



# BUSINESS TECH

THE USE OF SOCIAL  
MEDIA PLATFORMS TO  
IMPROVE YOUR BUSINESS

Say hello and introduce yourself in the chat section while we wait to start the workshop/training.

FOUCHIX PRESENTS

FOUCHIX PRESENTS  
**29**  
JAN

**WORKSHOP/TRAINING**  
**VIRTUAL EVENT**

**29 JAN**

**BUSINESS TECH:**  
THE USE OF SOCIAL MEDIA  
PLATFORMS TO IMPROVE  
YOUR BUSINESS.

INSTRUCTOR:  
**MICHAEL OGOLOR**

TIME: 12 NOON

GOOGLE MEET:  
<https://meet.google.com/kek-fdht-pnr>

Instagram, Facebook, Twitter, YouTube icons

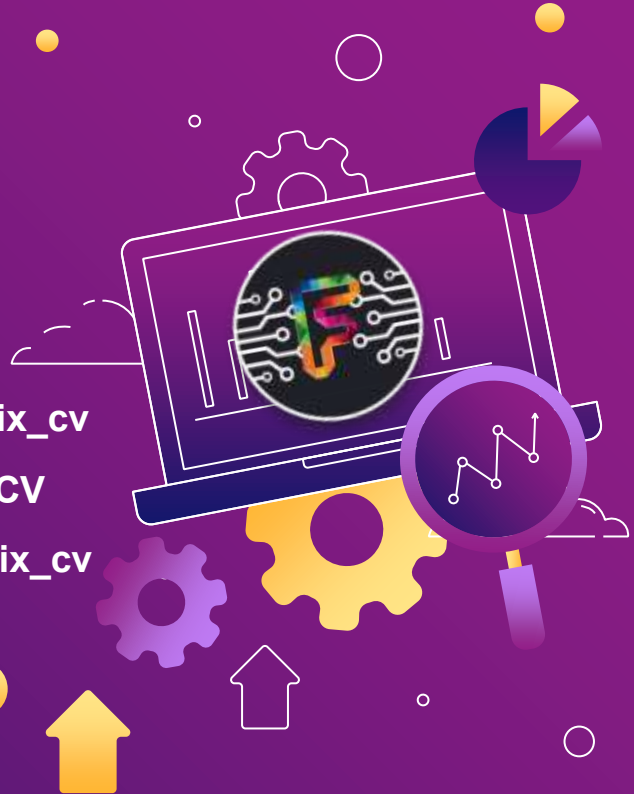
The poster features a central graphic with a black brushstroke background containing the text 'WORKSHOP/TRAINING VIRTUAL EVENT' and '29 JAN'. Above this is a circular logo with a circuit board pattern and the letters 'FT'. The top right corner includes the text 'FOUCHIX PRESENTS' and a date box '29 JAN'. The bottom right corner contains the event title 'BUSINESS TECH: THE USE OF SOCIAL MEDIA PLATFORMS TO IMPROVE YOUR BUSINESS.', the instructor's name 'MICHAEL OGOLOR', the time '12 NOON', the Google Meet link, and social media icons.



# BUSINESS TECH

THE USE OF SOCIAL MEDIA PLATFORMS  
TO IMPROVE YOUR BUSINESS

-  @fouchix\_cv
-  FouchixCV
-  @fouchix\_cv





# HELLO! I'M...

## MICHAEL OGOLOR

IT Professional

 MICHAEL OGOLOR

 @your\_it\_prof

 Michael Kevin

 @kevin\_thron





# WHAT IS BUSINESS TECH

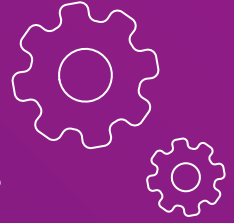


**Business technology** encompasses the use of science, data, engineering, and information for commercial purposes, such as achieving economic and organizational/business objectives. The concept of change, and how it might affect business and society, lies at the heart of technology. It is made up of **information technology and solutions** that are used to manage business processes and transactions.





