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# **DIGITAL MARKETING**

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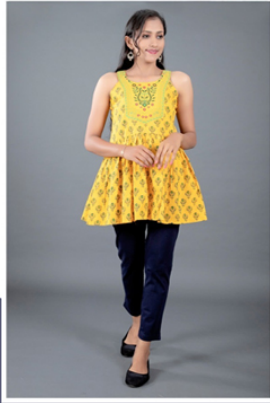
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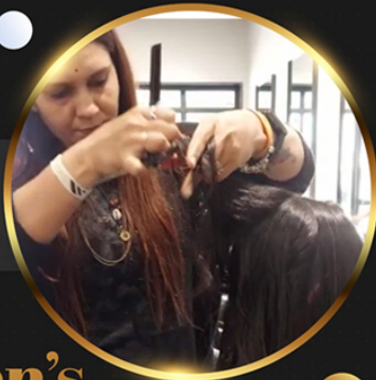


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A background collage of various icons related to social media and marketing. It includes a lightbulb, a line graph, a smartphone with a heart icon, a target, a bar chart, a clock, and the letters 'SMM' in a large, bold font.

**ONLINE CAMPAIGNING :**

# **SMM**

***These social media platforms enable brands to connect with their audience to:***

- > Build a brand;*
- > Increase sales;*
- > Drive traffic to a website; and*
- > Build a community of followers to share and engage with content.*



# **SOCIAL MEDIA MANAGEMENT**

- Profile Creation (Facebook, Instagram)
  - Profile Setup
  - Profile Branding
- Content Creation
  - Post Designing
- Hashtag Research