

# Social Media Marketing Is The Key To Any Successful Advertising Campaign In 2022.

*Brands who post on social media daily are the most successful, and those who have not switched to this new trend are missing out on business.*

NEW ORLEANS, LOUISIANA, USA, August 19, 2022 /EINPresswire.com/ -- Social media marketing (SMM) is a powerful tool to connect companies with their audience directly and interact with them personally. Companies who are using social media consistently are the leaders in their industry.

SMM can be started single-handedly or with a small team comprising of graphic designers, copywriters, an art director, etc. Teams can expand depending on the regularity and establishment of the business. Marketing professionals are allocating a large chunk of their budgets on social media because businesses need to be consistent in communication and addressing their audience in real-time.



Social media marketing is the new advertising. You must post videos on every platform consistently every day in order to see the benefits. The key is consistency!"

*Armando Leduc*

[Armando Leduc](#), the president of New Orleans social media marketing giant, [Leduc Entertainment](#) says, "Successful marketing campaigns are launched with the prerequisite of maintaining and optimizing your profile and business pages. Audiences today have a shorter attention span, so brands must make an effort to grab your attention." He adds, "The best way to communicate with the audience is to show video with a clear message. It would require a business to either create video content in-house, or hire a company that specializes in this type of



marketing."

With more and more companies representing their brands online, the competition for attention has drastically increased over just the last few years on social media.

Leduc finishes by saying, "Social media marketing is the new advertising. You must post videos on every platform consistently every day in order to see the benefits. The key is consistency!"

Social media platforms are free channels to effectively communicate and drive traffic to company websites and establish brands. The greatest advantage of this is that businesses can directly engage by shares and likes and respond to the audience via comments and direct messaging.

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Armando Leduc, President, Leduc Entertainment

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