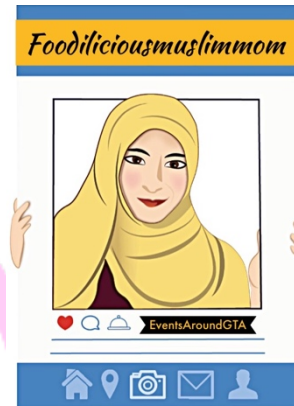


Learn How to Grow your Social Media Presence PART 2  
January 20, 2021 - 12:00pm  
Find the Webinar Video [Here!](#)  
WEBINAR NOTES – [Digital Force](#)

For this workshop we welcomed Rumina Rizvi, a Social Media Influencer to join us for a Q and A.

Rumina moved here from Dubai. Working with known Event Management and Communication Agencies, Broadcast Media and Renowned Media Management Companies in UAE.

She had the honour and privilege to work with Gray Biz Communications for a BBC conference called Best Marketing Practice in Action with the crème de la crème speakers, authors and known marketing gurus. After she moved, she settled into her new role as a Wife and Mother and bid farewell to her media life. However, she continued writing articles, reviews and blogs online. With the new trends into Social Media Marketing and in the world of Vlogs and Blogs, she carried forward with her Instagram into sharing visual reviews on lifestyle, food, health and wellness. That's how she landed into doing Food Events!



She used her experience, knowledge and support from friends to move forward into the new millennial with what she did best, marketing and event management. She used this platform on social media to share her dining experience and best available choices for halal consumers. She noticed a huge market in GTA wanting to try and experience new varieties. With catchy captions and presentable visual display of food and products, she was soon able to build an audience on her social media that would take those recommendations and reviews and try out what was shared on her page. Gradually she was being approached by brands and restaurants to work in collaboration. Attending events like Halal Food Fest as a Media Correspondent to write for them. It gave her an opportunity to network with various brands and meet the bloggers community around GTA. The blogging community decided to work along and share resources and also getting invited at Food events. The growing demand of food event management, she decided to register her business and get licensed to host them herself. Building credible relationship with her audience and work with local and international brands. Alongside, supporting local and small business to introduce them to a wider audience through her platform, she was able to become an influencer. Paid collaboration helped her reach to wider audience and grow her business.

#### **Rumina's Tips to quickly build your social media with good engagement and traffic:**

- Apps like Canva, Spark Post, Mojo, Unum to edit pictures and make media kits.
- Content Studio and Buffer to manage the content calendar and schedule
- Using Hashtag Expert for sourcing the trendy hashtags and The Influencer Marketing Hub, to determine the latest growing tools and techniques with changing algorithms.

#### **Recommended Free Resources for New Businesses:**

HubSpot Academy, Google Digital Garage, Udemy

- Offering free resources on Social Media Marketing and Digital Marketing.
- With Free Instagram/ Facebook/ Google Business courses on their platform to help understand the insights and using business integrated tools and features - Resources- really helpful for new business owners.

### **Is having a genuine approach to social media important?**

- Think of your values
- Make yourself relatable to your audience
- Show your audience how they can identify with you

### **What are your tips on uploading photos for your social media?**

#### **Natural vs. Photoshopped**

- Have raw pictures with aesthetic value
- Good lighting is important
- Use Apps or filters and effects
- Good photography and composition are important
- Appealing photos will convince your audience to click on it
- A little bit of rawness is good!

### **How have you helped other women in business?**

- Promoting other businesses
- Sharing that passion with her audience
- Register your business and create a logo
- Build a brand to be more profound on social media
- Create a website, forum, set-up home-based businesses

### **How do you deal with competition especially in a saturated market?**

- Build an audience that maintains loyalty
- Share content on a regular time frame
- Be consistent
- Diversify
- Be interactive online
- For example: create stories on Instagram

### **How important is your brand?**

It's important because it is about:

- Building trust and credibility
- Creating awareness
- Creating a form of "decision power" for your audience
- Based on your values, people will make their choices based on your brand

### **Tips for collaborating with the right influencer:**

- Stay away from controversial influencers
- Research the collaborators reputation
- Look at their content and their engagement on social media
- Celebrities have been taken over by influencers
- Media as a business, you should also interact with the audience on the Influencers Social Media
- Answer the Queries on their chat or forum

### **Digital Force Tip:**

- Interact with more than just
- Focus your niche on social media.
- Let people get to know you and
- Put the genuine effort into it!

### **What is required from the business owner?**

- There are different levels of influencers
- Know your Audience
- Nano Influencer vs. a Bigger Influencer

### **Benefits of a nano influencer:**

- Influencers who have 1,000 to 10,000 followers is manageable
- Free Shout-outs
- Free content sharing

### **Costs for the business owners**

- The collaboration needs to add value to both the Influencer and the small business
- Ask for what you want, they can always refuse if it doesn't fit their brand or values
- Ask for a Media Kit
- Cost is relative pending on the service
- You can ask the Influencer for insights
- You will be able to see the response and see if it is working or not

### **Are there any Guarantees when it comes to your Return on investment (ROI) while working with an Influencer?**

No, but be sure to look over the Media Kit and align with their brand. Business owners should also get involved too by commenting on the posts.

### **What to send an influencer?**

- Sample sized products are good enough for an Influencer to review
- The audience wants to know exactly what the product is like in real life
- Feedback from the Influencer can be of value to your business

### **How do you budget when incorporating an influencer into your digital marketing?**

There are websites you can go to find out how much Influencers are approximately per post

There are engagement calculators

You can negotiate with the Influencer

### **Is buying google ads worth it?**

#### **Can it help me gain more followers?**

Absolutely! Don't forget about Networking and Collaborating

Start with the content (blogs, videos, photos)

Have a following first before doing Giveaways

Try Performance Tracking Apps and Content Calendars