# SOCIAL MEDIA PLATFORMS





# ○ WHATSAPP BUSINESS

- Business Profile
- Quick Replies
- Automatic Greeting Message
- Automatic Away Message
- Contacts Labels
- Message Statistics
- Catalogs
- Interactive Business Message
- List Messages and Reply Buttons
- Facebook Shops Integration
- WhatsApp Payments in India





# TELEGRAM

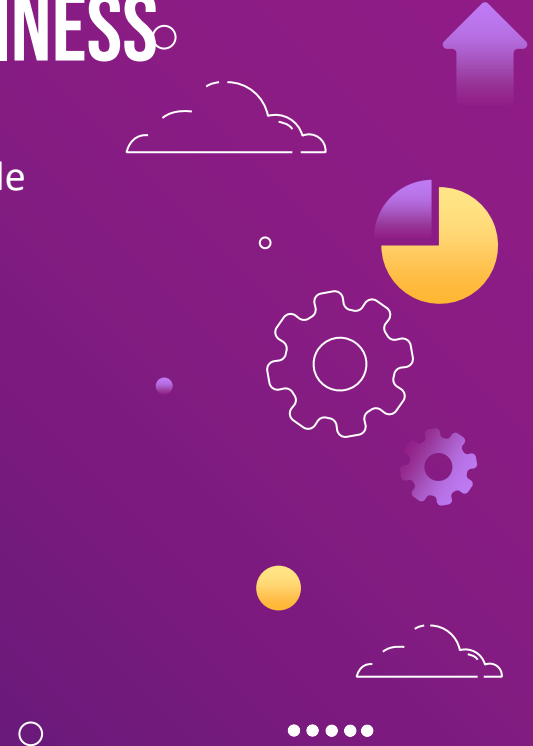
- Telegram bots
- File size
- Group size
- Channel
- Reactions
- Message Pins.
- Multiple account support





# ○ INSTAGRAM FOR BUSINESS

- Your Instagram bio gets an upgrade
- You can schedule posts
- Access to Instagram insights
- Set up an Instagram Shop
- Access advertising options
- Create quick replies
- Approve branded content tags
- Add links to Instagram stories

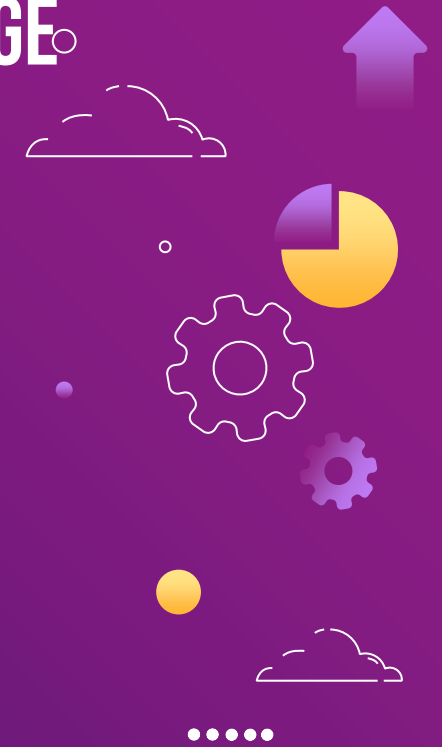






# ○ FACEBOOK BUSINESS PAGE ○

- Calls-to-Action
- Manage Sections
- Schedule Posts
- Page Moderation/Profanity Filter
- Similar Page Suggestions
- Event App
- Featured Likes/Page Owners
- Pages to Watch
- When Your Fans Are Online
- Post Types





# ○ GOOGLE MY BUSINESS

- Manage how your local business appears on Google Search and Maps.
- Edit your business information (e.g. address, phone number, and hours).
- Respond to reviews, questions, and messages from customers.
- Share new photos and post updates on special offers and events.
- Check how customers find and interact with your business on Google.





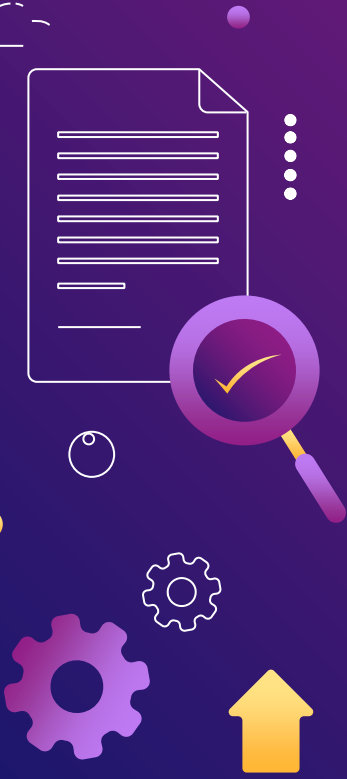
# ○ TWITTER & LINKEDIN



Twitter



LinkedIn





# ADS AND CAMPAIGNS



the act of promoting a product, brand, or service to a target audience in order to generate interest, engagement, and sales.

