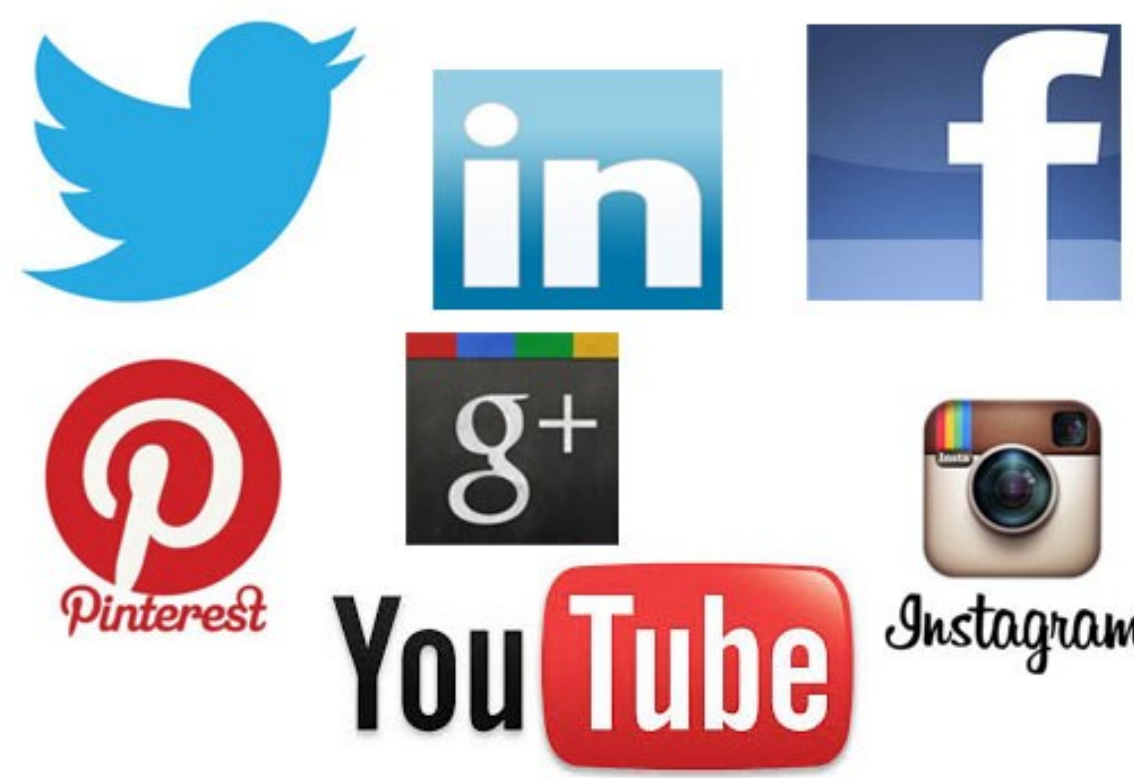


INTRODUCTION

1.**Social media marketing** (SMM) is a form of Internet **marketing** that utilizes **social network-ing** websites as a **marketing** tool, social network-ing website are— Face book
Pinterest
Instagram
Twitter
You tube etc.

2.The goal of SMM is to produce content that users will share with their **social** network to help a company increase brand exposure and broaden customer reach



Benefits of SMM

- Ψ Increased Brand Recognition
- Ψ Improved brand loyalty
- Ψ Higher Brand Authority
- Ψ Decreased Marketing Costs.
- Ψ Increased Inbound Traffic
- Ψ Richer Customer Experiences

SMM METHODOLOGY FOR DR. NIGAM’S CLINIC

Analysis –Analysis of existing page was done and checked out it availability on other social media plat from.

