



# How Your Company in Brunei Can Benefit with Social Media Marketing



Social media marketing is utilising social media platforms such as Facebook & Instagram to achieve your marketing goals.

## Importance / Benefits

More than a social platform, social media apps have become a promising place for brand exposure and marketing with great chances of ROI. Social media is important to your marketing strategy.



**Funnelling web traffic**

- Many potential eyes and clients for your brand to reach
- Increase chance of conversions



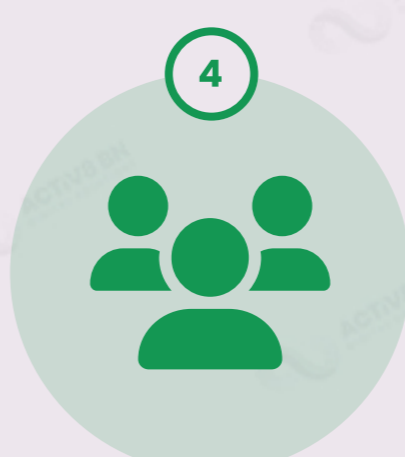
**Increase user engagements**

- Social media allows you to directly interact with customers
- Improve your brand reputation
- Increase customer loyalty



**Targeted Ads**

- More effective ads to make the most of your budget



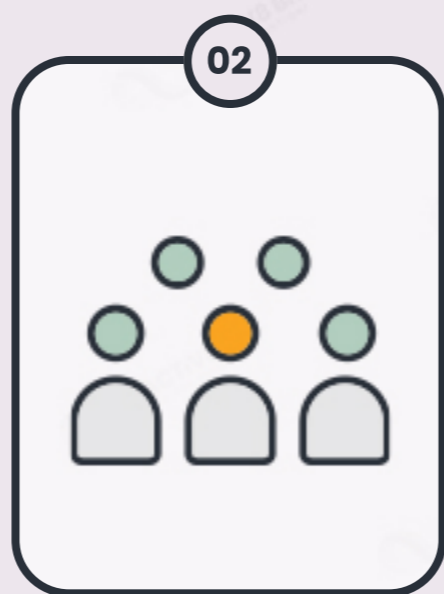
**Understand your audience & customers**

- Analytics generated are made easy through tools
- Better strategise your next plan ensuring better ROI

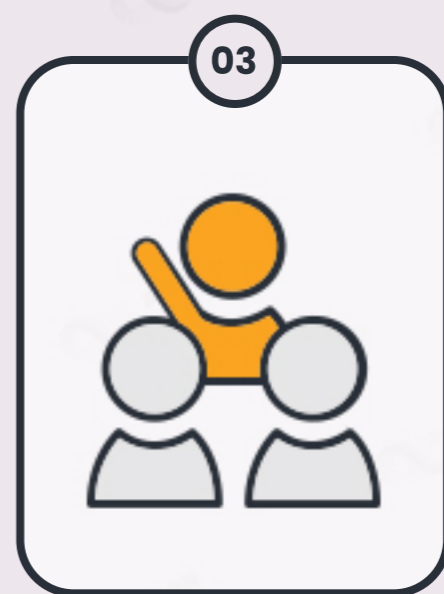
## Our Process



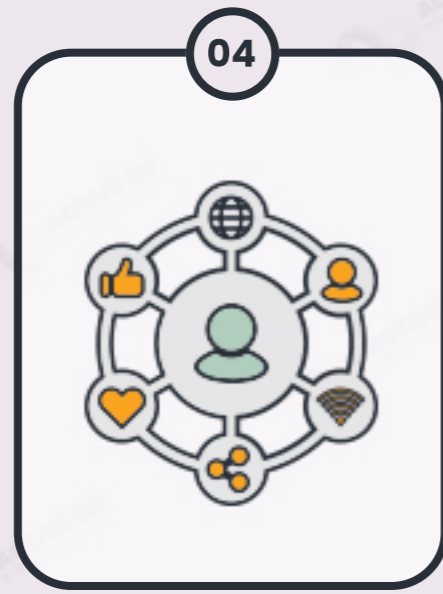
Set the Goal



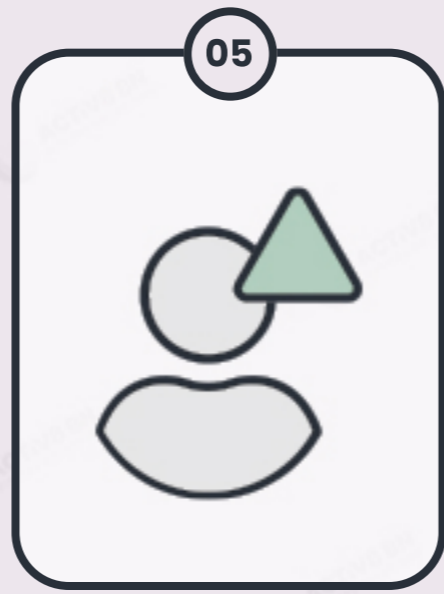
Understanding your Audience



Understanding your Competition



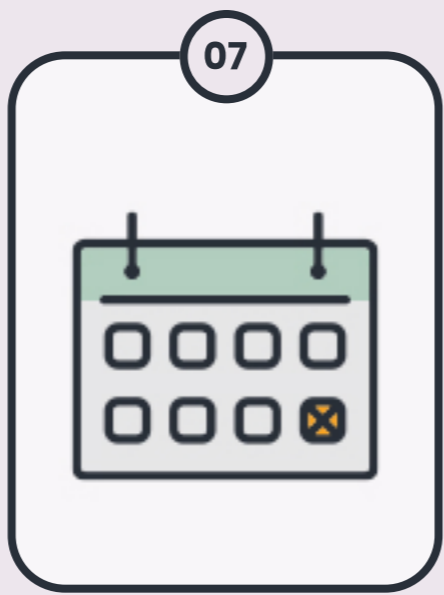
Social Media Audit



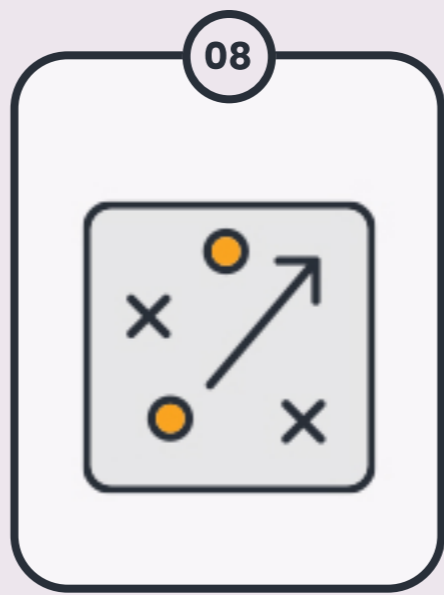
Profile Improvements



Find Inspiration



Setting up your Content Calendar



Strategy Evaluation & Adjustment

Don't miss out! Let us work on your project!

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