

### **Q1. What is Social Media Marketing?**

**Ans:** Social media marketing is a process of attaining attention, build your brand, increase website traffic and sales through social media websites. Brands and individuals simply achieve this by publishing engaging content on their social media channels, engaging with their followers, and running social media campaigns.

There are thousands of social media websites are available as we speak. Most important social media channels based on user base are Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest.

#### **The five pillars of social media marketing are**

- Strategy
- Planning and publishing
- Engagement
- Analytics
- Advertising

### **Q 2. How will you boost Tweets or Twitter posts?**

**Ans:** To best practices to boost tweets are:

- Find out the best time to post on Twitter
- Reach out to influencers and connect with them. Try to engage in a cross-promotional activity.
- We can use twitter paid ads to quickly reach out to our targeted audiences.
- Use hashtags properly. Not too much but the right ones to get more reach.
- Schedule your tweets and use calendar to organize everything.
- Use images, links, GIFs to increase retweets.
- Use twitter polls to let users engage with your content.
- Creatively participate in twitter chats to increase your brand awareness.
- Share good content from across the web to increase follower count.
- Use video in the post to improve the reach and engagement rate.

### **Q 3. How do you measure social media success?**

**Ans:-** The following are the metrics we can track to understand the success of the campaign

- Follower growth
- Likes and reaction to the posts
- Track Mentions
- Reach of your posts
- Comments and replies to the posts
- Sharing numbers of the posts
- Social traffic to the website
- No of video views
- No of leads generated.

### **Q4 .How to use Social Media to help website blog promotion?**

**Ans:** We can use the following strategies to utilize social media for blog promotion.

- Sharing and promoting content across various platforms such as Pinterest, Tumblr, Facebook, Twitter, etc.
- Create a short video about the blog post and share on video sharing platforms such as YouTube.
- Conver them into infographics and share on sites such as Instagram
- Use different titles and descriptions based on the social media platform.
- Make different boards on Pinterest and promote on Pinterest.
- Use sites such as Slideshare and give a backlink to your blog post.
- Implementing social media sharing buttons on the blog.
- If the blog post mentions a popular celebrity, mentioning him/her might let him/her share the blog post from his/her social account.

### **Q 5 . What is the best time to post on social media?**

**Ans:** It depends upon the social media platforms.

#### **Facebook**

The best time to post on Facebook is 9 am to 3 pm on Weekdays.

Sunday has the least engagement.

Wednesday has the best day to post on Facebook.

### **Instagram**

The best time to post on Instagram is from Tuesday to Friday from 10 am to 3 pm.

Wednesday has the best day to post on Instagram.

Best time to post on Instagram is Wednesday at 11 am and Friday 10-11 am.

### **Twitter**

The best time to post on Twitter is Wednesday 9 am and Friday 9 am.

Consistent performance is your requirement? Monday to Friday from 8 am to 4 pm.

Saturday gets the worst engagement.

### **LinkedIn**

The best time to post in LinkedIn is Wednesday 9 to 10 am and 12 pm.

The best day to post is Wednesday

From Tuesday to Friday from 8 am to 2 pm, good engagement guaranteed.

### **Q 6:- What are some general tips for social media success?**

**Ans:** Some general tips for social media success are:

- Find the best platforms for your market and business

- Find and connect with influencers for cross-platform marketing
- Grow your audience by publishing quality content consistently and at the right time.
- Engage with your audience. Connect with them to understand better.
- Set goals at the planning stage and measure results periodically and tweak wherever needed.

**Q 7:- How long will it take to see results from social media marketing?**

**Ans:** It depends on a lot of factors.

It also depends on what results actually means to your business. Engagement and leads might take longer and it's about how good your content and strategy are. If you are looking for shares, fans, comments, other engagements you should see results in a month provided how engaging you and your content is.

It also depends on your budget. If you are ready to spend more money, the results will come way faster.

It also depends on the level of commitment and consistency.

**Q8:- How to improve Facebook organic reach?**

**Ans:** To improve Facebook organic reach, you need to share content which is specially designed to generate shares and attention. Take time and effort to engage with your audience. Increase your organic reach with paid promotion. Use Facebook as a community hub to connect with a lot of people. Collaborate with Facebook influencers so your business will be in the eyes of their followers

**Q9 :- How social media helps SEO?**

**Ans:** Social media content gets indexed in search engines. Social media profiles rank in search results. Social media channels act as search engines so, people search about a brand/business in social media. So, having a good social media profile is essential to increase brand awareness.

Making your website and blog posts social media sharing-friendly let them reach more people and increase your social traffic. And, more links and more traffics, of course, make search engines notice you, in a good way.

**Q10 :- How do you get more retweets?**

**Ans:** One of the most expected Social media marketing interview questions. We can get more retweets by following few methods like Tweeting at the right time

Asking for retweet,

Tweet links which our followers would like to share with their followers,

Retweeting others' tweets,

Use hashtags,

Talking in audience language,

Ensuring you leave enough characters so that users would retweet,

Using visually appealing images,

Providing useful information like infographics,

Creative or funny content which would make them laugh and then repost,

Posting realtime news.

**Q11:- How do you deal with negative comments or an online reputation crisis?**

**Ans:** There is a list of things I do follow in order to tackle negative comments or an online reputation crisis such as:

**Acting quick** – Before the issue becomes big and become viral, respond appropriately and provide or promise a solution to the user or users. Respond to the posts or comments in a polite way with a relevant and convincing answer.

**Not deleting it** – Deleting it makes it look like their claim is real and we are afraid of truth going out.

**Informing the management** – to let them know the situation and let them share any of their ideas

**Responding to each complaint** – to let the world knows you are not just a business to make money but care about their customers and trying best to give the best service possible.