FINDINGS

NON AVAILABLE: - Page is not available on other social media platforms like

- Ψ Instagram
- Ψ LinkedIn
- Ψ YouTube
- Ψ Pinterest

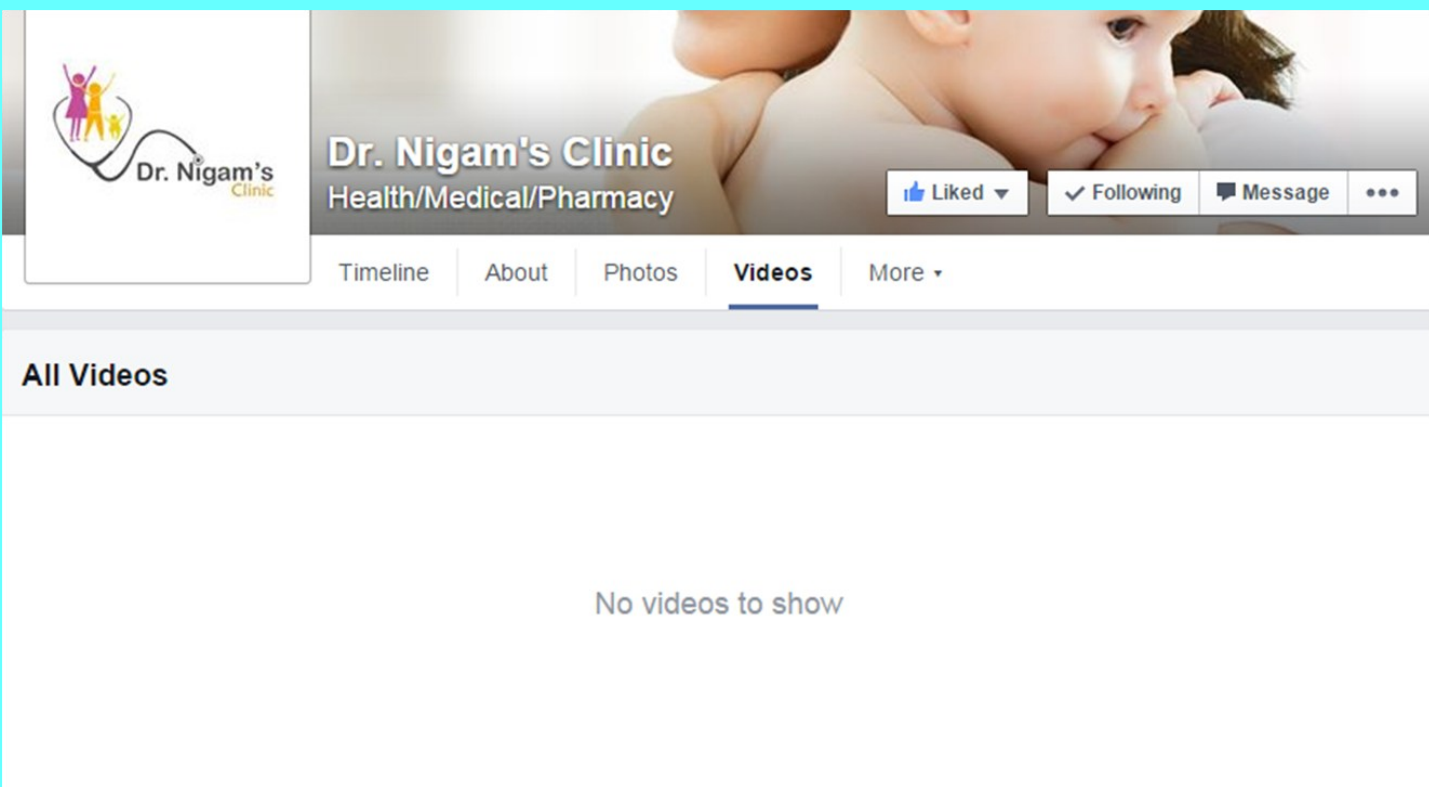
AVAILABLE- Page is available on facebook

