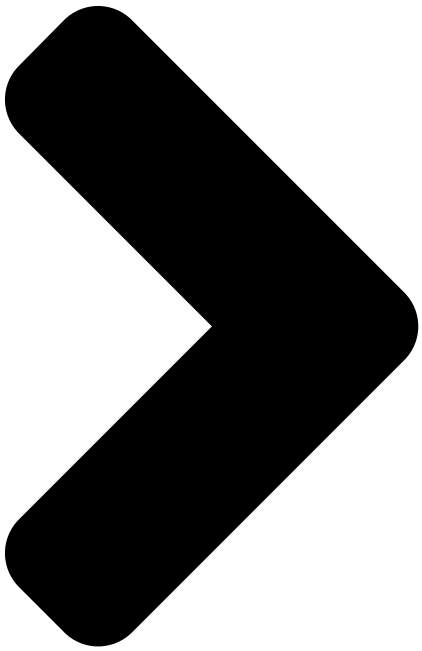




While content is key, a comprehensive strategy aligns your brand message with your audience’s preferences. A digital marketing agency develops this strategy so every piece of content serves a purpose in your brand’s larger narrative.

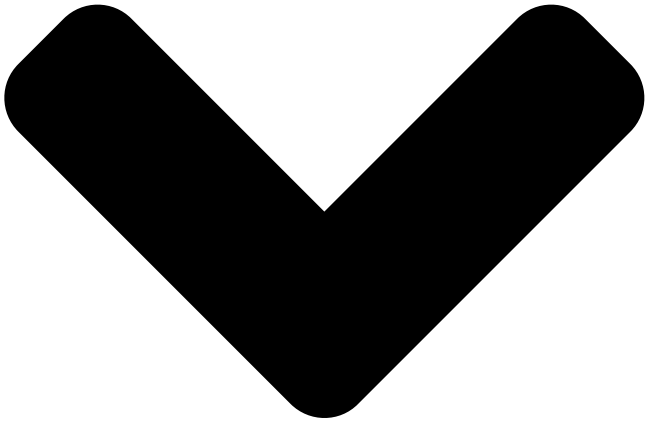
How do digital marketing agencies use data in Social Media Management?

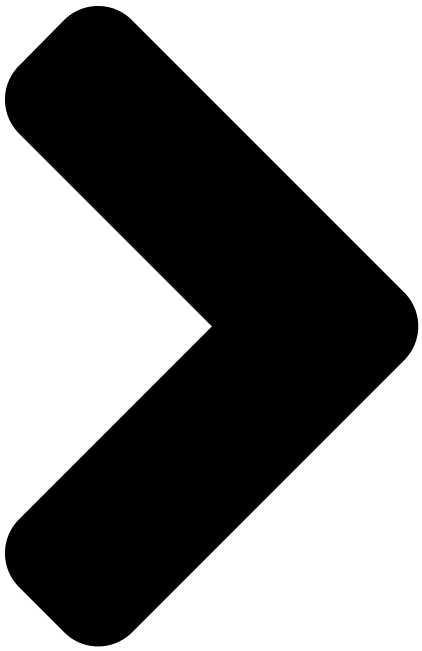




Agencies leverage analytics to track campaign performance, identify trends, and refine strategies through data-driven decision-making, ensuring your brand adapts to the dynamic digital landscape.

Why should I partner with a digital marketing agency for Social Media Management?





A digital marketing agency brings expertise in navigating evolving social platforms, saves you time and money by maximizing your budget, and focuses on delivering measurable results like lead generation and conversions.

Social Media Management enhances brand visibility and recognition, ensures consistent and engaging content, and fosters audience engagement and trust by turning your brand into an active participant in conversations.

It allows for precise targeting and audience segmentation based on demographics, interests, and behaviors, ensuring your content reaches those most likely to become customers.

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Reach Out to Us

Ready to elevate your brand with a strategic social media presence?

Let TSI Digital Solution’s expertise turn your social channels into a growth engine.

Contact TSI Digital Solution, today to discuss your Social Media Management strategy.