ADS

A

CAMPAIGNS

C

An advertising campaign is a well-planned strategy that is used across several mediums to attain certain goals such as enhanced brand awareness, increased sales, and improved communication within a market. All of this is made possible through advertising.





# LANDING PAGE VS WEBSITE



LANDING PAGE

VS

WEBSITE



Here are 4 of the most common differences between a website and a landing page:

1. Landing pages have no navigation — Websites do.
2. Landing page traffic comes from ads — Website traffic comes from many sources.
3. Landing pages are separate from a business' website — Homepages are the front page of a business' website.
4. Landing pages have a single goal — Websites promote browsing.





# HASHTAGS

PLATFORM	NO. OF #
Facebook	0
Twitter	2
Instagram	11+, max:30
Tiktok	5





# BENEFITS OF SOCIAL MEDIA FOR YOUR BUSINESS



## INCREASED BRAND AWARENESS

83% of IG users say they discover new products on the platform

## HUMANIZE YOUR BRAND

Create human connections

## ESTABLISH YOUR BRAND AS A THOUGHT LEADER

The go-to source for information on topics related to your niche

## STAY TOP OF MIND

Seventy percent of social media users log into their accounts at least once per day

## INCREASE WEBSITE TRAFFIC

Social media posts and ads are key ways to drive traffic to your website

## GENERATE LEADS

Lead generation is such an important benefit of social media for business





# BENEFITS OF SOCIAL MEDIA FOR YOUR BUSINESS

## BOOST SALES

Your social accounts are a critical part of your sales funnel

## PARTNER WITH INFLUENCERS

Recommendations from friends and family play a huge role in consumer decisions

## ESTABLISH YOUR BRAND AS A THOUGHT LEADER

Recommendations from friends and family play a huge role in consumer decisions

## PROMOTE CONTENT

a great way to get your smart, well-researched content in front of new people, proving your expertise and growing your audience.

## GO VIRAL

Likes, Comments, Shares, Tags, Mentions.

## SOURCE CONTENT

Source ideas and Source materials for posts







# BENEFITS OF SOCIAL MEDIA FOR YOUR BUSINESS

## REPUTATION MANAGEMENT

Highlight the positive and address the negative before it turns into a major issue

## CRISIS COMMUNICATION

Silence is not an option when it comes to responding to crises on social media

## CUSTOMER AND AUDIENCE ENGAGEMENT

If you want customers and followers to be engaged, you have to be engaged yourself.

## CUSTOMER SERVICE AND CUSTOMER SUPPORT

People expect brands to be available on social media

## LEARN MORE ABOUT YOUR CUSTOMERS

Social media generates a huge amount of data about your customers in real-time

## GAUGE SENTIMENT AROUND YOUR BRAND

Lots of mentions could be a good thing but what if they are negatives.





# BENEFITS OF SOCIAL MEDIA FOR YOUR BUSINESS

## KEEP AN EYE ON THE COMPETITION

It's also important to know what people are saying about your competitors

## STAY ON TOP OF INDUSTRY NEWS

Keeping a virtual ear to the ground through social listening

## TARGETED ADVERTISING

Social ads are an inexpensive way to promote your business and distribute content.

## RETARGETING

Using tracking tools like the Facebook pixel

## REPORTING AND ANALYTICS

It is always a challenge for marketers to prove return on investment





# TOOLS

## A MOBILE DEVICE

Smart phone, tablet,  
laptop

## LIGHTBOX

Staging your product.

## PICARTS

A photo and design app

01



02



04



03

05



06

## INTERNET

Okay internet  
connectivity and data

## CAMERA

Camera should produce  
decent quality pictures

## CANVA

A web app for creating  
designs online.





# TOOLS

## TRIPOD

Especially if you are going to be making videos

07



08

## LIGHT

Your selfie videos have to be clearly visible



## VIDEO EDITOR

Filmora Go, Adobe premier etc.

09



10

## PRO HELP

opt for professional service.



## CREDIT/DEBIT CARD

For payments

11



12

## RESEARCH

Others in your niche, competitors, seek feedbacks & opinions.

