



## Social Media Marketing

Presence and Profits via Social Marketing Expertise



### About Azam Marketing

[Azam Marketing](#) provides digital marketing and design services for large and small companies.

We have vast experience and know-how in social media marketing as well as other related disciplines such as search, affiliate, display and email marketing. We also do online public relations, website design and development and corporate training.

We have a record and reputation in the industry which is second to none and have generated hundreds of millions of pounds in sales for advertisers.



### Azam Marketing and Social Media Marketing



We are an innovative Social Media Marketing Agency that will help you understand the dynamics and the secrets of Social Media Marketing in order to move your business into level that you could hardly imagine before the revolution of the web 2.0.

Check and optimize your costs, investments and returns with the strategies of the Social Media Marketing, take your brand to a new exposure and let the buzz bring you new opportunities.



## Explaining Social Media

Technically speaking Social Media Marketing is a branch of Online Marketing, the branch that deals with Social Networks and all other platforms of the Web 2.0.

But this is just the 'definition' of Social Media Marketing. For your industry Social Media Marketing is a new revolution in the relationship with your customers: when Social Media Marketing is coupled with awareness it can take your business into new levels of growth and challenges.



When your business faces the challenge of a new Social Media Marketing campaign there are some things that you may need to remember:

- ❑ You have no control on the Social Media Platform: you can publish your pages, your contents, you can make advertising campaigns on that platform, but you cannot control the 'conversation' that this will generate;
- ❑ Social Media are networks of people based on equal connections, 1:1 relationships. Social Media are conversations. For your business could mean the challenge of a new kind of communication between your company and your customers but also a new opportunity to listen and learn from your customers, get closer to them and reach new customers at a level that you could not even imagine before.

## Why invest in Social Media

Whatever line your business is in, we encourage you to invest on some kind of Social Media Marketing in order to give you the opportunity of gaining a new level of exposure, contacts and sales. Every business is different and could need some kind of Social Network Exposure and some kind of Social Media Marketing.

What we can be sure of is that Social Media Marketing could spread your brand to the World Wide Web of active and clever users.



Here are some reasons to invest in Social Media Marketing:

- ❑ You have something to say about your products and your services and want to listen what your perspective customers think about that when they discover your brand
- ❑ You want actively interact with your perspective customers
- ❑ You want to send a specific message to a specific target
- ❑ You want to know more about the features of your audience
- ❑ You have a great viral marketing idea or want to find one
- ❑ You want to build or manage your brand reputation
- ❑ You want to manage customer loyalty
- ❑ You intend to increase your sales, traffic, and exposure.



## How can Azam Marketing help my brand?

To help you reach your online objectives through social media marketing you will receive access to our state-of-the-art social media syndication and monitoring tools such as AzamTentacle™ and BuzzTalk™ to syndicate key messaging and analyse results, as well as the following:

- ❑ Research and find your target audience where they are most active online
- ❑ Find the most influential online sites and individuals relating to your brand and/or industry
- ❑ Create a social media strategy based on these audiences and influencers
- ❑ Assist you to implement the social media strategy
- ❑ Monitor, evaluate and report on the success of your social media campaigns
- ❑ Track brand sentiment, brand buzz, brand health and so on.



In this dynamic, online environment it's important that you work with experts who understand the social media space. Azam Marketing has not jumped on the social media bandwagon in recent times like most other agencies, but has over 20 years daily experience in utilising the internet to market companies through forums, blogs etc.

Our expert social media gurus have tried and tested over 120 social media tools in the last two years to find the most user-friendly and effective apps. We utilise the potential of social media day-in day-out to benefit us and our clients. Our own powerful social media presence extends to over 380,000 followers. Therefore, we have the proven track record to develop and execute the most effective social media strategy for your business.

**Further Information**

Should you have any questions about Azam Marketing's Social Media services, you are welcome to email Craig Williams at [results@azam.net](mailto:results@azam.net) or call him on +44 (0) 20 33 55 4334 any time.



Social Media Marketing Results Since 1997  
Experience, Enthusiasm and Efficiency  
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