

# Social Media Marketing Campaigns: Creation

## Social Media Marketing

way to utilize social media platforms; have been used for an organic, two-way dialogue to target those audience based on their communication preferences and articles they have read

## Social Media Campaign

planned, coordinated marketing efforts using one or more social media platforms

## Brand Awareness

customer is familiar with and able to recognize a brand

## Conversion Rate

percentage of users who take a desired action, whether it is buying a product, signing up for an account or leaving a positive comment