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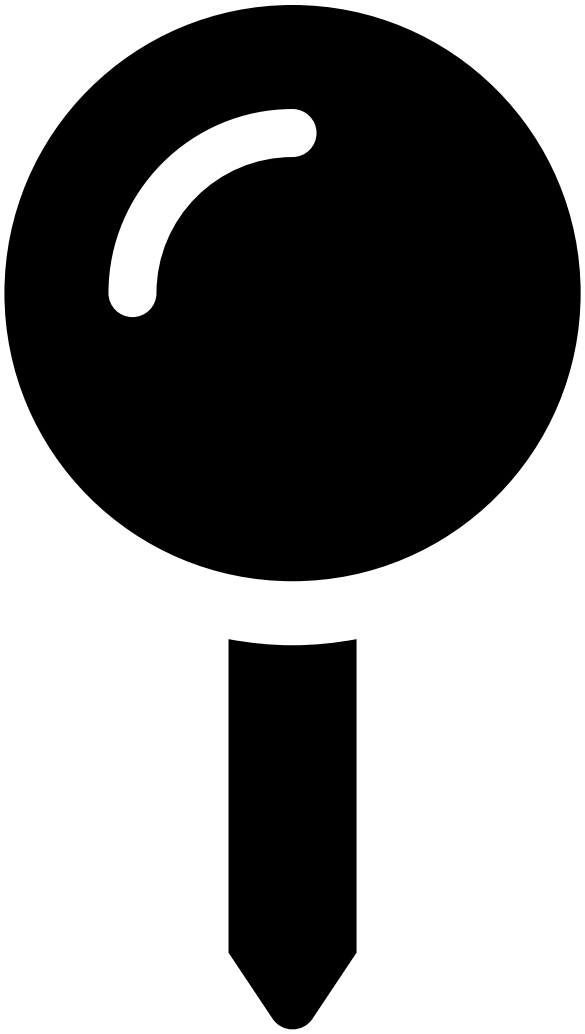
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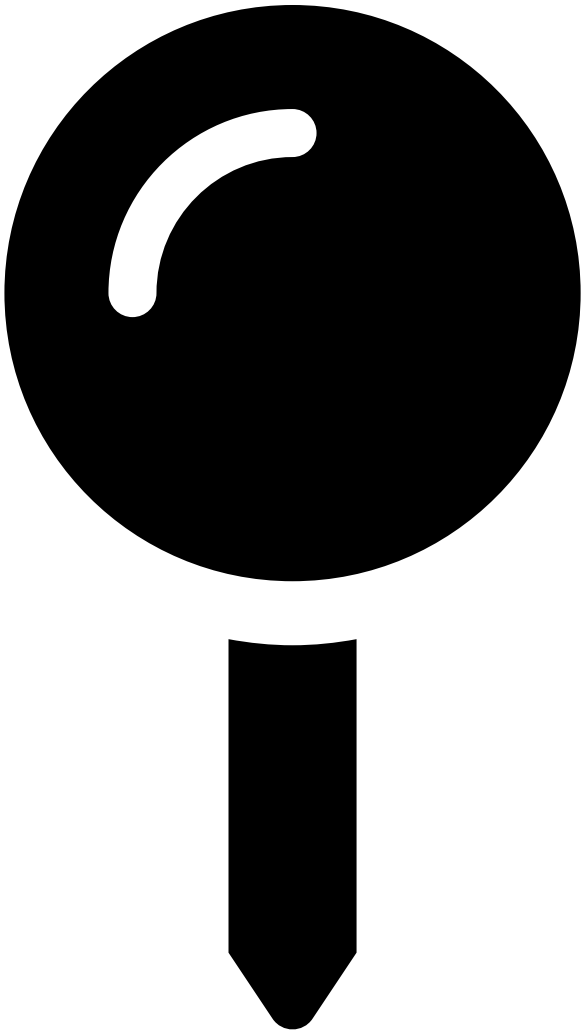
Your Wishes

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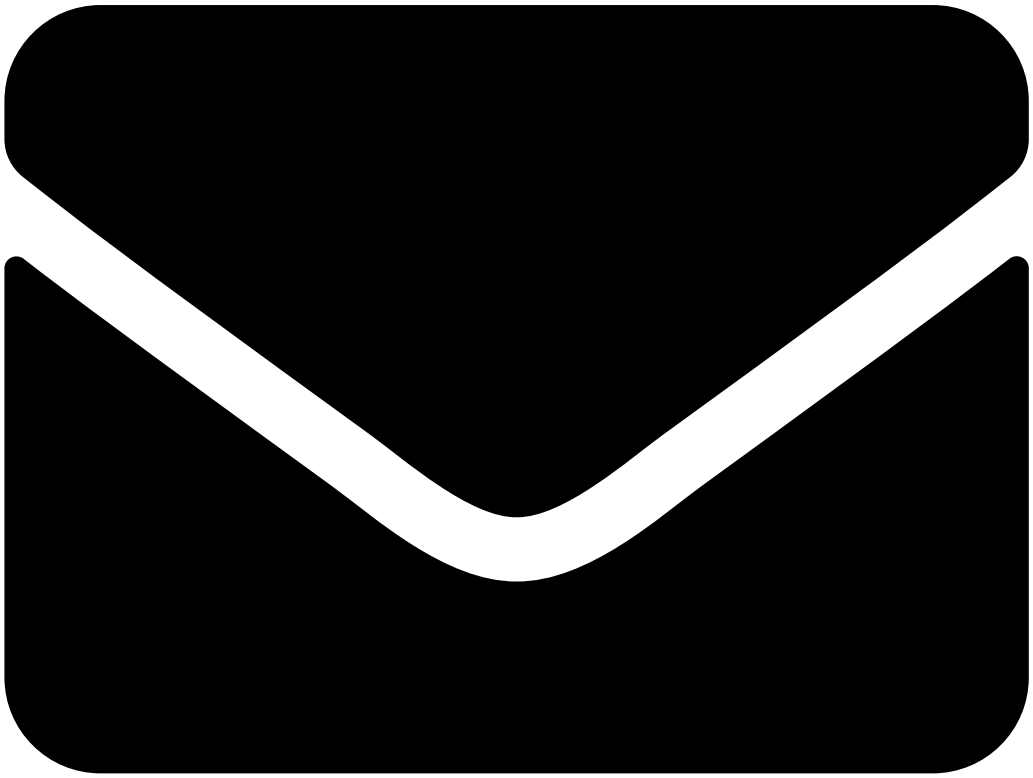


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