**Making one-page answer to all the questions they have** – and promoting the page to rank on organically so when people search about it, they will be taken to the page instead of your social media channels. Even if users directly come to your social media page to ask about the issue, shift them from social media pages to take off the spotlight.

**Showing the human side** – by personalizing the message, not sounding like a bot, apologizing sincerely, don't over-promise and show your human side.

### **Q12:- Why YouTube is important for marketing?**

**Ans:** As video consumption is increasing day by day, YouTube is the King of the jungle which is actually the second most popular search engine. It gets more than 3 billion video views per day. If you need to promote videos, YouTube is one of the top places you should be looking for. If your video gets wildly popular, it will be featured on YouTube homepage which will make further improving the reach.

### **Q 13:- How LinkedIn should be used to promote business?**

**Ans:** Companies can gain social media advantage through LinkedIn by:

- Participating with relevant groups.

- Creating a group and nurture it.
- Sharing relevant industry and business updates.
- Sharing ideas, tips, tricks to targeted audiences which makes them follow your page and engage regularly.
- Trying showcase pages.
- Using LinkedIn ads to attract more audience.
- Learning from LinkedIn analytics.

**Q14:- How to use Instagram for social media marketing?**

**Ans:** We can use Instagram for social media marketing by

- Utilizing product teasers that could urge people to purchase.
- Using sponsored ads to reach more targeted audience.
- Finding and connecting with influencers.
- Crafting a consistent brand on Instagram.
- Conducting competitor analysis and find their strengths and weaknesses.
- Posting at the right times.
- Making use of Instagram analytics.

**Q 15:- What are social media calendars and How did you create one?**

**Ans:** It is one of the most common social media marketing interview questions. Social media calendars are apps or excel sheets used to schedule posts in advance. It will help you track which content will be shared so you can plan accordingly for the future.

Social media calendars help you to organize otherwise a chaos task. It helps you save time and analyze your results easily.

I create a social media calendar by setting monthly social media goals, deciding on a content mix for your channels, adding content to the calendar.

After it's ready, we can use it to create, schedule and publish social media posts.

We can use excel which is cost-saving or we can use external software with automation feature that can greatly reduce your effort and time needed.

Social media calendars use to track the performance of the posts

which will be helpful to plan future campaigns and posts.

**Q16:- Which key performance indicators do you consider to measure the performance of your social media initiatives?**

**Ans:** There are various KPIs I consider important to measure the performance. It is important to target the right KPIs to get the desired result.

Some of my important KPIs are:

**1) KPIs for Reach**

Followers or Subscribers count, Number of Impressions, Amount of traffic to the website, Audience growth rate, Post reach, Share of voice.

**2) KPIs For engagement**

Number of Likes, Number of Shares, Number of Comments, Number of Mentions, Average engagement rate

**3) KPIs for conversion**

Sales revenue, Conversion rate, click-through rate

**Q17:- How to increase leads with social media?**

**Ans:** The interviewer would like to know your abilities to increase leads for the business. At the end of the day, every business would want to increase sales or leads from every marketing campaign. You need to explain how much social media can improve their leads for the money they are investing in.

The answer should be customized for their business. Some strategies would not work for some types of business. Running contests can benefit some companies and not for other companies. Social media advertising is a widely used strategy multiple companies use today to increase their number of leads. You can explain how Facebook lead ads, Instagram lead ads, or LinkedIn lead gen forms can help their business.

Some of the other popular methods are Facebook custom tabs, hosting a hangout or webinar, using influencers to increase visibility and leads, sharing links to gated content, using geo-targeted search, and more.

**Q 18.What is the use of Google Analytics in social media marketing?**

**Ans:** Google Analytics helps to track the amount of traffic directed towards your website from various social media channels.

**Q 19. How to stay updated in Social Media?**

**Ans:** I do follow a good number of industry blogs and forums to update myself with the latest trends, news, research, ideas and more. I implement my knowledge into my day to day activities to understand how they work.

I attend seminars and workshops periodically to network with fellow social media experts and get more knowledge through their experiences.

I use LinkedIn groups to find current issues and solutions.

YouTube Channels, Podcasts and webinars help me keep updated.

**Q 20 Describe the most successful social media campaign you have run.**

**Ans:** This is the most complex version of 'What is your strength' question. It's time for you to shine. Talk about the most successful campaign in terms of impact (not just ROI or recent). Don't just throw the numbers but share it as a beautiful story which anyone can understand without going too much about the stats and numbers. Tell them what's the idea behind the campaign, what you wanted to achieve and how you planned the strategy for the campaign, how you executed it, how you tweaked to improve the impact, how successful it was, how you tracked the success, how you analyzed and learned from the campaign, how it changed your viewpoint of certain idea/metric. Especially, let them know what kind of impact or profit it made for the company. They should not think you are just bragging so, be enthusiastic but don't exaggerate. Finish it with the insights you gained from the campaign and how it will be helpful in your future campaigns.

**Q21:- What are our competitors doing in social media?**

**Ans:** This will be one of the important social media marketing interview questions. It is to understand how well you analyzed their business and market which would show your homework and dedication to the interview. So, analyze their top 3 competitors and find out how are they promoting their business on social media. What kind of strategies they are using, List down their strong points as well as weak points.

**Q 22:- Describe the most successful social media campaign you've run. What did you learn?**

This question is a variant of the popular "what is your proudest accomplishment" question, and is almost guaranteed to be a question you'll face in an interview. Be ready for this one by outlining the basics

of the campaign. If you can't memorize all the details, bring some notes to refer to.