


# Digital Marketing for Beginners

Introduction to Social Media Marketing

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# An overview of social media marketing: in this module you will learn...

- Understanding why people use social media
- Why you should give your social media a specific purpose
- Choosing the right platforms for you
- Benefits and risks of social media
- How to use social media for market research
- Tips for creating social media profiles

An aerial photograph of a city skyline at dusk or dawn. The sky is a mix of dark blue, purple, and orange. The city is densely packed with skyscrapers, many of which have their lights on. The Empire State Building is prominent in the center. The text "Up next: thinking about why people use social media" is overlaid in a large, white, sans-serif font.

Up next: thinking about  
why people use social  
media