My finding over the facebook page are

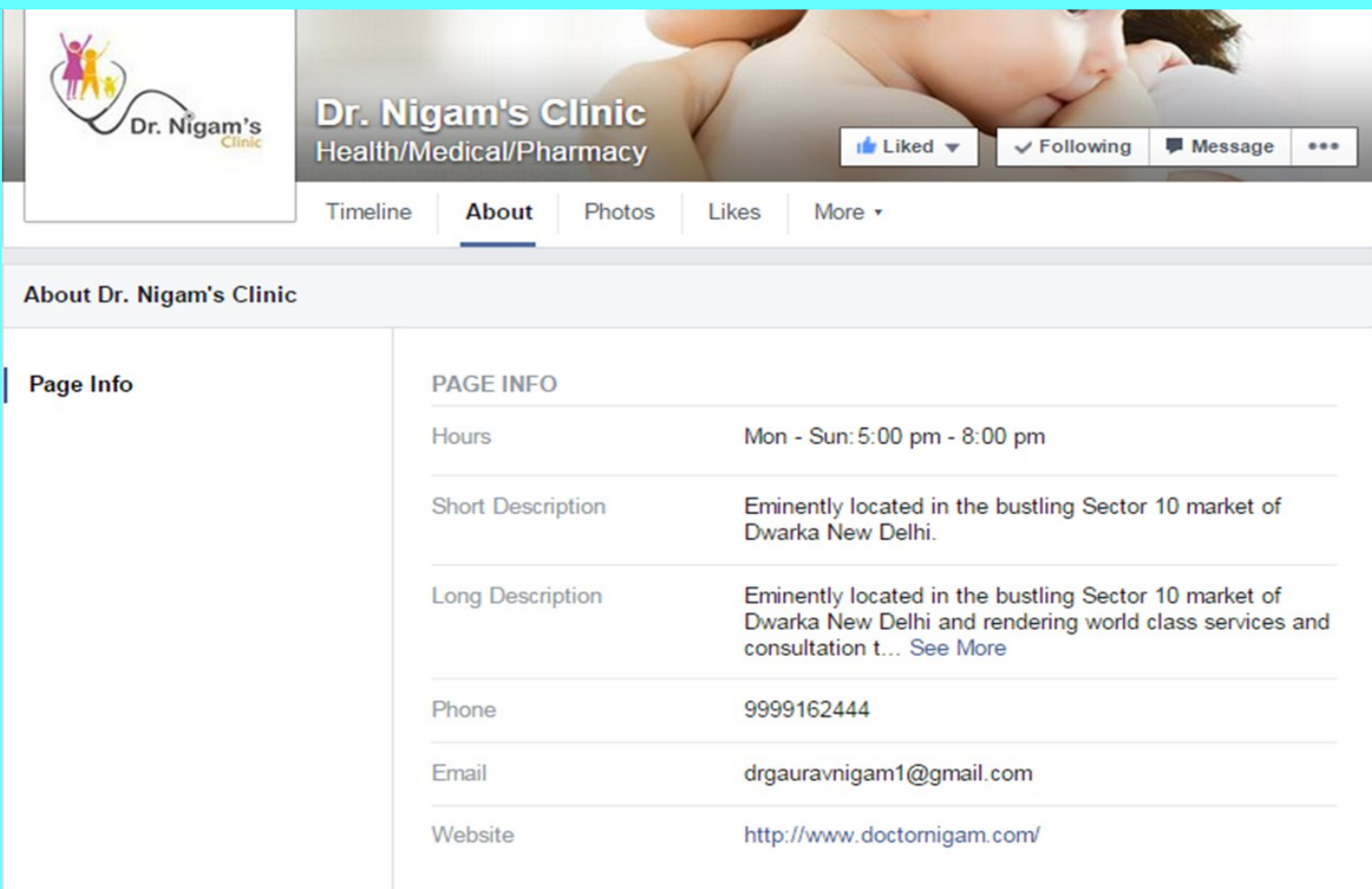
- Ψ PTAT = 36 (People Talking About This)
- Ψ Total page likes = 1696
- Ψ According to page like, PTAT is very less



- Ψ The official website (http:www.doctornigam.com) is connected with the facebook page but when we click on the facebook link, the page does not appear.
- Ψ No video available on facebook page



- Ψ Exact address not available on facebook page



- Ψ Only post like diet charts and vegetables and fruits benefits
- Ψ No any post regarding clinic activities and events
- Ψ Many competitors are already doing better.

Content Theme Planned

- Ψ Content themes were made on different topics which were shared on social media plat form.



#Child care



#Immunization



#Myth vs reality



#Mothers blog



#Daily problem



#Healthy diet

Content bucket

- Ψ Content bucket was made for two weeks.
- Ψ Content bucket was made on the basis of content themes which were shared on different social media plat form
- Ψ Content bucket for first week-

#DailyProblems

Does bedwetting bother you and your child quite often and come up as one of the 1-
#Daily Problems?



Bedwetting does tend to run in families. Many children who wet the bed have a parent who did too. Most of these children stop bedwetting on their own at about the same age their parent did.

#Immunization

#Immunization protects future generations.

Vaccines have reduced and, in some cases, eliminated many diseases that killed or severely disabled people just a few generations ago.

For example, smallpox vaccination eradicated that disease worldwide. Your children don't have to get smallpox shots any more because the disease no longer exists. By vaccinating children against rubella (German measles), the risk that pregnant women will pass this virus on to their fetus or newborn has been dramatically decreased, and birth defects associated with that virus no longer are seen.

#MothersBlog

What all should a healthy diet comprise for pregnant women?

A pregnant women should take highly nutritive diet for her baby.

#HealthyDiet #HealthyHabits

A healthy diet make a man healthy

#Childcare

Safe Sleeping posture for your baby is another **#Childcare** concern.

Paediatricians recommend that healthy infants be placed on their backs for sleep, as this is the safest position for an infant to sleep.

Putting your baby to sleep on his back decreases his chance of sudden infant death syndrome (SIDS), which is responsible for more infant deaths in the United States than any other cause during the first year of life.



#Mothers blog



#Healthy diet #Healthy habits



#Child care

Meaning of #tag—whenever a user adds a hash tag to their post, it is immediately indexed by the social network and searchable by other users. Once someone clicks on that hash tag, they'll be brought to a page that aggregates all of the posts with the same hash tagged keyword in real-time.

Conclusion– Contents bucket were posted on social media plat form, were liked and commented. These posts were found informative and were shared by visitors among different community on social media plat form.